

Research the study.  
the design reports the  
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Research design      A research design is essentially a statement of the inquiry and strategies for collecting the evidences, analysing the evidences and reporting the findings (Singh, 2006). This study will adopt a descriptive research design. It is a very valuable tool for assessing opinions and trends.

According to Osuala (2001), descriptive research specifies the nature of a given phenomena. It is a method which involves observing and describing the behaviour of a subject without influencing it in any way. The descriptive research design has various forms including a survey, documentary analysis, developmental studies; follow up studies, case study and correlation study.

The current study is a survey. The descriptive research design, for that matter the survey, is appropriate since it will enable the researcher to obtain an accurate information from a whole population based on samples drawn from the population.      According to Gay (1992), descriptive survey design involves collection of data to answer questions concerning the current status of the subject of the study. The design reports the way things are. This design is deemed appropriate as an attempt will be made by the researcher to describe the existing situation by asking the respondents to complete questionnaire in order to obtain data to draw meaningful conclusion from the studies. A qualitative research allows the individuals to describe the situations, experiences, or feelings in their own words.

A quantitative approach is used in some instances where, for example, participants are asked to rate in a scale format in trying to establish or

to determine how they viewed appraisals. This study will make use of quantitative approach. Fraenkel and Wallen (2000), identify two difficulties associated with the design.

They include the difficulty of ensuring that items to be responded to are very clear, getting respondents to respond to the items thoughtfully and honestly, and the difficulty in getting sufficient number of questionnaires completed and returned. In spite of the difficulties, the major advantage of this design is that it has the potential of providing a lot of information obtained from a large sample of individuals. The researcher will take the necessary measures such as obtaining the validity of the instrument and direct instrumentation in order to minimise the difficulties mentioned above. The design deals with organising, analysing, and interpreting data before conclusion is drawn. Population and target population A population is a group of all items of interest to a researcher.

The population of the study is the staff of Cocoa Marketing Company (Accra branch). There are ninety-four employees in the company. There are two categories of staff, namely, senior management and junior staff but the target population for this study is the junior staff of the company who are seventy-five employees. The researcher chose the junior staff because they are the people who usually complained about the performance appraisal process and also they are more than the senior management at the company.