QUESTIONNAIRE

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post. Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people. Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical. However, a problem with questionnaire is that respondents may lie due to social desirability. Most people want to present a positive image of themselves and so may lie or bend the truth for it seem good, e.g., pupils would exaggerate revision duration. Questionnaires can be an effective means of measuring the behaviour, attitudes, preferences, opinions and, intentions of relatively large numbers of subjects more cheaply and quickly than other methods. An important distinction is between open-ended and closed questions. Often a questionnaire uses both open and closed questions to collect data. These are useful to obtain quantitative and qualitative data.

Closed Questions:

 Closed questions structure the answer by only allowing responses which fit into pre-decided categories. Data that can be placed into a category is called nominal data. The category can be restricted to as few as two options, i.e., dichotomous (e.g., 'yes' or 'no,' 'male' or 'female'), or include quite complex lists of alternatives from which the respondent can choose (e.g., polytomous). Closed questions can also provide ordinal data (which can be ranked). This often involves using a continuous rating scale to measure the strength of attitudes or emotions. For example, strongly agree / agree / neutral / disagree / strongly disagree / unable to answer.

 Strengths :These can be economical. This means they can provide large amounts of research data for relatively low costs. Therefore, a large sample size can be obtained which should be representative of the population, which a researcher can then generalize from. · The respondent provides information which can be easily converted into quantitative data (e.g., count the number of 'yes' or 'no' answers), allowing statistical analysis of the responses. · The questions are standardized. All respondents are asked exactly the same questions in the same order. This means a questionnaire can be replicated easily to check for reliability. Therefore, a second researcher can use the questionnaire to check that the results are consistent.

Limitations

These lack detail. Because the responses are fixed, there is less scope for respondents to supply answers which reflect their true feelings on a topic.

Open Questions:

 Open questions allow people to express what they think in their own words. Open-ended questions enable the respondent to answer in as much detail as they like in their own words. For example: "can you tell me how happy you feel right now?" If you want to gather more in-depth answers from your respondents, then open questions will work better. These give no pre-set answer options and instead allow the respondents to put down exactly what they like in their own words. Open questions are often used for complex questions that cannot be answered in a few simple categories but require more detail and discussion.

Strengths ·

Rich qualitative data is obtained as open questions allow the respondent to elaborate on their answer. This means the research can find out why a person holds a certain attitude.

Limitations ·

Time-consuming to collect the data. It takes longer for the respondent to complete open questions. This is a problem as a smaller sample size may be obtained.

· Time-consuming to analyze the data. It takes longer for the researcher to analyze qualitative data as they have to read the answers and try to put them into categories by coding, which is often subjective and difficult.

· Not suitable for less educated respondents as open questions require superiour writing skills and a better ability to express one's feelings verbally

. Designing a Questionnaire

With some questionnaires suffering from a response rate as low as 5%, it is essential that a questionnaire is well designed. There are a number of important factors in questionnaire design

. Aims Make sure that all questions asked address the aims of the research. However, use only one feature of the construct you are investigating in per item

. Length The longer the questionnaire, the less likely people will complete it. Questions should be short, clear, and be to the point; any unnecessary questions/items should be omitted

. Pilot Study Run a small scale practice study to ensure people understand the questions. People will also be able to give detailed honest feedback on the questionnaire design

. Question Order Questions should progress logically from the least sensitive to the most sensitive, from the factual and behavioural to the cognitive, and from the more general to the more specific. The researcher should ensure that the answer to a question is not influenced by previous questions

. Terminology There should be a minimum of technical jargon. Questions should be simple, to the point and easy to understand. The language of a questionnaire should be appropriate to the vocabulary of the group of people being studied. Use statements which are interpreted in the same way by members of different subpopulations of the population of interest. For example, the researcher must change the language of questions to match the social background of respondents' age / educational level / social class / ethnicity etc

. Presentation Make sure it looks professional, include clear and concise instructions.

Sample questionnaire

<u>E-consumer Behaviour Towards online purchase of electronic products(Mobile, Tablets & Laptops)</u>

Name:-_____ Contact No.:-_____ City:-_____

Gender:- Male[ ] Female[ ]

Age :- Below 18 yrs.[ ] 18-25 yrs.[ ] 26-35 yrs.[ ] 36-50 yrs.[ ] 5o yrs. above[ ]

Education:- Graduate[ ] Post Graduate[ ] Doctorate[ ]

Occupation:- Student[ ] Service[ ] Business[ ] Housewife[ ] others[ ]

Income per month:-

Less than 5000[ ] 5001-10000[ ] 10001-15000[ ] 15001-20000[ ] 20001-25000[ ] 25001-

30000[ ] 30001-35000[ ] 35001-40000[ ] 40001-45000[ ]45001-50000[ ] 50001 & above[ ]

_____

1. When I ask about Online Shopping sites for electronic products which brands

come to your mind?

i) _____

ii) _____

iii) _____

iv) _____

v) _____

2. Where do you shop for electronic products (Mobile, Tablet, Laptop) Online?

i) _____ ii) _____ iii) _____ iv) _____ v) _____

3. What do you like most about online shopping?

a) Convenience [ ]

b) Cheaper price/Discounts [ ]

c) Saves time [ ]

d) Choices [ ]

e) Product comparisons [ ]

f) Superior selection/Availability [ ]

4. How satisfied you are with your experience of online shopping?

☐ Highly Satisfied

☐ Satisfied

☐ Neither satisfied nor dissatisfied

☐ Dissatisfied

☐ Highly Dissatisfied

5. How do you discover your desired product?

a) Specific site for specific product categories [ ]

b) Google search [ ]

c) Social media [ ]

d) Price aggregator sites [ ]

e) Others [ ]

6. Is shopping online safe?

a) Depends on the store [ ]

b) Safe [ ]

c) Unsafe [ ]

7. Frequency of online shopping?

a) As needed [ ]

b) Once a month [ ]

c) Once a week [ ]

d) Once in few days [ ]

8. Online Window shopping- How often?

a) More than once a day [ ]

b) Once a day [ ]

c) 2-3 times a week [ ]

d) Once in more than a week [ ]

e) Don't browse if I don't want to purchase [ ]

9. With whom do you shop online?

a) Alone [ ]

b) With friends [ ]

c) With Family [ ]

d) Any other [ ] _____

10. Most Expensive electronic Products purchased

a) Mobile [ ]

b) Tablet [ ]

c) Laptop [ ]

d) Others [ ]

11. Most amount spend in single transaction

a) Rs.250-1000 [ ]

b) Rs.1001-2000 [ ]

c) Rs.2001-10,000 [ ]

d) Rs.10, 001-50,000 [ ]

e) Rs.50, 001-100,000 [ ]

12. What are the payment methods you generally use for Online Purchases?

a) Credit Card [ ]

b) Debit card [ ]

c) Net Banking [ ]

d) Cash on Delivery(COD) [ ]

e) Gift Cards & Promotional codes [ ]

13. Rate your experience with electronics e-Retailers on following parameters on a 5

point scale. (1=Very Poor, 2=Poor, 3=Average, 4=Good & 5=Very Good)

Factor\outlet Flipkart Snapdeal Amazon Homeshop18 Ebay Croma Ezone Indiatimes

Trust

Discounts

Schemes &

Offers Service

Quality