Chapter 4
How to Design and Frame a Questionnaire

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ABSTRACT

The present chapter explores the essential stages in designing and developing the questionnaires and offers a basic introduction to beginners who are at the preliminary stages of their research. The study was approached purely from a theoretical perspective and various issues and challenges have been addressed including the length of questionnaires, how to distribute a questionnaire and how to analyze the data. The study concluded that researchers often rely on the previously developed questionnaire rather than developing the new one because it requires the knowledge and expertise. For novice researchers, developing entirely a new questionnaire requires a basic understanding of the format of the questionnaire, length of the questionnaire and how to distribute a questionnaire. Therefore, the chapter presents a systematic way to develop a questionnaire keeping in view all the issues and problems faced by researchers who are engaged in study for a thesis or in other research projects.

INTRODUCTION

The questionnaire is the research instrument based on different set of questions for the purpose of gathering information from the respondents across various fields. According to Rowley (2014), questionnaires are one of the most widely used means of collecting data and therefore many novice researchers in business and management and other areas of the social sciences associate research with questionnaires. It is not easy to design a questionnaire; it requires a lot of effort and dedication in creating the questionnaire that answers your questions and fulfills your purpose. Moreover, the questionnaire is a sort of document which includes a various set of questions including open and closed-ended, dichotomous questions, ranking and Likert scale and the respondents are asked to respond the questionnaire. Developing a questionnaire is critical to the success of the survey because ambiguous questions, inappropriate wording, the length of the questionnaire can affect the response rate and makes the survey inconsequential. According to Beri (2008), a marketing researcher intending to collect primary data has to be extremely

careful in deciding what information is to be collected, how many questions are to be formulated, what should be their sequence, what should be the wording of each question and what should be the layout of the questionnaire. The issues of response and non-response bias are very common in evidence-based research leading to the biased results and findings.

If you are a novice to research and want to design a questionnaire for your dissertation or thesis then this study will help you in designing, distributing and collecting the data of the questionnaire in a very efficient and effective way.

The present study is an attempt to highlight the some of the core issues and challenges in designing the questionnaire viz. length of the questionnaire, distribution of questionnaire, response and non-response bias.

The remainder of the study is organized as follows: the first section discusses the introduction of the study. The second section discusses the types of questionnaires. The third section discusses why questionnaires are being used? The fourth section discusses the rationale of using the different types of instruments in designing the questionnaire. The fifth section discusses what kind of research can be conducted through questionnaires.

Section sixth discusses the type of questions asked through questionnaires. The seventh section discusses the length of the questionnaire. Section eighth highlights the selection of respondents. Section ninth discusses the distribution of questionnaires. Section tenth highlights the role of response and non-response bias. Section eleventh discusses the analysis of data and preparation of data for analysis.

TYPES OF QUESTIONNAIRE

According to Saunders et al. (2005), the design of a questionnaire differs to how it is administered, and in particular, the amount of contact you have with the respondents. Generally, there are two types of questionnaires such as self-administered questionnaire and interviewer administered. The self-administered questionnaires are usually completed by respondents themselves. These questionnaires are usually delivered and returned through email. The questionnaires which are delivered by email or the internet are called online questionnaires. Google docs play a major role in framing the online questionnaires and reduce the time and effort. On the other hand, the questionnaires which are delivered by post to the respondents are called postal questionnaires, usually, respondents return the questionnaire by post also. The questionnaires which are delivered to respondents by hand and are collected later are referred to as delivery and collection questionnaire (Saunders et al., 2005). The second one is interviewer administered, where interviewer physically meets the respondents and grabs the useful information by interviewing the respondent. The widely used interview schedules are a telephonic questionnaire or telephonic interviews where investigator asks the questions from the respondents by telephonic conversation. Whereas, the structured interview is a quantitative method where interviewer exactly asks the same questions in the same order.

Self-administered questionnaire:

1. Online questionnaire
2. Postal questionnaire
3. Delivery and collection questionnaire

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