

SURVEY METHOD

Surveys require asking people, respondents, for information using either written or verbal questioning. Questionnaires or interviews collect data through the mail, on the telephone, or face-to-face.

Interviews-Interview method can be employed in different ways.

Personal in-home interview - In this method, the researcher or field data collection executives visit residences of respondents and ask questions face-to-face in their homes. This method requires more of field work and costlier and expensive.

Mall-intercept personal interview - Respondents are intercepted while they are shopping in a mall, and then a questionnaire is administered to them by the interviewer. The method may result in poor quality responses. Since the sampling method falls under the category of convenience, it is difficult to generalize the findings.

Computer-assisted personal interview - Respondents are requested to sit in front of a computer terminal. She or he answers the questionnaire on the screen by using the keyboard and/or mouse.

Telephone interview - It involves phoning a sample of respondents and asking them a series of questions. It is more appropriate, when the amount of information required is limited and highly structured. It is one of the quickest methods and consumes less time than other methods.

Computer-assisted telephone interview - The computer dials a telephone number, the interviewer asks the questions on the screen of the computer, and the interviewer records the respondents' answers directly into the computer. There are computer software's, which links the responses to a database directly.

Mail interview - In this method, the researchers sends by postal/ mail the questionnaires to pre-selected potential respondents. The respondents complete and return the questionnaires by return mail. If an incentive is attached to the filled responses, the respondents may be motivated to answer promptly. Poor response rate and more time to collect the responses are some of the weakness with this method.

Mail panel - This method consists of a large and nationally representative sample of households which have agreed to periodically participate in mail questionnaires, product tests, and telephone surveys conducted by the specific marketing research organization. For such panel enrolment, the firm has to pay a nominal amount as participation fees.

E-mail interview - The survey request and questionnaire is written within the body of the e-mail message and send to the identified respondents [whose emails have been collected]. The e-mails are sent out over the Internet.

Internet interview - Internet or Web surveys use 'hypertext markup language' (HTML), the language of the Web, and are posted on a Web site. Respondents may be recruited over the Internet from potential respondent databases maintained by the marketing research firm or they can be recruited by conventional methods (mail, telephone). In India, today we have access to websites such as 'SurveyMoneky.com' and 'Qualtrics. com', which allow us to build online questionnaire and email them selected respondents