



Questionnaire Designing for A Survey in Incubator Facilities

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ABSTRACT:

A questionnaire is a crucial tool in a research study since it enables the researcher to gather pertinent information about the research topic. It is crucial to check that the questionnaire's design is set up to reduce errors. Yet, creating a successful questionnaire can be difficult for researchers due to issues with its usage, presentation, and content, which can result in unreliable and bias results. In order to construct a questionnaire for a survey in incubator facilities this paper will go over the key steps. The process then moves on to choose the survey type and the questions to ask, drafting the questions, and creating the questionnaire's construct utilising the variables discovered in the various publications. Also, it increases the need for pre-testing and finalising the survey questionnaire.

Keywords: Questionnaire, Research Methodology, Facilities, incubator, Framework.

I. INTRODUCTION

The incubation concept looks for an efficient way to combine technology, money, and expertise in order to harness entrepreneurial ability, hasten the creation of new businesses, and speed up the exploitation of technology.

Building management teams, securing funding, and giving access to a number of other more specialised professional services are just a few of the support services that incubators offer to help fledgling enterprises. Incubators also offer adaptable space, shared resources, and administrative support. It is planned that ventures graduate to become autonomous, self-sustaining firms after the incubation phase. The majority of incubators offer certain common services and activities, but they also provide unique services that are tailored to their particular client base and the resources that are available in their (respective) regions. **(Source: Secondary sources, articles).**

The primary tool for gathering quantitative primary data is a questionnaire. In order to collect quantitative data in a consistent manner that is internally consistent and coherent for analysis, a questionnaire is necessary. Every questionnaire should have a specific goal connected to the study's goals, and it should be made clear up front how the results will be used.

When resources are scarce, a questionnaire is used because it is relatively inexpensive to design and administer, and because it consumes as much time as possible. It also protects participant privacy because participants will only provide truthful answers if their identities are kept secret and confidentiality is upheld. **(S Roopa, MS Rani 2017)**

II. REVIEW OF LITERATURE

In this research, a review of the literature (secondary data collection) on the research design was conducted in order to support the study. According to Choto (2015:13), secondary data are information that is not collected for the first time. Literature reviewed in the current study comprised relevant academic articles, textbooks, authentic journal articles downloaded from the Internet, business articles, newspaper and magazine articles, and online academic databases.

Fink (2006, 1) As "surveys are used to collect information from or about people to describe, compare, or explain their knowledge, feelings, values, and behaviours".

Dillman et al. (2009, 23) we have to consider ways to motivate people to respond to the questionnaire we make so that we can collect data successfully. First, we have to provide information about our research to the potential respondents.

Groves et al. (1992) Most people will feel more encouraged to respond to a questionnaire when they are asked for a favour since it will give them a sense of reward from knowing they have helped others.

Fink (2006: 41) The use of surveys and concern for ethical issues are completely interwoven. Survey is conducted because of the need to know; ethical considerations protect the individual's right to privacy or even anonymity.

According to **Peterson (2000, 102–105)** providing information is part of the crucial components of a questionnaire. In addition, Gillham also believes that if respondents are clear about what we are trying to find out and why, they are much more likely to respond appropriately and helpfully.

Entrepreneur (2014) Business incubator is an organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections.

Hirte et al (2017) An incubator represents an institution where founders or start-ups receive the required environment for making their idea or product market-ready.

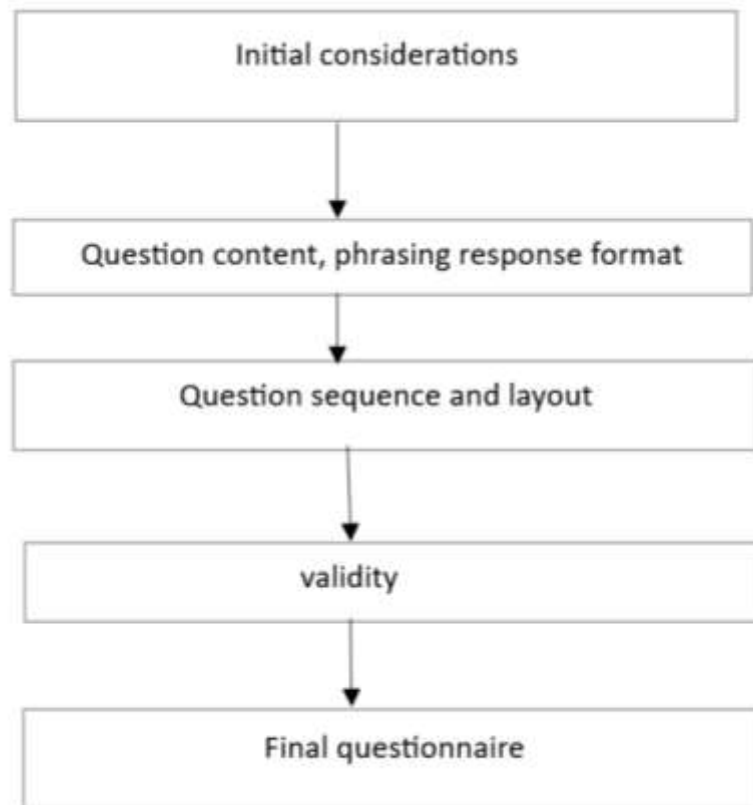
Dr. S. Saravanan, Fareen. J (2023) This article Describe about the Theoretical Framework of incubator and its process and Facilities by using the variables identify in the articles.

This article aims to show the satisfaction level towards the facilities provided by the incubation centre.

III. RESEARCH METHODOLOGY

The respective study is based on the secondary data collected from the previous article “A conceptual study on incubator and its process and facilities” by using the variables identified in the articles will frame the questionnaire design.

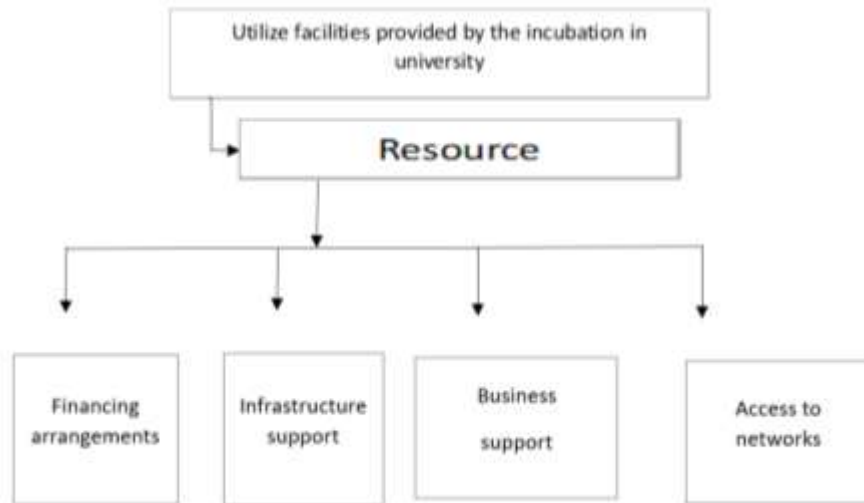
Figure 1 shows the stages of questionnaire planning



Frame work for Designing a Questionnaire for Research Paper

Initial considerations

Figure 2 shows the facilities provided by the incubation centre



(Source: Dr. S. Saravanan, Fareen. J (2023)

Figure 3 variables

Demographic Variables	Psychographic Variables
<ul style="list-style-type: none"> • Respondent information <ol style="list-style-type: none"> 1. Name 2. His/ Him role • Company information <ol style="list-style-type: none"> 1. Name 2. Address • Experience • Membership • Funding <ol style="list-style-type: none"> 1. Angle investor 2. Venture capitalist 3. Government funding 4. Self-funding • Financial Resources • Regulations • Fees paying information 	<ul style="list-style-type: none"> • Office space <ol style="list-style-type: none"> 1. Quality of workspace 2. Accessibility of workspace 3. Availability of meeting rooms 4. Cleanliness and maintenance • Access to the network <ol style="list-style-type: none"> 1. Network availability 2. Availability of networking events • Parking facilities • Legal • Communication • Technical and marketing assistance • Business Model • Transparency • Availability of workshop & seminar programs • Mentors & Coaching • Equipment availability • Events conducted by incubators • Other infrastructure support • Satisfaction

Question content

Types of survey question

- General Survey Questions
- Categorical (Nominal) Questions

- Interval (Ratio) Questions

General Survey Questions

Open-ended questions:

Open-ended questions are free-form survey questions that allow respondents to answer in open-text format to answer based on their complete knowledge, feeling, and understanding. The response to this question is not limited to a set of options.

EXAMPLE:

Respondents like open-ended questions as they get 100% control over what they want to respond to, and they don't feel restricted by the limited number of options. The beauty of them is that they can never be a one-word answer. They'll either be in the form of lists, sentences or something longer like speech/paragraph.

- Short answer
- Long answer

Demographic: What is your age?

Psychographic: How do you typically deal with stress and anxiety?

Close-ended questions:

Close-ended questions are those that start with 'Can', 'Did', 'Will', or 'Have'. Most commonly, they take the form of multiple-choice questions, where respondents choose from a set list of answers.

You would use closed-ended questions to collect quantitative data. From which you'd determine some 'statistical significance. They're usually simpler than their open-ended counterparts, allowing respondents to quickly answer.

Examples:

Can you run 5 kilometres?

Have you enjoyed the event?

Categorical (Nominal) Questions

Dichotomous questions:

Belonging to the closed-ended family of questions, dichotomous questions are ones that only offer two possible answers, which are typically presented to survey takers in the following format – Yes or No, True or False, Agree or Disagree and Fair or Unfair.

By narrowing down the answer options that are available in this way, dichotomous questions are a great way of clarifying opinion or understanding on something, with recipients providing answers that are absolute – either one way or another.

However, it's important that they are used with care, as their overuse could lead to respondent frustration or compromised results.

Example:

Are you employed in a management role in HR?

- Yes
- No

Multiple choice questions:

Multiple choice questions are questions constructed in such a way that respondents are presented with several answer options to choose from. Most of the time, these types of survey questions allow users to select either a single answer or multiple answers.

Example:

What is your qualification?

- 10th
- 12th
- UG (under graduate)
- PG (post graduate)

Interval (Ratio) Questions

Likert scale:

A Likert scale or Likert-type scale is probably the most used rating scale. The traditional Likert scale asks respondents to pinpoint how much they agree or disagree with a statement. Likert scales are perfect for measuring respondents' attitudes or behaviours, particularly when they relate to sensitive subjects.

Example:

Are you happy with your child's teeth arrangement?

- (1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

By using these types of survey questions and scales I have framed the questionnaire for my survey.

Question sequence

General survey question

1. Open-ended questions – 3
 - Short answer - 3
 - Long answer - 2
2. Close-ended questions - 5

Categorical (Nominal) Questions

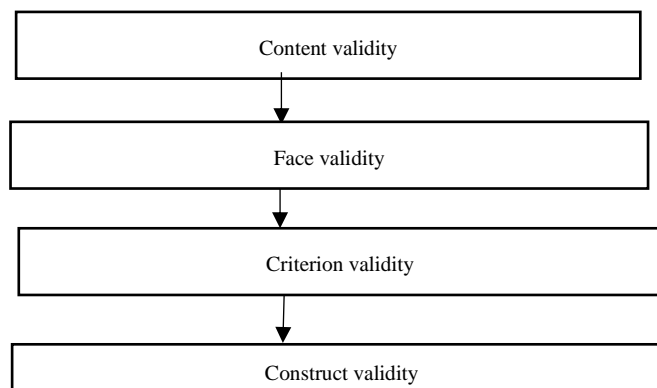
- Close – ended question
1. Dichotomous questions - 3
 2. Multiple choice questions - 2

Interval (Ratio) Questions

1. Likert scale - 22

Validity

The extent to which a questionnaire collects the data that it set out to collect. Four forms of validity are checked in the questionnaire.



Content Validity:

Refers to the degree to which an instrument fully captures a specific social idea. In order to establish whether a test or tool has content validity, expert judgement is the main method used.

There are no statistical tests used in this case. One can move on to face validity if content validity is deemed acceptable.

Face Validity:

This is an estimation of whether a questionnaire item appears to be appropriate, i.e., at first glance, is the response being received in the manner the researcher is trying to measure.

There are two ways to determine face validity:

1. Interview/probe method: In this case, we choose a random sample that represents between 5 and 10% of the total sample size and give them the questionnaire. The investigator will then have a thorough conversation with them about each subject, gauging their comprehension of each inquiry.

The ultimate format may be altered in any way

2. The bilingual approach is used when the tool has been translated into a local tongue. Here, a multilingual expert fluent in both languages is used to evaluate the face validity.

Criterion Validity:

It shows how well the questionnaire predicts the results of what it is measuring. The responses to the questionnaire are compared to an external database as it is being constructed.

Criterion or by utilising a gold standard, a direct and impartial measurement of what the new survey is intended to capture. The validity of the criterion could be contemporaneous or predictive. When both tools are used at the same time, it is said to be concurrent. When a predictor tool is used first and a new tool is added later, it is said to be predictive.

Construct Validity:

This refers to how closely a new questionnaire adheres to or supports pre-existing theories or hypotheses about the concepts or constructions it is intended to test.

IV. Conclusion

Mark the areas of confusion and verify for any routing mistakes before utilising it to test people's comprehension and ability to respond to the questions. As well as an estimation of the typical time needed to finish each quiz. The writers have made a sincere effort to increase the researchers' capacity for questionnaire design by producing this article. We can gather accurate data by using a questionnaire that has been thoroughly and precisely developed.

From this I could conclude my questionnaire design for the survey of satisfaction level of the facilities provided by incubation centre, than I will proceed with the validity checking for that questionnaire by sending it to 50 respondents then continue with reliability test and findings.

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