



## **Questionnaire Designing for A Survey of Startups: Success and Challenges**

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### **ABSTRACT:**

A questionnaire is a critical part 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 biased results. In order to construct a questionnaire for a survey on startups' successes and challenges, 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.

**Keywords:** Questionnaire, Research Methodology, Startup, Framework.

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### **INTRODUCTION**

A startup company could be defined as a new business that is in the initial stage of operations, beginning to grow and it is typically financed by an individual or a small group of individuals. Here the founder develops a product or service for which they foresee demand through market research. Startups are nothing but an idea that manifest into a commercial undertaking. A startup is a new company founded by one or more entrepreneurs to introduce or develop a new idea of product or service into the market. (Source: **NASSCOM Startup India report 2015, Secondary sources, New articles**).

A questionnaire, as heart of the survey is based on a set of questions to gather data from respondents. Questions are the translated form of what researchers need for their study which can be addressed using the answers of the respondents. A questionnaire, as the main and the most dominant way of collecting primary and quantitative data, makes the process of data collection standardized together with comparable. Thus, it can ensure a faster and more accurate data collection process, and facilitate the data processing as well.

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### **REVIEW OF LITERATURE**

This article describes the type of questionnaires, Process of questionnaire design, what is response rate and how to increase it? It also reviews the main steps to design a questionnaire introducing the process that starts with defining the information required for a study, then continues with the identification of the type of survey and types of questions, writing questions and building the construct of the questionnaire. It also develops the demand to pre-test the questionnaire and finalizing the questionnaire to conduct the survey. **Hamed Taherdoost, 2022.**

This articles describes the detailed study about the questionnaire design for the survey, types of survey questions, Ideal requisites of a questionnaire, methods to reach target respondents, pilot survey/Pretesting questions, Reliability, Validity. A sincere effort from the authors in bringing about this article is to help the researchers to improve their ability in designing a questionnaire. A carefully and accurately designed questionnaire helps us to collect reliable information. **S Roopa, MS Rani, 2017.**

The most important challenges faced by new entrepreneurs include developing the vision and business idea, raising capital for startup, assembling a business team, finding the right business location, finding good employees, finding good customers, dealing with competition, unforeseen business challenges and expenses, keeping up with industrial changes and trends, lack of support, negative mindset, lack of marketing facilities, lack of infrastructural facilities etc. so it is necessary to overcome these challenges in order to conduct an efficient business. **(R.S. Kanchana, J.V. Divya and A. Ansalna Beegom 2014)**

This articles describes the success factors of a startups Timing, Team, Idea, Business Model, Funding etc. Through a detailed study of the selected literature, but from the perspective of business experience, we have identified the comparative relevance of those factors that recent research has highlighted as the main drivers of start-up success. **Sevilla-Bernardo, Javier, Blanca Sanchez-Robles, and Teresa C. Herrador-Alcaide. 2022.**

This articles describes the Internal & External factors influencing on startup Business. Internal factors: personality of entrepreneurship, Digital Marketing Skills, Teamwork, Innovation product or new idea of product, Timing and External Factors : Consumer Behaviour, Venture Capital, Government Support, Technologies. **Nipuna Thookam, Dr. Tanakorn Limsarun(2022).**

This article is describe about the Theoretical Framework of Factors influencing on Startup: Success and Challenges by using the variables identify in the articles. This articles aims to shown the Success & Failure factors, Challenges faced by the Startups to the young entrepreneur to establish new companies to support the creation of wealth, employment and welfare. **S. Syed Mohamed Haneef, Dr. S. Saravanan, 2022.**

## RESEARCH METHODOLOGY

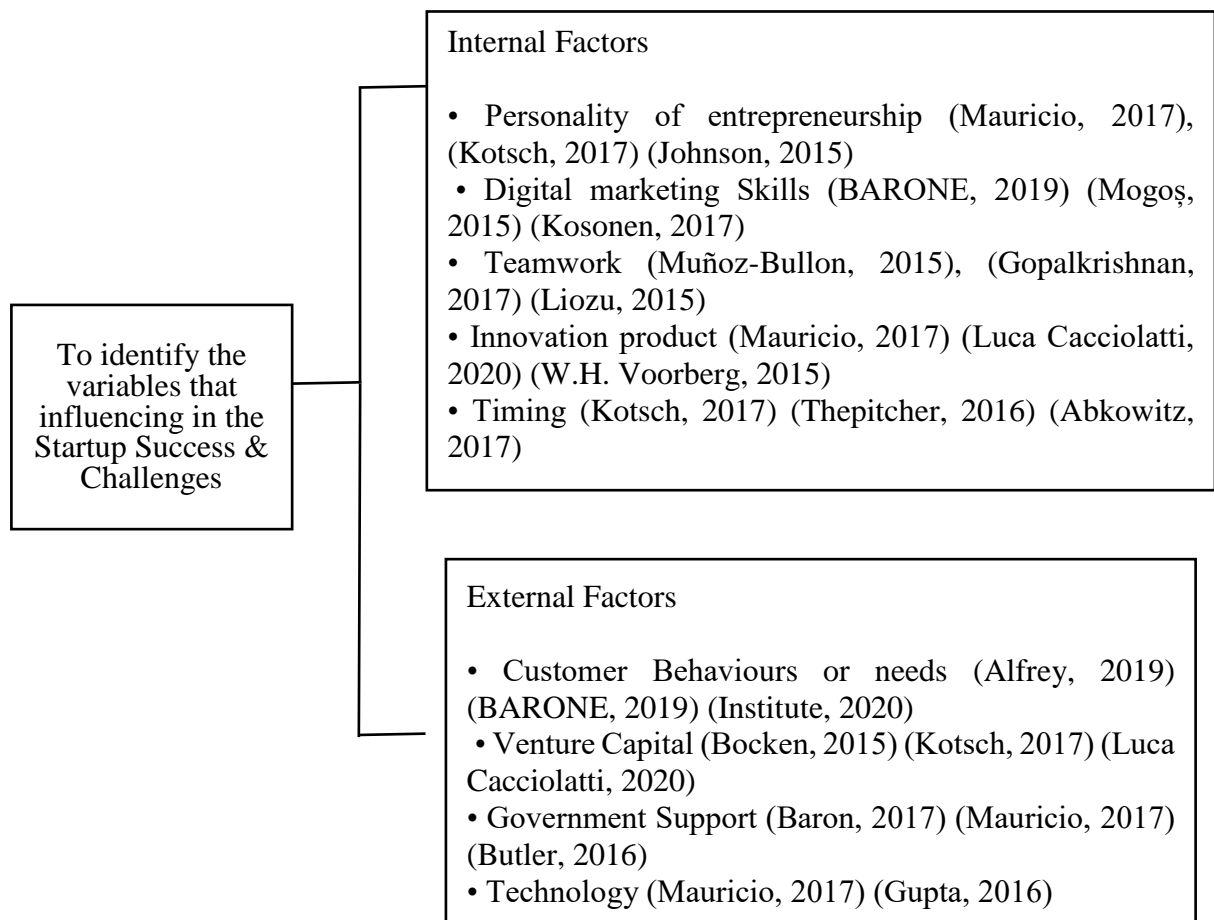
The respective study is based on secondary data collected from the theoretical framework "Factors influencing on Startups Success and Challenges".

### OBJECTIVE OF THE STUDY:

1. To frame Data Collection Statement using the Variables from the Theoretical Framework.
2. To identify the demographic variables and psychographic variables.
3. To formulate suitable statements using Scaling techniques to collect data,
4. To check Validity of the formulated question.

### SCOPE OF THE STUDY:

The study was focused on the Questionnaire design for a survey of Startups: Success & Challenges by using the theoretical framework. Descriptive research design is used in the study. This research emphasizes on the secondary data such as reports, articles, internet, websites, and relevant researches. There are many research instruments like questionnaires, psychological instruments, thinking skill instruments, visual-based instruments, observation, etc. The research instrument used in this research is a structured questionnaire.

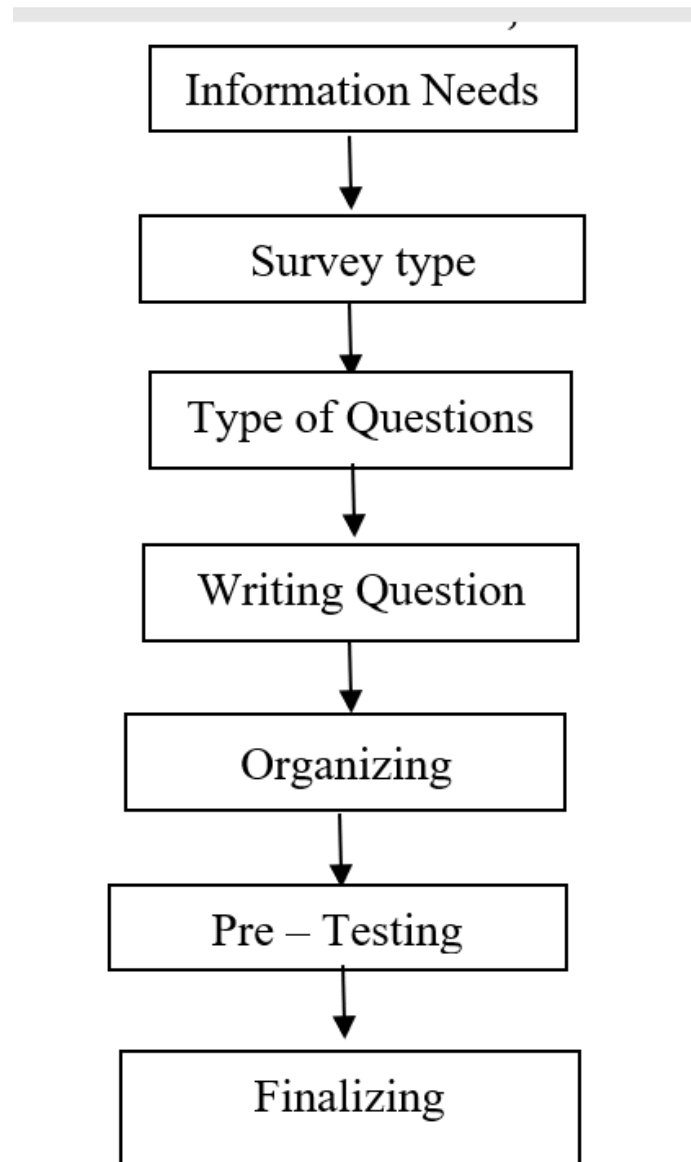


Success factors of Startups <b>Sevilla-Bernardo, Javier, Blanca Sanchez-Robles, and Teresa C. Herrador-Alcaide. 2022.</b>	Challenges Faced by Startups <b>(R.S. Kanchana, J.V. Divya and A. Ansalna Beegom 2014)</b>
Idea	Financial Resources
CEO decisions	Revenue generation
Business model	Team members
Marketing	Supporting infrastructure
Team	Creating awareness in markets
Funding	Exceed customer expectations
Timing	Tenacity of founders
Evaluation culture	Regulations
Culture and values	Lack of mentorship
Adaptation to the environment	Lack of a good branding strategy
Satisfaction	
Training	
Diversity	
Advisors	
Lean Start-up	

<b>Demographic Variables from the Theoretical Framework</b>	<b>Psychographic Variables from the Theoretical Framework</b>
<ul style="list-style-type: none"> <li>• Venture Capital</li> <li>• Government Support</li> <li>• Timing</li> <li>• Funding</li> <li>• Diversity</li> <li>• Training</li> <li>• Financial Resources</li> <li>• Revenue Generation</li> <li>• Supporting Infrastructure</li> <li>• Regulations</li> <li>• Lack of Mentorship</li> <li>• Lack of Good Branding Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Personality of entrepreneurship</li> <li>• Digital marketing Skills</li> <li>• Teamwork</li> <li>• Innovation product</li> <li>• Consumer Behaviour</li> <li>• Idea</li> <li>• CEO Decision</li> <li>• Business Model</li> <li>• Marketing</li> <li>• Evaluation Culture</li> <li>• Adaptation to the Environment</li> <li>• Satisfaction</li> <li>• Advisors</li> <li>• Lean Startup</li> <li>• Creating Awareness in the Markets</li> <li>• Exceed Customer Expectation</li> <li>• Tenacity of Founders</li> </ul>

Frame work for Designing a Questionnaire for Research Paper

Hamed Taherdoost,2022



Types of Survey Questions

1. Contingency Questions / Cascade Format
2. Matrix Question
3. Open Ended Question
4. Closed Ended Question

#### ***OPEN ENDED & CLOSED ENDED QUESTIONS***

Questions are commonly divided into two broad categories: close-ended and open-ended questions. Researchers need to decide about using through which kind of these terms at first steps while designing the questionnaire. Open-ended questions provide the opportunity of using their own words for the respondents; however, using close-ended questions limits the possibilities of true answers by using a set of specific answers. Nevertheless, the majority of questions are selected as the close-ended categories.

#### **Open Ended Question:**

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.

Closed Ended Question:

- a) Yes / No Question - Dichotomous
- b) Multiple Choice
- c) Scaled question

In Scaled questions—Responses are graded on a continuum (example: Rate the appearance of the product on a scale from 1 to 10, with 10 being the most preferred appearance). Examples of types of scales include the Likert scale and Semantic differential scale.

Likert scale is a psychometric scale commonly involved in research that employs questionnaires to measure social attitudes.

Example: Are you happy with your child's teeth arrangement?

- (1) Strongly disagree
- (2) Disagree
- (3) Don't know
- (4) Agree
- (5) Strongly agree

Level of Scale Measurement:

Level	Examples	Numerical Operations	Descriptive Statistics
Nominal	Student ID Number Yes – No Male – Female Buy – Did Not Buy Central region West region	Counting	<ul style="list-style-type: none"> <li>• Frequencies</li> <li>• Mode</li> </ul>
Ordinal	Student Class Rank Please Rank Your three Favourite Movies Choose from the following: <ul style="list-style-type: none"> <li>• Dissatisfied</li> <li>• Satisfied</li> <li>• Very Satisfied</li> <li>• Delighted</li> </ul> Indicate your Level of Education: <ul style="list-style-type: none"> <li>• Some High School</li> <li>• High School Diploma</li> <li>• Some College</li> <li>• College Degree</li> <li>• Graduate Degree</li> </ul>	Counting Ordering	<ul style="list-style-type: none"> <li>• Frequencies</li> <li>• Mode</li> <li>• Median</li> <li>• Range</li> </ul>
Interval	Student grade point average (GPA) Temperature (Celsius and Fahrenheit) Points given on an essay question 100 – point job performance rating provided by Supervisor	Common Arithmetic Operations	<ul style="list-style-type: none"> <li>• Frequencies</li> <li>• Mode</li> <li>• Median</li> <li>• Range</li> <li>• Mean</li> <li>• Variance</li> <li>• Standard Deviation</li> </ul>
Ratio	Amount spent on last purchase Salesperson sales volume Number of stores visited on a Shopping Trip Annual Family Income Time Spent Viewing a web page	All Arithmetic Operations	<ul style="list-style-type: none"> <li>• Frequencies</li> <li>• Mode</li> <li>• Median</li> <li>• Range</li> <li>• Mean</li> <li>• Variance</li> <li>• Standard Deviation</li> </ul>

Question Sequence:

The questionnaire design used in this research study is a Structured questionnaire.

#### General Survey Question

1. Open ended question - 4
2. Closed ended Question – 19
  - Dichotomous Questions – 8
  - Multiple Choice Question – 11
3. Interval Scale – 5
4. Likert 5 point Scale like Not important, Some what important, important, Very important, Absolutely critical, Strongly Agree, Agree, Neutral, Disagree, Strongly Dis agree.

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

Good measure should be both consistent and accurate. Reliability represents how consistent a measure is, that the different attempts at measuring the same thing converge on the same point. Accuracy deals more with how a measure assesses the intended concept. Validity is the accuracy of measure or the extent to which a score truthfully represents a concept. In other words, are we accurately measuring we think we are measuring?

- Content Validity – The degree that a measure covers the breadth of the domain of interest. Statistical tests are not employed here. If content validity is acceptable, one can proceed to face validity.
- Face Validity – A scale's content logically appears to reflect what was intended to measure. This is an estimate of whether the item of a questionnaire seems to be appropriate, i.e. at face value are they getting the response in way the researcher aims to measure.
- Criterion Validity – The ability of a measure to Correlate with other standard measure of similar constructs or established criteria. It indicates the effectiveness of questionnaire in predicting the outcomes of what it measures.
- Construct Validity – Exists when a measure reliably measures and truthfully represents a unique concept; consists of several components including face validity, content validity, content validity, criterion validity, convergent validity and discriminant 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.
- Convergent Validity – Concepts that should be related to one another are in fact related; highly reliable scales contain convergent validity.
- Discriminant Validity – Represents the uniqueness or distinctiveness of a measure; a scale should not correlate too highly with a measure of a different construct.

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## CONCLUSION

A questionnaire is a tool which can be used in any type of research. For this research, a questionnaire consists of 52 questions on various dimensions indicating the perception towards the startups Success and challenges. From this I could conclude my questionnaire design for the survey of factors influencing on startups success and challenges , 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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