

LITERATURE SURVEY

Online surveys are the most cost-effective and can reach the maximum number of people in comparison to the other mediums. The performance of these surveys is much more widespread than the other data collection methods. Online surveys are safe and secure to conduct. Telephone surveys require much lesser investment than face to face surveys. Contacting respondents via the telephonic medium requires less effort and manpower than the face-to-face survey medium. Paper surveys can be used where laptops, computers, and tablets cannot go, and hence they use the age-old method of data collections; pen and paper. This method helps collect survey data in field research and helps strengthen the number of responses collected and the validity of these responses. Cross-sectional surveys are an observational research method that analyses data of variables collected at one given point of time across a sample population or a pre-defined subset. The survey data from this method helps the researcher understand what the respondent is feeling at a certain point in time. It helps measure opinions in a particular situation. Longitudinal surveys are those surveys that help researchers to make an observation and collect data over an extended period of time.

Cross-tabulation: Cross-tabulation is the most widely used data analysis methods. It uses a basic tabulation framework to make sense of data.

Conjoint analysis: As mentioned above, conjoint analysis is similar to max diff analysis, only differing in its complexity and the ability to collect and analyse advance survey data.

TURF analysis: TURF analysis or Total Unduplicated Reach and Frequency analysis, is a statistical research methodology that assesses the total market reach of a product or service or a mix of both.

Gap analysis: Gap analysis uses a side-by-side matrix question type that helps measure the difference between expected performance and actual performance. This statistical method for survey data helps understand the things that have to be done to move performance from actual to planned performance.

REFERENCE

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