

Employment of Questionnaire as Tool for Effective Business Research Outcome: Problems and Challenges

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Abstract: - Questionnaire has to do with questions designed to gather information or data for analysis. Questionnaire has to be adequate, simple, focused and related to the subject which the research is set to achieve and to test the hypotheses and questions that are formulated for the study. But many questionnaires are constructed and administered without following proper guideline which hinders their end result. This paper assesses some of the guides for constructing questionnaire as well as it uses and the extent to which it enhanced manager's access to reliable data and information. Descriptive method is employed for the study. Findings revealed that poor or badly prepared questionnaire produce questionnaire that does not provide effective results. Managers and researchers that use such questionnaire hardly achieve their organisational and research objectives. The need for good, well prepared and adequate questionnaire is exemplified by its being the primary tool for analytical research. The study recommends that questionnaire be properly prepared for effective research outcome.

Keywords: Questionnaire, Research, Business Research.

1 Introduction

Research is a systematic and organized effort to investigate specific problem that needs a solution. Research is also any organized enquiry that aims at providing information for identified problems (Sekaran, 2003). Business research is a research conducted, or a systematic and objective method of finding solutions to problems relating to the business environment (Osuagwu, 2002). It is any organized enquiry that aims at providing data and information for solving identified business problems. This information allows for the identification and definition of business driven opportunities and problems. The information also allow for the generation, refinement and evaluation of business actions. It allows for the monitoring of business performance and improved understanding of marketing as a business process. Edward (2010) stated that one of the major instruments of collecting data in business research is with the aid of questionnaire. He stated further that business research methods depend on the use of a questionnaire.

The real benefit of questionnaire in business research information is determined by how much it improves the manager's ability to make decisions. Good quality information will enable decisions to be made that satisfy the needs of the target market and also help the organization to achieve its goals. The use of questionnaire in business research represents a change from problem solving by intuition to decision making based on scientific gathering and the analysis of information. The great advantage is that questionnaire provides information systematically upon which managers may base product decisions. Questionnaire analysis may therefore, be used to identify the following.

Changes in the markets for different products and businesses, the size and potential of any business must be constantly monitored for change. Analysis of sales trends as well as the size and potential of any market must be considered important. Adeoti (2013) argued that if the total size of the market is known, an organization can work out what percentage of the market it has (market share) and then develop a strategy that helps it increase its proportion of the market. Questionnaire analysis may also be used to predict changes in the potential of the market, both in the short and the long term. Few markets are static and, as changes take place, it is important to understand about potential buyers as well as existing buyers (Needham & Drasfield, 2004). As product go through their product life cycle the profitability of different product changes. Questionnaire analysis helps to direct an organization towards those activities where profitability and other business objectives can

best be satisfied (Oyedijo, 2013). The product mix comprises all the products an organization provides for its customers. Research will help managers to understand the sort of decisions they have to make about the product mix (Hair et al, 2000).

Changes in consumer behaviour, the process of buying a good or service is not as simple as it might appear. A customer does not usually make a purchase without thinking carefully about his or her requirements. Wherever there is choice, decisions are made and these are influenced by complex motives. Needham & Drasfield (2004) posits that questionnaire will help an organization to understand why customers make particular decisions, especially through the analysis of buying patterns, what they buy, how they develop preferences and how they buy. Analysing these changes will help an organization cater more closely to customers' needs.

Changes in the activities of competitors, an organization must at all times be aware of its competitors and the nature of what they are doing. Competition exists when two or more organizations act independently to sell their products to the same group of consumers. In some business there may be a great deal of competition, signified by an abundance of products and services so that consumers have a massive choice (Akingbade, 2014). These businesses are characterized by promotional activities and price competition. In other business competition is limited, and consumers are able to choose from only a limited range of products and services. In these circumstances consumers may feel that prices are too high and they are not getting value for money.

Survey research methods tend to be the mainstay of business research in general and are normally associated with descriptive and causal research situations. Managers need information in order to introduce products and services that create value in the mind of the customer (Edward, 2010). But the perception of value is a subjective one and what customers values next year. As such, the attributes that create value cannot simply be deduced from common knowledge, rather questionnaire must be distributed to customers to collect data and analysed it. The goal of business research is to provide the fact and direction that managers need to make more important business decisions.

However, many organizational managers have not make proper use of questionnaire to obtain necessary information on their products performance in the markets in order to know customer complain, comments, problems and criticism of their products. Therefore, this paper examines uses and problems of questionnaire in business research. The extent to which managers understood and apply questionnaire in business research were analysed and the resultant effect on organizational performance were also considered.

2 Conceptual Framework

2.1 Questionnaire

A questionnaire is a systematic list of questions designed to obtain information from people about: specific events, their attitudes, their values, their beliefs (Needham & Dransfield, 2004). Beiske (2002) stated that questionnaire is by far the most frequently used instrument in research. He further noted that a questionnaire is essentially a structured technique for collecting primary data. It is generally a series of written questions for which the respondents has to provide the answers.

A questionnaire contains a set of specific questions that are constructed and used by the researcher in obtaining information from the respondents (Asika, 2004). He stated further that questionnaire is also an instrument for conducting a research. Indeed, it is a measuring instrument when it is looked at as a part of research designs. But when it is considered that each question in a questionnaire is designed to elicit a particular response that can be analysed independently of other questions and used in solving an aspect of the research, then it will become obvious that a questionnaire is a group of scales put together in order to generate responses to questions pertaining to every aspect of the entire research problem (Beiske, 2002). According to Hair, Bush & Ortinau (2000) questionnaire is one of the distinguishing factors of survey research methods being used to collect raw data is more correctly designing and administering a survey instrument.

2.2 Business Research Process

Business research is a systematic and objective collection, analysis, interpretation and reporting of data and information for business decision making (Osuagwu, 2002). The main aim of research is to identify, clarify and solve problems through a generally agreed process. According to Cozby, (2007) & Osuagwu, (2002), business research process entails the following.

Systematic; in any research, there must be a procedure or method to follow. In business research, the method employed is the scientific method. Science is an activity involving gathering and use of data and

information. In business research, the scientific method lies in enunciating the problem, collecting facts or data, analysing the Facts critically and reaching conclusions based on them.

Objective; for any research to be scientific that is for any research to use the scientific method of research such a research must be objective for a research to be objective; it must be free from bias. Facts should be recorded or reported the way they are.

Collection; this is an important step in business research. This involves how the data needed for research is collected. That is, choosing the scientific method of data that are to be used in the study. Data can be defined as piece of fact. Most of the research in business is data based. Data may be gotten from secondary sources or may be collected by the researcher that is (primary sources). Before a researcher starts to collect data on his own, he should that data which he needs had not been collected.

Analysis; data analysis tries to make meaning out of the data collected. The data is categorised in terms of other variables. Data can be defined as quantitative and qualitative facts. Analysis may be defined as the breaking down and ordering of the quantitative and qualitative data gathered through research. Analysis can also defined as a way of seeing the data on the light of hypothesis and theories and drawing conclusion that are amenable to theory formation as possible.

Interpretation; this is the explanation a research gives on the association and relationships found among the data or groups of data. Meaning is given to research findings or collected data. Interpretations also include inferences and conclusions drawn from these relationships discovered among data or group of data. The researcher interprets, explains or gives meaning to the analysed data.

Reporting; the last stage of a research is to communicate to relevant audience what has been done. The basic purpose or research report is to communicate to others the nature of the problem studied, the designed and methodology used, and the results and the conclusions which have been arrived at. It is important that the collected, analysed and interpreted data be communicated to relevant audience in an acceptable form.

Data and information; information is processed data, and data is a piece of fact. A fact is synonymous with reality. Research is needed to generate data and information for decision –making in business.

2.3 Qualities of Good Questionnaire

Nworgu (2006) argued that a good questionnaire should be characterised by the following features:

- Relevance; it should be relevant to the purpose of the research. In other words, it should be such that it will elicit all the information necessary for answering the research questions and testing the hypotheses. Furthermore, the items or questions asked should take into consideration the background and experiences of the respondents (Nworgu, 2006).
- Consistency; the questionnaire should yield consistent responses. If a group of people responded to the questionnaire on two different occasions their responses on these occasions should be as close as possible (Hassan, 1995).
- Usability; a good questionnaire should be such that it is usable. It should not be too bulky. The conditions for its administration and the method for scoring and interpreting the data from it should be fairly simple and easy (Nworgu, 2006).
- Clarity; the instructions accompanying the questionnaire as well as the items should be clear enough to avoid possible misinterpretations. A good questionnaire should not contain ambiguous items or instructions (Asika, 1991).
- Quantifiability; the questionnaire should be such that responses from it are easily quantifiable. It should be easy to assign numerical values to responses from a good questionnaire in a manner that is systematic (Kerlinger, 1983). Quantification is necessary element in any scientific enterprise and to the extent that business research is a scientific enterprise, any good business research instrument should possess this quality.
- Legibility; a good questionnaire should be legible. The questionnaire should not be printed in tiny characters. The words should be properly spaced with some margin on both ends. Spots of duplicating ink here and there on the questionnaire reduce its legibility and should therefore be avoided (Nworgu, 2006).

2.4 Constructing the Questionnaire

There is need to pay renewed effort to the construction of questionnaire as one of the most widely used instruments in business research (Hassan, 1995). Selltiz, Wrightsman & Cook (1976) argued that the following principles may serve as good guides for construction of questionnaires. It should be pointed out that most of the guidelines specified under the construction of interview schedules are equally relevant here.

Specifying the variables to be measured; the step should follow the specification of the research objectives. The questions to be asked on a questionnaire should be those that can contribute to the testing of the research hypotheses or answer the research question.

Deciding on appropriate questions format; appropriate decisions have to be taken concerning the question content, and the question wording, and format.

2.5 A Guide for Questionnaire Construction

Selltiz, Wrightsman & Cook (1976) put up the following guide for questionnaire construction.

Decisions about questions content

Is the question necessary? Just how will it be useful?

Are several questions needed on the subject matter of this question?

Do respondents have the information necessary to answer the question?

Does the question need to be more concrete, specific and closely related to the respondent's personal experience?

Is the question content sufficiently general and free from spurious concreteness and specificity?

Do the replies express general attitudes and only seem to be as specific as they sound?

Is the question content biased or loaded in one direction, without accompanying questions to balance the emphasis?

Will the respondents give the information that is asked for?

Decisions about question wording

Can the question be misunderstood? Does it contain difficult or unclear phraseology?

Does the question adequately express the alternative with respect to the point?

Is the question misleading because of unstated assumptions or unseen implications?

Is the wording biased? Is it emotionally loaded or slanted towards a particular kind of answer?

Is the question wording likely to be objectionable to the respondent in anyway?

Would a more personalized wording of the question produce better results?

Can the question be better asked in a more direct or a more indirect form?

Decisions about form of response to the question

Can the question best be asked in a form calling for check answer (or short answer of a word or two, or a number), free answer or check answer with follow-up answer?

If a check answer is used, which is the best type for this question – dichotomous, multiple-choice ('cafeteria' question), or scale?

If a checklist is used, does it cover adequately all the significant alternatives without overlapping and in a defensible order? Is it of reasonable length? Is the wording of items impartial and balanced?

Is the form of response easy, definite, uniform and adequate for the purpose?

Decisions about the place of the question in the sequence

Is the answer to the question likely to be influenced by the content of preceding question?

Is the question led to in a natural way? Is it correct psychological order?

Does the question come too early or too late from the point of view of arousing interest and receiving sufficient attention, avoiding resistance, and so on?

Hassan (1995) noted that answers to the questions raised above will not only enable a researcher to construct good question, they will enable him to determine appropriate response mode to the questions and good structure for the questionnaire in general. In addition, it is important to note that open-end questions are not appropriate for self-completion questionnaires.

Choose appropriate response mode; the kind of information you are seeking will determine the most suitable response mode. But usually the response mode should be such that objectivity is guaranteed. The decision of which response mode to employ would depend on the manner in which the data will be processed (Kerlinger, 1983). It is therefore, desirable that data analysis decisions be made alongside with the decision on response mode. This will enable the researcher to collect data that will permit appropriate analysis. Arrangement of items on the questionnaire should facilitate cooperation. Initial question should therefore, be simple, have high interest value, and encourage participation. The middle section of questionnaire should contain the more difficult question; and the last few questions should be of high interest in order to encourage the respondents to return the completed questionnaire.

Instructions should be simple and clear. Clear instructions should guide the respondent – 'Mark an X in the box in front of the statement most applicable to you, is clear and inviting. Avoid complicated and ambiguous instructions.

Repeating instruction as often as necessary is good practice in mailed questionnaire. Since the validity and reliability of the questionnaire depends, in part on the respondent knowing exactly what is required of him, boldly and attractively displayed instructions are essential (Asika, 2004).

Grouping questions that deal with specific issues together is good. It introduces theme into the response processes thus enhancing understanding and reliability of the responses.

The layout and structure of the questionnaire should be easy and attractive. The printing should be neat, clear and readable. The layout should be inviting; a questionnaire with plenty of space to separate items is more attractive and encouraging to respondents.

Pre-test the questionnaire. This is a very crucial step in questionnaire construction. In pretesting the questionnaire, Isaac & Michael (1971) provided the following guidelines.

Select a sample of individuals who are representative of the population toward which the questionnaire is eventually intended.

Provide space on the trial questionnaire for the respondent to make reactions and suggested changes.

Administer the pre-test under conditions comparable to those anticipated in the final study.

Check the per cent of responses as an estimate of what will occur in the final run, then, examine the returned trial questionnaire for trouble signs. Items left blank or yielding no useful information, misinterpretation, and ambiguity should be modified or replaced.

Analyse the results to assess the effectiveness of the trial questionnaire to yield the information desired.

Make appropriate addition, deletions, and modification to the questionnaire.

Take care of the overall reaction of respondents to the questionnaire what did they like, dislike or want modified?

Finally researcher may include a brief note at the very end of the questionnaire to:

Ask the respondent to check that no answer has been inadvertently missed out, solicit an early return of the completed questionnaire; thank the respondent for his participation; and offer to send a short abstract of the major findings where the study is completed.

2.6 Relevance of Questionnaire in Business Research

A questionnaire consists of a set of questions designed to gather information or data for analysis, the results of which are used to answer the research questions or used for the test of relevant hypothesis (Asika, 1991).

According to Milne (2010) questionnaire responses are gathered in a standardized way, so questionnaire are more objective, certainly more so than interviews also it is relatively quick to collect information. However, Milne (2010) further noted that in some situations they can take a long time not only to design but also to apply and analyse. Potentially, information can be collected from a large portion of a group. This potential is not often realized, as returns from questionnaires are usually low. Meanwhile, Beiske (2002) argued that return rates can be dramatically improved if the questionnaire is delivered and responded to immediately. Needham & Dransfield, (2004) noted that it is inexpensive as you do not interview respondent, you save time, human and financial resources. The use of a questionnaire therefore is comparatively convenient and inexpensive compare to interview, particularly when it is administered collectively to a study population; it is an extremely inexpensive method of data collection.

It offers greater anonymity – as there is no face to face interaction between respondents and interviewer. In some situations when sensitive question are asked, it helps to increase the likelihood of obtaining accurate information (Singleton, Jr; Straits & Straits, 2003). Questionnaire helps researcher to obtain data fairly easily and information from questionnaire are easily coded (Azika, 1991) It benefits the scientific community if the measures are well validated and are reliable often is a catharsis for respondents (Kerlinger, 1983).

Another advantage of questionnaires according to Hair, et al, (2000) is their ability to accommodate large sample sizes at relatively low costs. Using a large sample increases the geographic flexibility of the research. When implemented correctly, the data structures created from questionnaire methods can increase the researcher ability to make generalized inferences about the defined target population as a whole. Singleton, Jr; Straits & Straits, (2003) noted that the raw data from questionnaire can be analysed in many different ways according to the diversity of the variables. For example the data can be analysed according to gender, income, occupational classifications, or any other variable incorporated into the questionnaire. The analysis can also be based on multiple variables. For example, an analysis of product purchasing behaviours among households headed by female single parents in Lagos can be compared to purchasing behaviours among households headed

by female single parents in Abuja to reveal small difference in regional properness that may not be apparent in more aggregated data analysis.

Hair, et al (2000) further argued that another major argument for questionnaires is their ease of administration. Most questionnaires are fairly easy to implement because there is no need for sophisticated devices to record actions and reactions, as with observations or experiments. Even personal interviews can be routinized. As an offshoot of the ease of implementation, surveys allow for the collection of standardized common data. All respondents give answers to the same questions and have the same set of responses available to them. This allows for direct comparisons between respondents. Another factor in favour of questionnaire is that they collect quantitative data ripe of advanced statistical analysis patterns and trend switching the data can be determined by using mathematical analysis to identify large and small differences within the data structures (Sekaran, 2003).

Another merit of questionnaires is their ability to tap into factors or concepts that are not directly observable (e.g, attitude feelings, preferences, personality traits). Through both direct and indirect questioning techniques, people can be asked why they prefer one package over another predetermined questions can concern what though process a consumer used to select a particular brand or how many brands he considered (Hassan, 1995 and Otokiti, 2008).

2.7 Types of Response Structures in Questionnaire

Asika (1991) and Hassan (1995) identify many types of response structures for questions in any questionnaire, which include the following: (1) Two way, (2) Scale question, (3) Multiple-choice question, (4) Open-end question, (5) Sentence Completion, (6) Counter check question. Types 1-3 are structured questions but differ in their degrees of structuredness.

Asika, (2004) noted that two-way questions are otherwise known as Yes or No questions and may be stated in other forms such as 'Agree', 'Disagree'. They are dichotomous in nature and restrict the respondent to either one answer or the other and no more. Two-way questions have many advantages. One of the most important advantages is that they make coding and analysis of response very easy to handle. They do not require formal training for interviewers before they can be used. Their greatest disadvantage is that they measure two extremes of the respondent's opinions, feelings and perceptions and they do not cater for opinions, feelings or perceptions that fall in-between.

According to Asika (1991) scale Questions used in questionnaires are designed to recognise the degrees of intensity in the respondent's feelings about and perceptions of certain phenomena which cannot ordinarily be gathered from two-way or even multi choice questions. The respondent's anticipated feelings and perceptions are represented in scales and his choice of a particular point on the scale is assumed to represent this feeling or perception and it is, thus, used for analysis along with other similar responses. Example: I consider my job boring. Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree (Nwogwu, 2002).

Multi-Choice Questions are similar to scale questions in as much as they represent gradations of feelings, interests, perceptions, preferences, etc. They are suitable for questions where responses to a particular question are multi-faceted, (Sekaran, 2002). While in scale questions, all the possible responses to one question are related, in multiple-choice questions the responses could be diverse and the choice of response may not be restricted to only one alternative. However, circumstances may suggest that the respondent choose only one alternative, (Cozby, 2007).

Open-end Questions allow the respondent to offer his response with no restrictions as to the extent of the response. They give the respondent an opportunity to include all that he considers necessary in his answer to the question (Beiske, 2002). Open-end questions are usually helpful in preliminary studies before the major study is carried out. If the researcher successfully analyses the responses to open-end questions he will be in a position to his subsequent studies more effectively and state more relevant hypotheses also. The disadvantages of open-end question is that they are usually difficult to analyse because there can be as many different responses to one question as there are respondents. The problem which the researcher is usually confronted is with how to find some useful trends and relationships among the different responses (Edward, 2010).

Needham & Dransfield, (2004) agreed that sentence completion type of structure of questions is similar to open-end questions except that it guides the respondent on how to structure his answer or response. It is not commonly used in questionnaire construction.

Asika, (1991) posits that counter-check question is more of the sequencing of questions in the questionnaire than of the structuring of the question itself. A counter-check question is a question included in order to counter-check the reply given on another question in the questionnaire. It checks for consistency in the answers given by a respondent.

2.8 Problems Associated with the use of Questionnaire in Business Research

Questionnaires, like many evaluation methods occur after the event has taken place so participants may forget important issues (Edward, 2010). Questionnaires are standardized so it is not possible to explain any points in the questions that participants might misinterpret. This could be partially solved by piloting the questions on a small group of respondents or at least friends and colleagues (Sekaran, 2003).

Asika, (2004) stated that open – ended questions can generate large amounts of data that can take a long time to process and analyze. One way of limiting this would be to limit the space available to respondents so their responses are concise or to sample the respondents and survey only a portion of them. Respondents may answer superficially, especially if the questionnaire takes a long time to complete. The common mistake of asking too many questions should be avoided. Also respondents may not be willing to answer the questions. Needham and Dransfield, (2004) noted that they might not wish to reveal the information. Beiske (2002) argued that its application is limited to a study population that can read and write. It cannot be used on a population that is illiterate, very young, very old and handicapped. A low response rate questionnaire are notorious for their low response rate i.e. people fail to return them (Hassan, 1995).

Needham & Dransfield, (2004) asserts that developing the appropriate questionnaire can be very difficult. To ensure precision, the research must contend with a variety of issues associated with construct development scale measurements, and questionnaire designs. Inappropriate treatment of the issues will create inaccuracies in construct development and measurement, opening the floodgates to systematic errors. As the possibility of systematic error increase, so does the likelihood of collecting irrelevant or poor-quality data. A potential disadvantage of questionnaire designs relate to their limited use of probing questions. In general, questionnaire designs limit the use of extensive probing by the interviewer and rarely use unstructured or open ended questions. Consequently the data might easily lack the detail or depth that the researcher desires for addressing the initial research problems (Hair,et al 2000).

Sekaran, (2003) posits that another argument against questionnaire is the lack of control researchers have over their timeliness. Depending on the administration techniques, questionnaire can take significantly longer to complete than other methods. In direct mail questionnaire, for example, the researcher must carefully develop a questionnaire packet, disseminate the packets, and wait for them to be returned via the postal service. The researcher can only estimate how long it will take the postal service to actually get the questionnaire packet to each selected respondent, how long the respondents will take to complete the questionnaire, and how long it will take the postal services to return the packets. In reality, the researcher loses control of the process as soon as the questionnaire packets are given to the postal services. Associated with the problem of response time is the problem of guaranteeing a light response rate or return rate of completed questionnaire.

Otokiti, (2008) noted that another limitation of some questionnaires is that it can be difficult to know whether the selected respondents are being truthful. For example, in self-administered questionnaire like direct mail or fully automatic computer assisted questionnaire truthfulness become a greater concern. Beiske, (2002) argued that although questionnaires are designed to collect raw data, the statistical techniques selected may introduce very subtle and insidious levels of subjectivity to the derivation or interpretation of data structures. Such subjectivity or bias may not be as apparent in survey research as it is in qualitative research.

The effectiveness of questionnaire to business research could be hindered by the respondent insufficient knowledge or understanding of the questions that were posed to them. The respondents may see the questionnaire as a tool by the manufacturer of goods or services to understand and manipulate customer responses for their own benefit. Customers on many occasions tend to interpret manufacturers or producers questions as a way of making the market to work for them. Therefore, sophisticated customers tend to be wary of responding to organisation request to fill questionnaire for business research purposes. Sometimes goods of the same qualities may be repackaged to increase price. Organisation may also at times increase aesthetic appearance of a certain goods and make it elegant, reduce real quality and increase price. These may be derived from business research that is based on questionnaire submitted by customers that tend to place value on aesthetic make up than quality. This explains why some goods may be beautiful or fanciful but not necessarily of good quality.

The development of information and communication technology has also influenced the uses of questionnaire on business research. Goods and services are advertised, purchased, and paid for through the uses of the web sites and internets. Goods are also supplied or delivered to customers through the same methods. Therefore, organisation no longer have direct link or personal contact with their customers and prospective buyers are contacted or connected through the web site or internet and business research questionnaire are also applied on them through the same method. It is possible for researcher to get in touch with large numbers of

customers for his research but in most cases customers or respondents are always apathetic to researcher's questionnaire. The number of respondents may not be sufficient for proper analysis and findings.

The digital divide or lack of access of large number of people to computer most especially in the developing countries do not give them access to pull of information on available goods and services on the internet which denied them sufficient information or knowledge to respond to researchers questions. Respondents may not also have enough time to answer reasonably the question to enable the researchers have enough or sufficient information to base his assessment and to have reasonable understanding of customers responses.

2.9 Result and Findings

Business research is not an exact science though it uses the techniques of science. Thus, the results and conclusions drawn upon by using Questionnaire in business research are not very accurate. The results of Questionnaire in business research are very vague as business research is carried out on consumers, suppliers, intermediaries, etc, who are humans. Humans have a tendency to behave artificially when they know that they are being observed. Thus, they aware that their attitudes, belief, views etc are being observed.

Questionnaire in business research is not free from bias because research conclusions cannot be verified. The reproduction of the same project on the same class of respondents gives different research results. Inappropriate training of researchers can lead to misapprehension of questions to be asked during data collection. Many business executives and researchers have ambiguity about the research problems and its objectives. They have limited experience of the notion of the decision – making process. This leads to carelessness in research and researchers are not able to do anything logical. There is less interaction between the business research department and the main research executives. The research department is in segregation and this all makes research ineffective.

Questionnaire in business research faces time constraint. The firms are required to maintain a balance between the requirement for having a broader perspective of customer needs and the need for quick decision making so as to have competitive advantage. Questionnaire in business research involved huge cost as collection and processing of data can be costly. Many firms do not have the proficiency to carry wide surveys for collecting primary data and might not also able to hire specialized business experts and research agencies to collect primary data. Thus, in that case, they go for obtaining secondary data that is cheaper to obtain. Business research conducted in open marketplace where numerous variables act on research settings.

3 Conclusion and Recommendations

Questionnaire is essentially structured techniques for collecting primary data. Meanwhile, Business Manager that want to be more profitable and gain more market share should make proper use of questionnaire to obtain necessary information on their products performance in the markets in order to know customer complain, comments, problems and criticism of their products. Therefore, it is recommended that researcher should dedicate enough time and set aside huge amount of money for the administration of questionnaire, assist the illiterate in filling the questionnaire and explain the purpose of the research to them. Research and development department of an organization should follow appropriate guide lines in the construction and administration of questionnaire to have accurate information and data at the end of the day.

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