

Methods of Data Collection

COLLECTION OF PRIMARY DATA

- (i) observation method,
 - Structured observation
 - Unstructured observation
 - Participant observation
 - Non-participant observation
 - Disguised observation
 - Controlled
 - Uncontrolled observation
- (ii) interview method,
 - Personal interviews (Includes; structured interviews, unstructured interviews, Focused interview, clinical interview, non-directive interview)
 - Telephone interviews
- (iii) through questionnaires,
- (iv) through schedules, and

Other methods which include

- (a) warranty cards
- (b) distributor audits;
- (c) pantry audits;
- (d) consumer panels;
- (e) using mechanical devices;
- (f) Through projective techniques;
- (g) depth interviews,
- (h) Content analysis.

COLLECTION OF SECONDARY DATA

1. Reliability of data
2. Suitability of data
3. Adequacy of data

Processing and Analysis of Data

PROCESSING OPERATIONS

1. Editing
 - Field editing

- Central editing
-
- 2. Coding
- 3. Classification
 - Classification according to attributes
 - Classification according to class-intervals
- 4. Tabulation

TYPES OF ANALYSIS

- Descriptive Analysis
- Correlation analysis
- Causal analysis
- Multiple regression analysis
- Multiple discriminant analysis
- Multivariate analysis of variance
- Canonical analysis