

Marketing Research

Chapter 9

Survey Research: Basic Methods of Communication with Respondents

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LEARNING OUTCOMES

After studying this chapter, you should be able to

1. Summarize ways researchers gather information through interviews.
2. Compare the advantages and disadvantages of conducting door-to-door, mall intercept, and telephone interviews.
3. Evaluate the advantages and disadvantages of distributing questionnaires through the mail, the Internet, and other means.
4. Discuss the importance of pretesting questionnaires.

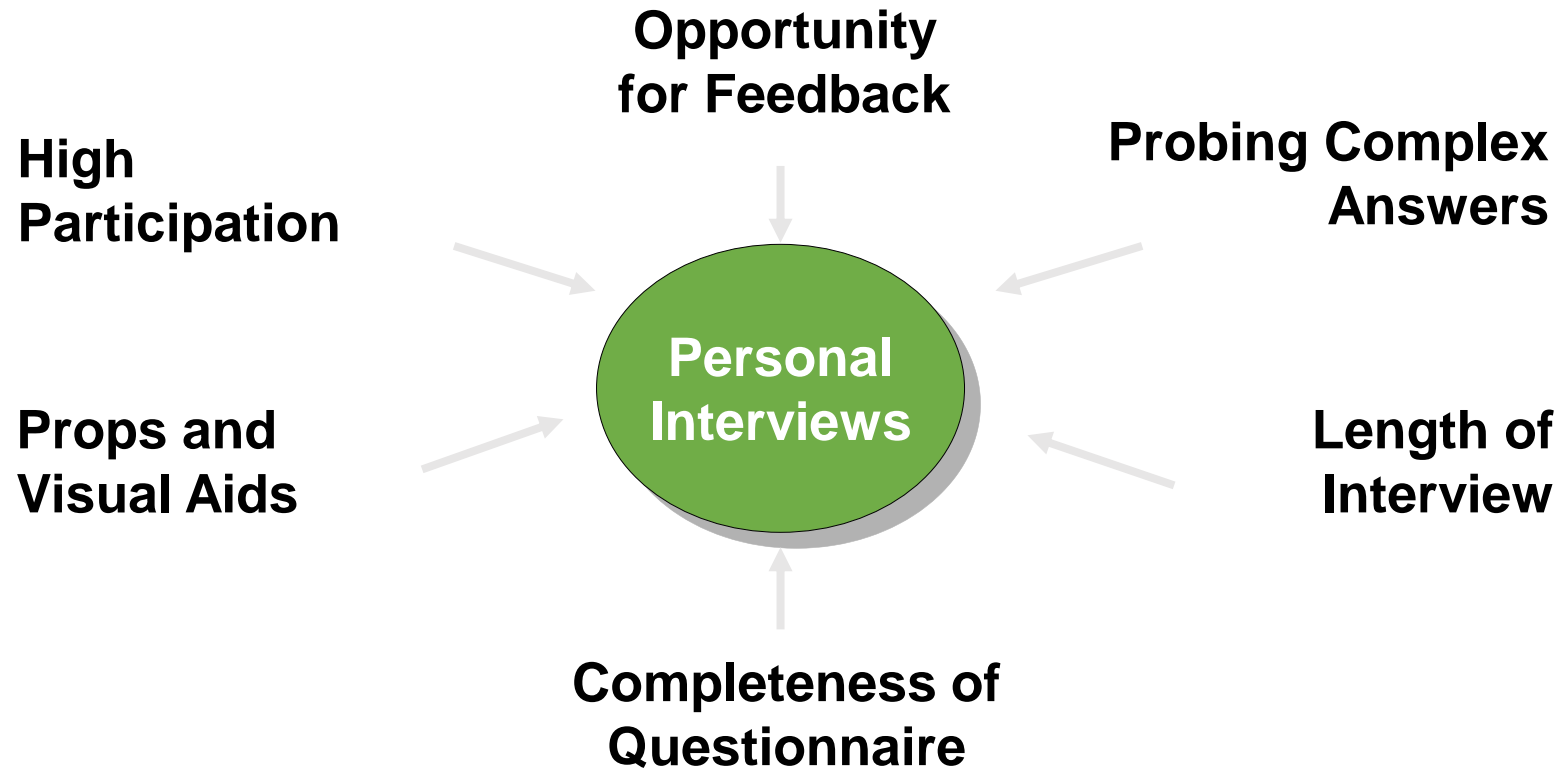
Media Used to Communicate with Respondents

- Human Interactive Media
 - A personal form of communication that is a direct interaction between individuals or groups
- Electronic Interactive Media
 - Controlled by user; provides immediate feedback
 - The Internet, CD-ROMs and DVDs, touch-tone telephones, touch-screen kiosks, and other forms of digital technology.
- Noninteractive Media
 - Tradition forms with less flexibility
 - Self-administered mail and Internet surveys

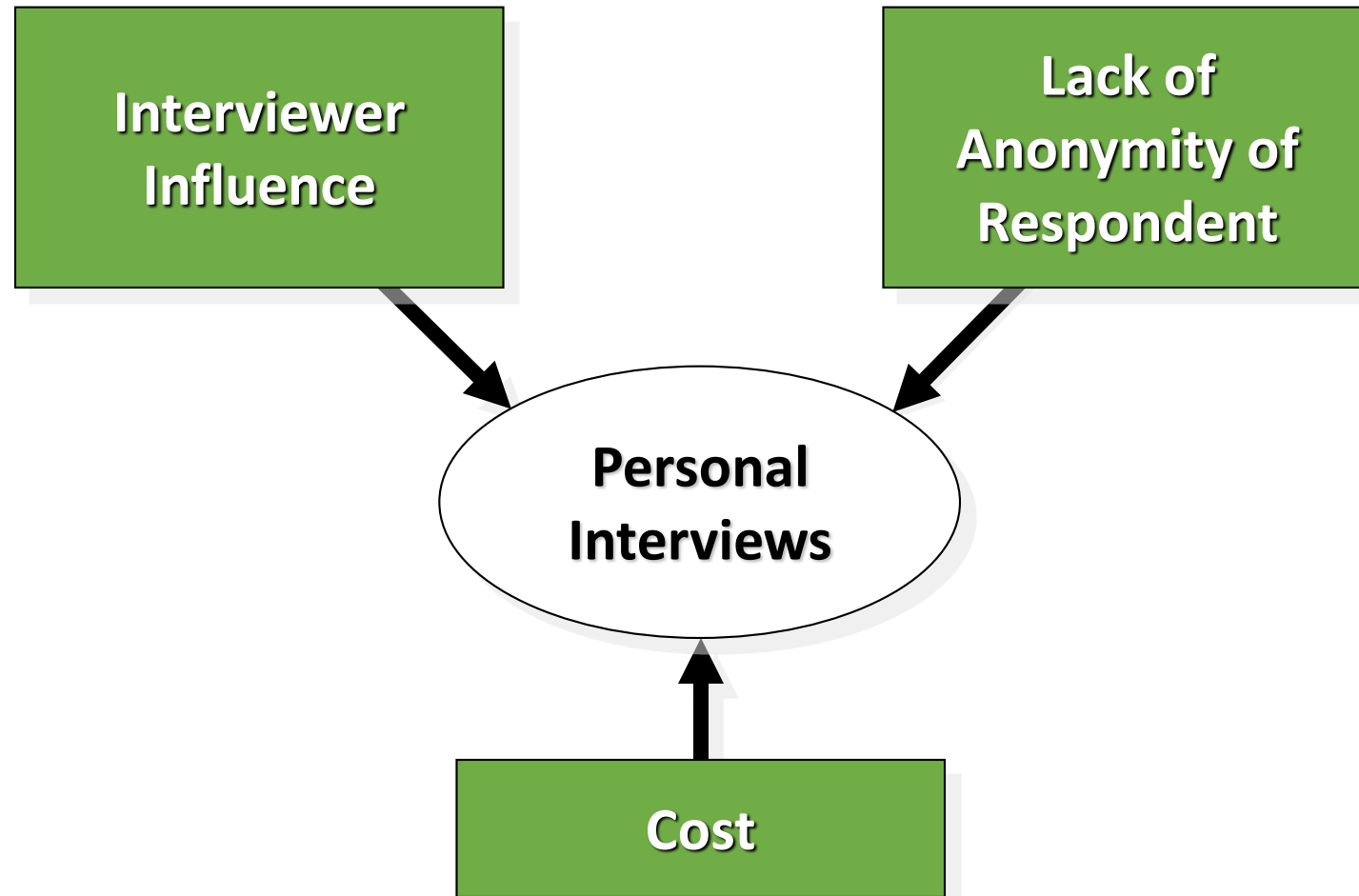
Surveys

- Surveys ask a respondent for information using verbal or written questioning.
 - There is no best form of survey; each form has advantages and disadvantages.
- Communicating with Respondents
 - Personal interviews
 - Door-to-door
 - Shopping mall intercepts
 - Telephone interviews
 - Self-administered questionnaires
 - Paper surveys
 - Internet surveys

Advantages of Personal Interviews



Disadvantages of Personal Interviews



Personal Interviews

- Door-to-Door Interview Characteristics
 - Speed of data collection: moderate to fast
 - Geographical flexibility: limited to moderate
 - Respondent cooperation: excellent
 - Versatility of questioning: quite versatile
 - Questionnaire length: long
 - Item nonresponse: low
 - Possibility of respondent misunderstanding: lowest
- Callbacks
 - Attempts to recontact individuals selected for a sample who were not available initially.

Personal Interviews (cont'd)

- Door-to-Door Interview Characteristics
 - Degree of interviewer influence of answer: high
 - Supervision of interviewers: moderate
 - Anonymity of respondent: low
 - Ease of call back or follow-up: difficult
 - Cost: highest due to travel costs
 - Special features: visual materials may be shown or demonstrated; extended probing possible

Personal Interviews (cont'd)

- Mall Intercept Interview (Shopping Center Sampling)
 - Speed of data collection: fast
 - Geographical flexibility: confined, urban bias
 - Respondent cooperation: moderate to low
 - Versatility of questioning: extremely versatile
 - Questionnaire length: moderate to long
 - Item nonresponse: medium
 - Possibility of respondent misunderstanding: lowest

Personal Interviews (cont'd)

- Mall Intercept Interview (Shopping Center Sampling)
 - Degree of interviewer influence of answers: highest
 - Supervision of interviewers: moderate to high
 - Anonymity of respondent: low
 - Ease of call back or follow-up: difficult
 - Cost: Lower than door-to-door
 - Special features: taste tests, viewing of TV commercials possible

Personal Interviews (cont'd)

- Global Considerations
 - Variations in willingness to participate
 - Sensitivity to interview subject matter
 - Beliefs about appropriate business conduct

Characteristics of Telephone Interviews

- Speed
- Cost
- Absence of face-to-face contact
- Cooperation
- Incentives to respond
- Representative samples
- Call backs
- Limited duration
- Lack of visual medium

Types of Telephone Interviews

- Central Location Interviewing
 - Conducting interviews from a central location using WATS lines at fixed charges.
- Computer-Assisted Telephone Interviewing (CATI)
 - Allows answers to telephone interviews to be entered directly into a computer for processing.
- Computerized Voice-Activated Telephone Interview
 - Combining computerized telephone dialing and voice-activated computer messages to allow researchers to conduct telephone interviews without human interviewers.

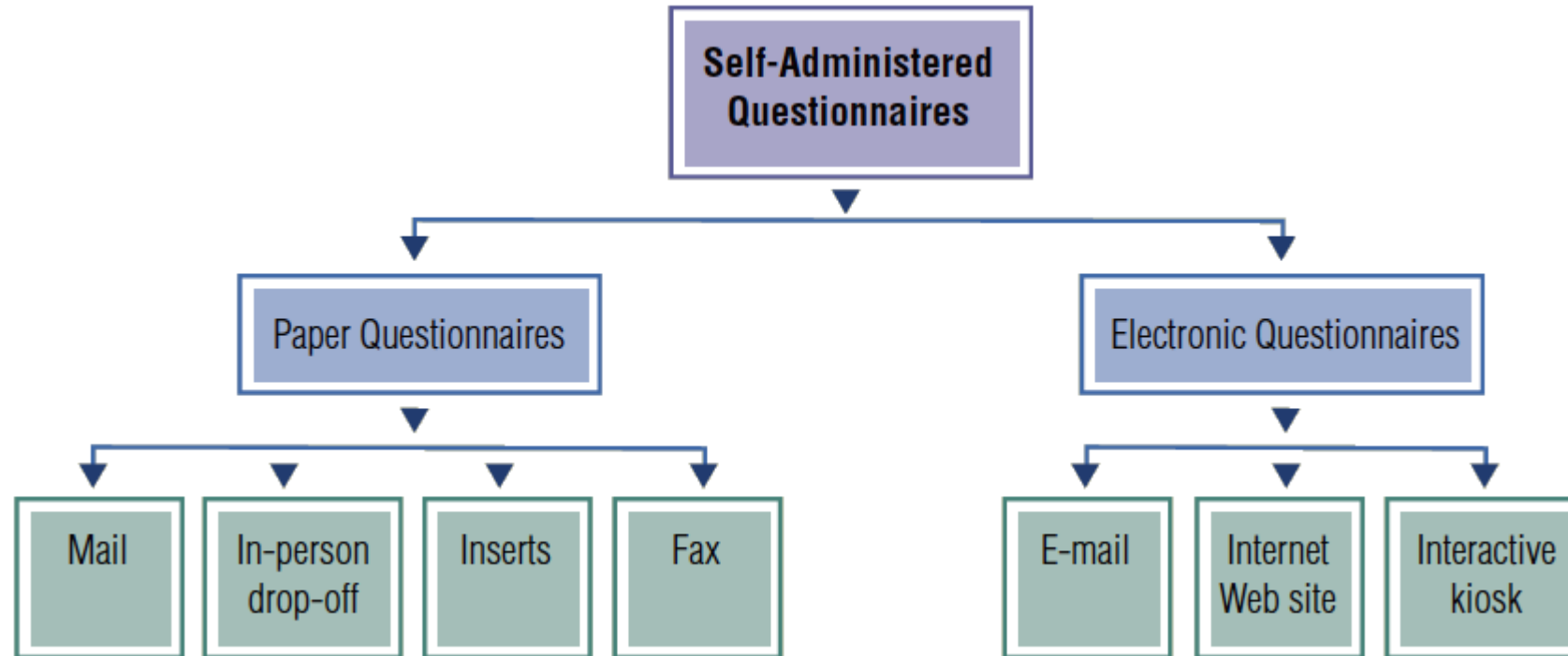
Personal Interviews (cont'd)

- Characteristics of Telephone Interviews
 - Speed of data collection: very fast
 - Geographical flexibility: high
 - Respondent cooperation: good
 - Versatility of questioning: moderate
 - Questionnaire length: moderate
 - Item nonresponse: medium
 - Possibility of respondent misunderstanding: average
 - Degree of interviewer influence of answer: moderate

Personal Interviews

- Characteristics of Telephone Interviews
 - Supervision of interviewers: high, especially with central location WATS interviewing
 - Anonymity of respondent: moderate
 - Ease of call back or follow-up: easy
 - Cost: low to moderate
 - Special features: fieldwork and supervision of data collection are simplified; quite adaptable to computer technology

EXHIBIT 9.1 Self-Administered Questionnaires Can Be Either Printed or Electronic



Self-Administered Questionnaires

- Characteristics of Mail Questionnaires
 - Geographical flexibility
 - Cost
 - Respondent convenience
 - Anonymity of respondent
 - Absence of interviewer
 - Standardized questions
 - Time is money
 - Length of mail questionnaire

Mail Questionnaires

- Response Rate
 - The number of questionnaires returned or completed divided by the number of eligible people who were asked to participate in the survey.
- Factors that Bias the Response Rate
 - Persons who will complete questionnaires versus those persons who will not.
 - Person filling out survey is not the intended subject.

Increasing Response Rates for Mail Surveys

- Cover letter
- Money helps
- Interesting questions
- Follow-ups
- Advance notification
- Survey sponsorship
- Other techniques
- Keying mail questionnaires with codes

EXHIBIT 9.2

Example of Cover Letter for Household Survey



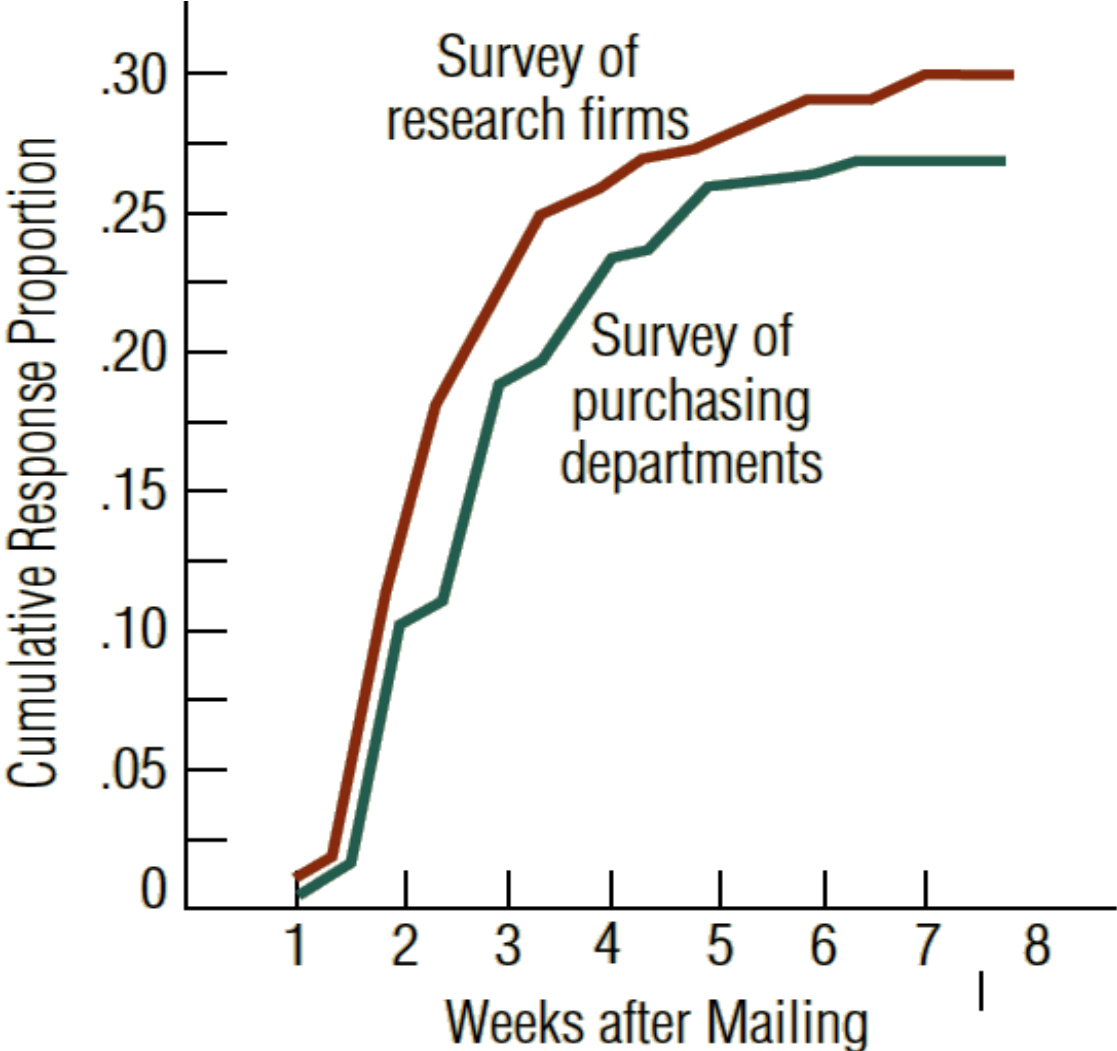
	 Washington State University Social and Economic Sciences Research Center	Wilson Hall 133 PO Box 844014 Pullman, WA 99164-4014 509-335-1511 FAX 509-335-0116
Inside address	→ L. T. Hansen 2121 Lincoln Way East Uniontown, WA 99962-2056	
The request	→ I am writing to ask your help in a study of new residents being conducted for the state of Washington. This study is part of an effort to learn what draws people to the state, and whether they are happy or unhappy with what they find here.	
Why you were selected	→ It's my understanding that you may have moved to Washington state sometime in the last few years. We are contacting a random sample of new residents from every county in the state to ask why they moved, what their employment experience has been, and whether services are meeting their needs.	
Usefulness of survey	→ Results from the survey will be used to help state and local government make Washington a better place for new residents like you. By understanding what people want when they move here, public officials can do a better job providing services and improving the state's quality of life. And by knowing more about the job skills of new residents, public agencies and private businesses can help make the most of what new residents contribute to the state's economy.	
Confidentiality	→ Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. When you return your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. This survey is voluntary. However, you can help us very much by taking a few minutes to share your experiences and opinions about Washington state. If for some reason you prefer not to respond, please let us know by returning the blank questionnaire in the enclosed stamped envelope.	
Token of appreciation	→ We have enclosed a small token of appreciation as a way of saying thanks for your help.	
Willingness to answer questions	→ If you have any questions or comments about this study, we would be happy to talk with you. Our toll-free number is 1-800-833-0867, or you can write to us at the address on the letterhead.	
Thank-you	→ Thank you very much for helping with this important study.	
Real signature	Sincerely, →  Don A. Dillman Professor and Deputy Director	
	P.S. If by some chance we made a mistake and you have not moved to Washington (or back to Washington after living somewhere else) since January 1990, please answer only the first question in the questionnaire and return the rest of it blank. Many thanks.	

EXHIBIT 9.3

Plots of Actual Response Patterns for Two Commercial Surveys



Self-Administered Questionnaires (cont'd)

- Fax Survey
 - A survey that uses fax machines as a way for respondents to receive and return questionnaires.
- Advantages of the Fax Survey
 - Reduce sender's printing and postage costs
 - Is quicker than traditional mail surveys
- Disadvantage of the Fax Survey
 - Only respondents with fax machines who are willing to exert the extra effort will return questionnaires.

Self-Administered Questionnaires (cont'd)

- Internet Surveys
 - A self-administered questionnaire posted on a Web site.
 - Respondents provide answers to questions displayed online by highlighting a phrase, clicking an icon, or keying in an answer.

Self-Administered Questionnaires (cont'd)

- Internet Surveys
 - Speed and cost effectiveness
 - Visual appeal and interactivity
 - Respondent participation and cooperation
 - Varies depending on web site
 - Varies depending on type of sample
 - When user does not opt-in or expect a voluntary survey, cooperation is low.
 - Self-selection problems in web site visitation surveys: participants tend to be more deeply involved than the average person.

Internet Survey Design

- Welcome Screen
 - The first web page in an internet survey, which introduces the survey and requests that the respondent enter a password or pin.
 - Can be compared to a cover letter
 - Should contain the name of the research company and how to contact the organization if there is a problem or concern.
 - Example: If you have any concerns or questions about this survey, or if you experience any technical difficulties, please contact (NAME OF RESEARCH ORGANIZATION).

Self-Administered Questionnaires (cont'd)

- Internet Surveys (cont'd)
 - Representative samples
 - Accurate real-time data capture
 - Callbacks
 - Personalized and flexible questioning
 - Respondent anonymity
 - Response rates
 - Security concerns

Self-Administered Questionnaires (cont'd)

- Problems with Internet Surveys
 - Not all individuals have internet access.
 - Respondents may lack powerful computers with high-speed connections to the internet.
 - Respondents' computer skills may be relatively unsophisticated.

Selecting the Appropriate Survey Research Technique

- Questions to be answered:
 - Is the assistance of an interviewer necessary?
 - Are respondents interested in the issues being investigated?
 - Will cooperation be easily attained?
 - How quickly is the information needed?
 - Will the study require a long and complex questionnaire?
 - How large is the budget?

EXHIBIT 9.4 Advantages and Disadvantages of Typical Survey Methods

	Door-to-Door Personal Interview	Mall Intercept Personal Interview	Telephone Interview	Mail Survey	Internet Survey
Speed of data collection	Moderate to fast	Fast	Very fast	Slow; researcher has no control over return of questionnaire	Instantaneous; 24/7
Geographic flexibility	Limited to moderate	Confined, possible urban bias	High	High	High (worldwide)
Respondent cooperation	Excellent	Moderate to low	Good	Moderate; poorly designed questionnaire will have low response rate	Varies depending on Web site; high from consumer panels
Versatility of questioning	Quite versatile	Extremely versatile	Moderate	Not versatile; requires highly standardized format	Extremely versatile
Questionnaire length	Long	Moderate to long	Moderate	Varies depending on incentive	Moderate; length customized based on answers
Item non-response rate	Low	Medium	Medium	High	Software can assure none
Possibility for respondent misunderstanding	Low	Low	Average	High; no interviewer present for clarification	High

EXHIBIT 9.4 Advantages and Disadvantages of Typical Survey Methods (cont'd)

	Door-to-Door Personal Interview	Mall Intercept Personal Interview	Telephone Interview	Mail Survey	Internet Survey
Degree of interviewer influence on answers	High	High	Moderate	None; interviewer absent	None
Supervision of interviewers	Moderate	Moderate to high	High, especially with central-location WATS interviewing	Not applicable	Not applicable
Anonymity of respondent	Low	Low	Moderate	High	Respondent can be either anonymous or known
Ease of callback or follow-up	Difficult	Difficult	Easy	Easy, but takes time	Difficult, unless e-mail address is known
Cost	Highest	Moderate to high	Low to moderate	Lowest	Low
Special features	Visual materials may be shown or demonstrated; extended probing possible	Taste tests, viewing of TV commercials possible	Fieldwork and supervision of data collection are simplified; quite adaptable to computer technology	Respondent may answer questions at own convenience; has time to reflect on answers	Streaming media software allows use of graphics and animation

Selecting the Appropriate Survey Research Technique (cont'd)

- Pretesting
 - Screening procedure that involves a trial run with a group of respondents to iron out fundamental problems in the survey design.
- Basic Ways to Pretest:
 - Screen the questionnaire with other research professionals
 - Have the client or the research manager review the finalized questionnaire
 - Collect data from a small number of respondents

Ethical Issues in Survey Research

- The American Marketing Association's code of ethics expresses researchers' obligation to:
 - Protect the public from misrepresentation and exploitation under the guise of marketing research
 - Protect respondents' right to privacy
 - Avoid the use of deception
 - Inform respondents about the purpose of the research
 - Maintain confidentiality and honesty in collecting data
 - Maintain objectivity in reporting data

Key Terms and Concepts

- personal interview
- item nonresponse
- door-to-door interview
- callback
- mall intercept interview
- telephone interview
- random digit dialing
- central location interviewing
- computer-assisted telephone interview (CATI)
- self-administered questionnaire
- mail survey
- response rate
- cover letter
- drop-off method
- fax survey
- e-mail survey
- Internet survey
- welcome screen
- dialog box
- mixed-mode survey
- pretesting

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Thank you