

# Marketing Research

---

## Chapter 8

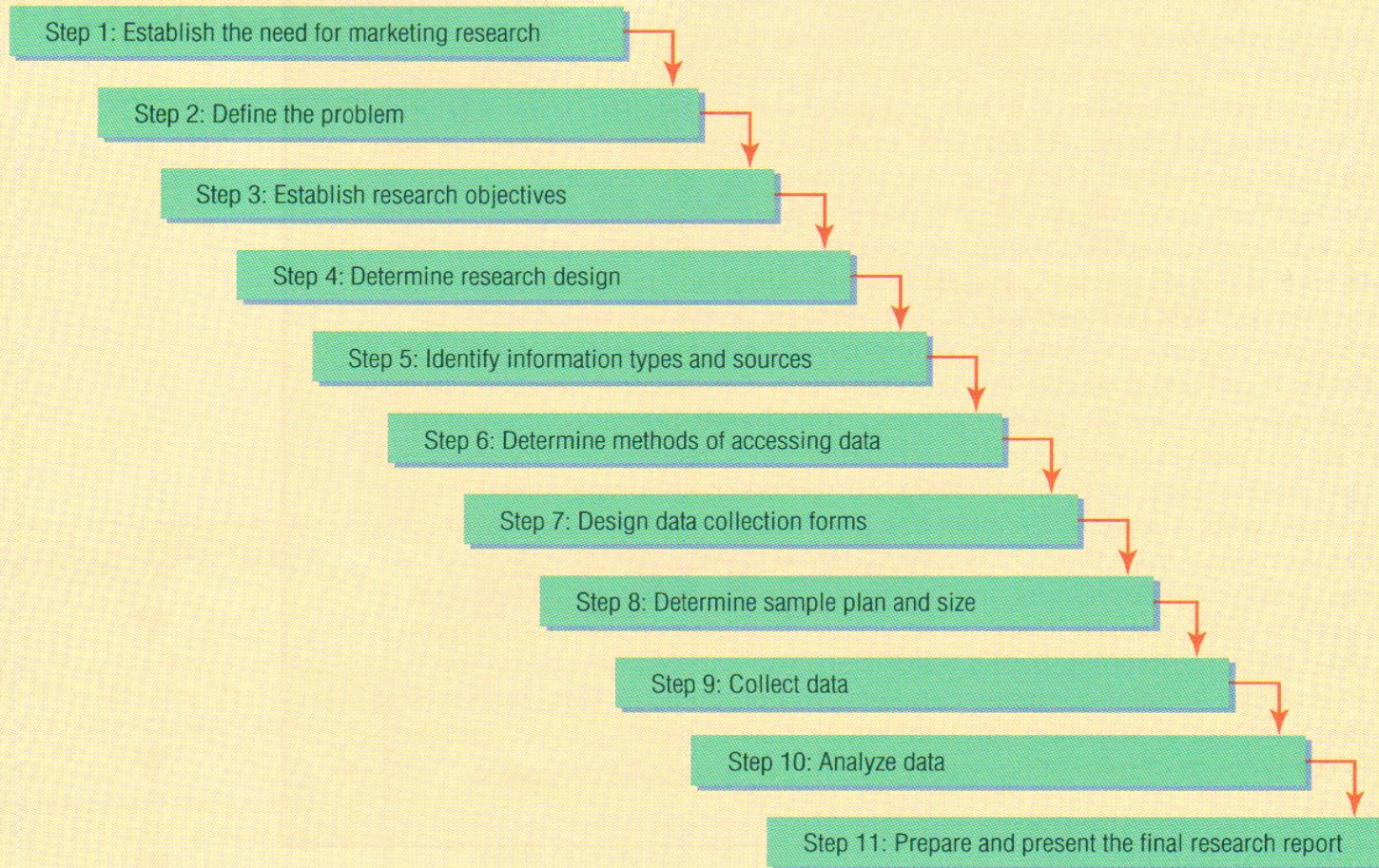
### Survey data collection methods

# Marketing Research

## Chapter 8.

### Survey data collection methods – step 6.

#### Chapter 2 The Marketing Research Process



# Marketing Research

## Chapter 8.

### Survey data collection methods

#### Advantages of Surveys

1. Standardization
2. Ease of administration
3. Suitability to tabulation and statistical analysis
4. Sensitivity to subgroup differences

# Marketing Research

## Chapter 8.

### Survey data collection methods

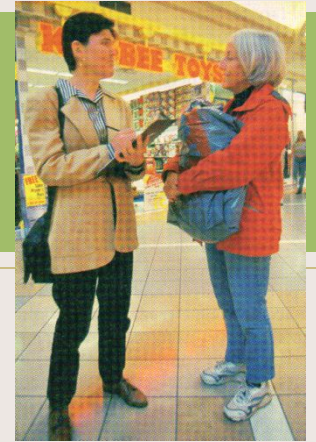
There are 3 major ways to collect information from respondents:

1. Have a person ask the questions, either face-to-face or voice-to-voice without any assistance from a computer
2. Have a computer assist or direct the questioning
3. Allow respondents to fill out the questionnaire themselves, without computer assistance

# Marketing Research

## Chapter 8.

### Survey data collection methods



## 1. Person-administered surveys (without computer assistance)

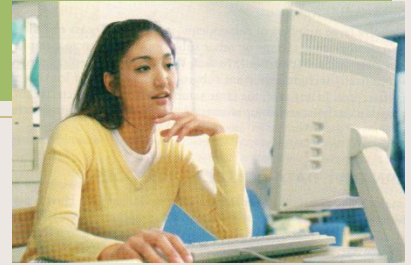
Advantages

Disadvantages

# Marketing Research

## Chapter 8.

### Survey data collection methods



## 2. Computer-administered surveys

**Advantages**

**Disadvantages**

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### 3. Self-administered surveys

**Advantages**

**Disadvantages**

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### **Discussion question:**

What aspects of computer-administered surveys make them attractive to marketing researchers?



# Marketing Research

## Chapter 8.

### Survey data collection methods

# Descriptions of representative data collection models

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### 1. Person-administered interviews

1.1 In-home interviews – are conducted in the security and comfort of respondents' homes.

1.2 Mall-intercept interviews – are conducted in large shopping malls, and they are less expensive per interview than are in-home interviews.

**Marketing Research**  
Chapter 8.  
Survey data collection methods

1.3 In-office interviews – for B2B market.

1.4 Telephone interview

Traditional  
telephone  
interviewing

Central location  
telephone  
interviewing



# Marketing Research

## Chapter 8.

### Survey data collection methods

## 2. Computer-Administered Interviews

2.1 Computer-Assisted Telephone interview (CATI)

2.2 Fully computerized interview - eliminates the need for a human interviewer

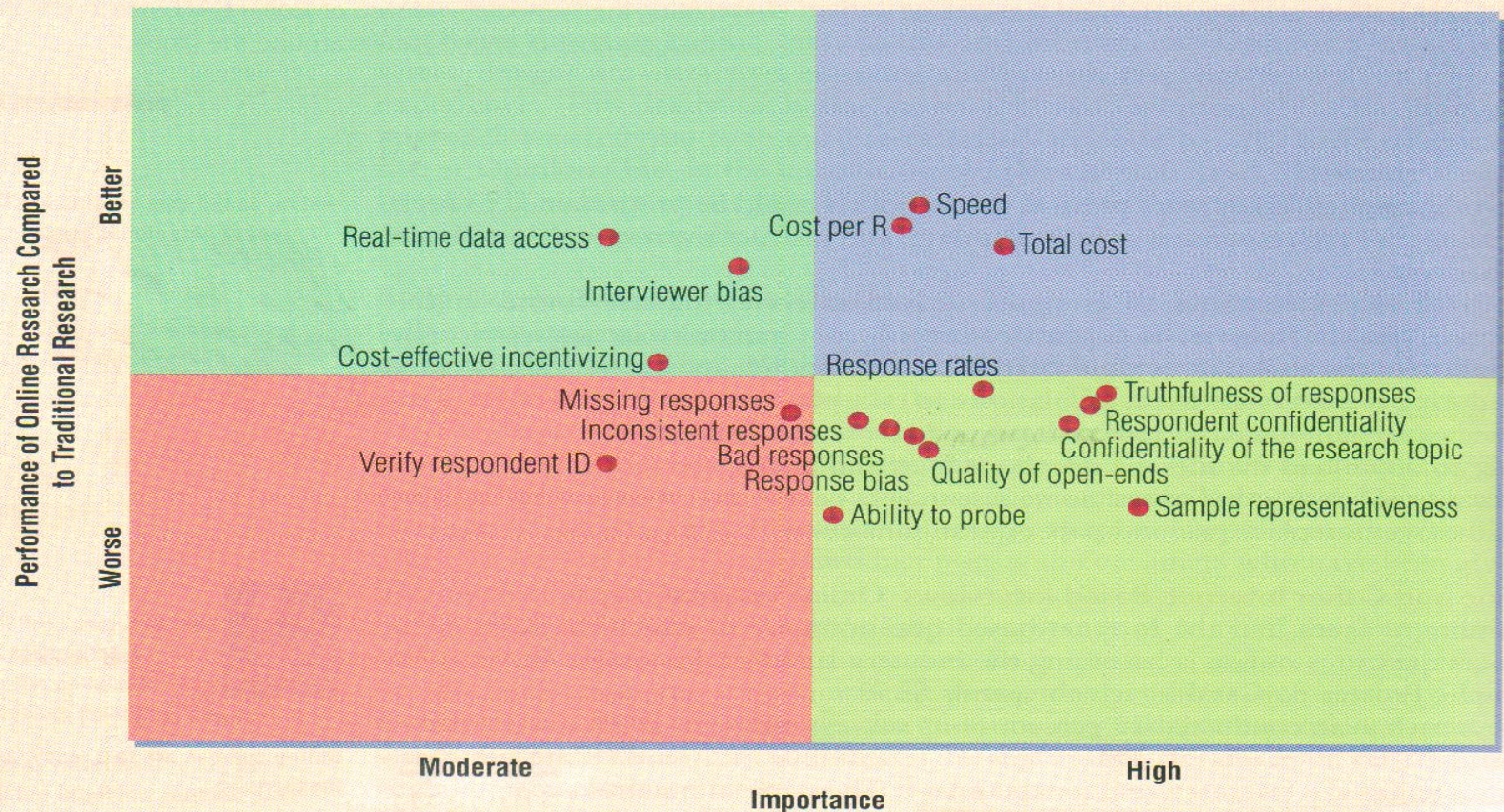
2.3 Online Interviews

# Marketing Research

## Chapter 8.

### Survey data collection methods

Online data collection methods have significant advantages, but they have some drawbacks too



# Marketing Research

## Chapter 8.

### Survey data collection methods

#### 3. Self-administered surveys

**3.1 Group self-administered survey** – entails administering a questionnaire to respondents in group, rather than individually, for convenience or to gain certain economies.

#### **3.2 Drop-off survey**

**3.3 Mail survey** – the questions are mailed to prospective respondents who are asked to fill them out and return them to the researcher by mail.

# Marketing Research

## Chapter 8.

### Survey data collection methods

2 major problems are related with mail survey:

- Nonresponse
- Self-selection bias – means respondents who return surveys by mail may differ from the original sample



# Marketing Research

## Chapter 8.

### Survey data collection methods

Researchers have tried various tactics to increase the response rate.

1. The use of color will increase mail survey response rates.
2. Stamps on the return envelope will have a greater response rate than preprinted postage-paid envelopes.
3. A mail survey questionnaire's length greatly affects the response rate.
4. A recognizable brand name will increase the response rate.
5. Monetary and other incentives used to increase mail survey response rates are cost-effective.
6. Money works better than nonmonetary incentives.
7. The response rate will increase if you prenotify respondents with a postcard.
8. "Reminder" postcards will increase the response rate.



# Marketing Research

## Chapter 8.

### Survey data collection methods

#### **Choice of a particular survey method**

Each data collection method has unique advantages, disadvantages and special features.

In selecting a data collection mode, the researcher balances quality against cost and time

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### - The survey data collection time horizon

A short deadline may dictate which data collection method to use.

By their very nature, some survey data collection methods take longer than others.

#### - The survey data collection budget

Budget constraints may disallow consideration of the more expensive data collection methods.

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### - Special considerations

- ✓ May be task such card sorting
- ✓ Examining an ad portfolio
- ✓ May be great many questions
- ✓ Children have short attention spans
- ✓ Elderly consumers have difficulty with written instructions
- ✓ Recent immigrants may have language barriers
- ✓ Internet shoppers may rarely visit a shopping mall

# Marketing Research

## Chapter 8.

### Survey data collection methods

Quality, time and budget are usually combined in the objective,

**“ What data collection method will generate the most complete and generalizable information within the time horizon and without exceeding the allowable expenditure for data collection”.**

# Marketing Research

## Chapter 8.

### Survey data collection methods

#### Setting Up Controls for a Telephone Interview

Task	Write your proposed solution here
<i>How will you train your fellow student team member interviewers?</i>	Orientation session(s) and role playing
<i>How will you ensure that they are conducting the interviews correctly?</i>	Require that they turn in completed questionnaires daily; check their work carefully at first until you are sure they are doing them properly.
<i>How will you make sure they conduct the interviews on time?</i>	Set up a quota system or expect them to turn in "x" completed questionnaires every so many days
<i>How will you instruct them how to handle "no answers" and answering machines?</i>	Keep a calling log and call back these individuals. It is not appropriate to leave a message as the respondents will probably not call when the interviewer is in.
<i>How will you ensure that their completed interviews are not bogus?</i>	Call back a random sample of each interviewer's completions to verify that the respondents did, in fact, take part in the survey