

Marketing Research

Chapter 8

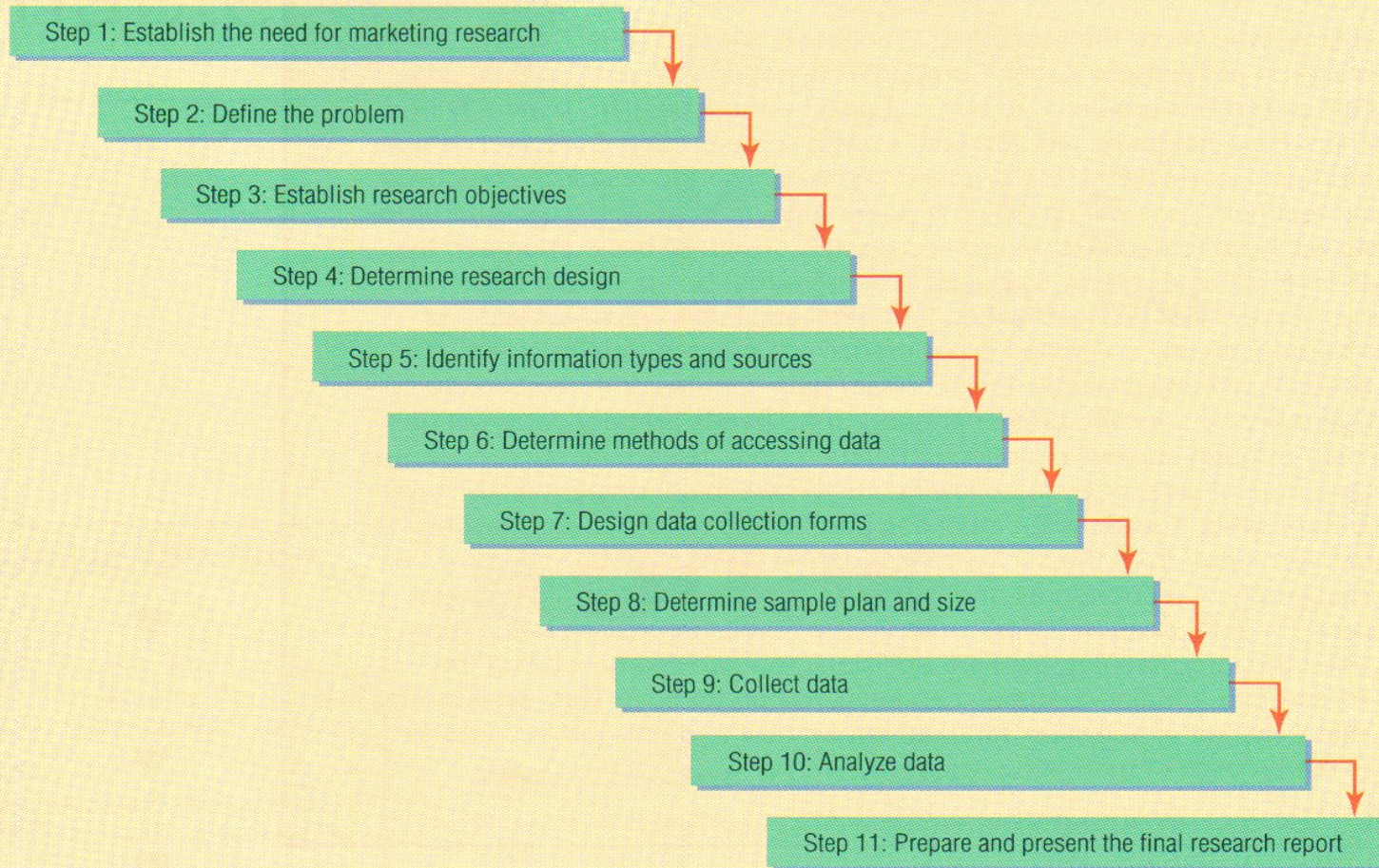
Survey data collection methods

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Survey data collection methods – step 6.

Chapter 2 The Marketing Research Process



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Advantages of Surveys

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

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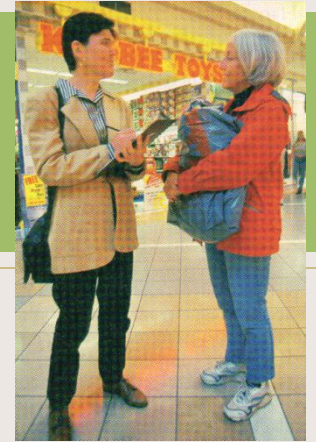
There are 3 major ways to collect information from respondents:

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

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1. Person-administered surveys (without computer assistance)

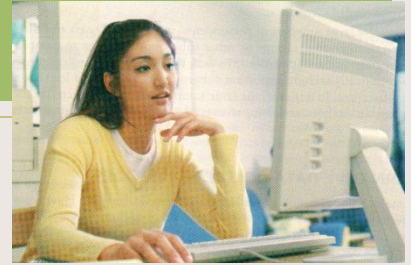
Advantages

Disadvantages

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2. Computer-administered surveys

Advantages

Disadvantages

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3. Self-administered surveys

Advantages

Disadvantages

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Discussion question:

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

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Descriptions of representative data collection models

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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.

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1.3 In-office interviews – for B2B market.

1.4 Telephone interview

Traditional
telephone
interviewing

Central location
telephone
interviewing



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2. Computer-Administered Interviews

2.1 Computer-Assisted Telephone interview (CATI)

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

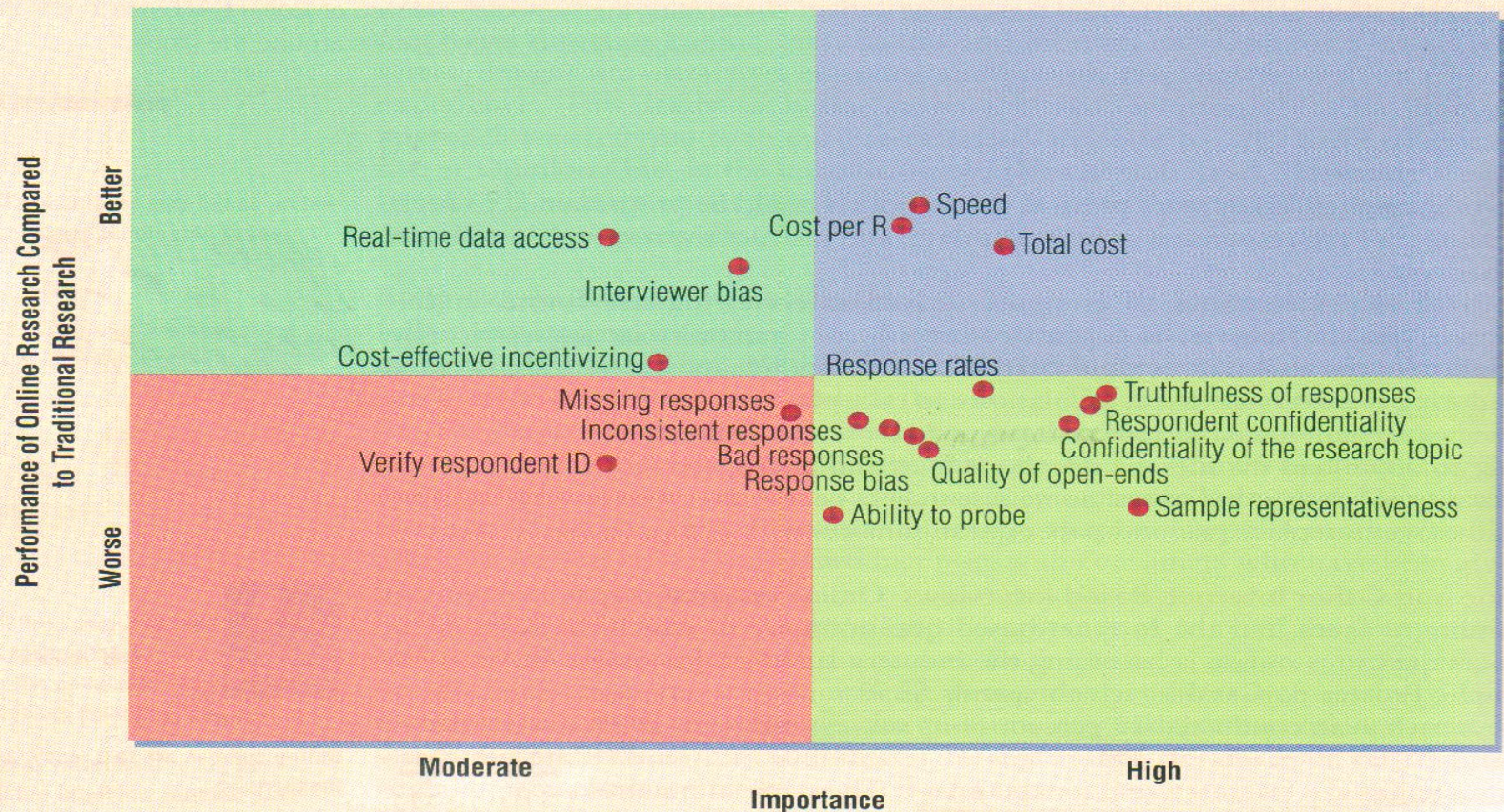
2.3 Online Interviews

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



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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.

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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



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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.

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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

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- **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.

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- 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

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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”.

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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 |