Chap 1

Marketing Research:

The fct° which links the consumer, customer and public to the market through Information

Classification of Marketing Research.

Problem Identification Research

- Market Potential Res
- Market Share Res
- // Characteristics Res.
- Sales Analysis Res.
- Forecasting Res.
- Business Trends Res.

Problem Solving Research

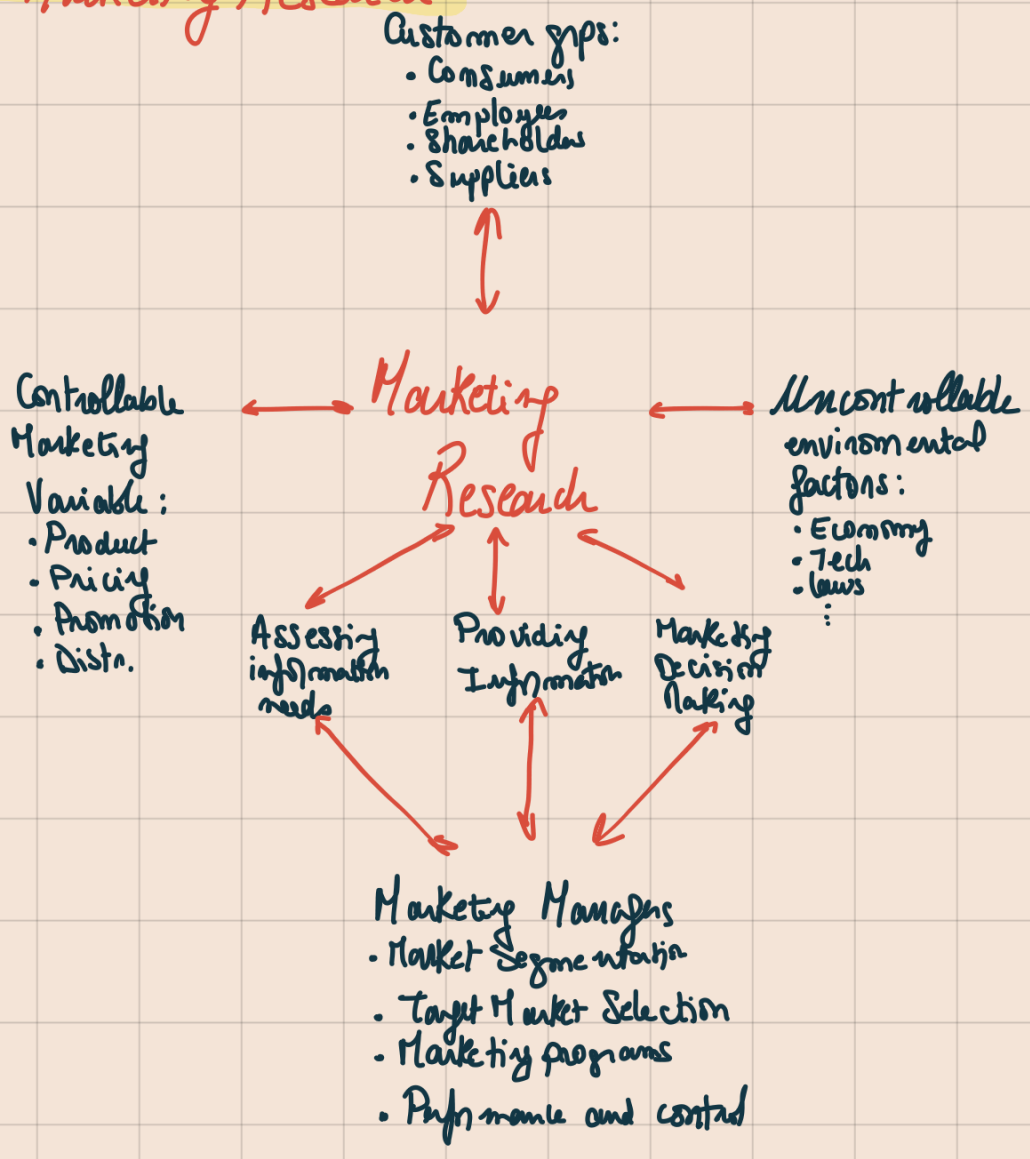
- Segmentation Res.
- Product Res.
- Promotion Res.
- Distribution Res.

Marketing Research Process

Step :

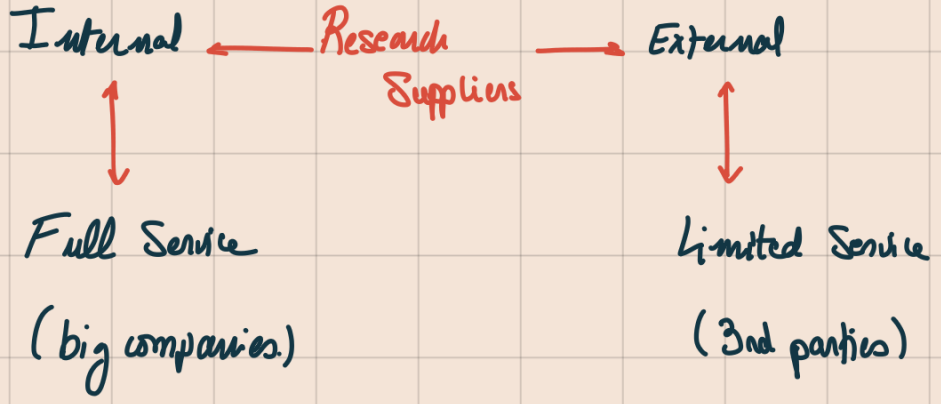
1- Defining the problem
2- Developing an approach to the problem } Chap 2
3- Formulating a Research Design Chap 3
4- Doing field work on collecting data.
5- Preparing and analyzing data
6- Preparing and presenting the report.

Role of Marketing Research



Marketing Research Suppliers and Services

Marketing Research Suppliers and Services



Chap 2

Goal of data analysis is to provide information related to the problem components.

The Problem Definition Process.

Tasks involved

- Discussions with decision makers
- Interviews with Experts.
- Secondary data Analysis.
- Qualitative Research.

↓

Environmental context of the problem ①

↓

Step I: Problem Definition

- Management Decision problem (2)
- Marketing Research problem. (3)

↓

Step II: Approach to the problem.

- Objective / Theoretical Foundations (4)
- Analytical Model: Verbal, Graphical, Mathematical (5)
- Research Questions (RQ)
- Hypotheses (H)
- (RQ) + (H) (6)
- Specification of information needed.

↓

Step III: Research Design.

The 7 C's of Interaction (between DM and Researcher)

Communication

Cooperation

Candor

Closeness

Continuity

Creativity.

① Factors to be considered.

Past informations and forecast

Resources and constraints

Objectives

Buyer Behavior

Legal Environment

Economic Environment

Marketing and technological skills

② vs. ③

Should the price of the brand be increased?

To determine the price elasticity of demand and the impact on sales and profits of various lvls of price changes.

④ Role of Theory

Research task	Role of Theory
1. Conceptualizing and identifying key variables.	it will suggest key dependant and independant variables
2. Operationalizing key variables.	can suggest " " " " naturally occuring in the real world.
3. Selecting a research design	Causal or associative stps ⇒ causal or descriptive design

4. Selecting a sample	Defining the population and suggesting variables for...
5. Analyzing and interpreting data	Guide the selection of a data analysis strategy and the interpretation of results
6. Integrating findings	The findings obtained in the research project can be interpreted in the light of previous research and integrated with the existing body of knowledge.

(5) Verbal models

The variables and their rltps are stated in a verbal form

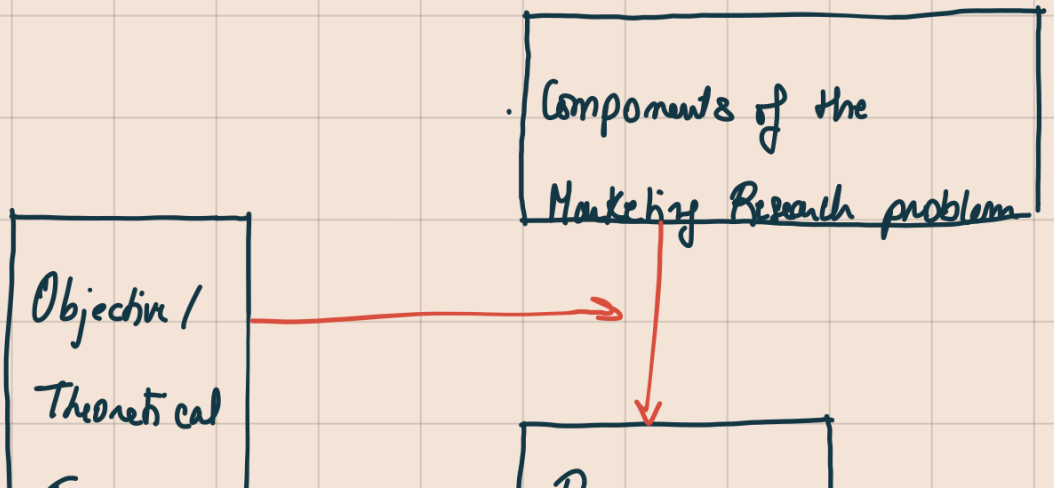
Graphical models

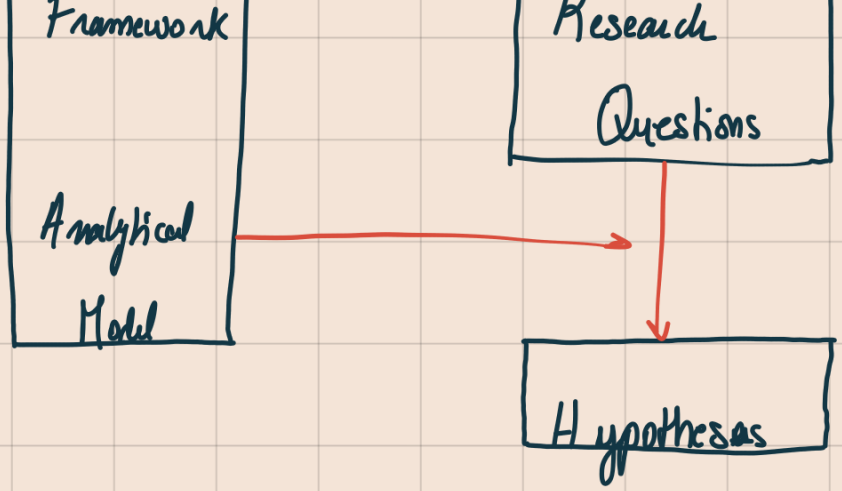
are visual. They are used to isolate variables and to suggest directions of rltps but are not designed to provide numerical results

Mathematical Models

$$y = a_0 + \sum_{i=1}^{n} a_i x_i$$

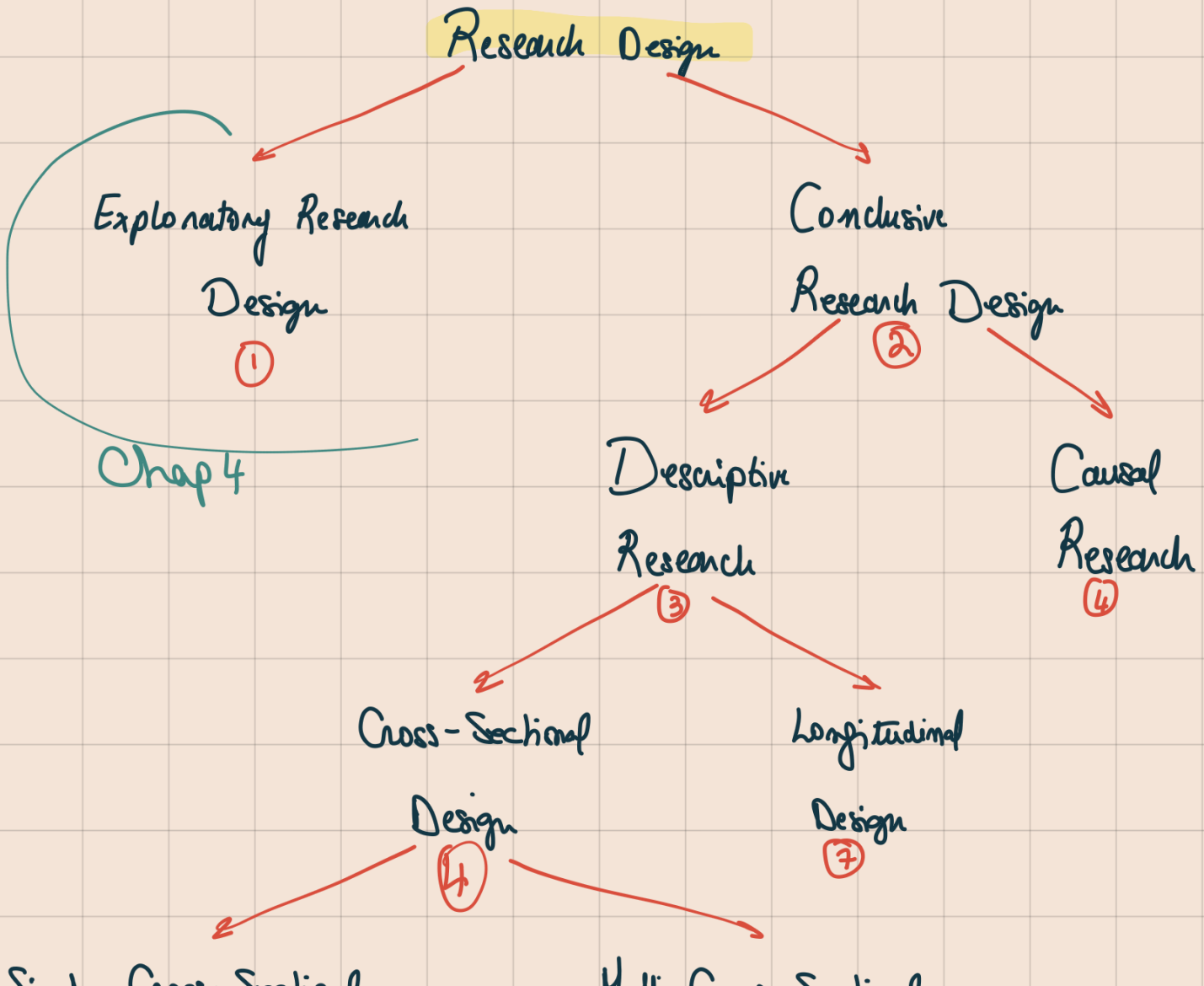
Development of RQ and H (⑥)





Chap 3

Classification of Marketing Research Designs



Single Cross-Sectional Design ⑤

Multi Cross-Sectional Design ⑥

① Exploratory Research is characterized by its open-ended nature, flexibility, and qualitative focus. It aims to provide initial insights and understanding of a topic, laying the groundwork for more detailed and conclusive research in the future. Sample is small and non-representative

② Conclusive Research is characterized by its structured and formal approach, aiming to test specific hypotheses and draw definitive conclusions and quantitative focus. The findings from conclusive research are intended to be conclusive and serve as a basis for decision-making in practical settings. Sample is large and representative

③ Descriptive Research aims to provide a detailed account of market characteristics or functions. It involves the systematic collection and analysis of data, often using methods such as surveys, secondary data analysis, panels, and observation. This type of research is essential for obtaining a comprehensive understanding of specific aspects within a market.

Ex: A retail company wants to understay the shopping behavior of its customers. Researchers conduct a survey to collect data about customers behaviors...

④ Causal Research is characterized by its focus on determining cause and effect rltps. It involves the intentional manipulation of independent variables, controlling for other variables, and using experimental design to isolate the effects. This type of research is essential for understanding the impact of certain factors on outcomes and making informed decisions based on the established causal rltps.

Ex : A pharmaceutical company wants to determine the causal rltp between a new drug and the reduction of symptoms in patients. They conduct a randomized controlled trial, where some patients receive the new drug and others receive a placebo. The reduction in symptoms is measured, allowing researchers to establish a cause-and-effect rltp.

Uses of ③

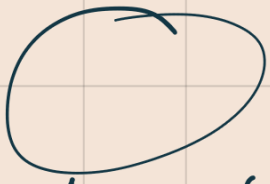
Answers the 6 W's

Who? What? When? Where? Why? Way?
↓ respondents — info — Direct / Indirect

④ Cross-Sectional Designs

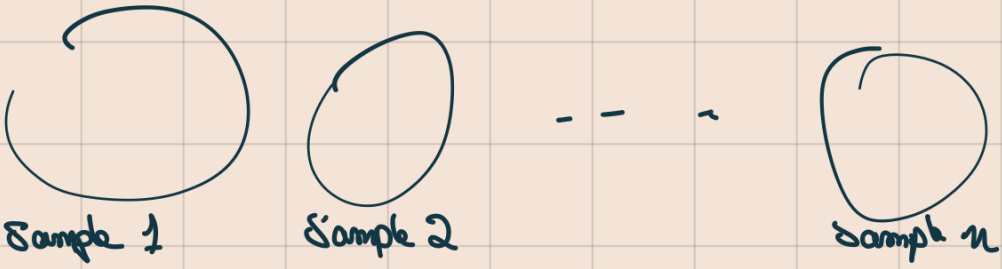
collection of info from any given sample of populat° elmts only once.

⑤ (Single)



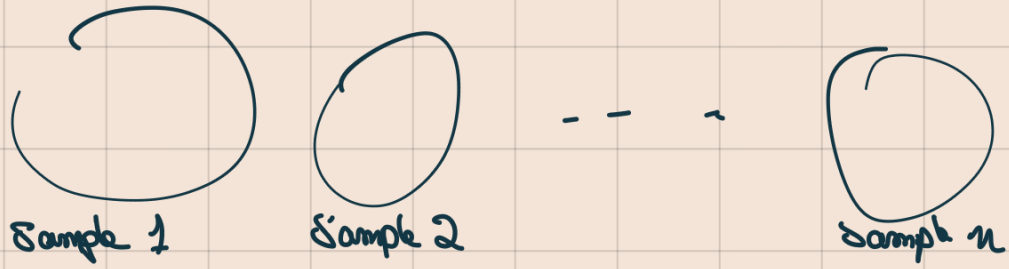
1 sample (collected once)

⑥ (Multiple)



(info collected only one in each sample)

⑦ Longitudinal Designs



(One on many samples)

(info collected many times in each sample)

(Time is a factor (at t1, t2, ...))

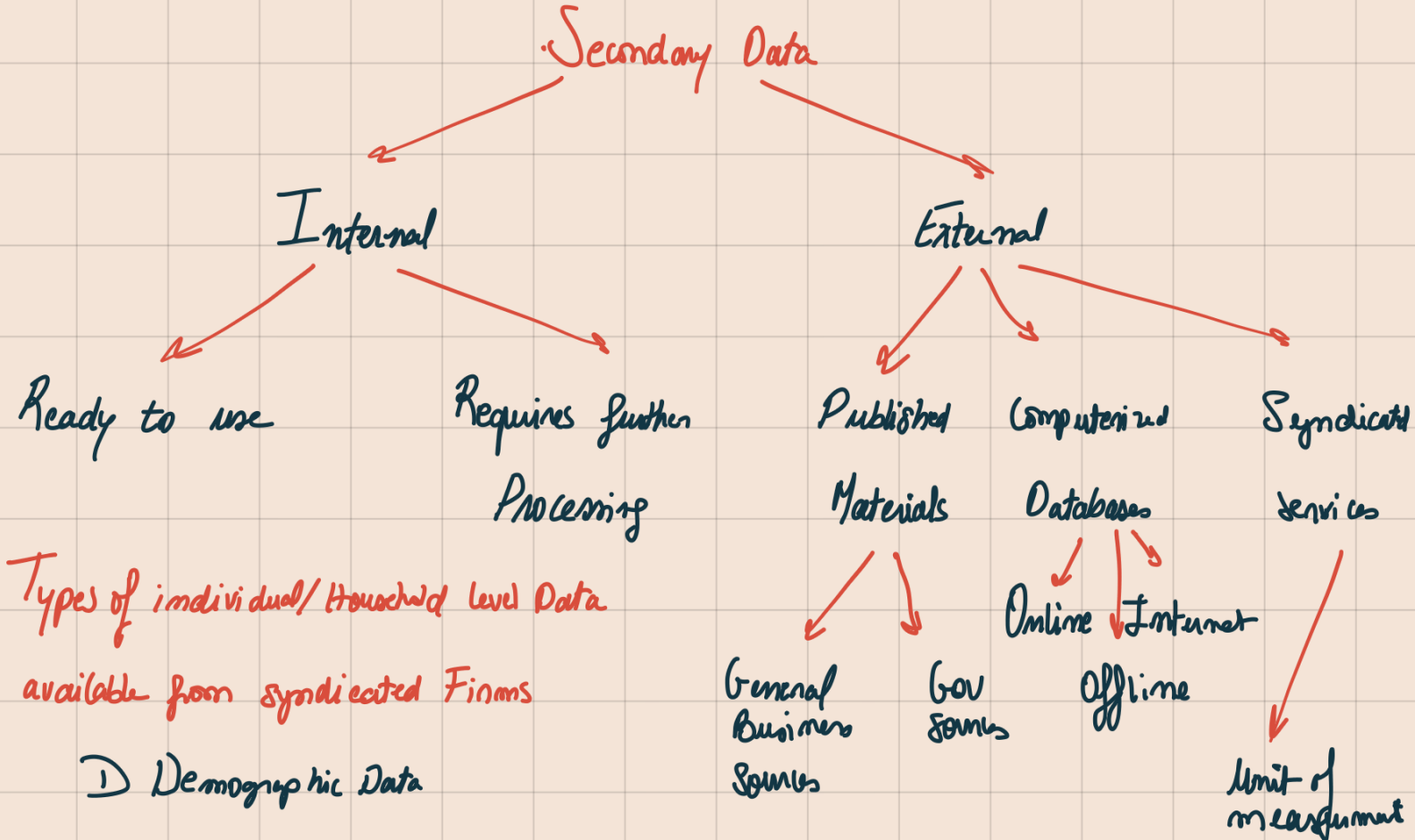
	Primary Data	Secondary Data
Collection Purpose	For the problem at hand	For other Problems
Collection Process	Very involved	Rapid & easy

Collection Cost	High	Relatively low
Collection time	Long	Short

Criteria for evaluating secondary data

- Specifications: Methodology used to collect the data
- Error: Accuracy of the data (Compare data from different sources)
- Currency: When the data were collected
- Objective(s): The purpose for which the Data were collected.
- Nature: The content of the Data
- Dependability: Overall, how dependable are the data.

Classification of Secondary data:



Types of individual/Household level Data available from syndicated Firms

1) Demographic Data

. Identification

. Sex

⋮

(11). Psycographic lifestyle data

. Interest in running

⋮

Households/ Consumers

Institutions

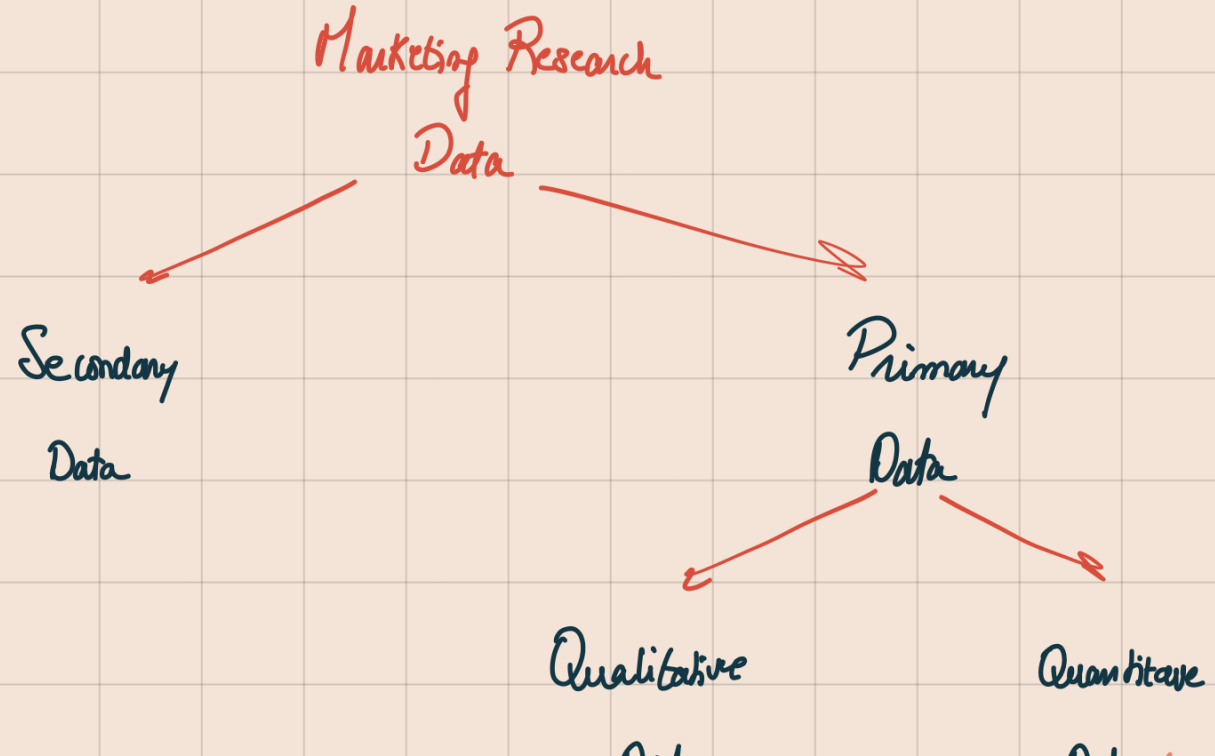
Single-Source Data: provide integrated information on household variables.

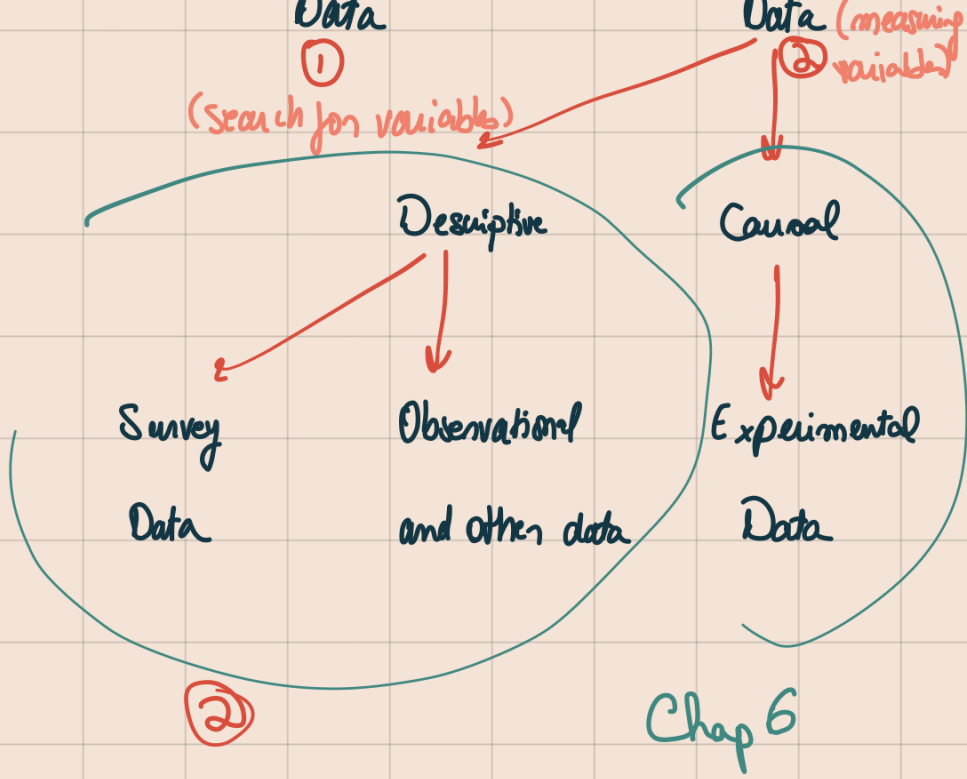
(ex: Survey households periodically on what they read.)

Chap 4

Exploratory Research Design:

Qualitative Research





	①	②
Sample	Small nbr of non-representative cases	Large nbr of representative cases
Data Collection	Unstructured	Structured
Data Analysis	Non-Statistical	Statistical
Outcome	Develop an initial understanding	Recommend a final course of action

Qualitative Research

Procedures

(Non Disguised)

(Disguised)

Focus Groups (3)

Depth Interviews

Projective Techniques (4)

Expressive techniques (8)

Association techniques (5)

Completion techniques (6)

Construction techniques (7)

(3) Focus Groups

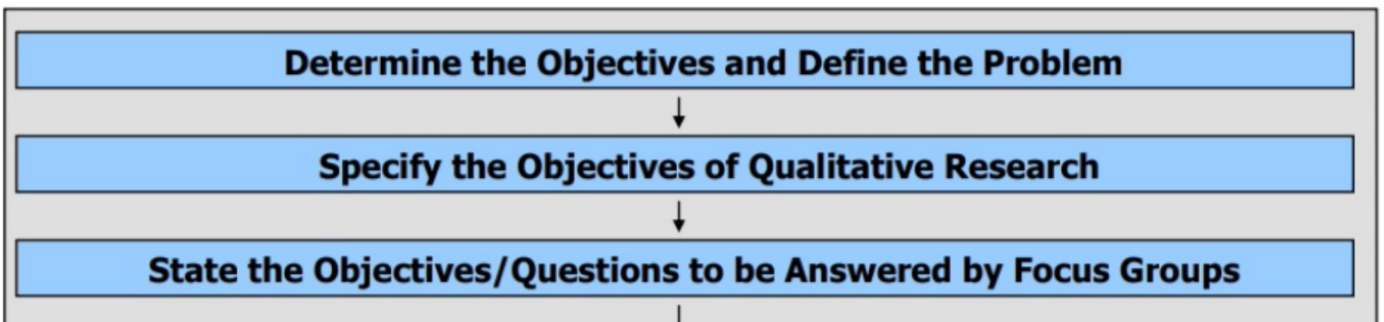
Online Versus Traditional Focus Groups

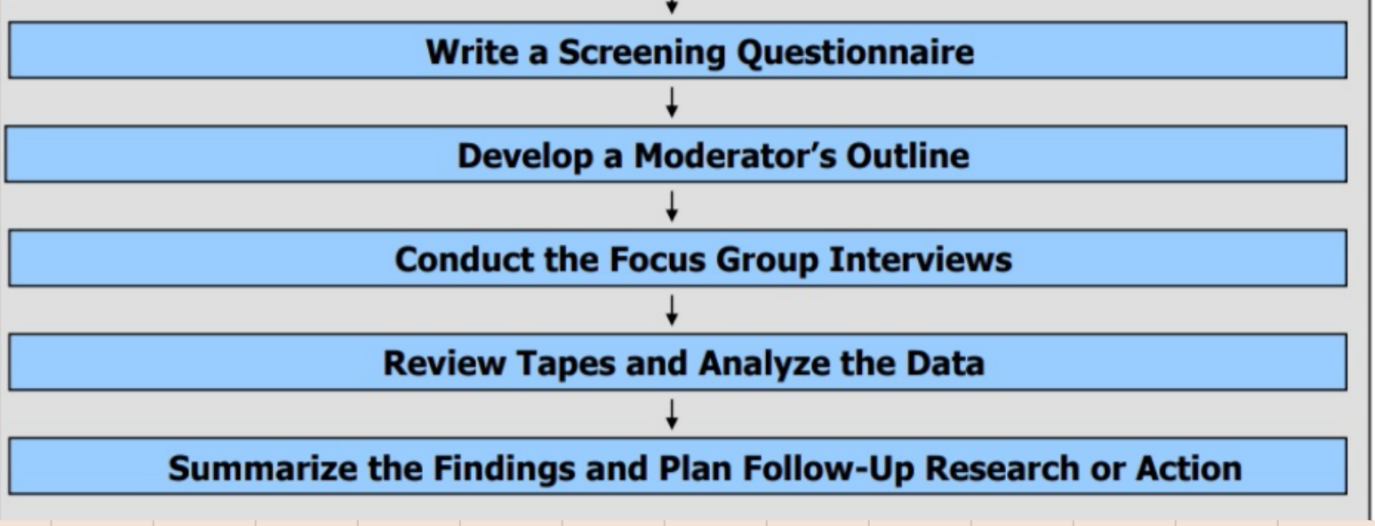
Characteristic	Online Focus Groups	Traditional Focus Groups
Group size	4-6	8-12
Group composition	Anywhere in the world	Drawn from the local area
Time duration	1-1.5 hours	1-3 hours
Physical setting	Researcher has little control	Under the control of the researcher
Respondent identity	Difficult to verify	Can be easily verified
Respondent attentiveness	Respondents can engage in other tasks	Attentiveness can be monitored
Respondent recruiting	Easier. Can be recruited online, e-mail, panel, or by traditional means	Recruited by traditional means (telephone, mail, mail panel)
Group dynamics	Limited	Synergistic, snowballing (bandwagon) effect

Openness of respondents	Respondents are more candid due to lack of face-to-face contact	Respondents are candid, except for sensitive topics
Nonverbal communication	Body language cannot be observed. Emotions expressed by using symbols	Body language and emotions observed
Use of physical stimuli	Limited to those that can be displayed on the Internet	A variety of stimuli (products, advertising demonstrations, etc.) can be used

Transcripts	Available immediately obtain	Time consuming and expensive to
Observers' communication with moderator	Observers can communicate with the the moderator on a split-screen	Observers can manually send notes to the focus group room
Unique moderator skills	Typing, computer usage, familiarity with chat room slang	Observational
Turnaround time	Can be set up and completed in a few days	Takes many days for setup and completion
Client travel costs	None	Can be expensive
Client Involvement	Limited	High
Basic focus group costs	Much less expensive	More expensive: facility rental, food, taping, transcript preparation

Procedure for Planning and Conducting Focus Groups





④ Projective techniques

- Respondents are asked to interpret the behavior of others
(// indirectly project their own motivations, beliefs, attitudes, or feelings into the situation)

⑤ Word Association:

Presenting participants with a stimulus word and asking them to respond with the first word that comes to mind. The responses are then analyzed to uncover patterns, slips, or insights about the participant's thoughts, attitudes, or perceptions.

Responses are analyzed by calculating:

(1) The frequency with which any word is given as a response

(2) The amount of time that elapses before a response is given

(3) The no. of respondents who do not respond at all to a test word within a reasonable period of time.

⑥ Completion techniques

In story completion (complete a sentence, fill the blank), respondents are given part of a story - enough to direct attention to a particular topic but not to hint at the ending. They are required to give the conclusion in their own words.

⑦ Construction techniques.

With a picture response, the respondents are asked to describe a series of pictures of ordinary as well as unusual events. The respondent's interpretation of the pictures gives indications of that individual's personality.

Or cartoon tests which are easier to analyse (predict what the character will say next.

⑧ Expressive techniques

In expressive techniques, respondents are presented with a verbal or visual situation and asked to relate the feelings and attitudes of other people to the situation.

Role playing (play the role or assume the behavior of someone else)

Third person technique (relate the beliefs and attitudes of a third person)

Analysis of Qualitative Data

1/ Data Reduction : Select which aspects of the data are to be emphasized, minimized

on set aside for the project at hand

2/ Data Display : Develop a visual interpretation of the data (diagram, ...)

It helps illuminate patterns and interrelationship in the data.

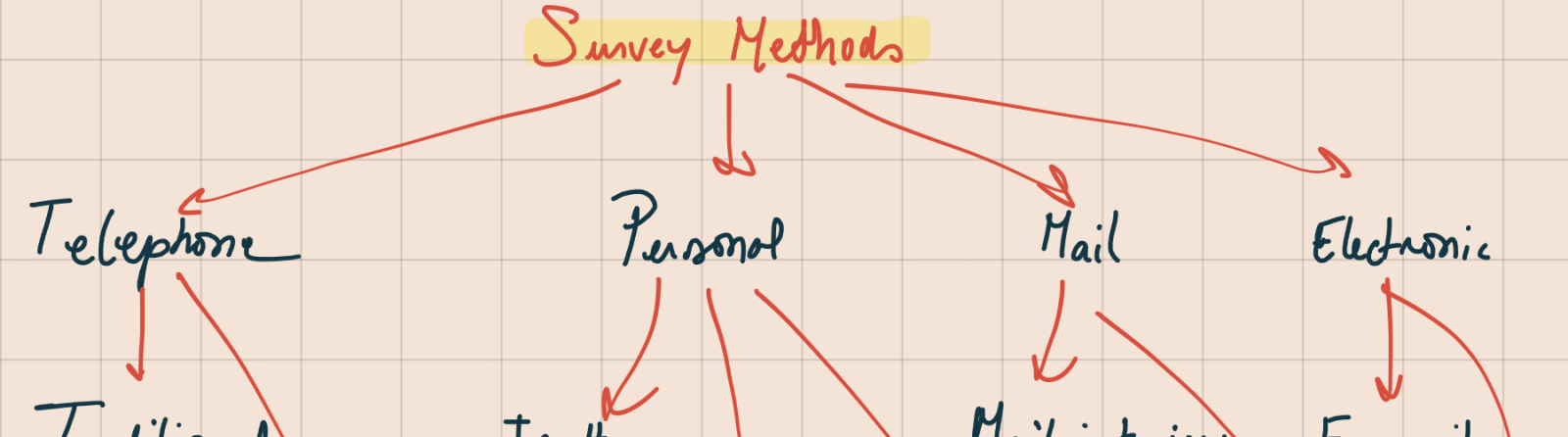
3/ Conclusion drawing and verification

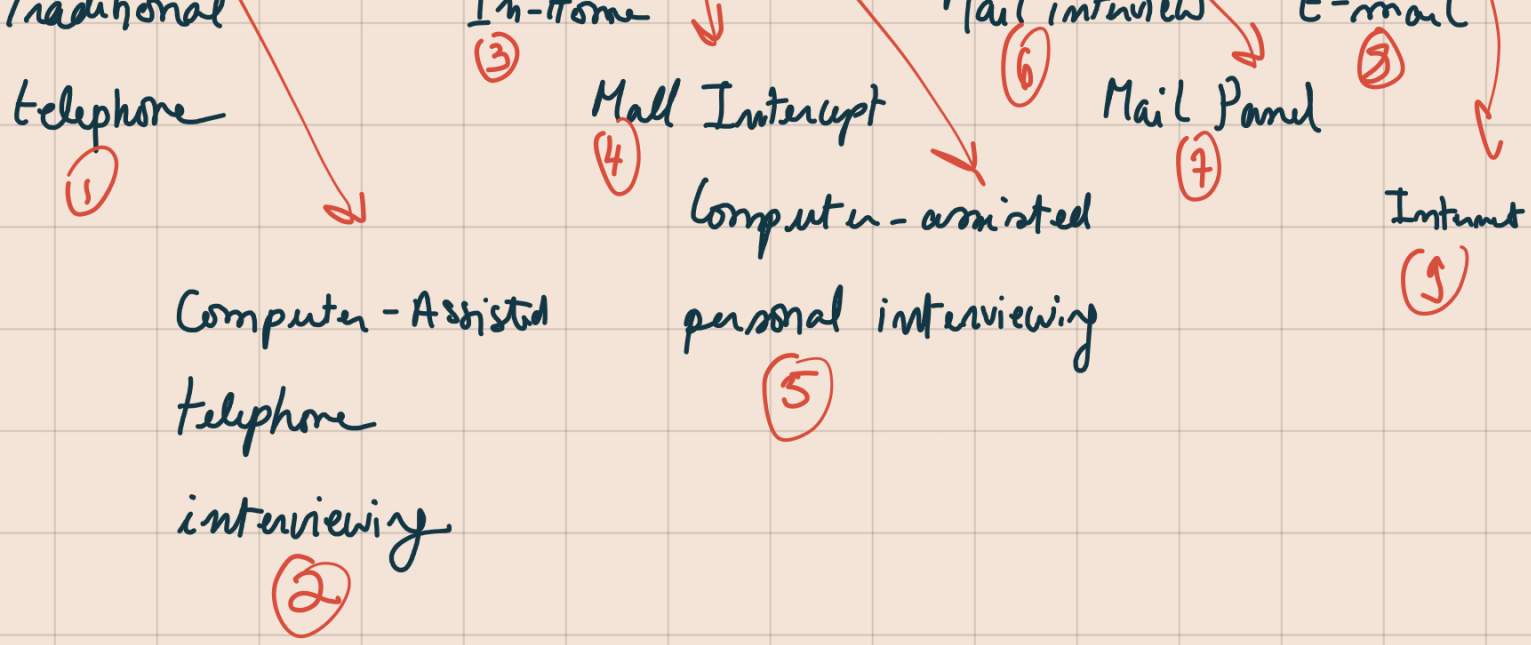
- Qualitative research is crucial
- The moderator should be familiar with the language, culture, and patterns of social interaction
- Non verbal cues are important
- Size of focus group could vary across cultures
- Focus groups may not be appropriate in some cultures.

Chap 5:

Descriptive Research Design:

Survey and Observation.





① Traditional Telephone Survey:

Scenario:
A research team is conducting a study on public opinion regarding a new government policy. They decide to use traditional telephone surveys.

Methodology:

The team uses a list of randomly generated phone numbers and calls households with landlines. Trained interviewers ask respondents about their thoughts on the new policy, collecting qualitative and quantitative data.

Sampling:

They ensure a representative sample by selecting numbers across various geographical locations.

Interview Process:

The interviewers read the survey questions from a script and record responses manually.
They encounter challenges reaching younger individuals who predominantly use mobile phones.

Response Rates:

The team faces a declining response rate, especially among younger demographics who are less likely to have landlines.

Costs:

While costs are lower compared to in-person surveys, the declining response rates may impact the overall efficiency.

Limitations:

The survey might be biased towards older individuals who are more likely to have landlines.

2 Computer-Assisted Telephone Interviewing (CATI):

Scenario:

Another research team is studying consumer preferences for a new product using CATI.

Methodology:

The team programs a computer system to assist interviewers during phone surveys.
Scripts are designed to guide interviewers through a standardized set of questions.

Sampling:
Similar to the traditional survey, the team uses random digit dialing for participant selection.

Interview Process:

Interviewers follow the computerized script, entering responses directly into the system.
The technology allows for real-time data validation and accuracy checks.

Response Rates:

While still facing declining response rates, the use of technology may enhance efficiency and data accuracy.

Costs:

Initial setup costs for programming scripts and training interviewers on the system. However, the efficiency gains may justify these costs in the long run.

Limitations:

The survey may exclude individuals without access to a telephone or those uncomfortable with technology.

③ In-Home Surveys:

Scenario:
A marketing firm wants to gather detailed feedback on household preferences for a new line of home appliances. They choose an in-home survey approach.

Methodology:

Trained interviewers visit selected households to conduct face-to-face interviews.
The interviews take place in the participants' homes to ensure a comfortable environment.

Sampling:

The firm selects a diverse sample of households to obtain comprehensive insights.

Interview Process:

Interviewers use a structured questionnaire, asking participants about their appliance usage, preferences, and feedback on specific features. Data is recorded manually during the interview.

Response Rates:

While response rates may be influenced by the willingness of households to participate, the personal interaction can lead to more detailed responses.

Costs:

Costs may be higher due to the need for interviewers to travel to participants' homes, but the detailed insights could justify the expenses.

Limitations:

Limited by the willingness of participants to allow strangers into their homes.

4 Mall Intercept Surveys:

Scenario:
A fashion retailer wants to gauge customer satisfaction and preferences for their new clothing line. They decide to conduct mall intercept surveys.

Methodology:

Trained interviewers approach shoppers at a shopping mall and invite them to participate in a survey.
The survey takes place in a designated area within the mall.

Sampling:

The firm targets a diverse group of shoppers to capture a wide range of opinions.

Interview Process:

Participants are asked about their shopping

experience, preferences in clothing, and opinions on the retailer's new collection.
Data is recorded manually or using handheld devices.

Response Rates:

Response rates can be influenced by the willingness of shoppers to take a break and participate in the survey.

Costs:

Costs may be lower compared to in-home surveys, but the mall intercept approach still involves hiring trained interviewers and renting space in the mall.

Limitations:

Limited to individuals present at the mall, potentially excluding those who do not visit malls frequently.

(5) Computer-Assisted Personal Interviewing (CAPI):

Scenario:
A government agency is conducting a survey on community health practices and wants to ensure

accurate data collection. They opt for computer-assisted personal interviewing (CAPI).

Methodology:

Interviewers equipped with tablets or laptops visit households in selected neighborhoods.
The survey questions are presented electronically, allowing for efficient data entry.

Sampling:

The agency uses a stratified sampling method to ensure representation across demographics.

Interview Process:

Interviewers follow a standardized electronic questionnaire, entering responses directly into the device.
The technology allows for real-time data validation and consistency checks.

Response Rates:

The use of technology may enhance response rates as participants may find the electronic format more

engaging.

Costs:

Initial setup costs for technology and training, but potential efficiency gains in data collection.

Limitations:

The survey may exclude individuals without access to technology or those who are uncomfortable with electronic devices.

6 Mail Interview:

Scenario:
A market research firm wants to gather feedback on consumer preferences for a new line of skincare products. They decide to conduct a mail interview.

Methodology:

The firm prepares a questionnaire with a cover letter explaining the purpose of the survey.
The questionnaire is mailed to a randomly selected sample of households.

Sampling:

The firm uses a stratified random sampling method to ensure representation across different demographics.

Interview Process:

Participants receive the survey by mail, complete it at their convenience, and return the questionnaire via mail.
The questionnaire may include both closed-ended and open-ended questions.

Response Rates:

Response rates can vary, and incentives or follow-up reminders may be used to encourage participation.

Costs:

Costs include printing and postage. The absence of interviewers reduces labor costs but may result in longer response times.

Limitations:

Limited control over the survey process, as there is no direct interaction with participants.
Non-response bias may occur if certain demographics are more likely to participate.

7 Mail Panel:

Scenario:

An online retailer is interested in gathering continuous feedback from a group of customers to improve their services. They establish a mail panel.

Methodology:

The retailer selects a group of willing participants to form a mail panel.
Panelists agree to receive periodic mail surveys to provide feedback on their shopping experiences.

Sampling:

The retailer may initially recruit panelists from their customer database or use opt-in methods.

Interview Process:

Panelists receive regular surveys by mail, covering

various aspects of their shopping experiences. The retailer may offer incentives to encourage continued participation.

Response Rates:

Response rates may be higher than one-time mail surveys, as panelists have a vested interest in the ongoing relationship.

Costs:

Costs include the development and distribution of surveys. Incentives may also contribute to overall expenses.

Limitations:

The panel may become less representative over time if certain demographics are overrepresented or if panelists discontinue their participation. Panel fatigue can be a challenge, as participants may lose interest in providing feedback over an extended period.

Email Surveys:

Scenario:
A non-profit organization is conducting a survey to assess public awareness and support for their environmental conservation initiatives. They opt for an email survey approach.

Methodology:

The organization designs a survey questionnaire and creates a visually engaging email template. The survey link is embedded in the email, and recipients are encouraged to click and participate.

Sampling:

The organization may send emails to a broad audience, including their mailing list, previous donors, and supporters.

Survey Process:

Recipients click on the survey link and are directed to an online platform to complete the questionnaire. The survey may include multimedia elements like images or videos to enhance engagement.

Response Rates:

Response rates can vary, and follow-up emails or reminders may be sent to boost participation.

Costs:

Costs are relatively low, primarily consisting of email distribution and survey platform expenses.

Limitations:

Limited control over the characteristics of the respondents, as the survey may reach a diverse audience.
Potential for non-response bias if certain groups are more likely to participate.

9 Online Surveys:

Scenario:
A technology company is interested in gathering feedback from users about the usability of their new software. They decide to conduct an online survey.

Methodology:

The company creates a user-friendly online survey

using a dedicated survey platform.
Participants are directed to the survey link through various channels, including the company's website and social media.

Sampling:

The company may target existing users of the software or a broader audience interested in technology.

Survey Process:

Participants access the survey through a web browser, and the survey platform records their responses.
The survey includes interactive elements such as sliders, checkboxes, and open-text fields.

Response Rates:

Response rates can be influenced by the accessibility and appeal of the survey. Incentives may be offered to encourage participation.

Costs:

Costs may include survey platform subscriptions, web hosting, and potential incentives for participants.

Limitations:

Exclusion of individuals without internet access. Potential for self-selection bias, as only those interested in the topic may participate.

Observation Methods :

Structured vs. Unstructured

Specifies in detail what is to be observed and how the measurement are to be recorded.
eg: An auditor performing inventory analysis in a store

The observer monitors all aspects of the phenomen that seem relevant to the problem at hand
eg: Observing children playing with new toys

Disguised vs. Undisguised

The respondents are unaware that they are being observed.
(hidden camera...)

vs.

Respondent are aware that they are under observation.

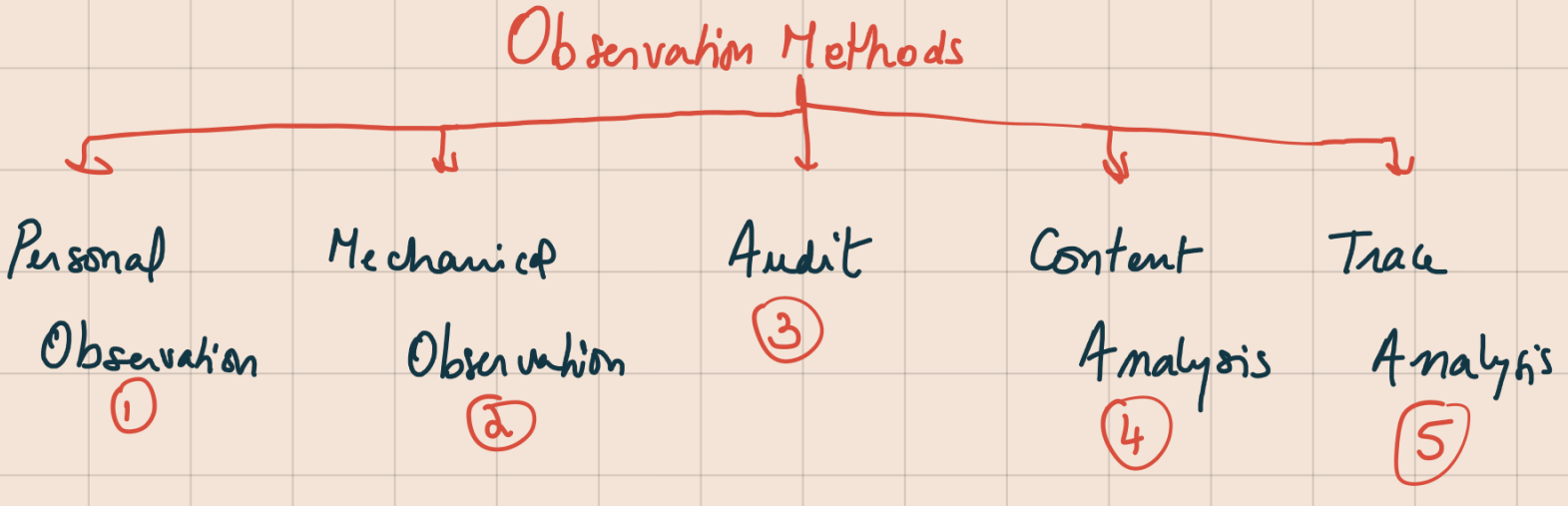
Natural vs. Contrived

Observing as it takes place in the environment
(Mcdo)

vs.

Behavior observed in an artificial environment
(test kitchen)

Classification of observational Methods:



① Personal Observation

. A researcher observes actual behavior as it occurs.

. The observer does not attempt to attempt to manipulate the phenomena being observed, but merely records it.

② Mechanical Observation

. Do not require respondents direct participation

(On site camera, optical scanners in supermarket, . .)

. Do require respondent involvement

(Eye camera, voice pitch analyzers, . .)

③ Audit

. The researcher collects data by examining physical records or performing inventory analysis

. Data are collected personally by the researcher.

④ Content Analysis

eg:

Suppose researchers are analyzing news articles about climate change to understand how different media outlets cover the topic. The unit of analysis could be individual words, and analytical categories

might include positive/negative framing, scientific terminology usage, and policy focus. Researchers would systematically code and categorize each word in the selected articles, allowing for a quantitative description and objective analysis of the manifest content of the communication.

⑤ Trace Analysis

- Data collection is based on physical traces, or evidence of past behaviors

  ex: cookies

  - The selective erosion of tiles in a museum indexed by the replacement rate was used to determine the relative popularity of exhibits

  ...

Advantages of Observation

- Measurement of actual behavior rather than reports of intended or preferred behavior
- No reporting bias and potential bias caused by the interviewer and the interviewing process is eliminated or reduced
- Certain types of data can be collected only by observation

. In some cases it's cheaper.

1) disadvantages of Observation

. The reasons for the observed behavior may not be determined since little is known about the underlying motives, beliefs, attitudes, and preferences.
. Selective perception can bias the data
. They are often time consuming and expensive, and it is difficult to observe certain forms of behavior.
. Sometimes it's unethical.

The ideal : survey + observatory methods.

Chap 6 :

Experimental and Causal Research

$$Y = a_1 x_1 + a_2 x_2 + \dots + a_n x_n + b$$

Y : dependent variable
x_1 : independent var

Experimental design

. The test units and how these units are to be divided into homogeneous subsamples

. What independent variables or treatments are to be manipulated.

. What dependant variables are to be measured

. How the extraneous variables are to be controlled.

Validity in Experimentation

. Internal validity:

Refers to wether the manipulation of the x_i; $\forall i \in \mathbb{N}$ actually caused the observed effects on the y_i; $\forall i \in \mathbb{N}$

. External Validity

Refers to whether the cause and effect rltps found in the experiment can be generalized.

Statistical Design.

Limitations:

. Can be time consuming (measuring long term effects)

. Often expensive

- Difficult to administer
- Competitors may deliberately use or change the results of a field experiment.

Chap 7:

Measurement and Scaling

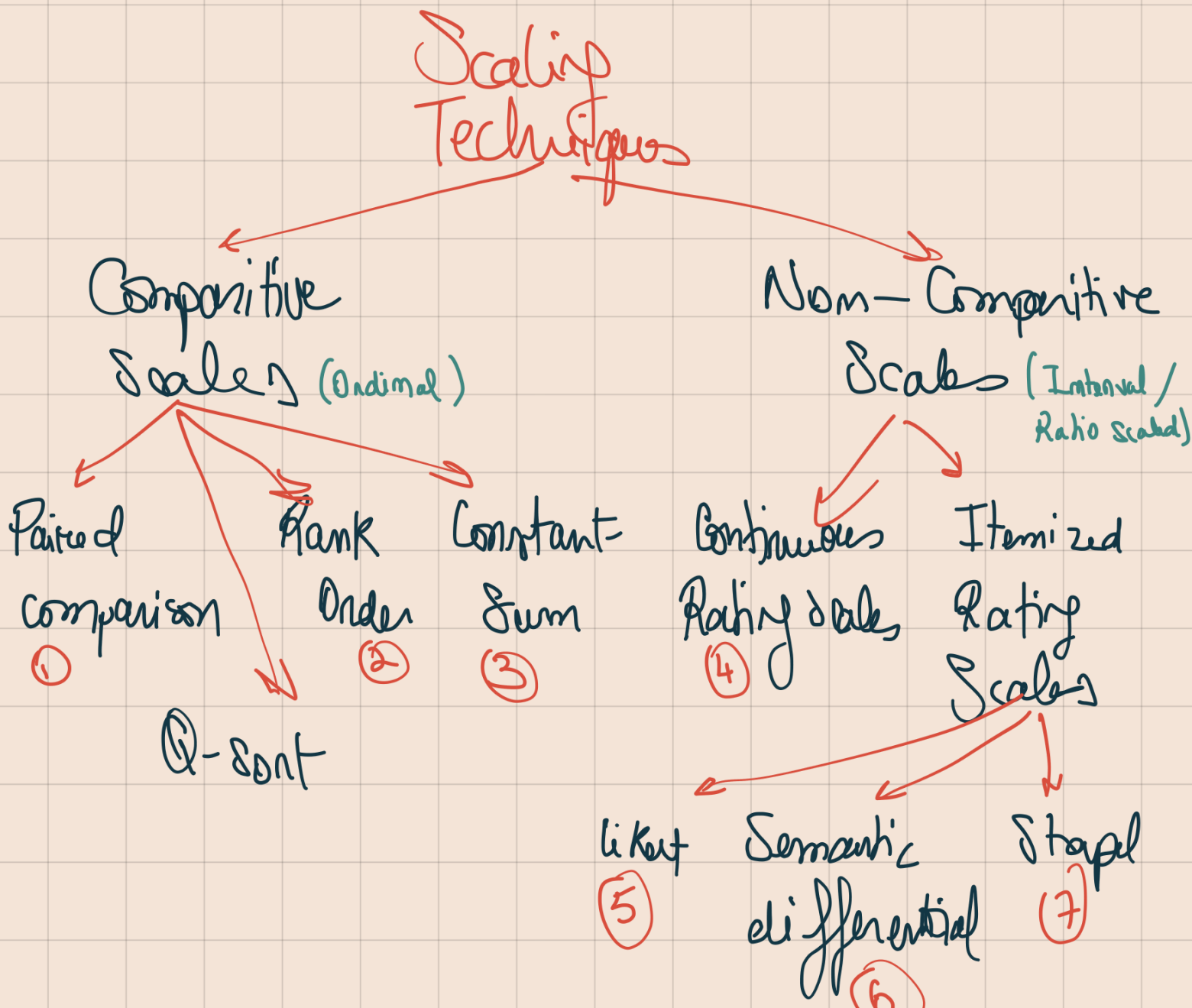
Illustration of Primary Scales of Measurement

Nominal Scale	Ordinal Scale		Interval Scale		Ratio Scale
No. Store	Preference Rankings		Preference Ratings 1-7	11-17	$ spent last 3 months
1. Parisian	7	79	5	15	0
2. Macy's	2	25	7	17	200
3. Kmart	8	82	4	14	0
4. Kohl's	3	30	6	16	100
5. J.C. Penney	1	10	7	17	250
6. Neiman Marcus	5	53	5	15	35
7. Marshalls	9	95	4	14	0
8. Saks Fifth Avenue	6	61	5	15	100
9. Sears	4	45	6	16	0
10.Wal-Mart	10	115	2	12	10



Primary Scales of Measurement

Scale	Basic Characteristics	Common Examples	Marketing Examples	Permissible Statistics	
				Descriptive	Inferential
Nominal	Numbers identify & classify objects	Social Security nos., numbering of football players	Brand nos., store types	Percentages, mode	Chi-square, binomial test
Ordinal	Nos. indicate the relative positions of objects but not the magnitude of differences between them	Quality rankings, rankings of teams in a tournament	Preference rankings, market position, social class	median	Rank-order correlation, ANOVA
Interval	Differences between objects	Temperature (Fahrenheit)	Attitudes, opinions, index	mean, standard deviation	correlation, t tests, regres
Ratio	Zero point is fixed, ratios of scale values can be compared	Length, weight	Age, sales, income, costs	mean	Coefficient of variation



① Paired Comparison.

Instructions: We are going to present you with ten pairs of shampoo brands. For each pair, please indicate which one of the two brands of shampoo you prefer for personal use.

Recording Form:



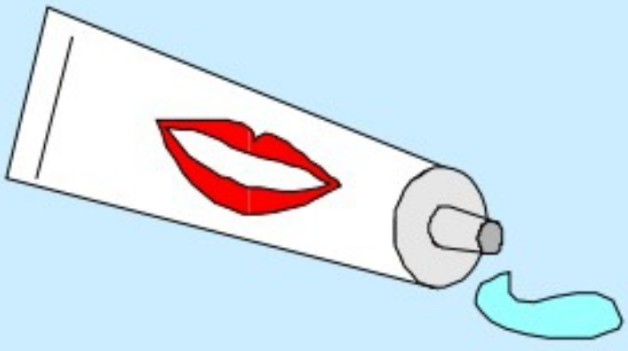
	Palmolive	Herbal	Wella	Head & Shoulders	Pert
Palmolive		0	0	1	0
Herbal	1[a]		0	1	0
Wella	1	1		1	1
Head & Shoulders	0	0	0		0
Pert	1	1	0	1	
Number of Times Preferred[b]	3	2	0	4	1

[a]A 1 in a particular box means that the brand in that column was preferred over the brand in the corresponding row. A 0 means that the row brand was preferred over the column brand. [b]The number of times a brand was preferred is obtained by summing the 1's in each column.

② Rank Order

Form Rank from 1 to 10 (10 most preferred, 1 least ")

Brand	Rank Order
1. Crest	_____
2. Colgate	_____
3. Kolinos	_____
4. Sensodine	_____
5. Fluocaril	_____
6. Oral B	_____
7. Close Up	_____
8. Mentadene	_____
9. Extra White	_____
10. Signal	_____



(3) Constant Sum

Form

Attribute	Segment I	Segment II	Segment III
	Average Responses of Three Segments		
1. Mildness	8	2	4
2. Lather	2	4	17
3. Shrinkage	3	9	7
4. Price	53	17	9
5. Fragrance	9	0	19
6. Packaging	7	5	9
7. Moisturizing	5	3	20
8. Cleaning Power	13	60	15
Sum	100	100	100



(4) Continuous rating Scale :

How would you rate ABC as a department store?

Version 1

Probably the worst -------I---------- Probably the best

Version 2

Probably the worst -------I---------- Probably the best

0 10 20 30 40 50 60 70 80 90 100

Version 3

Very bad Neither good nor bad Very good

Probably the worst -------I---------- Probably the best

0 10 20 30 40 50 60 70 80 90 100

(5) Likert Scale

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. ABC sells high quality merchandise.	1	2	3	4	5
2. ABC has poor in-store service.	1	2	3	4	5
3. I like to shop at ABC.	1	2	3	4	5

- The analysis can be conducted on an item-by-item basis (profile analysis), or a total (summated) score can be calculated.

(6) Semantic Differential Scale

ABC IS:

Powerful --:--:--:--:-X-:--:--: **Weak**

Unreliable --:--:--:--:--:-X-:--: **Reliable**

Modern --:--:--:--:--:--:-X-: **Old-fashioned**

- Individual items on a semantic differential scale may be scored on either a -3 to +3 or a 1 to 7 scale.

(7) Stapel Scale

No 0.

ABC	
+5	+5
+4	+4
+3	+3
+2	+2X
+1	+1
HIGH QUALITY	POOR SERVICE
-1	-1
-2	-2
-3	-3
-4X	-4
-5	-5

Scale Evaluation

Reliability Validity Generalizability

Chap 8:

Questionnaire and Form Design -

.Is this question necessary?
.Several questions instead of 1.
.Is the Respondent informed?
.Can the respondent remember?
.Respondents should be given aids (pictures, maps, desciption,-)
. Overcoming unwillingness to answer:
  . Request for info should seem appropriate
  . Explain why the data is needed
  . Try to make it anonymous the responses.
. Increasing the willingness of Respondents
  . Place sensitive topics at the end of the questionnaire
  . Use the third-person technique
  . Provide response categories
  . Use randomized techniques

Question structure:
  . Unstructured questions:
    Open-ended //
    "What is your occupation?"

. Structured question

Specify the set of responses

- multiple-choice : ☰
- dichotomous : "Yes/No"
- trichotomous : "Yes/No/Don't Know"
- Scale : 1-2-3-4-5 → Chap 7

Choosing question wording

- 6 W's (Who, What, When, Where)
- . Use ordinary words
- . Use unambiguous words

In a typical month, how often do you shop in department stores?

_____ Never
_____ Occasionally
_____ Sometimes
_____ Often
_____ Regularly

In a typical month, how often do you shop in department stores?

_____ Less than once
_____ 1 or 2 times
_____ 3 or 4 times
_____ More than 4 times

Avoid leading or biasing question

- Avoid implicit alternatives
- " " assumptions
- Avoid generalizations and estimates.
- Questions that are in the form of statements should be worded both >0 and <0.
  (eg: Likert Scale)

Order of questions:

- Opening question:
  - Interesting
  - Simple
  - Non-threatening

- Type of info:
  1. basic info
  2. Classification
  3. Identification info

- Difficult questn:
  at the end

- Effect on Subsequent questions:

General questions should precede the specific quest

Q1: "What considerations are important to you in selecting a department store?"

Q2: "In selecting a department store, how important is convenience of location?"

. Logical Order