



## ICMK352 Marketing Intelligence

Marketing Intelligence  
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# 11 Surveys and Measurement





# Surveys and Measurement

Key topics for discussion

<div>01</div> <div>Types of survey</div>	<div>02</div> <div>Questionnaire development</div>	<div>03</div> <div>Measurement</div>			
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# Survey

Surveys involve interviews with a large number of respondents using a predesigned questionnaire.

	<b>No Computer</b> 	<b>Computer</b> 
<b>Interviewer</b> 	<b>Person administered</b> <ul style="list-style-type: none"> <li>+Feedback</li> <li>+Rapport</li> <li>+Quality control</li> <li>+Adaptability</li> <li>-Human errors</li> <li>-Slow speed</li> <li>-High cost</li> <li>-Fear of evaluation</li> </ul>	<b>Computer assisted</b> <ul style="list-style-type: none"> <li>+Speed</li> <li>+Error-free (rel.)</li> <li>+Use of media</li> <li>+Immediacy</li> <li>-Technical skills required</li> <li>-Setup costs</li> </ul>
<b>No interviewer</b> 	<b>Self-administered</b> <ul style="list-style-type: none"> <li>+Reduced cost</li> <li>+Respondent control (pace)</li> <li>+Reduced fear</li> <li>-Respondent control (incomplete)</li> <li>-Lack of monitoring</li> <li>-Questionnaire requirements</li> </ul>	<b>Computer administered</b> <ul style="list-style-type: none"> <li>+User-friendly</li> <li>+Inexpensive</li> <li>+Reduced concern</li> <li>-Computer-literacy required</li> <li>-Internet connection</li> </ul>

# Survey

Surveys involve interviews with a large number of respondents using a predesigned questionnaire.

<b><i>Method</i></b>	<b><i>Speed</i></b>	<b><i>Cost</i></b>	<b><i>Data quality</i></b>
<b>In-home</b>	Slow	High	High
<b>Mall-intercept</b>	Fast	Medium	Medium
<b>In-office</b>	Slow	High	High
<b>Telephone</b>	Fast	Low	Low
<b>Fully automated</b>	Fast	Medium	Medium
<b>Online</b>	Fast	Medium	Medium
<b>Group self-administered</b>	Medium	Low	Low
<b>Drop-off</b>	Fast	Low	Low
<b>Mail</b>	Slow	Low	Low



# Questionnaire

A tool for market surveys

A questionnaire presents the survey questions to respondents. Questionnaire design is a systematic process that requires the researcher to go through a series of consideration

- *Determine what and how to measure*
- *Decide on the wording*
- *Organise questionnaire*
- *Finalise and launch*



# Introduction

Questionnaire organisation

<b>Who is doing the survey?</b>  undisguised or disguised?	<b>What is the survey about?</b>	<b>How did you pick me?</b>  The introduction should indicate to respondents how they were selected	<b>Motivate me to participate</b>  Incentives or letting them know the importance, ensuring anonymity and confidentiality	<b>Am I qualified to take part?</b>  Screening questions

# Question flow

Logical sequence

<i>Screen</i>	<i>Warm-ups</i>	<i>Transitions</i>	<i>Complicated questions</i>	<i>Demographic questions</i>
<b>First question asked (used to select the respondent)</b>  "Have you shopped online?"	<b>Immediately after any screens (easy to answer)</b>  "How often do you shop online" "On what days of the week do you shop online?"	<b>Prior to major section (notifies the respondents that the format will change)</b>  "Next, please answer whether you agree or disagree with the statements"	<b>Middle, close to the end (almost done)</b>  "Rate each of the following attributes of online shopping sites"	<b>Last section</b>  "What is your highest level of education?"

# Finalise the questionnaire

## Questionnaire development

### Coding

Codes are numbers associate with question responses to facilitate data entry and analysis

### Pretest

A pretest is a dry run of a questionnaire to find and repair difficulties that respondents encounter while taking the survey



## Questionnaire Dos

*be focused*

*be brief*

*be grammatically simple*

*be crystal clear*

## Questionnaire Don'ts

*Do not lead*

- "Don't you think your children eat too much junk food?"

*Loaded (with emotions) wording*

- "Should people be allowed to protect themselves from harm using a Taser in self-defence?"

*Double-barrelled*

- "Were you satisfied with the cafe's food and service?"

*Overstate*

- "How much do you think you would pay for sunglasses that will protect your eyes from the sun's harmful UV rays, which are known to cause blindness?"

# Measurement

## Four types of scale

determining a description  
or amount of some  
property of an object that is  
of interest to the research



### Nominal

- A variable that does not really have any evaluative distinction.
- Types of home, gender, last brand purchase, buyer/non-buyer



### Ratio

- Distance between level is known. There is an absolute zero point.
- Weight, years of purchase, frequency



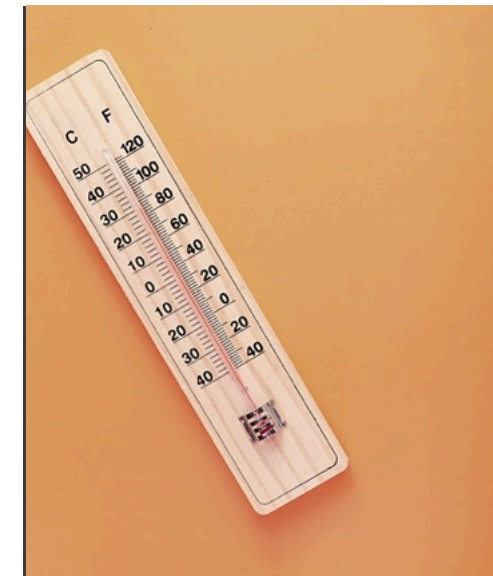
### Ordinal

- have an evaluative connotation. One value is greater or larger or better than the other.
- Rank order



### Interval

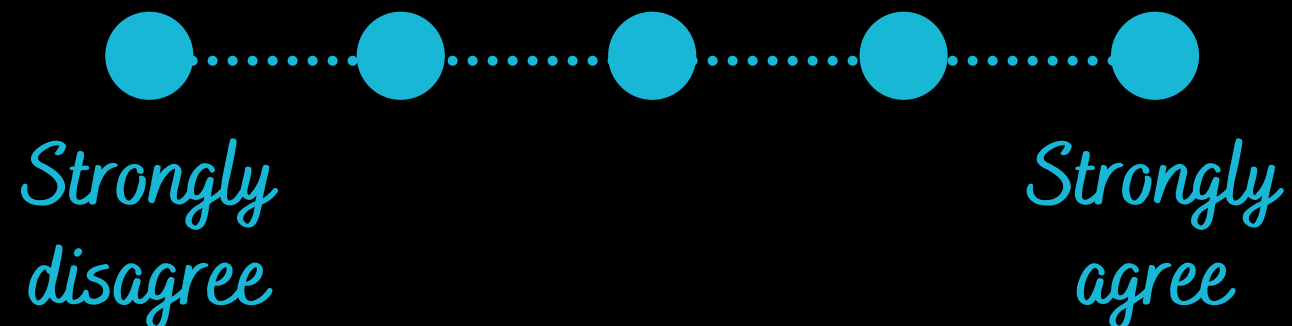
- This scale has an equal distance between each value (temperature).
- Temperature, satisfaction



# Interval scales in marketing research

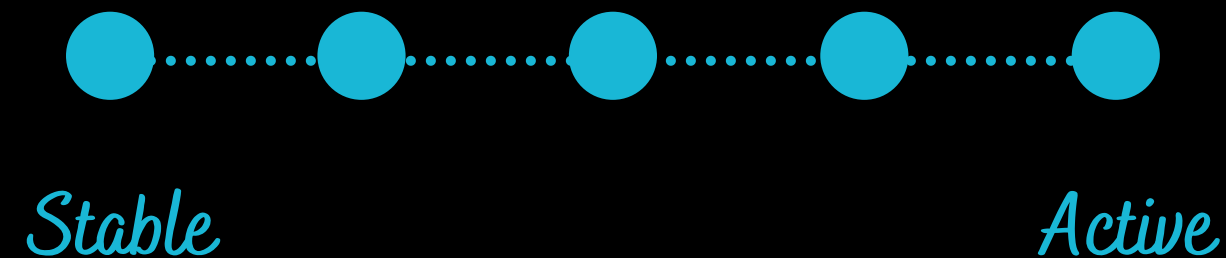
## Likert scale

- measures intensity of agreement or disagreement
- A lifestyle inventory measures a person's activities, interests, and opinions with a likert scale
- Symmetric (extremely unimportant) or asymmetric (not important) scales



## Semantic differential scale

- measures a brand, company, or store image
- When using SDS, you should control for the halo effect (randomly flipping favourable answers)





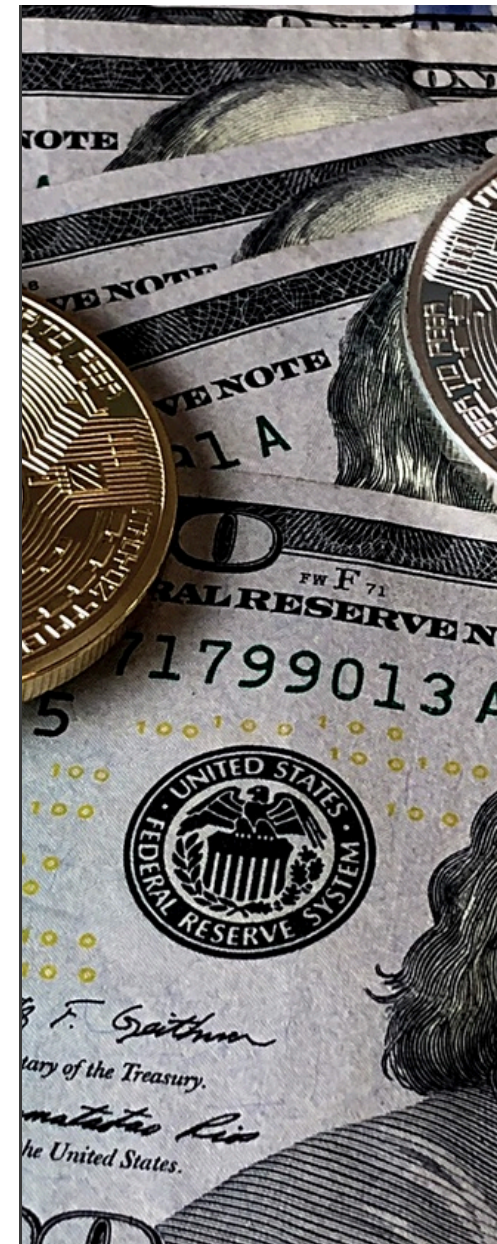
# Measurement

## Two types of variable



### Categorical variable

- Nominal, ordinal with 2, 3, or 4 levels
- Nominal: a variable that does not really have any evaluative distinction. One value is really not any greater than another.
- Ordinal: have an evaluative connotation. One value is greater or larger or better than the other.



### Numerical variable

- Ordinal with more than 4 categories and scale
- Interval: this scale measure has an equal distance between each value (temperature).
- Ratio: this scale measure is similar to interval but there is an absolute zero point (weight).



# Measurement

## Two types of variable



### Categorical variable

- **Income:**
  - High (>50k)
  - Middle (15-50k)
  - Low (<15k)
- **Purchase intention:**
  - Would you buy? Yes/No
- **Expected benefits:**
  - Design
  - Quality
  - Value for money



### Numerical variable

- **Income:**
  - Monthly income in \$
- **Purchase intention:**
  - How likely is it to buy?  
-----  
*Not likely* *Likely*
- **Expected benefits:**
  - Design -----
  - Quality -----
  - VfM -----

# Checklist

Think from the perspective of the respondents. Do unto others as you would have them do unto you.

01

## Scale consistency

Maintain consistency in the scales. In the same section, use the same labels (e.g. agree/disagree) and the same levels as much as possible

02

## Type consistency

Maintain consistency in the types of items and place similar types (e.g., nominal/Likert) together as much as possible.

03

## Wording consistency

Maintain consistency in the wording within the same section as much as possible to reduce the burden of comprehension.

04

## Good flow

Ensure a smooth flow throughout the questions and sections, with a progression from broad to narrow and from general to specific topics.

05

## Good structure

Create a well-structured questionnaire with clear section headings and concise descriptions.

06

## Good language

Ensure impeccable language throughout the document and maintain consistency between questions and answers.

07

## Diverse purposes

Consider how the questionnaire can contribute to creating a relationship model or clustering, rather than solely focusing on descriptive aspects.

08

## Avoid fill-in-the-blank

Whenever possible, prioritize using choice questions instead of fill-in-the-blank format.

09

## Appropriate length

Keep the questions and answers concise and ensure that the entire questionnaire can be completed within 10 minutes or less.