**In-Class Exercise #4**

**Part I- (5 minutes):** *After 5 minutes, you will detach Part I and continue with Part II*

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| 1. **What is the primary goal of survey design?** a) To collect as much data as possible b) To gather accurate and reliable information from respondents c) To ask as many questions as possible d) To keep surveys short **Answer**: b) To gather accurate and reliable information from respondents | 1. **Which of the following is an example of a well-structured survey question?** a) "Do you hate or love our new product?" b) "How satisfied are you with our product?" c) "Why is our product better than others?" d) "Don't you think our product is great?" **Answer**: b) "How satisfied are you with our product?" |
| 1. **Which type of question should be avoided to prevent bias?** a) Open-ended questions b) Leading questions c) Multiple-choice questions d) Closed-ended questions **Answer**: b) Leading questions | 1. **What is a key advantage of using closed-ended questions?** a) They encourage respondents to provide detailed feedback b) They provide data that is easier to analyze c) They offer more flexibility in responses d) They take longer to complete **Answer**: b) They provide data that is easier to analyze |

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*Detach Part I and continue with Part II*

**Part I- (10 minutes)**

In the Qualtrics survey we designed last week, we left the block **4 Choice Sets** blank. Use the information below to populate the block.

**Instruction for Respondents**:  
The questions in this block focus on your actual experiences when shopping. Please answer them based on your **real shopping habits and behaviors**, rather than what you think you should do or wish to do. Your honest responses are important for us to understand your genuine preferences and choices.

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| ***1. Which packaging material would you most likely choose for your products when shopping?"***   * *Plastic* * *Biodegradable* * *Paper* * *Glass* * *Conventional such as plastic* * *Indifferent between packaging options: the packaging does not influence your decision to buy a product* | ***2. Which environmental impact products do you choose for your products when shopping?"***   * *Low Impact* * *Medium Impact* * *High Impact* * *You are Indifferent or do not usually pay attention to the environmental impact of the products you buy* |
| ***3. Which reusability options do you choose for the product packages when shopping?***   * *Reusable* * *Single-use* * *You are Indifferent or do not usually pay attention to the reusability of the product packages when shopping* | ***4. How likely are you to choose a product based on the brand's reputation?***   * *Trusted Brand* * *New Brand* * *Unknown Brand* |