

Business Research Methods

Seminar Quantitative Research Part 1

- To make yourself familiar with the survey design and types of questions.
- Seminar activity

- **Sampling**
- **Survey options**
- **Interview techniques**

Scale of measurement

Discrete	Nominal	Gender, Religious
	Ordinal	Education
Continuous	Interval	Temperature, IQ
	Ratio	Income, age

- DV and IV are Nominal scale-Cross tab
- DV and IV are Interval –Regression , Pearson correlation
- IV (2 categorical) DV (Interval)- T test
- IV (3 categorical) DV (Interval)-ANOVA



Sample Q: I feel positive toward xxx

Sample Q: I intend to do this xxx

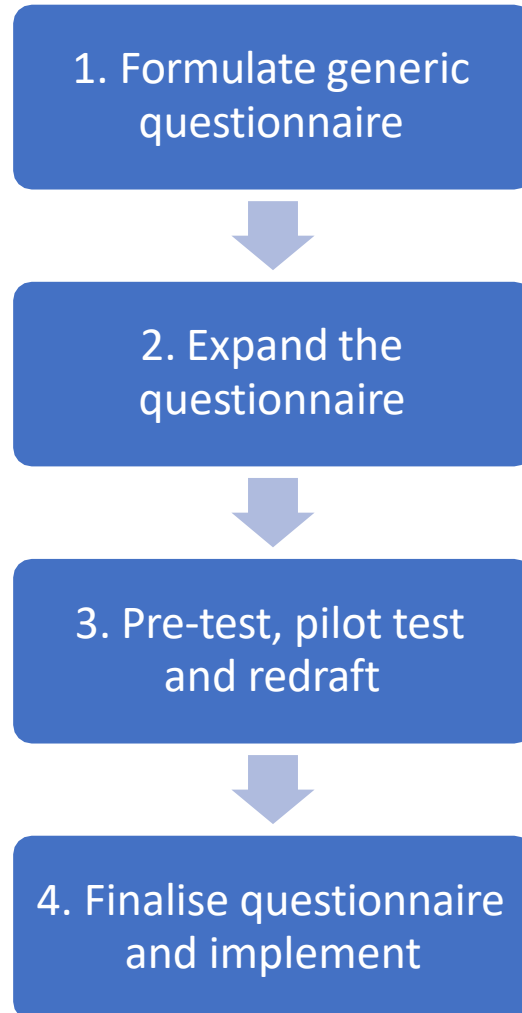
Strongly disagree----- Strongly agree

1 2 3 4 5 6 7

- Remember your research questions (RQ) & ensure your survey & interview questions relate directly to your RQs!
- Decide exactly what you want to find out
- Imagine yourself as a respondent
 - How would you answer the questions?
 - Identify any vague or misleading questions (pilot study)

- Questionnaire design
 1. Questionnaire development
 2. Question styles
 3. Response formats

Stages of questionnaire development



- Title page
- Participant information sheet (cover letter)
- Informed consent form
- Instructions
- Questionnaire structured into sections which contain measurement items relating to each objectives
- End page(s)

Open-
ended?

Closed-
ended?

- Rich information
- Useful for exploratory and descriptive work
- Difficult to analyse
- Time consuming

- Can you describe your dining experience?
- Are there any other luxury restaurant consumption experiences that you would like to share?

- Important information may be lost or difficult to gather
- Useful for hypothesis testing
- Easy and objective to analyse
- Time efficient

- Dichotomous questions
- Multichotomous questions
- The list (multiple response)
- Ranking
- Likert Scale
- Graphical Scale
- Semantic Differential
- Non-verbal

******please refer to other PDF file for more detailed information.

- Survey coding
- Discussion-what are missing in the survey?

- Example of survey –
–see PDF files On Moodle
 - 1)For task1-Journal article: The effects of luxury restaurant environments, IJCHM2015
 - 2)For task 1-Survey design Lux Restaurant
- Chen, A., Peng, N., & Hung, K. P. (2015). The effects of luxury restaurant environments on diners' emotions and loyalty: incorporating diner expectations into an extended Mehrabian-Russell model. *International Journal of Contemporary Hospitality Management*, 27(2), 236-260.

How to code?

Coding

Please answer the following questions

A. My gender is: **1** ☐ Male **2** ☐ Female **Numerical data**

B. My age is: **1** ☐ 18 – 30 **2** ☐ 31 – 40 **3** ☐ 41 – 50 **4** ☐ 51 – 60 **5** ☐ 61 above

C. My highest education level is
1 ☐ Postgraduate degree or above **2** ☐ University **3** ☐ College degree **4** ☐ High school degree

D. I have visited this restaurant _____ times. → **Input "number"**

E. I live in _____. → **Open-ended? Difficult to code**

Please tick the box on each statements.

1. Food presentation is visually attractive.
 Strongly disagree 1 2 3 **4** 5 6 7 Strongly agree → **Input "4"**

2. The restaurant serves tasty food.
 Strongly disagree 1 2 3 4 5 6 **7** Strongly agree → **Input "7"**

3. The restaurant offers fresh food.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

4. The restaurant offers healthy options.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

5. The staffs provide a thorough and satisfactory service.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

6. The staffs are reliable.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

7. The staffs are professional.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

8. Restaurant's decoration is impressive
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

9. Restaurant's interior design is appealing
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

10. Restaurant's atmosphere is luxurious
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

11. Other customers are elegant.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

12. Other customers have good manners.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

13. It is pleasant to interact with other customers.
 Strongly disagree 1 2 3 4 5 6 7 Strongly agree

What type of this question (Q1-Q13)?

- A) How do the questions asked in self-administered surveys differ from those included in structured surveys?
- B) What sort of measures and activities would you implement to increase the chances that respondents provide the information that you require for your survey?
- C) How would you improve the response rate to your survey?