Individual Assignment 1

Q1. Read the case: Designing a questionnaire to Survey Santa Fe Grill Customers, and answer the following questions (40 points)

(a) This case used six research objectives to guide the design of their survey instrument. For these objectives, is the current survey design able to capture the required data need to address all the stated research objectives? Why or why not? If changes are needed, how would you change the survey's design? Pick any three objectives to do the evaluations. (18 points) Please restrict your answer within 300 words.

The following is an example of evaluation:

((iv) To determine the patronage and positive word-of-mouth advertising patterns of the restaurant customers.

These factors seem to be covered. Is there any type of word-of-mouth promotion that goes beyond recommending a place to a friend? That issue might need more attention since personal recommendations are an important reason that people choose a place to dine out.

My evaluation of three of the research objectives:

(i) To identify the factors people consider important in making casual dining restaurant choice decisions.

The survey does ask respondents to rank the importance of various attributes (prices, food quality, atmosphere, service) when selecting a restaurant. However, it might be beneficial to expand this section to include more factors, such as location, menu variety, or dietary options. This would provide a more comprehensive understanding of what influences customers' dining choices.

(ii) To develop a psychographic/demographic profile of the restaurant customers.

The survey includes classification questions about the respondent's gender, age, number of children, and total household income. This should provide demographic data. However, the survey does not seem to include questions that would provide psychographic data, such as lifestyle or personality traits. To capture this, the survey could include questions about

dining preferences (e.g., preference for healthy food, importance of socializing during meals) or general lifestyle questions (e.g., hobbies, values).

(iv) To determine the patronage and positive word-of-mouth advertising patterns of the restaurant customers.

The survey asks how often the respondent eats at the restaurant and how likely they are to recommend it to a friend. This should provide data on patronage patterns and word-of-mouth advertising. However, the survey could delve deeper into the reasons behind these patterns. For instance, it could ask why respondents would or wouldn't recommend the restaurant, or what could make them visit more frequently. This would provide more actionable insights for the restaurant.

(b) Evaluate the "screener" used to qualify the respondents. Are there any changes needed? Why or why not? (12 points)

The screener questions used to qualify respondents are as follows:
   "Do you regularly eat out at casual dining restaurants?"
   "Have you eaten at more than one Mexican restaurant in the last six months?"
   "Is your gross annual household income $20,000 or more?"
   "At which of the following Mexican restaurants have you eaten most recently?"

These questions are designed to ensure that the respondents are relevant to the study, i.e., they regularly dine out, have experience with Mexican restaurants, and have recently eaten at either the Santa Fe Grill or Jose's Southwestern Café.

However, there are a few potential issues with these screener questions:
Firstly, the income question might be seen as intrusive and could potentially discourage some respondents from participating in the survey. It might be more appropriate to ask about the respondent's income bracket rather than their exact income.
Secondly, the question about the most recently visited Mexican restaurant might exclude potential respondents who have eaten at the Santa Fe Grill or Jose's Southwestern Café, but not most recently. It might be better to ask if the respondent has eaten at either of these restaurants in a certain time frame, such as the past six months.
Lastly, the screener questions do not ask about the respondent's frequency of dining at the Santa Fe Grill or Jose's Southwestern Café specifically. If the study is primarily interested in these restaurants, it might be beneficial to include a question about how often the respondent

dines at these establishments.

In conclusion, while the screener questions do a decent job of qualifying respondents, they could be improved to better target the study's population of interest and to be less potentially intrusive.

(c) Redesign questions # 26-29 on the survey using a rating scale that will enable you to obtain the "degree of importance" a customer might attach to each of the four listed attributes in selecting a restaurant to dine at. (10 points)

How important are the prices to you when selecting a restaurant to dine at?
1 (Not important at all)
2 (Slightly important)
3 (Moderately important)
4 (Very important)
5 (Extremely important)

How important is the food quality to you when selecting a restaurant to dine at?
1 (Not important at all)
2 (Slightly important)
3 (Moderately important)
4 (Very important)
5 (Extremely important)

How important is the atmosphere to you when selecting a restaurant to dine at?
1 (Not important at all)
2 (Slightly important)
3 (Moderately important)
4 (Very important)
5 (Extremely important)

How important is the service to you when selecting a restaurant to dine at?
1 (Not important at all)
2 (Slightly important)
3 (Moderately important)
4 (Very important)
5 (Extremely important)

This design allows respondents to express the degree of importance they attach to each attribute, rather than forcing them to rank the attributes against each other. This way, we can get a clearer picture of what matters most to each individual respondent.

Q2. Please identify the problems with the following questions. (10 points)

a.   How do you like the flavor of this high-quality Maxwell House coffee?

Answer: The problem with this question is that it's leading. By describing the coffee as "high-quality" within the question, it's subtly suggesting to the respondent that they should have a positive opinion about the coffee. This can introduce bias into the responses. A better way to phrase this question might be: "How would you describe the flavor of this Maxwell House coffee?"

b.   What do you think of the taste and texture of this Sara Lee coffee cake?

Answer: The issue with this question is that it's asking about two different attributes (taste and texture) at the same time. This can be confusing for respondents and can make it difficult to interpret the results. If a respondent has a positive opinion about the taste but a negative opinion about the texture, it's unclear how they should answer. A better approach would be to split this into two separate questions: "What do you think of the taste of this Sara Lee coffee cake?" and "What do you think of the texture of this Sara Lee coffee cake?"