

RESEARCH METHODS FOR MARKETERS

MARK5069



Lecture 8

“Quantitative Research: Collecting Primary Data using Questionnaires”

Part 1

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Academic Session: 2020/2021

Session Objectives

Collecting Primary Data using Questionnaires

By the end of this session, you should be able to:

- Understand the advantages and disadvantages of questionnaires as a data collection method
- Select and justify the use of appropriate questionnaire methods for a variety of research scenarios
- Design and pilot a questionnaire to answer research questions and to meet objectives



Lecture Outline

PART 1

1. Questionnaire Definition
2. Introduction to Questionnaires
3. When to use a Questionnaire
4. The Choice of Questionnaire
5. The Questionnaire Design Process Part 1

PART 2 *Part 2 already available on Blackboard!*

1. The Questionnaire Design Process Part 2



Questionnaire **Definition**

What is a Questionnaire?

“A structural technique for data collection consisting of a series of questions, written or verbal, that a participant answers”
(Malhotra et al., 2017)



Questionnaires: **Introduction**

- One of the most widely used data collection methods!
- **Why?**
 - ✓ *Because each person (respondent) is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample*

It's very hard to produce a good questionnaire!

- We need to ensure that it will collect the precise data that will allow to answer the research question(s) and achieve the objectives

We usually have one opportunity to collect the data – It is highly unlikely that we will be able to go back (to those individuals who choose to remain anonymous) and collect additional data.

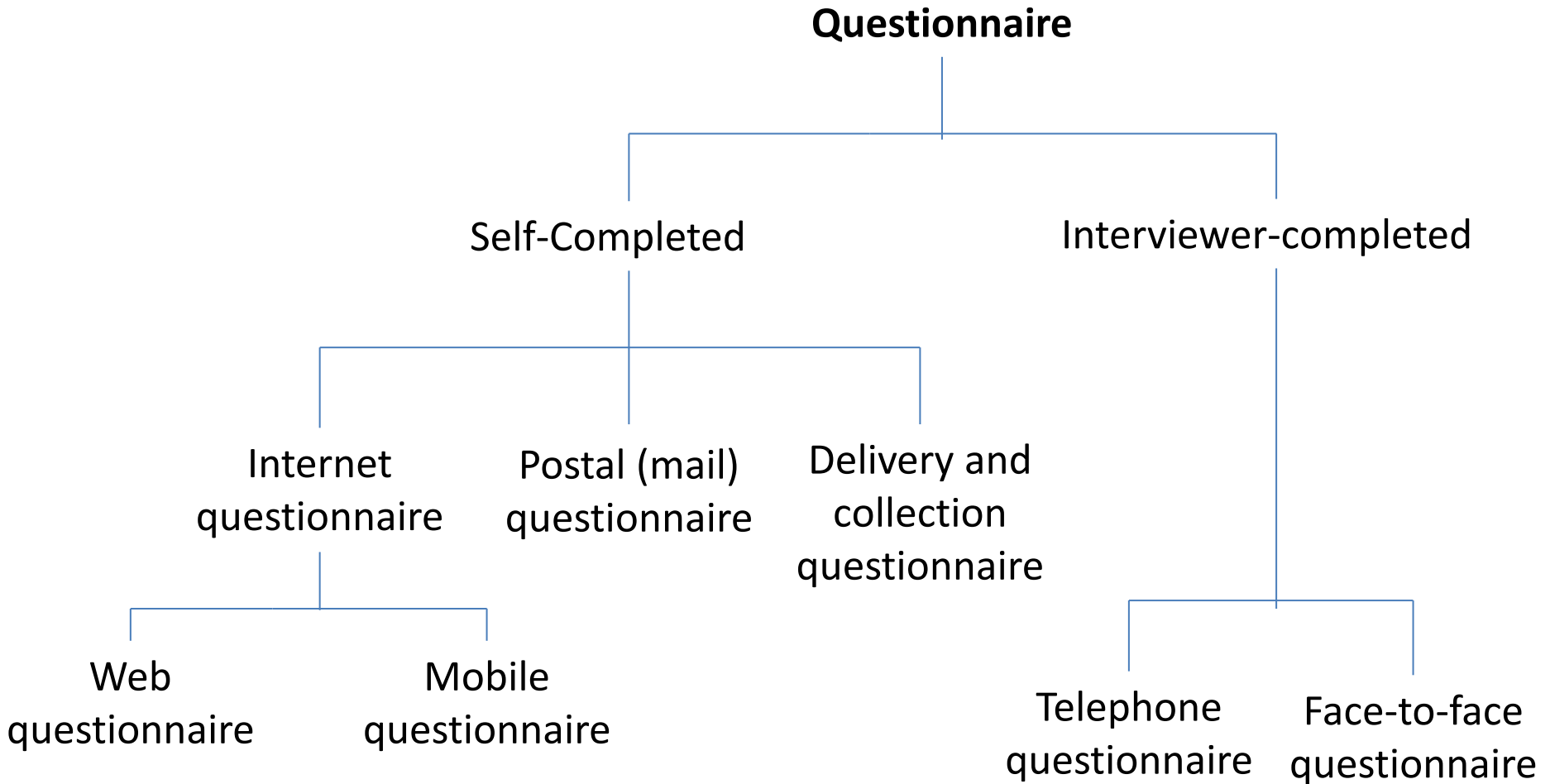
Questionnaires: **When to use?**

- Questionnaires tend to be used for **Descriptive** and **Explanatory** research
- Using questionnaires for **Descriptive Research** will enable us to:
 - ✓ Identify and describe the variability in different phenomena
- Using questionnaires for **Explanatory Research** will enable us to:
 - ✓ Will enable us to examine and explain relationships between variables, in particular cause-and-effect relationships

Although questionnaires may be used as the only data collection method, it may be better to link them with other methods in a mixed or multiple methods research design

- ❖ *E.g., a questionnaire to discover consumers' attitudes can be complemented by in-depth interviews to explore and understand these attitudes*

The **Choice** of Questionnaire

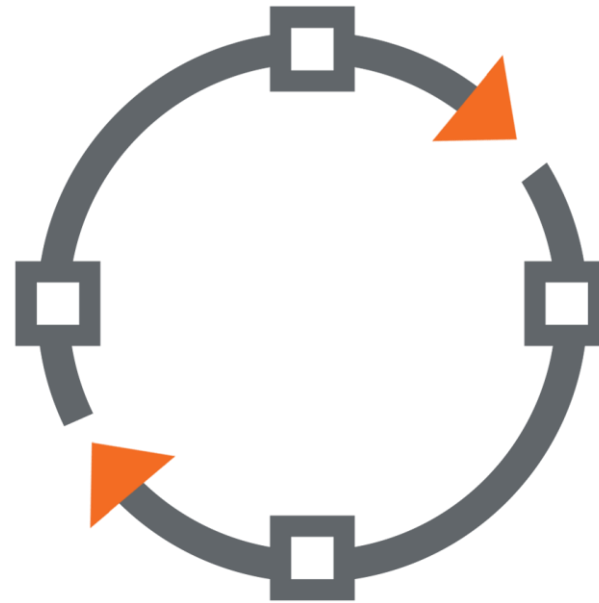


The **Choice** of Questionnaire

- **The choice of questionnaire will be influenced by a variety of factors related to the research question(s) and objectives:**
 - ✓ Characteristics of the respondents from whom you wish to collect data
 - ✓ Importance of reaching a particular person as respondent
 - ✓ Importance of respondents' answers not being contaminated or distorted
 - ✓ Size of sample you require for your analysis, taking into account the likely response rate
 - ✓ Types of question you need to ask to collect your data
 - ✓ Number of questions you need to ask to collect your data
- **But also, from:**
 - ✓ Time available to collect data
 - ✓ Availability of interviewers and field workers to assist
 - ✓ Online survey tool



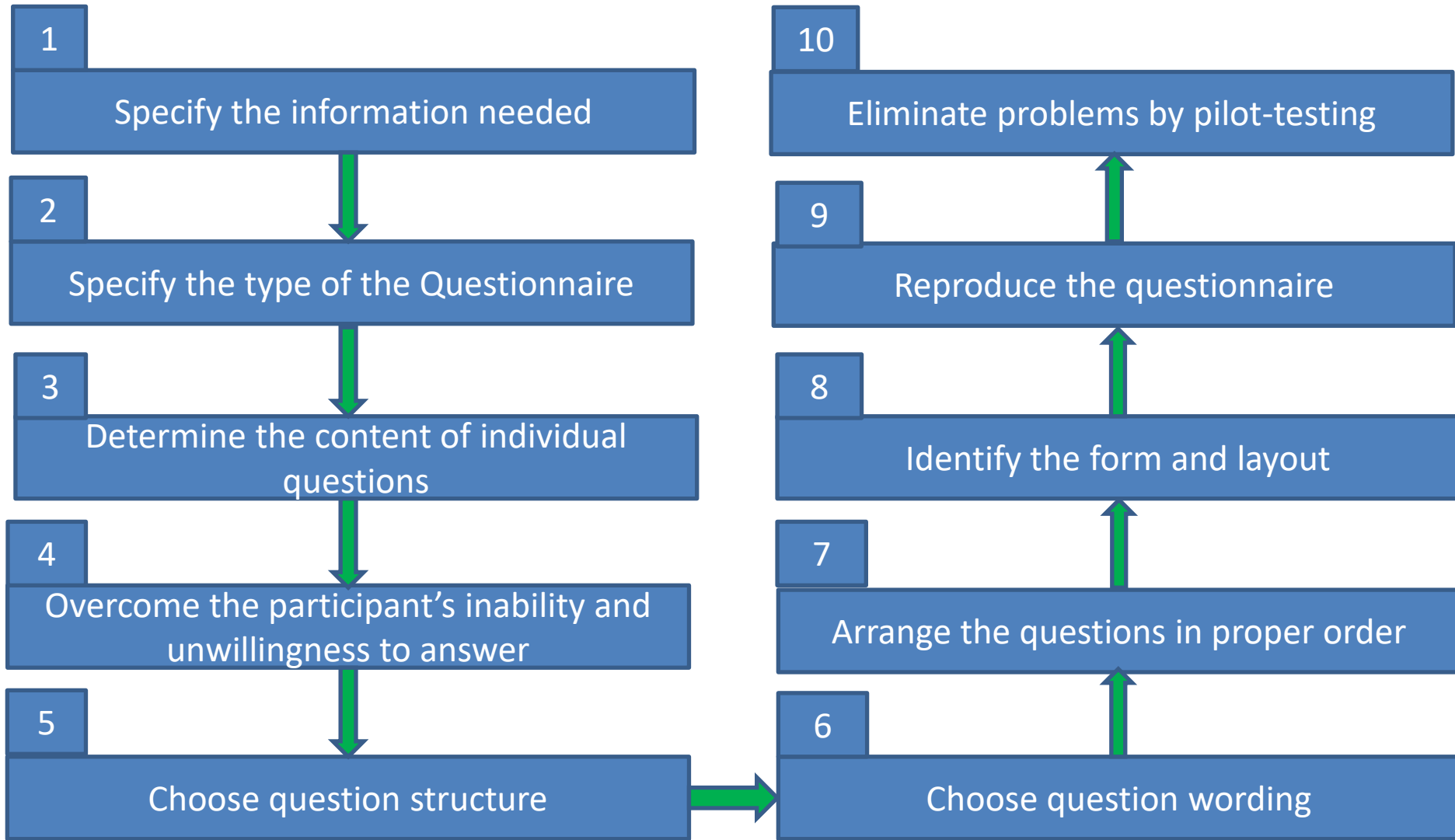
The Questionnaire **Design** Process



PROCESS



The Questionnaire **Design** Process



The Questionnaire **Design** Process

Specify the information needed

- Review the Research Question(s) and Research Objectives
- Ensure that the information needed will fully address the research problem
- Have a clear idea of the target participants
 - ✓ *This will influence the questionnaire design, e.g., the wording and style of the questions*
 - ✓ *The more diversified the participant group, the more difficult is to design a single questionnaire appropriate for everyone!*



The Questionnaire **Design** Process

Specify the type of the Questionnaire

- **Online and postal surveys are self-administered**
- ✓ *Questions must be simple, and detailed instructions must be provided*

Online and postal questionnaire design

Please rank-order the following film genres in order of your preference. Begin by picking out the genre that you like the most and assign it a number 1. Then find the second-most-preferred genre and assign it a number 2. Continue until you have ranked all genres in order of preference. Your least-preferred genre should be assigned a rank of 10. No two genres should receive the same rank number. The criteria you use to establish your preference are entirely up to you. There are no right or wrong answers. Just try to be consistent.

	Film genre	Rank order
1	Action	_____
2	Animated	_____
3	Comedy	_____
4	Drama	_____
5	Factual	_____
6	Fantasy	_____
7	Light drama	_____
8	Romance	_____
9	Sci-fi	_____
10	Suspense	_____

The Questionnaire **Design** Process

Specify the type of the Questionnaire

- In telephone surveys, questionnaires should be written in a **conversational style**

Telephone questionnaire design

I will read you the names of film genres. Please rate them in terms of your preference on a scale of 1 to 10: 10 represents 'greatly preferred' and 1 represents 'not so preferred'. The higher the number, the greater the degree of preference for that genre. Now, please tell me your preference for these genres . . . (READ ONE GENRE AT A TIME.)

	Film genre	Not so preferred									Greatly preferred
1	Action	1	2	3	4	5	6	7	8	9	10
2	Animated	1	2	3	4	5	6	7	8	9	10
3	Comedy	1	2	3	4	5	6	7	8	9	10
4	Drama	1	2	3	4	5	6	7	8	9	10
5	Factual	1	2	3	4	5	6	7	8	9	10
6	Fantasy	1	2	3	4	5	6	7	8	9	10
7	Light drama	1	2	3	4	5	6	7	8	9	10
8	Romance	1	2	3	4	5	6	7	8	9	10
9	Sci-fi	1	2	3	4	5	6	7	8	9	10
10	Suspense	1	2	3	4	5	6	7	8	9	10

The Questionnaire **Design** Process

Specify the type of the Questionnaire

➤ In face-to-face questionnaires, participants see the questionnaire and interact with the researcher

✓ *Thus, lengthy and complex questions can be asked*

Face-to-face questionnaire design

(HAND GENRE NAME CARDS TO THE PARTICIPANT.) Here is a set of film genres, each written on a separate card. Please examine these cards carefully. (GIVE PARTICIPANT TIME.) Now, give me the card with the film genre that you prefer the most. (RECORD THE GENRE AND TAKE THE CARD FROM THE PARTICIPANT.) Would you carry on through the cards and hand over, in order, your second, third, fourth, etc.? (REPEAT THIS PROCESS SEQUENTIALLY UNTIL THE PARTICIPANT HAS ONLY ONE CARD LEFT.)

	Genre rank	Genre name
1	<u>1</u>	_____
2	<u>2</u>	_____
3	<u>3</u>	_____
4	<u>4</u>	_____
5	<u>5</u>	_____
6	<u>6</u>	_____
7	<u>7</u>	_____
8	<u>8</u>	_____
9	<u>9</u>	_____
10	<u>10</u>	_____

The Questionnaire **Design** Process

Determine the content of individual questions

➤ **Is the question necessary?**

- Every question should contribute to the information needed!
- If there is no explicit or satisfactory use for the data resulting from a question, that question should be eliminated!

➤ **Exceptions:**

- ✓ Ask neutral questions at the beginning of the questionnaire to establish involvement and rapport
- Sensitive or controversial questionnaire
- ✓ Filter questions



The Questionnaire **Design** Process

Determine the content of individual questions

➤ **Are several questions needed instead of one?**

- **Double-barrelled questions**

✓ A single question that attempts to cover two issues

❖ *E.g., “Do you think Coca-Cola is a **tasty and refreshing** soft drink?”*

Yes???

No???

✓ Such questions can be confusing to respondents and result in ambiguous responses!



The Questionnaire **Design** Process

Overcoming the participant's inability and unwillingness to answer

- Researchers should not assume that participants can provide accurate or well-reasoned answers to all questions posed to them
- Certain factors limit the participants' ability to provide the desired information

How often do you consume soft drinks in a typical week?

- Less than once a week*
- 1 to 3 times a week*
- 4 to 6 times a week*
- 7 or more times per week*

➤ Participants:

- ✓ May not be informed
 - *Overcome: filter questions – measure familiarity, product use, past experience*
- ✓ May not remember – *E.g. what you had for lunch a week ago?*
- ✓ May be unable to articulate certain types of responses
 - *Overcome: give aids such as pictures, maps and descriptions*

The Questionnaire **Design** Process

Overcoming the participant's inability and unwillingness to answer

- **Effort required of the participants**
 - ❖ *E.g. List all the items purchased last week, or provide a list and select*
- **Context**
 - Some questions may seem inappropriate in certain contexts
 - ❖ *E.g. Asking about personal hygiene habits in a survey sponsored by a health organisation*
- **Legitimate purpose**
 - ❖ *E.g. Why should a firm marketing breakfast cereals want to know the age, income and occupation? – Researcher needs to explain*
- **Sensitive information**
 - ❖ Money, personal hygiene, family life, political and religious beliefs, involvement in accidents or crimes



The Questionnaire **Design** Process

Choose question structure

Unstructured Questions

“Open-ended questions that participants answer in their own words”

❖ **E.g.**

- ✓ What is your occupation?
- ✓ What do you think of gluten free products?
- ✓ Who is your favourite film personality?

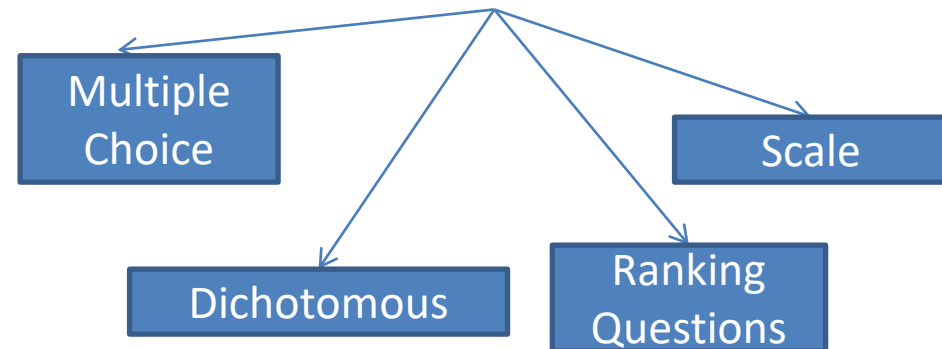
➤ **Open ended questions:**

- ✓ Can be good questions on a topic,
- ✓ Enable participants to express general attitudes/opinions,
- ✓ Help researcher interpret the responses to structured questions

➤ **Disadvantages:** Costly and time consuming **coding**

Structured Questions

“Questions that pre-specify the set of response alternatives and the response format”



The Questionnaire **Design** Process

Choose question structure



Do you intend to buy a new watch within the next six months?

- Definitely will not buy
- Probably will not buy
- Undecided
- Probably will buy
- Definitely will buy
- Other (please specify)



The response alternatives should be mutually exclusive

We must indicate whether the respondent must select only one or more answers

➤ **Advantages:**

- ✓ Quick responses,
- ✓ Researcher bias is reduced,
- ✓ Coding and data processing is less costly and time consuming

Disadvantages:

- ✓ Effort in choosing appropriate Wording
- ✓ Order bias



The Questionnaire **Design** Process

Choose question structure



How often do you visit this shopping centre?

Interviewer: listen to the respondent's answer and tick ✓ as appropriate.

- | | | |
|--|--------------------------------------|--------------------------|
| <input type="checkbox"/> First visit | 2 or more times a week | <input type="checkbox"/> |
| <input type="checkbox"/> Once a week | Less than once a week to fortnightly | <input type="checkbox"/> |
| <input type="checkbox"/> Less than fortnightly to once a month | Less often | <input type="checkbox"/> |



The Questionnaire **Design** Process

Choose question structure



- ✓ The respondent can choose either one or more responses
- ✓ Responses are not mutually exclusive

What is your religion?

Please tick ✓ the appropriate box.

Buddhist	<input type="checkbox"/>	None	<input type="checkbox"/>
Christian	<input type="checkbox"/>	Other	<input type="checkbox"/>
Hindu	<input type="checkbox"/>		
Jewish	<input type="checkbox"/>	(Please say:)	
Muslim	<input type="checkbox"/>		
Sikh	<input type="checkbox"/>		



The Questionnaire **Design** Process

Choose question structure



“A structured question with only **TWO** response alternatives, such as **YES** and **NO**, often supplemented by a **neutral alternative**”

E.g. ‘don’t know’, ‘no opinion’, ‘don’t know’, ‘both’, ‘none’

Do you intend to buy a new watch within the next six months?

- Yes
- No
- Don’t Know

➤ **Advantages:**

- ✓ Easiest types of questions to code and analyse

➤ **Disadvantages:**

- ✓ The response can be influenced by the wording of the question



The Questionnaire **Design** Process

Choose question structure

Structured Questions

Ranking Questions

- ✓ A ranking question asks the respondent to place things in rank order
- ✓ We can discover their relative importance to the respondent

16. Rank at least your two favorite colors of the rainbow.

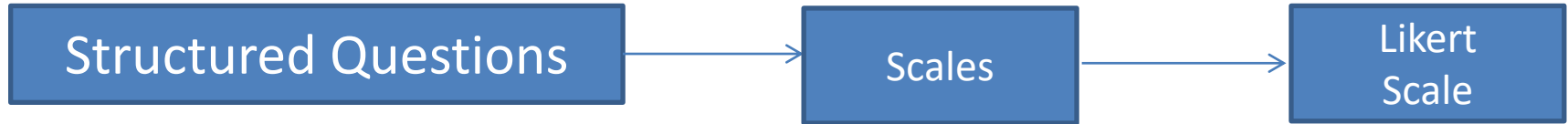
Red	<input type="text"/>
Orange	<input type="text"/>
Yellow	1 <input type="text"/>
Green	<input type="text"/>
Blue	2 <input type="text"/>
Violet	<input type="text"/>

- ✓ More than 7 items takes too much effort!



The Questionnaire **Design** Process

Choose question structure

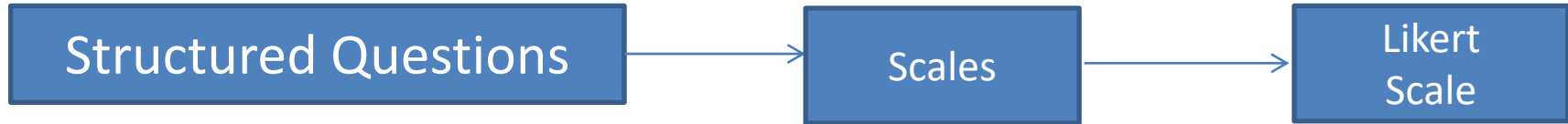


- **Scales**, or **rating questions** or **itemised rating scales** are often used to collect opinion data
- **Likert scale**: the respondent is asked how strongly she or he agrees or disagrees with a statement or series of statements, usually on a four-, five-, six-, or seven-point rating scale
- ✓ Possible responses to rating questions should be presented in a straight line, rather than in multiple lines or columns



The Questionnaire **Design** Process

Choose question structure



For the following statement please tick ✓ the box that matches your view most closely.

Agree Tend to agree Tend to disagree Disagree

I feel employees' views have influenced the decisions taken by management.

For the following statement please tick ✓ the box that matches your view most closely.

Agree Tend to agree Not sure Tend to disagree Disagree

I believe there are 'them and us' barriers to communication in the company now.

The Questionnaire **Design** Process

Choose question structure

Structured Questions

Scales

Likert
Scale

Instructions

Listed below are different beliefs about the Odeon cinema. Please indicate how strongly you agree or disagree with each by using the following scale:

1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree

	1	2	3	4	5
1 I like to visit Odeon cinemas		✓			
2 The Odeon sells poor-quality food		✓			
3 The Odeon presents a wide variety of film genres			✓		
4 I do not like Odeon advertisements				✓	
5 The Odeon charges fair prices				✓	
6 Booking a seat at the Odeon is difficult	✓				
7 The acoustics at Odeon cinemas are excellent				✓	
8 Odeon staff serve their customers very well				✓	
9 The Odeon is a great place for families to enjoy films		✓			

The Questionnaire **Design** Process

Choose question structure

Table 11.3 Response categories for different types of rating questions

Type of rating	Five categories	Seven categories
Agreement	Strongly agree Agree Neither agree nor disagree/not sure/uncertain* Disagree Strongly disagree	Strongly agree Agree/moderately agree/mostly agree* Slightly agree Neither agree nor disagree/not sure/uncertain* Slightly disagree Disagree/moderately disagree/mostly disagree* Strongly disagree
Amount	Far too much/nearly all/very large* Too much/more than half/large* About right/about half/some* Too little/less than half/small* Far too little/almost none/not at all*	Far too much/nearly all/very large* Too much/more than half/large* Slightly too much/quite large* About right/about half/some* Slightly too little/quite small* Too little/less than half/small* Far too little/almost none/not at all*

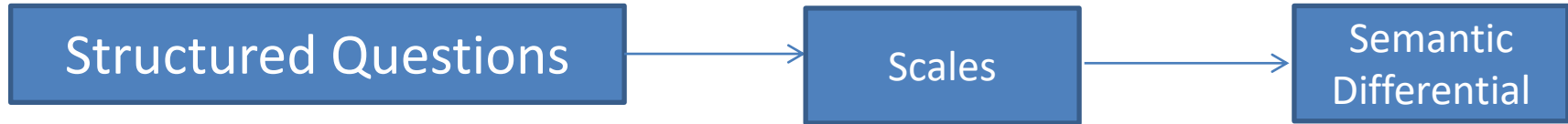
The Questionnaire **Design** Process

Choose question structure

Frequency	All the time/always*	All the time/always*
	Frequently/very often/most of the time*	Almost all the time/almost always*
	Sometimes/about as often as not/about half the time*	Frequently/very often/most of the time*
	Rarely/seldom/less than half the time*	Sometimes/about as often as not/about half the time*
	Never/practically never*	Seldom Almost never/practically never* Never/not at all*
Likelihood	Very	Extremely
	Good	Very
	Reasonable	Moderately
	Slight/bit*	Quite/reasonable*
	None/not at all*	Somewhat Slight/bit* None/not at all*

The Questionnaire **Design** Process

Choose question structure



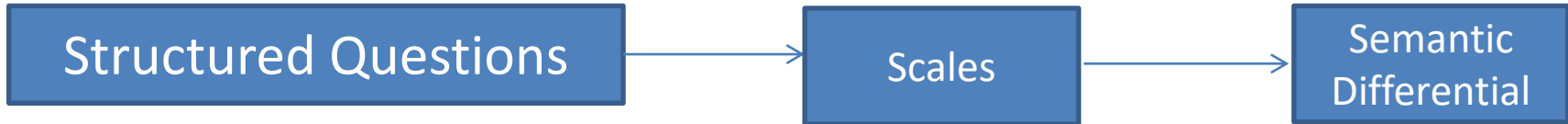
- ✓ Often used in consumer research to determine underlying attitudes
- ✓ The respondent is asked to rate a single object or idea on a series of bipolar rating scales
- ✓ Each bipolar scale is described by a pair of opposite adjectives, designed to anchor respondents' attitudes

On each of the lines below, place an x to show how you feel about the service you received at our restaurant.

Fast	— — — — — — — — —	Slow
Unfriendly	— — — — — — — — —	Friendly
Value for money	— — — — — — — — —	Overpriced

The Questionnaire **Design** Process

Choose question structure



Instructions

What does visiting an Odeon cinema mean to you? The following descriptive scales, bounded at each end by bipolar adjectives, summarise characteristics of a visit. Please mark X in the blank that best indicates what a visit to an Odeon cinema means to you.

Boring						X		Exciting
Special		X						Routine
Thrifty			X					Indulgent
Cosy		X						Uncomfortable
Peaceful						X		Noisy
Youthful		X						Mature

