

# Conducting Marketing Research





# The Marketing Survey

What you'll learn

- How to conduct a survey
- The ways that technology is used in marketing research



# Constructing the Questions

- Questionnaires should provide data with validity and reliability.
- **Validity** exists when the questions asked measure what was intended to be measured.
- **Reliability** exists when a research technique produces nearly identical results in repeated trials.



# Constructing the Questions

- Open-ended Questions
  - Can't be answered with Yes or No
  - Generate a wide variety of responses
  - Generates lots of good information but **difficult** to categorize and tabulate.



# Constructing the Questions

- Forced-choice Questions
  - Respondents choose answers from possibilities given on a questionnaire.
  - Simplest questions to write
  - Easiest to tabulate



# Types of Forced Choice Questions

- Yes/No Questions

- Used only when asking for a response on one issue.
- Most often used as a filter question.

Was our facility clean?                      Yes    No

Was your server courteous?              Yes    No



# Types of Forced Choice Questions

- **Multiple Choice Questions** – be careful to include all possible options so you don't frustrate the person taking the survey.

What is your primary intended use of this product?  
(check only one)

- A. Backpacking/Mountaineering
- B. Camping/Hiking
- C. Hunting
- D. Fishing
- E. Other \_\_\_\_\_

# Types of Forced Choice Questions

- Rating Scale Questions

Please rate the following:

Reservations	Excellent	Good	Average	Fair	Poor
Check-In	Excellent	Good	Average	Fair	Poor
Parking	Excellent	Good	Average	Fair	Poor



# Types of Forced Choice Questions

- Level of Agreement Questions

“I am extremely health conscious”

SA      A      N      D      SD

“I do not like vegetables.?”

SA      A      N      D      SD

The cafeteria should serve heart-healthy foods.”

SA      A      N      D      SD

# Guidelines



- Write clearly and briefly
- Give clear directions
- Avoid bias
- When finished, pretest the survey



# Formatting

- Questionnaires must have excellent visual appearance and design to appeal to respondents.
- Directions should be clear
- General demographic questions go at the end



# Administering the Questionnaire

- Should have a deadline for completion
- Mailed questionnaire
- In-Person Surveys
- Incentives – used to encourage people to participate