

Hofacker - Exam 2

Chapter 9

Surveys

- The **workhorse** of marketing research
- **Versatile and adaptable** to various markets and research objectives
- Very **useful** to make marketing decision **better**
- **Cons:** hard to capture price
- Captures a lot of data at one time
 - Knowledge
 - Attitudes
 - Behavior
 - Preference
 - Classification Variables: ex. Demographics (age, sex, income, etc...)

Necessary Preconditions for a Successful Survey

- Population defined **correctly**
- Representative **sample** chosen
- Respondents are **willing** and **able** to respond
- Respondents **understand** the questions
- Respondents have the **requisite information**
- Interviewer **understands** and records the answers **correctly**

Sources of Error from Surveys

- Nonresponse due to refusal
 - Fear of **consequences**
 - Invasion of **privacy**
 - **Anxiety** about the subject
- Inability to respond
 - Ignorance (**don't know**)
 - Forgetting (**can't recall**)
 - Lack of access (**can't articulate answer**; don't know why they do it so they make up an answer)
- Unwillingness to respond
 - Privacy concerns (will **distort answer**, such as income)
 - Time pressure (answers are not as accurate because respondent is **hurried**)
 - Fatigue (answers are not as accurate because respondent is **tired**)
 - Pressure seeking/social desirability (Putting yourself in the **best light**)
 - Courtesy Bias (limit answers to **pleasantries**)
 - Uninformed response error (Expects the respondent to have an answer)
 - Response style
 - People that tend to **disagree** with everything you say; shoot down anything you say
 - People that tend to **agree** with everything you say; goes along with what you say

- Interviewer error
 - Respondent's **impression** of the interviewer
 - Questioning/Probing
 - **Fraud/Deceit**

Which Error Do We Fear the Most?

- Personal Interview
 - Prestige seeking/social desirability (putting yourself in the best light)
 - Courtesy Bias (limit answers to pleasantries)
- Telephone Interview
 - Time pressure and fatigue
 - Easy to ignore due to Caller ID
- Mail Survey
 - Don't know who's filling it out
 - Easy to throw out
- E-mail/Web Survey
 - Easy to delete
 - Don't know who is filling it out

How Do We Choose a Type of Survey?

- **Errors that might be relevant**
- **Sampling plan** (Can't observe the market/population, must observe the sample in most cases)
- **Type of population** (People who are not interested have a tendency to not return a survey by mail)
- **Question form**
- **Question content**
- **Response rates** (Personal interviews have high response rate)
- **Cost and time** (Automated calls and mail survey are relatively cheap)
- **Facilities availability**

Ethical Considerations

- Direct **sugging** (The use of surveys techniques for selling purposes is unethical)
- Indirect **sugging** - obtaining names
- **Disguise, deceit, and misrepresentation** of the compensation in order to gain cooperation
- Hidden microphones and cameras used without permission
- **The use of surveys techniques for selling purposes is unethical**

Extras

- **Not one single technique is perfect**, many techniques are better than the other for certain purposes
- Phenotypic: characteristics of the data collection (which questions were asked, how they were asked)
- Genotypic: indigenous characteristics of respondents (age, sex, occupation...)
- Omission: leaves out an event or some aspect of an experience
- Averaging: something is reported as more like the usual, the expected, or the norm

Chapter 10

Personal Interview

- Door to door, public space, mall intercept, self-administered, and purchase intercept
- Advantages: **highest response rate**; it's difficult for people to say no, **visual aids**, **flexibility** in asking **questions**(if so questions), **follow ups**, check characteristics without asking, **flexibility** in **sampling**
- Disadvantages: time, **cost is high** because you need to hire people in the field, logistical issues, demand characteristics

Telephone Interview

- Phone sample; such as yellow/white pages, RDD and plus one dialing(random digit dialing), pre-specified list
 - Takes longer because of calling unused numbers
- Advantages: **speed**, **reaching people**, reduce sample bias with callbacks, low logistic and administrative problems, extension of a computer, WATS and CATI technology
- Disadvantages: limits to complexity, **time limits per call**, difficult to get sample; **not everyone has a listed number or phone**, **call screening** due to technology, **lack of vision to show pictures/graphs**

Mail Survey

- Increase response rates by direct marketing (putting a physical stamp instead of no postage required)
- You can **conclude something about the non-responders** by comparing the trends from the **early vs. late** responders
- Advantages: **cost**, ability to ask sensitive questions
- Disadvantages: **lack of control**, who answered, sequence and order, **speed**, no follow ups if respondent doesn't understand

Internet/Web Survey

- Provide URL using email or social
- Qualtrics, Survey Monkey, Mechanical Turk
- Form of **self-administration (the respondent fills it out themselves)**
- Advantages: no social prestige seeking; allows visual presentation
- Disadvantages: **not everyone has access**

Extras

- **Pick a method based on the trade-offs**
- The **size of the sample doesn't help to get around bias**
- Systematically, people that do participate are **different** the people who do not participate
- There are as many surveys as there are different forms of communication