

# Chapter 5 Collecting Primary Data by Observation 9/26/13

## 7 Types of Primary Data



### **Demographics/Socioeconomic Characteristics**

- These variables often used to break down a data set to help interpret the consumers' responses; also to see whether consumption of a particular product is related to a persons demographic
- Examples include age, education, occupation, marital status, gender, and income
  - Gillette Fusion vs. Venus, products based on gender

### **Personality/Lifestyle**

- Personality refers to the normal patterns of behavior exhibited by an individual
  - Attributes, traits, and mannerisms
- Many marketers believe personality can affect consumer's choice of stores or products, or an individual's response to an advertisement or point-of purchase display
  - Although empirical evidence regarding ability of personality to predict consumption behavior is weak; but stronger evidence for the importance of recruiting and retaining employees who display higher levels of certain personality characteristics
- Lifestyle analysis – based on idea that a company can be more successful if it knows more about its customers in terms of how they live, interests, and what they like

### **Attitudes - An individual's overall evaluation of something**

- Energy/BBDO found that 37% of teens like to wear the logos of their favorite brands
- Marketers work hard to deliver products that customers will evaluate positively
- If you have a positive attitude toward a brand you're probably more likely to buy it

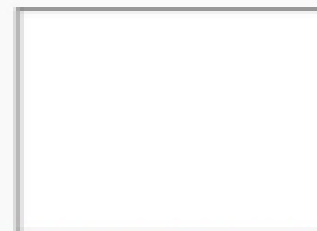
**Awareness/Knowledge** - Refers to what respondents do and do not know or believe about some product, brand, company, or ad

- Insight into, or understanding of facts about, some object or phenomenon
- Approaches used to measure awareness: Unaided recall, Aided recall, Recognition
- **Unaided recall** – without being given any clues, consumers asked to recall what ad they have seen recently
  - An ad or brand that can be remembered with no clues at all has made a deep impression – unaided recall represents the highest level of awareness
- **Aided recall** – consumers are prompted, typically with a category cue
  - Represents a relatively high level of awareness, but the presence of the cue makes the task easier than unaided recall
- **Recognition** – actual advertisements, brand names, or logos are shown or described to consumers, who are asked whether they remember seeing each one
  - Recognition task is much easier for respondents but represents a lower level of awareness

**Exhibit 5.2** Approaches used to Measure Awareness

**Unaided Recall:**

Without being given any clues, consumers are asked to recall what advertising they have seen recently. An ad or a brand that can be remembered with no clues at all has made a deep impression. As a result, unaided recall represents the highest level of awareness.



Unaided Recall Cue

**Aided Recall:**

Consumers are prompted, typically with a category cue. That is, they are asked to remember all ads or brands that they have seen for products and services in a particular product category. Aided recall represents a relatively high level of awareness, but the presence of the cue makes the task easier than unaided recall.



Aided Recall Cue

**Recognition:**

Actual advertisements, brand names, or logos are shown or described to consumers, who are asked whether they remember seeing each one. Because the task is simply to recognize whether they have seen an ad, the recognition task is much easier for respondents but represents a lower level of awareness.



Recognition Cue

- All 3 are aimed at assessing the respondent's awareness of, and knowledge about the ad.
  - We assume that differences in awareness reflect differences in how deeply consumers have processed the ad, the brand name, etc.
- Ex. What do they know about Delta? – can measure thinking

## **Intentions** - Anticipated or planned future behavior

- Michigan's Survey Research Center monthly assessments of consumer confidence and buying intentions; they call a sample of 500 households monthly to ask 50 core questions about consumer confidence
- Asking people when they are NOT in the choice situation, the choice situation is when they make up their mind
  - Marketers know that choice is something you do at that moment
- Intention is not perfectly reliable - big difference between what people say they are going to do and what they actually do
  - When there is a lot of emotion behind a choice its more difficult

**Motivation** - Researcher's interest in determining *why* people behave as they do; by understanding what drives a person's behavior, it is easier to understand the behavior itself

- Why purchase a Mercedes-Benz? A desire for status
- Why purchase a Volvo? A desire for safety
- **Self-attribution theory** - You observe yourself and try to figure out why you're doing stuff
  - Ex. You're working out a lot that means you may really like it

**Behavior** - What individuals have done or are doing

- A physical activity or action that takes place under specific circumstances, at a particular time, and involves one or more actors or participants
  - "How many times did you see a movie this month?"
- Observing behaviors vs. asking respondents to remember and report behaviors
  - Scanner data and Web analytics (personal profile data, click-stream trails, records of response to Web advertising) are both observed behavior
    - Scanner data are probably most common type of behavioral data, new technologies have given managers many innovative and effective ways of tracking consumer behavior
  - Accurate memory and reporting can be challenging for respondents

## **Methods of Obtaining Primary Data**

Once you've decided to collect primary data, there are several choices to make about method to use

### **Observation**

- Does not involve questioning respondents
- Involves recording respondent's actions in particular situation
- Similar in degree of structure, degree of disguise and method of administration
- Setting is important (natural vs. contrived)
- Advantages: objective, accurate

### **Communication**

- Involves questioning respondents
- Involves respondents completing a questionnaire (may be verbal or in writing)
- Similar in degree of structure, degree of disguise and method of administration
  - Structure is like a survey because there is a sequence of questions everyone goes through
- Advantages: versatility, speed, cost