



# Chapter 5

## The Surveys

Business Research Methods

Verónica Rosendo Ríos

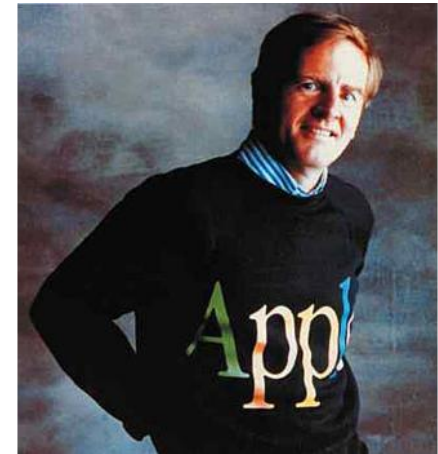
Enrique Pérez del Campo

*Marketing Research*

*“No great marketing decisions have ever been made on qualitative data”*

### JOHN SCULLEY

*Sculley was vice-president (1970-1977) and president (1977-1983) of PepsiCo, and CEO of Apple (1987-1993). Sales at Apple increased from \$800 million to \$8 billion under his management. In May 1987, Sculley was named Silicon Valley's top-paid executive. He is very well known for his marketing skills at PepsiCo and Apple.*



### CONTENTS

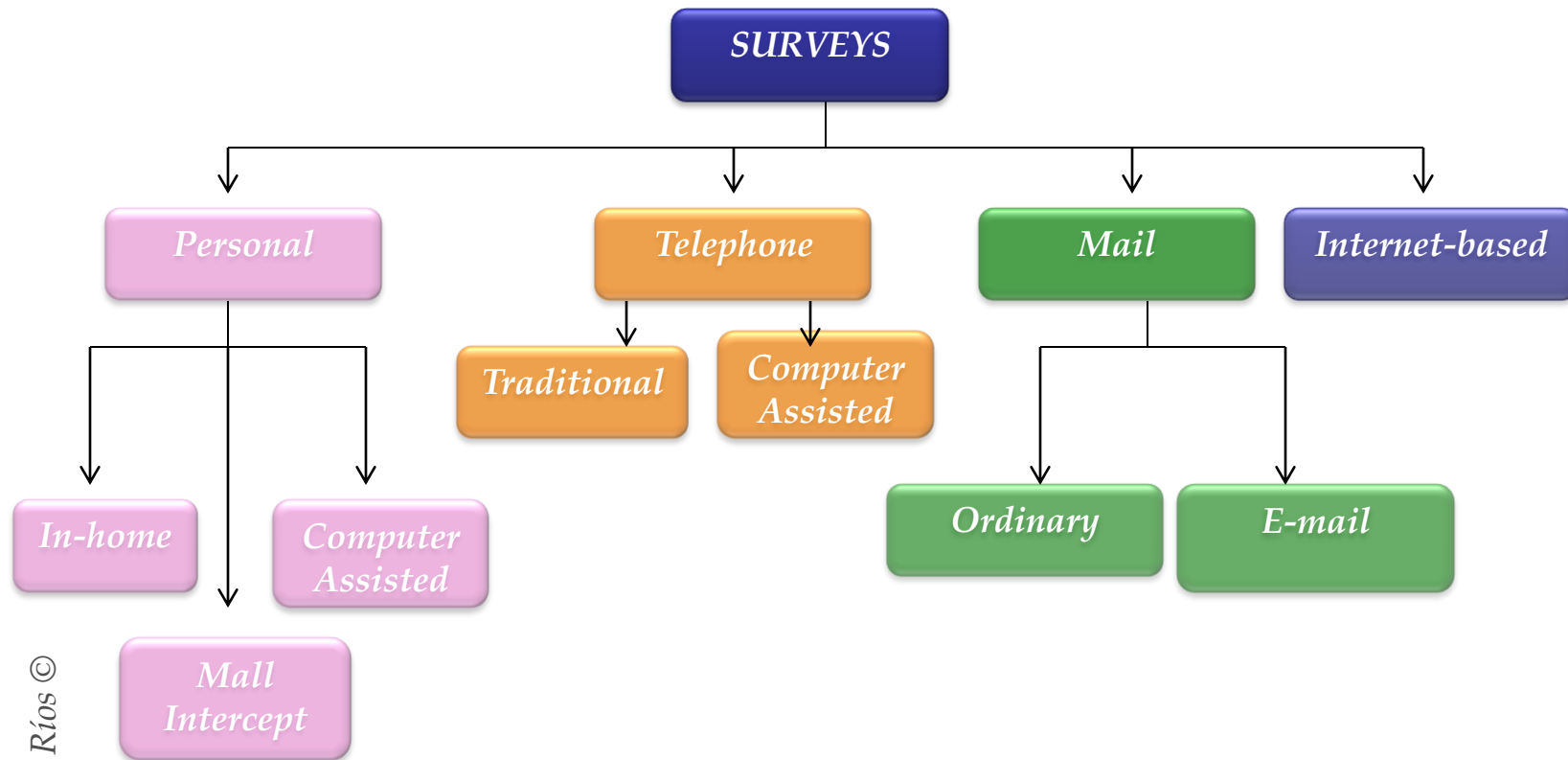
- **PERSONAL SURVEY**
- **TELEPHONE SURVEY**
- **MAIL SURVEY**
- **INTERNET-BASED SURVEYS**

### CHAPTER OBJECTIVES

After reading this chapter, you should be able to:

- ☆ Understand the *advantages, disadvantages and main characteristics* of personal, telephone, mail and internet based surveys
- ☆ Know *when* to use one type of survey over another one

# CHAPTER 5. The Surveys



- **Personal survey** can be classified as:

1. **Personal in-home interviews**

Disadvantage: very high costs.

2. **Mail-intercept personal interviews**

Respondents are intercepted e.g. in a mall.

**-Advantage:** Convenient when respondents need to see, handle... a product before the interview.

**-Disadvantage:** the sample cannot be generalized because it is not randomly drawn.



- **Personal survey** can be classified as:

### 3. Computer assisted personal interviews (CAPI)

The respondents sit in front of a computer terminal and answer questions in front of a computer or tablet.



- Advantages and Disadvantages of Personal surveys

- Sampling control

- ★ Higher response rates
    - ★ The respondent's identity can be checked

- Information control

- ★ Any degree of structure
    - ★ A lot of information can be gathered

- ★ BUT:

- Researcher's bias is easy to enter in the dataset.

- Administrative control

- ★ Reasonable cost per contact
    - ★ Relatively quick data collection





- **Telephone survey** can be classified as:

1. **Traditional telephone interviews**

Paper questionnaire

2. **Computer assisted telephone interview (CATI)**

- Computerized questionnaire administered to respondents over the telephone.

- Interviewer uses a headset and answers are electronically recorded.

- Calls are made from central locations.



- Advantages and Disadvantages of telephone surveys

- Sampling control

- ★ A random sample can be generated from lists of consumers...
    - ★ Response rates have suffered due to caller ID and answering machines
    - ★ Telephone books or directories are not advisable

- Information control

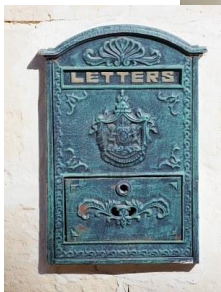
- ★ Questions are displayed as they are and respondents cannot skip questions
    - ★ Question sequencing is handled seamlessly
    - ★ Should not last more than 10 minutes

- Administrative control

- ★ Cost per contact is reasonable
    - ★ Relatively quick data collection (compared to mail surveys)



- **Postal survey** can be conducted by ordinary post or by e-mail.
  - The questionnaire is typically accompanied by a:
    - Covering letter
    - Return envelop
    - Possible incentive



- Advantages and Disadvantages of postal surveys

- Sampling control

- ★ Is the Mailing list accurate?
    - ★ Identification is not possible
    - ★ Less pressure to do it
    - ★ Possibility of mail panel
    - ★ Lower response rate

- Information control

- ★ No opportunity for interviewer bias
    - ★ Anonymous: more honest answers (except email)
    - ★ Do not allow clarification of questions
    - ★ Respondents can read it completely before answering

- Administrative control

- ★ Much lower costs
    - ★ Relatively quick data collection



- Internet-based surveys

- Based on hosting a survey on a website.
- Becoming increasingly popular
- Respondents can be recruited by email and re-addressed.



- Advantages and Disadvantages of Internet based surveys

- Sampling control

- ★ Is the Mailing list accurate? Generalize
    - ★ Internet access
    - ★ Acceptable response rates
    - ★ Possibility of panel

- Information control

- ★ No opportunity for interviewer bias
    - ★ Anonymous: more honest answers
    - ★ Very effective for introducing graphs, figures, an all type of questions
    - ★ Do not allow clarification of questions
    - ★ Respondents cannot read it completely before answering if programmed

- Administrative control

- ★ Quite cheap
    - ★ Quicker than most other methods
    - ★ Responses tend to be recorded and coded: reduces costs and eliminates office errors



## The “Mere-Measurement” Effect

Will you eat high-fat food this week? Will you floss your teeth?

Researchers have found that answering survey questions like these can actually shift your behavior. This influence, called “the mere-measurement effect” means that simply answering a question about intentions will increase the likelihood of the underlying behavior –if the behavior is seen as socially desirable. If the behavior is considered undesirable, answering the question tend to decrease the likelihood of the behavior.

To test this, a group of business school professors conducted a series of surveys in which certain subjects were asked about their intentions to eat fatty food or to floss. In follow-up surveys, they found that subjects ate less fatty food and flossed more often if they were asked about those behaviors. However, the mere-measurement effect did not occur if the surveys indicated that they were sponsored by groups that would be likely to want to persuade the subjects (in this case The American Fruit Grower Association and the Association of Dental Products Manufacturers). In fact, subjects decreased their frequency of flossing if they took the supposedly manipulative survey that asked about flossing. Follow-up experiments verified that changes to behavior were genuine, not merely a survey bias. The researchers propose that the mere-measurement effects occurs because subjects of a survey generally do not think the questions are an attempt to persuade them. If they receive information that puts them in their guard against persuasion, the mere-measurement effect is lessened and sometimes even generates the opposite behavior. Their results suggest a need for caution when surveys attempt to predict future behavior.

Source: Williams, Patti, Gaven J. Fitzsimons, Lauren G. Block,(2004) “When Consumers Do Not Recognize ‘Benign’ Intention Questions as Persuasion Attempts”. Journal of Consumer Research, Inc 31, December 2004.



### CHAPTER OBJECTIVES

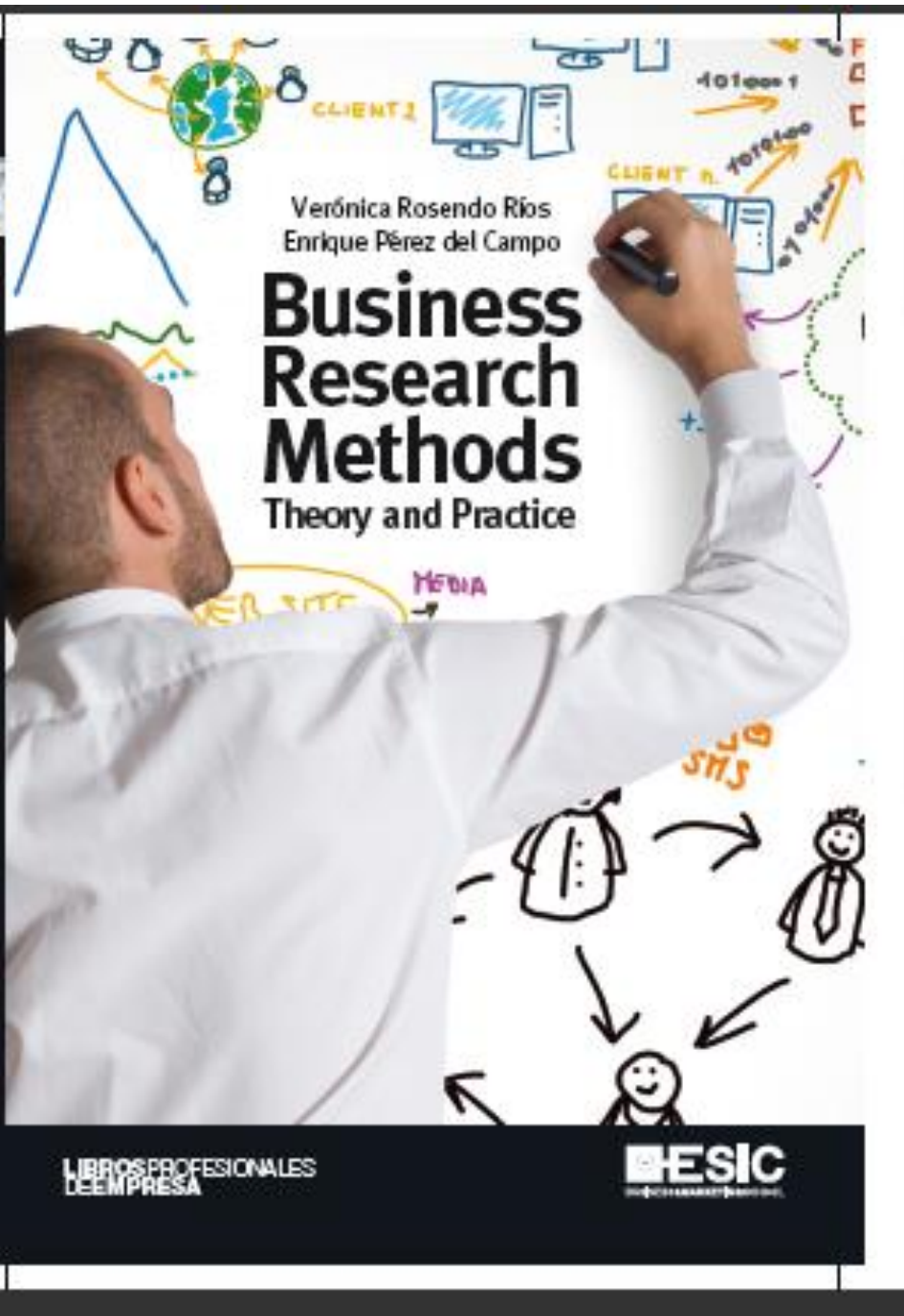
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### REFERENCES

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