

answer and ask questions together with the questionnaire's length. Cost will also vary with time, distance and time of day.

ADVANTAGES

- Invariably cheaper than personal interviewing.
- Can interview respondents who are widely dispersed, and re-call them if they were not immediately available.
- Conversations can be recorded so that they may be considered again in greater detail at a later date.
- Follow up is possible.
- Misinterpretations and difficult questions can be explained.
- The response rate is higher than for postal questionnaires: sometimes as much as 90 per cent.
- One cannot ask questions which require search of company records.
- Particularly useful in industrial market research as most companies have a telephone.
- The interview is more organised and respondents are not upset as they do not see a long questionnaire.
- Respondents could refer you to other respondents.

DISADVANTAGES

- Interviewer bias can exist.
- Owners of telephones may not be a totally representative sample. Much of the market may not own a telephone. This does not apply for all countries.

- It can be expensive where respondents are widely dispersed and require calling in the daytime.
- If personal characteristics, such as the exact colour of a person's hair, are important, these cannot be precisely determined (i.e. typicality).
- Anonymity is lost.
- Organisations / households will appear more than once in a telephone directory so the sample might be biased.

PERSONAL INTERVIEWING

Personal interviewing involves trained interviewers in talking to the respondents face-to-face.

ADVANTAGES

- More questions may be asked as the respondent's interest can be stimulated by the interviewer.
- The typicality of the respondent can be ascertained before continuing the interview as he/she can be seen and asked questions - by the interviewer - to determine typicality before the actual research questions are asked.
- It is possible to explain questions that would be difficult to answer employing other methods.
- The opportunity to probe into a question more deeply or to obtain details of other potential respondents from the person being interviewed can be afforded.
- The interviewer can clear up any misunderstanding as they arise and he has more control over the respondents.
- Follow up of respondents is possible.

- It is also possible to assess the validity of some answers by observation e.g. the answers on personal details, age, education, income.
- The rate of response is higher.

DISADVANTAGES

- Cost per interview is the highest of all methods.
- Sometimes it is found that inexperienced and insufficiently trained interviewers allow their own attitude to lead the respondent wrongly.
- Training of interviewers can be very expensive.
- Sometimes, as in industrial markets, only three or four interviews can be conducted in a day, thus prolonging the survey.
- Anonymity is lost.
- It requires a great deal of technical and Administrative planning and Supervision.
- Bias on the part of the interviewer can arise in the interview.

FACTORS TO CONSIDER WHEN PLANNING A SURVEY

- Selection of communication method to be used.
- Maximising response to a survey.
- Question phrasing
- Questionnaire design

MAXIMISING RESPONSE TO A SURVEY

In postal, telephone and personal surveys reply refusal and respondent non-availability are the major factors that reduce the response rate.

How can we increase response to a survey?

- Use of call-backs; the number of 'not available' may be reduced by a series of call-backs at varying times.
- Communicate beforehand using a letter; prior communication with the interviewee by letter also helps to reduce the refusal rate.
- The topic on which information is to be gathered is to be presented in an interesting way; interest or non interest in the survey topic is a primary factor in the cooperate refuse decision.
- Response rates may be increased by offering token incentives to reply and sending reminder letters which include another copy of the questionnaire (incentives say participate in a lottery).

QUESTION PHRASING

TYPES OF MARKETING RESEARCH QUESTIONS

- Dichotomous questions
- Multiple choice questions
- Attitude Measurement Scales
- Likert Scales
- Semantic Differential Scales
- Open ended questions

A measure of attitudes designed to all respondents to rate how strongly they agree or disagree with a statement.

I hate it. Scale I love it.

Go a little bit further than multiple choice questions as while they limit the reply one may give, they do allow freedom of response by the respondent within the governing ex of the scale.

Reply
Vague
ex. theme

INDIRECT QUESTIONS AND PROJECTIVE TECHNIQUES

QUESTIONS

- Word Association
- Sentence Completion
- Story Completion
- Cartoon Techniques
- Thematic Apperception Test

Respondents are shown a picture and asked to tell a story about the picture. The responses are used to assess attitudes towards the phenomenon rather than to interpret self personality.

QUESTION CHECKING

- Is it really necessary?
- Is it posed in a way that will provide the information and any subsequent analysis that you require?
- Will interviewers be able simply to read out the words, or will they need to 'ad lib', which might introduce bias?
- Is the question posed in a neutral, unbiased way, or is it a 'leading' question which inclines towards a particular answer?
- Are respondents likely to find the question too personal or offensive?
- Is it clear and unambiguous?
- Is it understandable?
- Is the question simple enough for the respondent to be able to answer fairly easily?

ESSENTIAL RULES WHEN DESIGNING EFFECTIVE QUESTIONNAIRES - QUESTIONNAIRE DESIGN

When you are designing a questionnaire you should clarify the following points in advance:

- The target population
- The main items of information you want and what form it should be in for subsequent analysis
- Any subsidiary information which would be of interest (for example, so that you can compare the responses of men and women or old and young)
- Whether the questionnaire will be filled in by the respondent or by the interviewer. This determines how 'user-friendly' it needs to be.

When designing questionnaires to be used by interviewers or sent directly by post to respondents there are generally rules which the marketing researcher must observe.

- Make the questions and questionnaire as short as possible so that respondents do not feel that answering is too much of a chore.
- Make questions as simple as possible so that they are more easily understood.
- Keep similar questions in the same section of the questionnaire so that respondents develop a full awareness of what is being asked.
- Ensure the questions are in a logical order.
- Do not use questions that lead the respondent. For example, a question like 'Do you believe that red coats

are the most attractive?' would probably be inappropriate. A more correct question would be 'Which colour for coats do you consider the most attractive?'

- Ensure the questions are not ambiguous to prevent misunderstandings.
- Avoid two questions in one. Example of a sentence that contains two questions, 'Do you often fly by plane and travel by PAN AM airline?'
- Choose questions appropriate to the survey method being used, i.e. postal, telephone, personal interviews.
- Ensure that the layout and design is pleasing to the eye.
- Leave very personal questions until the end in case the respondent chooses not to answer these particular questions.

LAYING OUT THE QUESTIONNAIRE

- Explain the purpose of the survey at the beginning of the questionnaire and, where possible, guarantee confidentiality. Emphasise the date by which it must be returned.
- If respondents have to complete the questionnaire themselves, it must be approachable and as short as possible. Consider the use of lines, boxes, different typefaces and print sizes and small pictures. Use plenty of space.
- Start with quota control (classification) questions so that the interviewer can rapidly determine whether the interviewee is the right type of person.

QUESTIONNAIRE DESIGN - SOME DEFINITIONS

- A structured questionnaire lists all questions to be asked in a logical sequence, specifying the precise response to be used in the response and providing categories for recording the replies.
- An unstructured questionnaire may simply be a list of open-ended questions to which the respondent replies in his or her own words.
- A self-completed questionnaire is completed by the respondent rather than an interviewer.
- An interviewer completed questionnaire or schedule is used in face-to-face interviews or telephone interviews.
- Behavioural questions find out what the respondent has done in the recent past, such as recent purchases of a product. In order to help recall, it is better to ask specific questions - 'have you bought X in the last four weeks?' is more likely to prompt recall than 'how often do you buy X?'

PILOTING THE QUESTIONNAIRE

Before a questionnaire is ready for final use in the field it needs to be pretested under field conditions.

The questionnaire is piloted to discover if there are any problems in the areas we discussed.

A small number of respondents, representative of the types of respondents, to be interviewed in the actual survey are selected and the questionnaire tried out on them.

The findings of a pilot survey regarding a topic will not be included in the final report.

These interviews are conducted not to gather information but to test the efficiency of the questionnaire.

One must see whether we have used the right questions, have all questions been included. Should others be added to get a better picture? Are the questions clear enough to be understood by the public at Large?

DEPTH INTERVIEWS

As are the focus-group interviews, depth interviews are unstructured and informal.

General questions are usually asked, followed by more specific questions that probe for needs, desires, motives and emotions of the consumer.

Also, the questioning is sometimes indirect, such as 'Why do you think your friends smoke Marlboro?' as opposed to the direct question. 'Why do you prefer Marlboro cigarettes?'

Again, this method attempts to circumvent inhibitions the respondent may have about revealing inner feelings.

By carefully following cues given by the respondent, an interviewer can ask a series of questions that probe for underlying motivations.

The key factor with depth interviewing (as well as focus-group interviewing) is the interviewer's skill, which calls