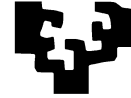


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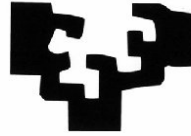
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Department of Financial Economics II
(FINANCIAL ECONOMICS AND ACCOUNTING, MARKETING AND MARKETING RESEARCH)

MARKETING RESEARCH: AN INTRODUCTION

Unit 5: Writing questionnaires

Jon Charterina-Abando



Unit 5: Writing questionnaires

- 5.1.- Introduction. Requirements of a good questionnaire.
- 5.2.- Questionnaire design process.
- 5.3.- Scaling and measurement techniques.
- 5.4.- Marketing research and measurement of attitudes.

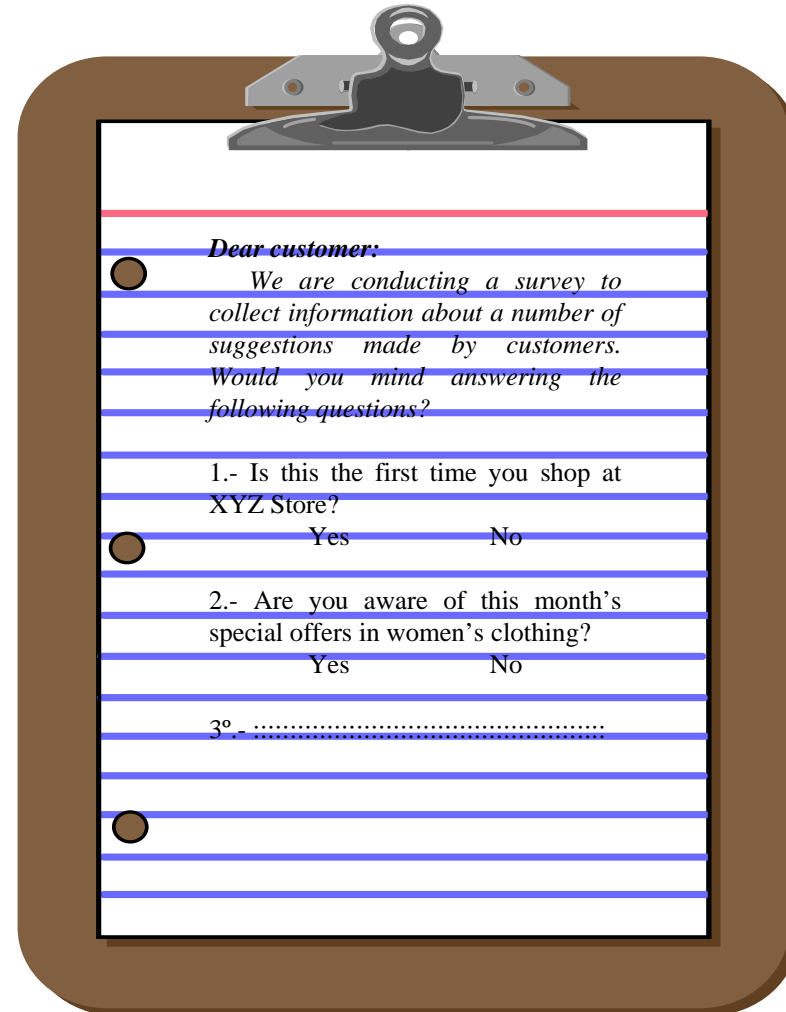
Objectives of this unit:

- To know the basic guidelines for writing good questionnaires.
- To learn to what extent the data collection method determines the type of questionnaire to be used.
- To reduce to a minimum the risk of making mistakes when writing questionnaires, acknowledging that this is only achieved with practice.
- To understand to what extent the questionnaire determines the analyses that can be made in the final stages of the research.
- To explain the four types of variables that are usually collected through questions during the quantitative stage of the research.
- To know the most frequently used types of questions, and to recognise the type of variable they contain.

5.1 Prior issues

The questionnaire

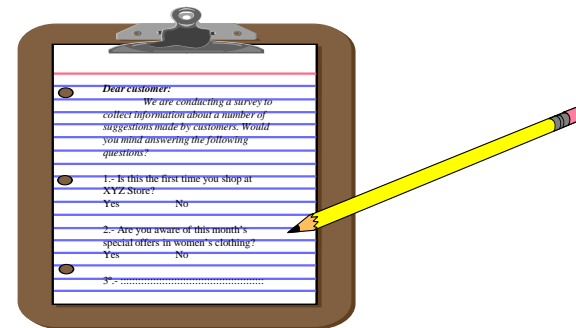
Is the basic document for the collection of data; the quality of the research will depend to a large extent on the quality of the questionnaire.



5.1 Prior issues

The questionnaire

The use of a questionnaire is based on the need to standardise the research variables to ensure that the researcher's message **is the same to all respondents**, i.e., free of any distortions by the researcher and no misinterpretations by the respondent.



5.1 Prior issues

Writing the questionnaire

While it is relatively easy to ask questions, **writing a questionnaire** that effectively asks the appropriate questions in a clear, simple way for all respondents **is extremely difficult**, to the point that some experts consider that **writing questionnaires is an art**.



5.1 Prior issues

Requirements prior to writing the questionnaire:

1. The **specific objectives** of the research must be clearly formulated.
2. The **variables** that the questionnaire intends to collect must be clearly specified.
 - ↳ Why is the question made? Is it really necessary?
3. Match the questionnaire to **the characteristics of the target audience**.
 - ↳ What data collection technique is more suitable for the target audience?
 - ↳ What is the level of education, approximate age, knowledge, etc, of the target audience?

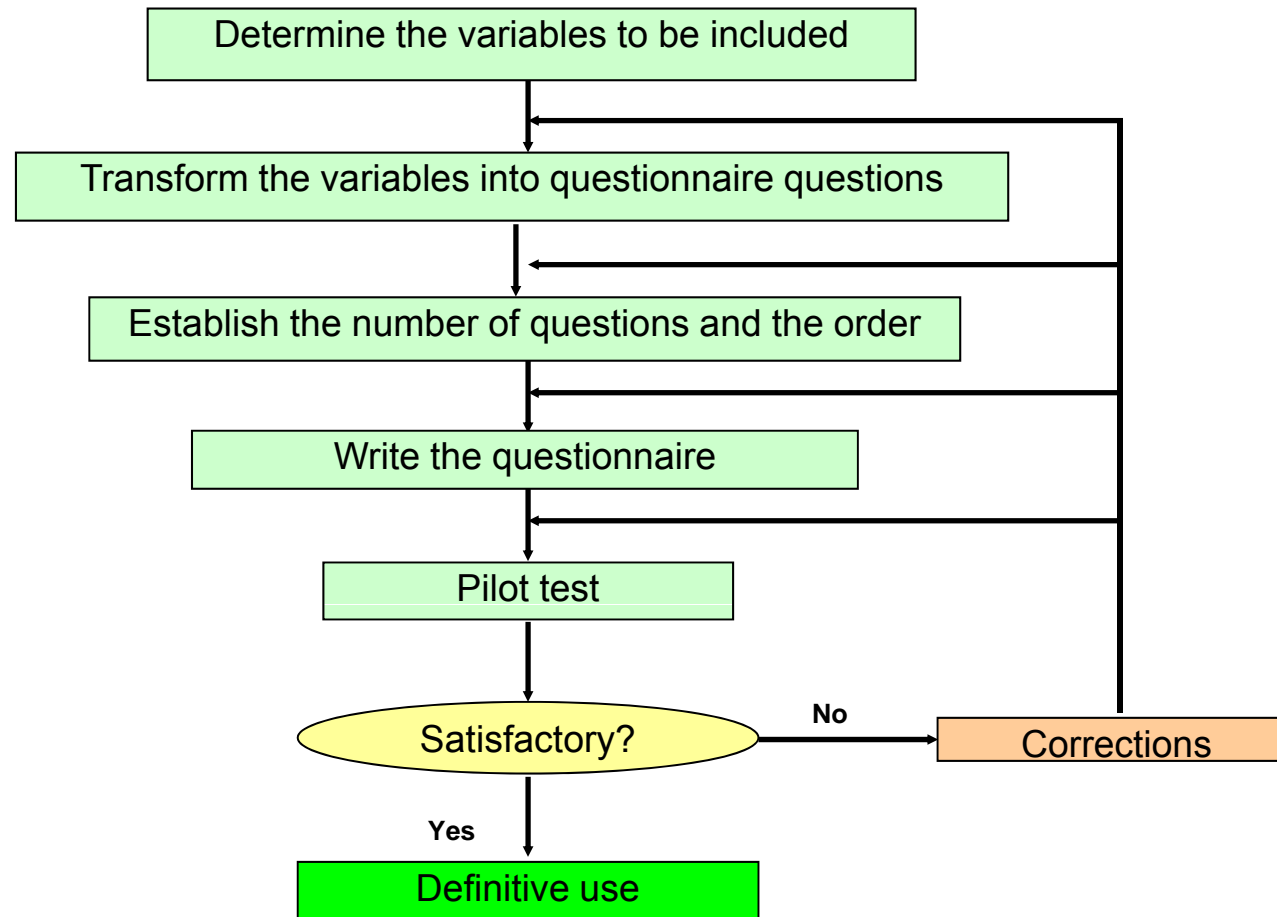
5.1 Prior issues

Requirements prior to writing the questionnaire:

4. Match the questionnaire to **the time and resources** available.
 - ↳ What data collection technique is more appropriate for the available resources?
 - ↳ How much time is available to conduct an interview?

5. Match the questionnaire to the quantitative **analysis techniques** to be used.

5.2 Basic stages of questionnaire design



Determining the questions.

Types of variables.

The questions give shape to the **variables** that we wish to study in the sample.

A **variable** is a factor that determines a phenomenon, that is observable, and measurable on a scale.

Types of variables:

- a)** Observable variables, in the strict sense
- b)** Latent variables

Types of questions:

A). Based on the level of freedom they give respondents to answer their own way:

a). Open-ended questions:

As a customer, what is your opinion about the appeal of Indautxu as a shopping area?

Types of questions:

A). Based on the level of freedom they give respondents to answer their own way:

b). Closed questions:

How many cigarettes do you smoke per day?:

- Less than five***
- Between six and twenty***
- Between twenty-one and forty***
- More than forty***

Types of questions:

A). Based on the level of freedom they give respondents to answer their own way:

c). Semi-open (or semi-closed):

Indicate your company's sector of activity:

- Primary sector (agriculture, fishing, mining extraction)***
- Industry sector***
- Services sector***
- Public administration***
- Trade unions***
- Other. Specify:***

Types of questions:

B). Based on the number of alternative responses:

a). Dichotomous

b). Questions with multiple answers

↳ Single choice

↳ Multiple choice

Types of questions:

C). Based on the intention of the question:

a). Introductory

b). Filter questions

c). Recall questions

d). Control questions

e). Relaxation or change of subject questions

Types of questions:

D). Based on how explanations are presented to the respondent:

a). Cards:

Please tell us the number on this card that would correspond to your net monthly salary. I am not interested in the exact figure, just the relevant group:

Less than 600 €/month	1
Between 600 and 1,200 €/month	2
Between 1,200.01 and 1,800 €/month	3
Between 1,800.01 and 2,400 €/month	4
Between 2,400.01 and 3,000 €/month	5
More than 3,000.01 €/month	6

Types of questions:

D). Based on how explanations are presented to the respondent:

b). Randomised questions:

Please take a folded paper out of the box. Only you know the colour of the cross that appears on it. YOU MUST NOT TELL ME AT ANY TIME. If it is blue, answer only with the first question in mind. If it is red, answer only with the second question in mind.

a). *Does your ID card number end in an even number?*

b). *Have you ever tried any of the following drugs? [SHOW LIST]*

The basic scales:

I.e., the possible types of quantitative variables in a survey are:

a). Nominal:

Sex, marital status, area of residence, autonomous community....

b). Ordinal:

Product durability, friendly customer service, professional in their treatment...

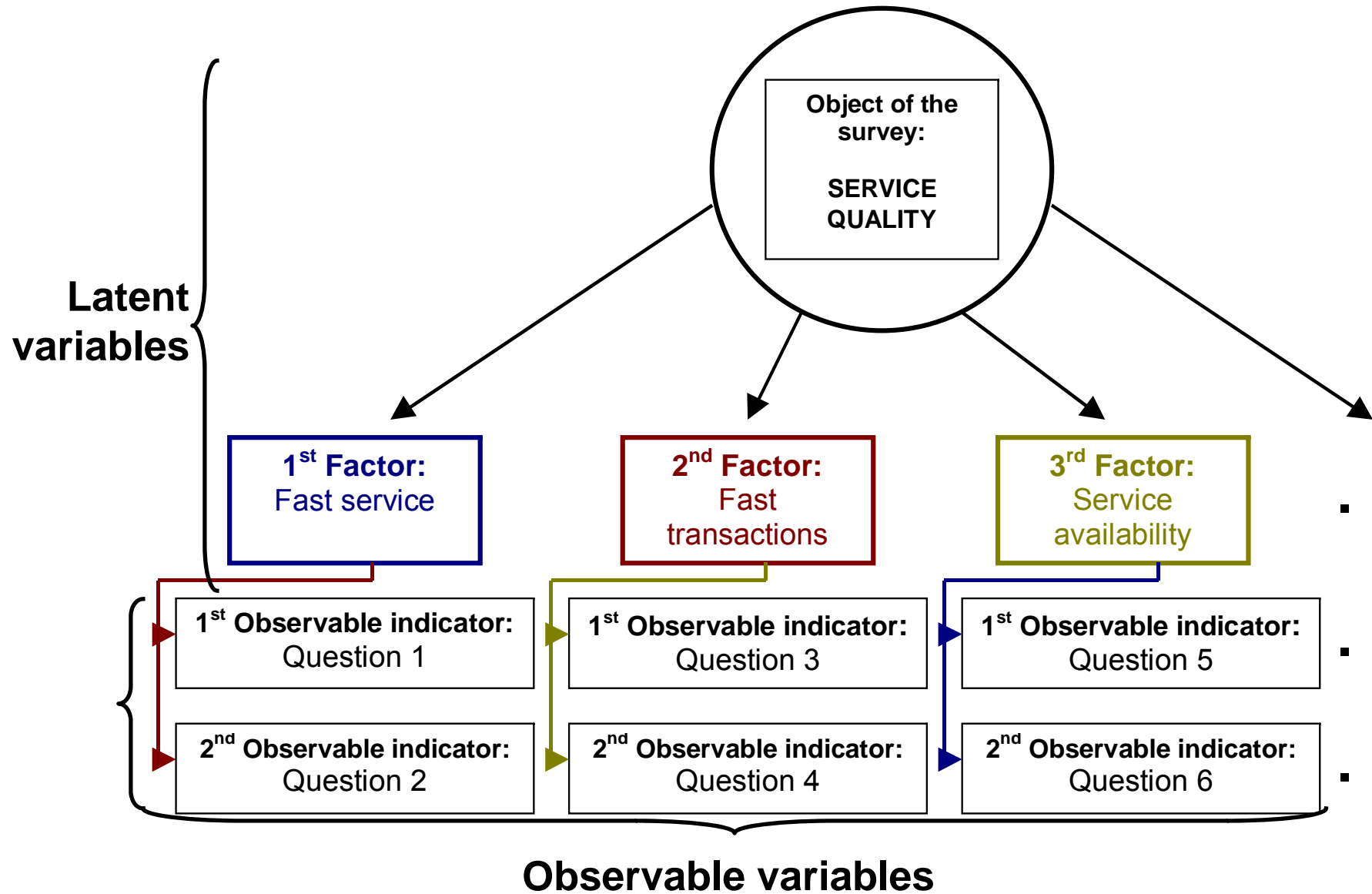
c). Interval:

Temperature: ... -2°C -1°C 0°C 1°C 2°C ...

Can break easily _____ Unlikely to break

d). Ratio:

Age, gross monthly salary, years of experience...



Issues concerning the number and order of the questions.

Questions	Variables				
	V ₁	V ₂	V ₃	V ₄	V ₅
P ₁	■				
P ₂		■			
P ₃			■		
P ₄			■		
P ₅				■	
P ₆				■	
P ₇					■

Non-comparative scales

a).- Itemised rating scale:

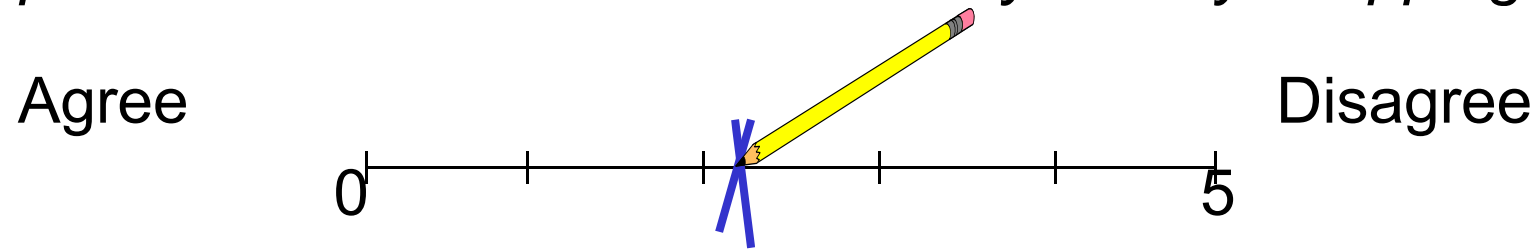
- The Max Centre shopping centre provides all the products and services I need for my weekly shopping:

Agree Disagree
2 1 0 -1 -2

Non-comparative scales

a).- Itemised rating scale:

- *The Max Center shopping centre provides all the products and services I need for my weekly shopping:*



Comparative scales

a).- Rank order scales.

For example, in a blind taste test of carbonated lemon drinks:

After tasting the three brands, A, B and C, put them in order from the most similar in flavour to natural lemon to the least similar.

Comparative scales

b).- Constant sum scales.

Allocate percentage points to reflect the importance that, according to you, each of the following variables has in the election of a candidate as a salesperson:

University training

Sales experience in the sector.....

Personal abilities for the position.....

Availability to travel.....

Age and marital status.....

Sex.....

Own vehicle....._____

= 100 %

Non-comparative scales

b).- Likert scale:

The XX Bank:

Is an institution for big savers

Is an institution for small savers

Is a friendly institution

• • •

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...

Non-comparative scales

c).- Semantic differential scale:

The XX Bank:

Is an institution for
big savers

Is an institution for small
savers

Is a very friendly
institution

Is an unfriendly
institution

Provides timely
information

Does not provide timely
information

. . .

. . .

Comparative scales

c).- Association scale:

For each of the following attributes, please indicate with a cross the bank that best reflects it:

	BANK 1	BANK 2	BANK 3	BANK 4
Is an institution for big savers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is an institution for small savers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a friendly institution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.

5.3 Scaling and measurement techniques

I.e., the possible types of quantitative variables in a survey are:

a). Nominal:

Sex, marital status, area of residence, autonomous community....

b). Ordinal:

Product durability, friendly customer service, professional in their treatment...

c). Interval:

Temperature: ... -2°C -1°C 0°C 1°C 2°C ...

Can break easily _____ Unlikely to break

d). Ratio:

Age, gross monthly salary, years of experience...

In short, by correlating the types of variables with the scales we have seen, we find that ...

**NOMINAL
variables are
suitable for...**

{ Closed and semi-closed questions

**ORDINAL
variables are
suitable for...**

{ Closed and semi-closed questions
Association scales
Rank order scales

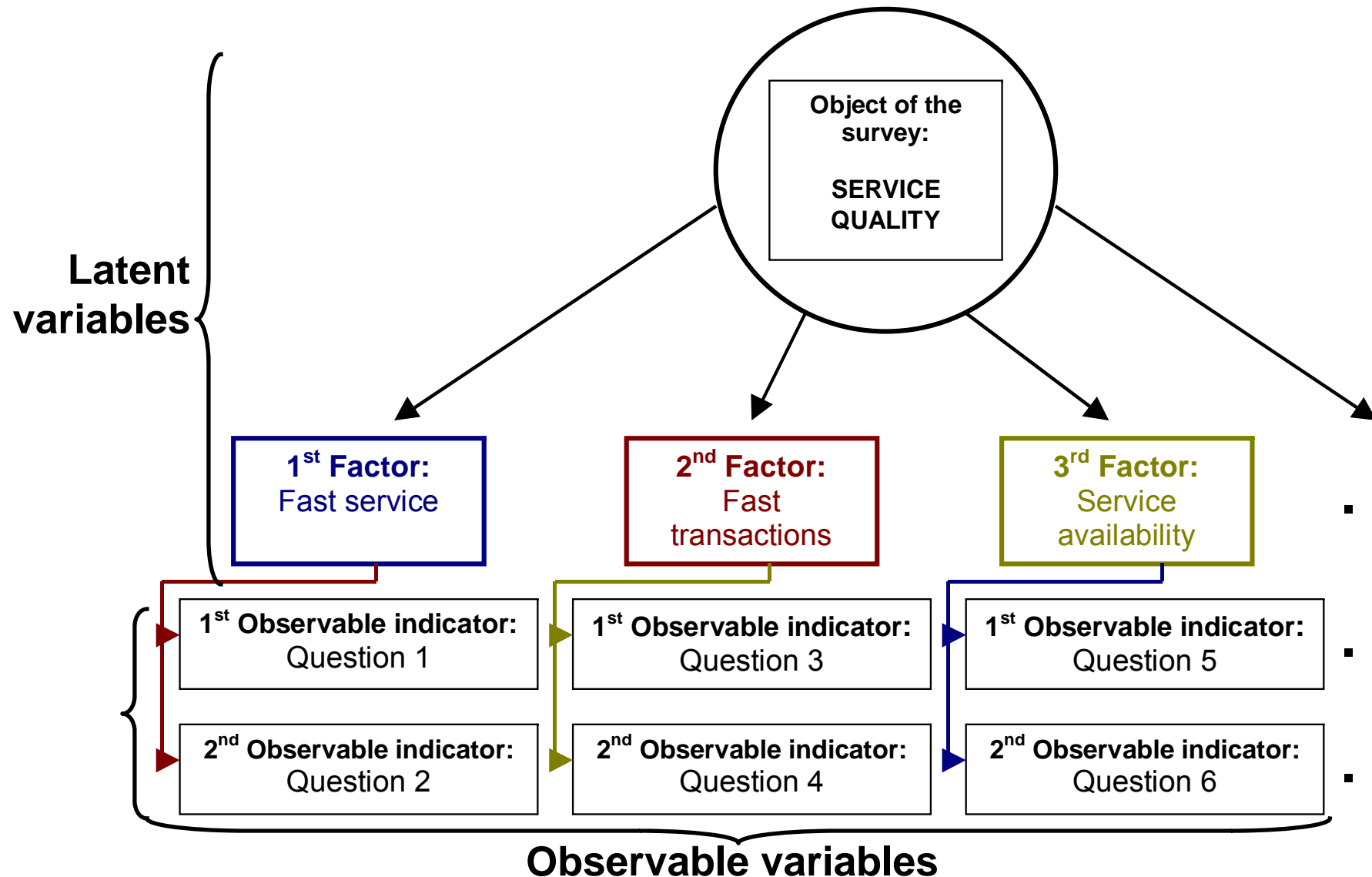
**INTERVAL
variables are
suitable for...**

{ Itemised rating scales
Likert scales
Semantic differential scales

**RATIO variables
are suitable for...**

{ The same unit of measurement

5.4 Marketing research and measurement of attitudes



Examples of how to write questions. Some basic guidelines:

- ↪ **Brevity**, of the questions and of the survey.
- ↪ **Impartiality**: questions should not lead to a particular response.
- ↪ **Avoid efforts of memory or calculations.**
- ↪ **Include all possible answers** for each question.
- ↪ Possible answers must be **mutually exclusive**.

Estimado cliente:
Estamos realizando unas entrevistas con objeto de conocer unas sugerencias que varios clientes Ud. nos han planteado. ¿Le importaría contestar a las siguientes preguntas?

1º.- Dígame, por favor, ¿es la primera vez que viene a realizar sus compras en Almacenes XYZ?

2º.- ¿Conoce Vd. las ofertas de este mes en nuestra línea de ropa para señora?

3º.-

Examples of how to write questions. Some basic guidelines: (cont.):

↪ **Clarity:** Respondents should be able to understand the question.

Estimado cliente:

Estamos realizando unas entrevistas con objeto de conocer unas preferencias que varios clientes Ud. nos han planteado. ¿Le importaría contestar a las siguientes preguntas?

↪ **Avoid using ambiguous terms.**

1º- Dígame, por favor, ¿es la primera vez que viene a realizar sus compras en el almacén XYZ?
SÍ No

↪ **Introduce control questions.**

2º- ¿Cree Ud. las ofertas de ropa en nuestra línea de ropa para señora?
SÍ No

↪ **Formulate the questions in a logical order.**

3º-

Brevity vs clarity:

The balance can vary widely based on the data collection method used

What medications have you taken in the past 4 weeks, if you had to take any?

1- Have you taken any medications in the past 4 weeks?

Yes [CONTINUE] No [SKIP]

2- What specific medications have you taken in the past 4 weeks?

Brevity vs clarity (cont.):

What medications have you taken in the past 4 weeks?

The following question is about your consumption of medications in the past 4 weeks. Specifically, what we want to ask you is, what medications have you taken in the past 4 weeks?

Double barrellled questions and answers:

Which products do you purchase more often at a hypermarket?"

A) Food and cleaning products B) Clothes and footwear

Do you agree with the Government's economic and cultural policy?

The problem of the double negative:

Please tell me if you agree or disagree with the following statement about the control of retail shop opening hours:

“Retail shops should not have restricted opening hours”

Agree

Disagree

The problem of the double negative (cont.):

The following question is about the control of retail shop opening hours. Please tell me which of the following two statements you agree with:

“Retail shops should not have restricted opening hours.”

“Retail shops should have restricted opening hours.”

The problem of the double negative (cont.):

Please tell me if you agree or disagree with the following statement about the control of retail shop opening hours:

“Retail shops should have restricted opening hours”

Agree

Disagree

Prestige bias:

1.- Do you use fabric softener?

Yes [CONTINUE]

No [SKIP]

2.- Could you tell me what brand of fabric softener do you normally use?

Among the different house chores, are you the person who does the laundry?

Avoid efforts of memory or calculations by the respondents:

What proportion of hours do you devote to watching the news in the evenings?

1.- How many hours did you spend watching television in the evening?

2.- Did you devote any of that time to watching the news?

Yes [CONTINUE]

No [SKIP]

3.- How many hours did you devote to watching the news?

Avoid efforts of memory or calculations by the respondents (cont.):

How many times have you used the sauna at our facility this year?

How many hours do you devote on average to going shopping in a month?

For the following town planning projects in Bilbao, rank from 1 to 5 the amount of information you received about them prior to their construction, where 1 is the lowest amount of information and 5 is the highest

<i>Guggenheim Museum</i>	—	—	—	—	—
<i>Palacio Euskalduna</i>	—	—	—	—	—
<i>Metro Bilbao</i>	—	—	—	—	—

Avoid efforts of memory or calculations by the respondents (cont.):

From the following list of attributes, please select three that a white goods brand suggests to you:

1- Low price.

2- Good quality.

3- Good value for money.

.....

15- Reliability offered by the store.

Include all possible answers for each question:

For example:

Please tell us the main reason why you have chosen to return the product:

1- Poor quality.

2- High price.

3- Problems with the service.

All possible answers must be mutually exclusive:

For example:

Please tell us what Eroski home brand products you purchase:

- Fresh produce***
- Delicatessen products***
- Canned food***
- Self-service***
- Gifts and variety***

Both the questions and the type of language used must be easy to understand for the respondents:

For example:

Please tell us what categories of distributor brand products you purchase:

- Fresh produce***
- Delicatessen products***
- Fish shop products***
- Self-service***
- Perfumes***
- Household cleaning products***
- Gifts and variety***

Problems regarding definitions:

Examples:

Term:	For the researcher:	For the respondent:
"Family"	<ul style="list-style-type: none"> - Parents and siblings, or - spouse and children 	<ul style="list-style-type: none"> - All relatives, including parents, spouse and children. - Exclusively mother or father, the person(s) the respondent lives with. ...
"Nation" "country"	<ul style="list-style-type: none"> - France, Italy, Germany, Spain, etc. 	<ul style="list-style-type: none"> - Spain. - Autonomous Communities of Spain. - Basque Autonomous Community, Catalonia. - Basque Country (<i>Euskal Herria</i>). ...
"Neighbourhood"	<ul style="list-style-type: none"> - Area or neighbourhood in a city. 	<ul style="list-style-type: none"> - Street number (building number). - Block of houses. - Area or neighbourhood. ...

Problems regarding definitions (cont.):

Term:	For the researcher:	For the respondent:
<p>“Everything” “always”</p>	<p>Can be imprecise or vague: <i>Do you do everything possible to find a good price when you make a purchase?</i> <i>I always shop at Manu Supermarket whenever I go near it.</i></p>	
<p>“Daily”</p>	<p>Monday to Friday</p>	<p>Monday to Sunday</p>
<p>“a small amount” “a lot” “too much”</p>	<p>e.g.: To smoke five cigarettes in one day = a small amount</p>	<p>e.g.: To smoke five cigarettes in one day = a lot</p>
<p>“Meal”</p>	<p>In general: breakfast, lunch, dinner...</p>	<p>Midday meal (lunch)</p>