4.13 Explain characteristics of effective data-collection instruments.

4.00 Understand promotion, marketing-information management, and selling.
Observations

• Explain why data-collection instruments must be carefully designed and administered.
  o Must be designed to find the required information
  o Must engage the responder so s/he takes the time to read and thoughtfully answer
  o Must be clear as to what is being asked, easy to understand
  o Easy to answer so there aren’t any transcription errors
Observations

• Discuss challenges in developing effective data-collection instruments.
  o cultural differences between researcher and source
  o resources required for the study
  o intangible nature of some types of information
  o difficulty accessing some sources of information
Observations

- Explain elements of surveys.
  - a statement to respondents about how information will be used and why it is valuable
  - clear instructions, including for any skip patterns
  - appealing format; logical sequence of questions
  - consideration of how answers to previous items might affect later items
Observations

- Describe qualities of a good survey item.
  - clear questions
  - single focus for each question
  - neutral questions
  - balanced questions
  - appropriate language for the intended respondent
  - appropriately broad or narrow in scope
Observations

• Explain how to ensure the quality of observations.
  o Set the parameters for what is included and excluded
  o Clear view without interfering
  o Training and practice

• Discuss considerations for collecting data online.
  o Security, supplemental information, collating and analyzing the data

• Describe considerations in using a pre-existing data collection instrument.
  o Does it address the information needed for your specific problem/issue?
  o Does it work with your customers?
Rating Scales

• Explain the use of scaling in marketing research.
  o How items are rated, ranked or scored

• Distinguish between rating and ranking scales.
  o Rating sets a scale for an individual item
  o Ranking compares different items

• Distinguish between nominal data and ordinal scales.
  o Nominal – mutually exclusive answers with no implied ranking
  o Ordinal – involve ranking of answers, relative position (not magnitude)
Rating Scales

• Discuss when ordinal scales are used.
  o Used to measure relative attitudes, opinions, perceptions and preferences
  o “Which is more important to you?” Implied ordered sequence (e.g. the first item is greater than the second)

• Describe characteristics of interval rating scales.
  o Shows order and distance (how far apart are the two or more objects?)
  o Do not allow comparisons of absolute magnitude
  o Cannot say that an assigned 6 is twice an assigned 3 when using an interval scale
Rating Scales

• Distinguish between interval and ratio scales.
  o Ratio scales possess order, distance and a unique origin (can be absolute - zero point or natural starting point)
  o Can say that an assigned 6 is twice an assigned 3 when working on a ratio scale
Rating Scales

- Distinguish between continuous and itemized rating scales.
  - Continuous: Respondent makes a mark at the appropriate position on a line, no comparison standard is given.
  - Itemized: scale has a number or brief description associated with each category. Categories are ordered and respondent is required to select the category that best describes the object being ranked.
Rating Scales

- Discuss types of itemized rating scales (e.g., Likert, semantic differential, Stapel’s Scale, and multidimensional scaling).
  - Likert – numerical values associated with each possible answer
  - Semantic Differential Scale – uses bipolar adjectival phrases to describe a person’s beliefs. The respondent marks a category along the rating continuum (usually 1 to 7)
Rating Scales

- **Staple Scale** – differs from semantic by using just one term and then sets a scale for rating the appropriateness of that term (usually -5 to +5 with no zero)

- **Multi-Dimensional** – used when difficult to measure attitude based on only one attribute. Used when it is impossible to capture the complete picture with one overall question.
  - The major attributes of a given class of products perceived by the consumers in considering the product and by which they compare the different ranks.
  - To study which brand competes most directly with each other.
  - To find out whether the consumers would like a new brand with a combination of characteristics not found in the market.
  - What would be the consumers ideal combination of product attributes.
  - What sales and advertising messages are compatible with consumers brand perceptions.
Rating Scales

• Explain advantages/disadvantages of the types of itemized rating scales.
  
  o A: Itemized rating scales give the responders a choice of ranking. Allows the responder room to explain how much s/he feels positively or negatively.
  
  o D: Responders aren’t likely to be consistent in their ratings. A lot of room for interpretation on the part of the responder and the surveyor.
• Explain types of ranking scales (i.e., paired comparison, forced choice, and comparative scale).
  
  o Paired Comparison – respondents are asked to choose between two objects at a time (small number of objects) Too many will result in respondent fatigue.
  
  o Forced Choice – respondents rank objects relative to one another. Don’t offer too many choices.
  
  o Comparative Scale – provides a benchmark or point of reference to assess attitudes toward the object under study.