

3 SURVEY

Prof Dr Ir Ujang Sumarwan, MSc

Graduate Program of Management and Business- IPB

3. Survey Research

- What's going on?
 - Just Asking Questions
 - Learning: Why, How, and Who

Survey method: A structured questionnaire given to a sample of population and designed to elicit specific information from respondent (Malhotra, 1999 p. 178).

Surveys deal with phenomena as they exist, they do not attempt to alter anything experimentally nor do they involve random assignment of subjects or conditions as in experimental research

OBJECTIVE OF SURVEYS

1. Exploration
2. Description
3. Explanation
4. To assess the impact of new programs, procedures, or policies
5. To develop social indicators : well-being of the general population

How to Characterize Survey:

1. Groups Investigated:

- a. Survey research that investigates an entire population is called a population survey (census)
- b. A sample survey deal only with a subset or part of a population

2. Design Type:

- a. Cross-sectional survey
- b. Longitudinal surveys
 - 1. Panel studies
 - 2. Trend studies
 - 3. Cohort studies

Overview of Survey Research Methods

- Main goal of surveys is to provide facts and estimates that can be used by decision makers to:
 - make accurate predictions about relationships between market factors and behaviors.
 - gain insights to understanding the relationships and differences.
 - verify or validate the existing relationships.

Advantages of Survey Methods

Ability to Accommodate Large Sample Sizes

Ability to Distinguish Small Differences

**Ease of Administering and Recording
Questions and Answers**

**Capabilities of Using Advanced
Statistical Analysis**

**Abilities of Tapping Into Factors and
Relationships Not Directly Measurable**

Disadvantages of Survey Methods

Development of Accurate Survey Instruments

Inaccuracies Created in Construct and Scale Measurements of Factors

Limits to the In-Depth Detail of Data Structures

Lack of Control Over Long Time Frames & Potentially Low Response Rates

Difficulties in Determining if Respondents Are Responding Truthfully

Misrepresentations of Data Results and Inappropriate Use of Data Analysis Procedures

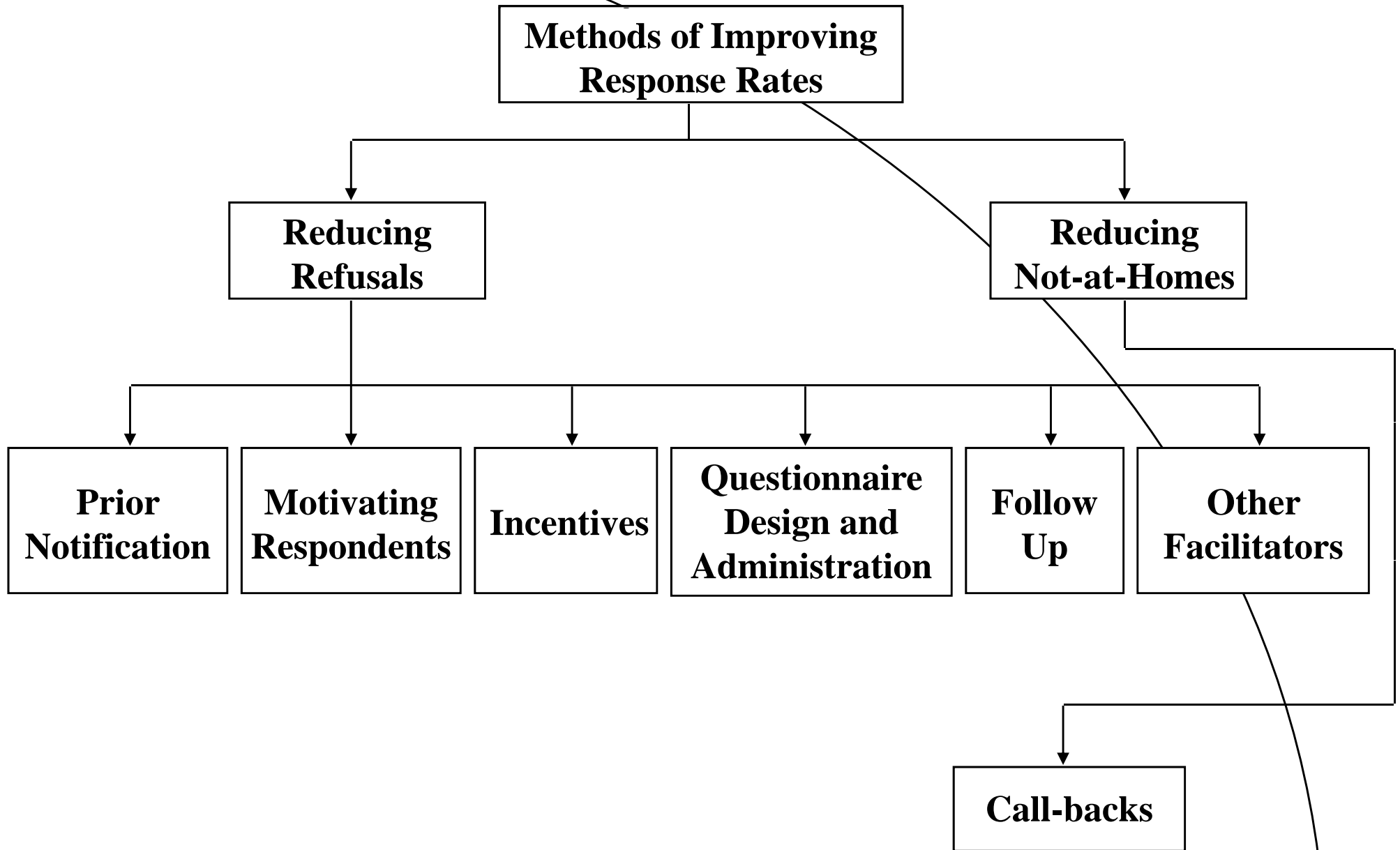
Why Survey?

- Get lots of structured information from lots of people.
- See patterns of similarity and differences.
- Simplify and standardize data collection.
- Use statistics to make predictions.
- Find out about things that can not be observed. Such as?
 - Thoughts, Emotions, Intentions, Attitudes

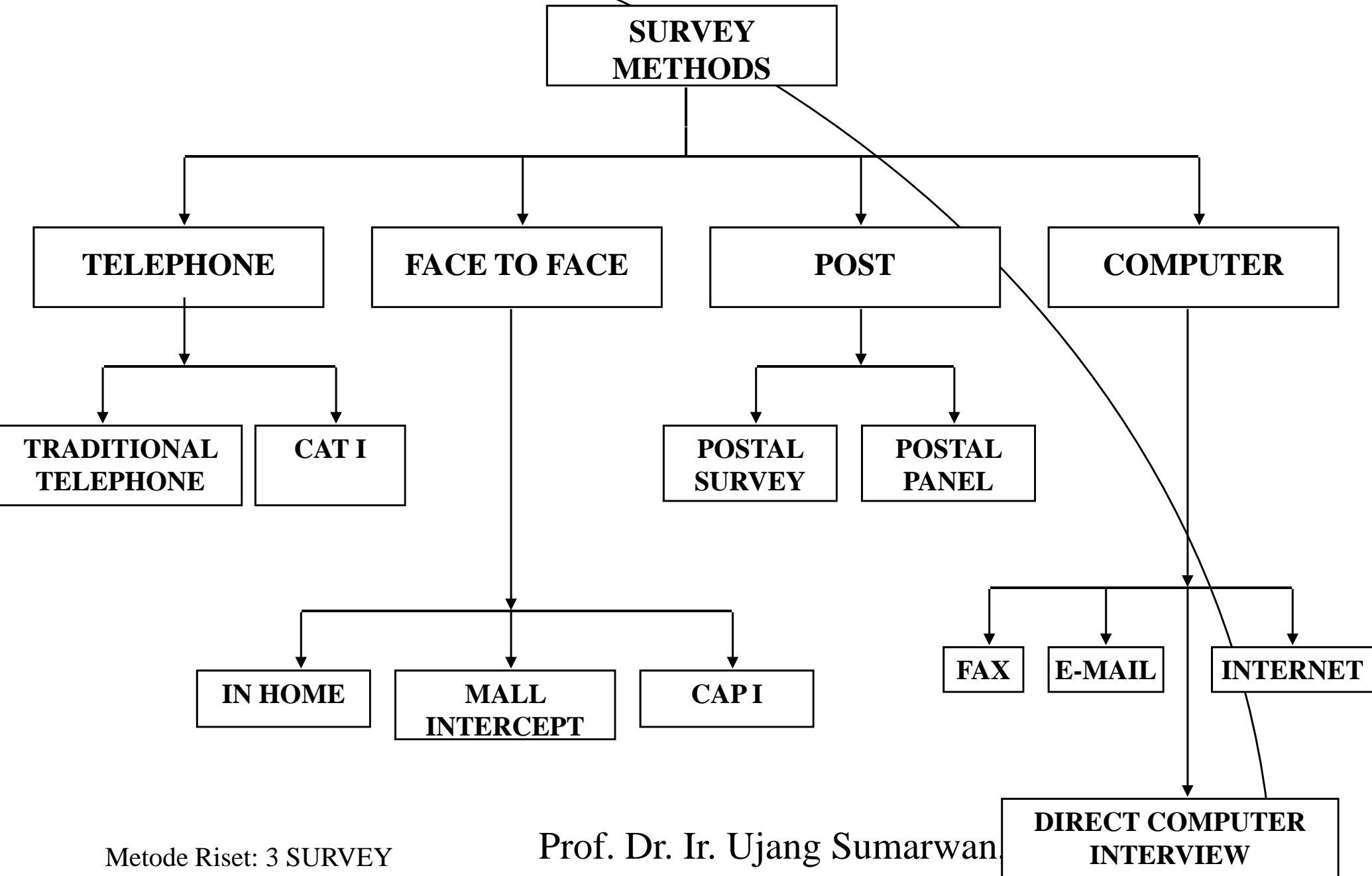
Potential Problems with Surveys

- Do you ask the right questions in the right way?
- Do you ask the right people?
- Do they tell you the truth, the whole truth, and nothing but the truth?
 - Will they?
 - Can they?
- Structure causes a loss of data richness.
- Lack of control causes time and response problems.
- May see differences that don't really exist.

Improving Response Rates



A Classification of Survey Methods



Survey Methods

- Person-Administered
 - Door-to-Door, Executive, Mall-Intercept
- Telephone-Administered
 - People vs. Machines
 - In-bound vs. Out-bound
- Self-Administered
 - How to distribute and get response?
 - One-time vs. Panels
- Computer-Assisted

Person Administered Types of Survey Research

In-Home Interviews

Takes place in a respondent's home or within the respondent's work environment.

Executive Interviews

Personal interview of a business executive.

Mall-Intercept

Shopping patrons are stopped and asked for feedback during their visit to a shopping mall.

Purchase-Intercept

Respondent is stopped and asked for feedback at the point of purchase.

Telephone Administered Types of Survey Research

Telephone Interview

Major source of market information obtained through a question/ answer exchange conducted via the telephone.

Plus-One
Dialing

Systematic
Random
Digit Dialing

Random Digit
Dialing

Computer Assisted Telephone Interview (CATI)

Fully automated system where the respondent listens to an electronic voice and responds by pushing keys on keypad.

Self-Administered Types of Survey Research

**Respondent
Reads
Survey
Questions
and Records
Answers
Without
Assistance**

Direct Mail Survey

Questionnaire is distributed to and returned from respondents via the postal service.

Mail Panel Survey

Selected group of individuals that have made an advance agreement to participate in a series of direct mail surveys.

Drop Off Survey

Questionnaires are left with respondent to be completed at a later time and returned to the researcher.

Computer Assisted Types of Survey Research

Fax Survey

Survey is distributed to and returned from respondents via fax machine.

E-mail Survey

Survey is distributed to and returned from respondents via electronic mail.

Internet Survey

Internet is used to ask questions and record responses from respondents.

In - home Interviews

Benefits

- Highest response rates
- Target specific persons
- Flexible question (naive) design
- Sophisticated sequencing
- Probing answers
- Clarifying ambiguity
- Use visual stimuli
- Record non-verbal reactions

Limitations

- Clustering of respondents
- Day time not - at - homes
- Supervision difficult
- Costs of re - visits
- Interviewer safety
- Slow to complete
- Interviewer bias
- Very expensive

Mall Intercept Interviews

Benefits	Limitations
Many advantages of in - homes Less expensive Less time consuming Ease of supervision	Short questionnaires Sample representativeness Length and frequency bias Respondent co-operation

Telephone Surveys

Benefits	Limitations
Low cost Dispersed samples Speed Sophisticated routing systems Direct data entry Editing and validation by machine	Domestic samples unrepresentative Unlisted numbers Call screening No visual aids Short questionnaires Simple scales

Postal Surveys

Benefits

- Anonymity of responses
- Sensitive & personal questions
- Complete at own pace
- No interviewer bias
- Dispersed samples
- Targeting specialist populations
- Inexpensive

Limitations

- Lack of control over respondent
- Cannot control speed of response
- Cannot probe / clarify response
- Sequence bias
- Simple question (naive) design
- Low response rates
- Follow - ups & incentives

Computer Surveys

Benefits	Limitations
Target special groups Use visual aids No interviewer costs Speed of analysis	Ownership of technology Cost of technology Variable response rates Response bias

Which Survey Method ?

- **SAMPLING CONTROL**

the researchers ability to direct the enquiry to a designated respondent and secure the desired co-operation from the respondent.

- **INFORMATION CONTROL**

the kinds of questions that can be asked and the amount and accuracy of information that can be obtained from respondents

- **ADMINISTRATIVE CONTROL**

the speed and cost and the control of replies afforded by the method of administration.

Which Survey Method ?

• **Researcher's Resources**

- Time horizons
- Budgets
- Quality of Data

Which Survey Method ?

• **Respondent Characteristics**

- Incident Rate
- Willingness to Participate
- Ability to Participate
- Diversity

Which Survey Method ?

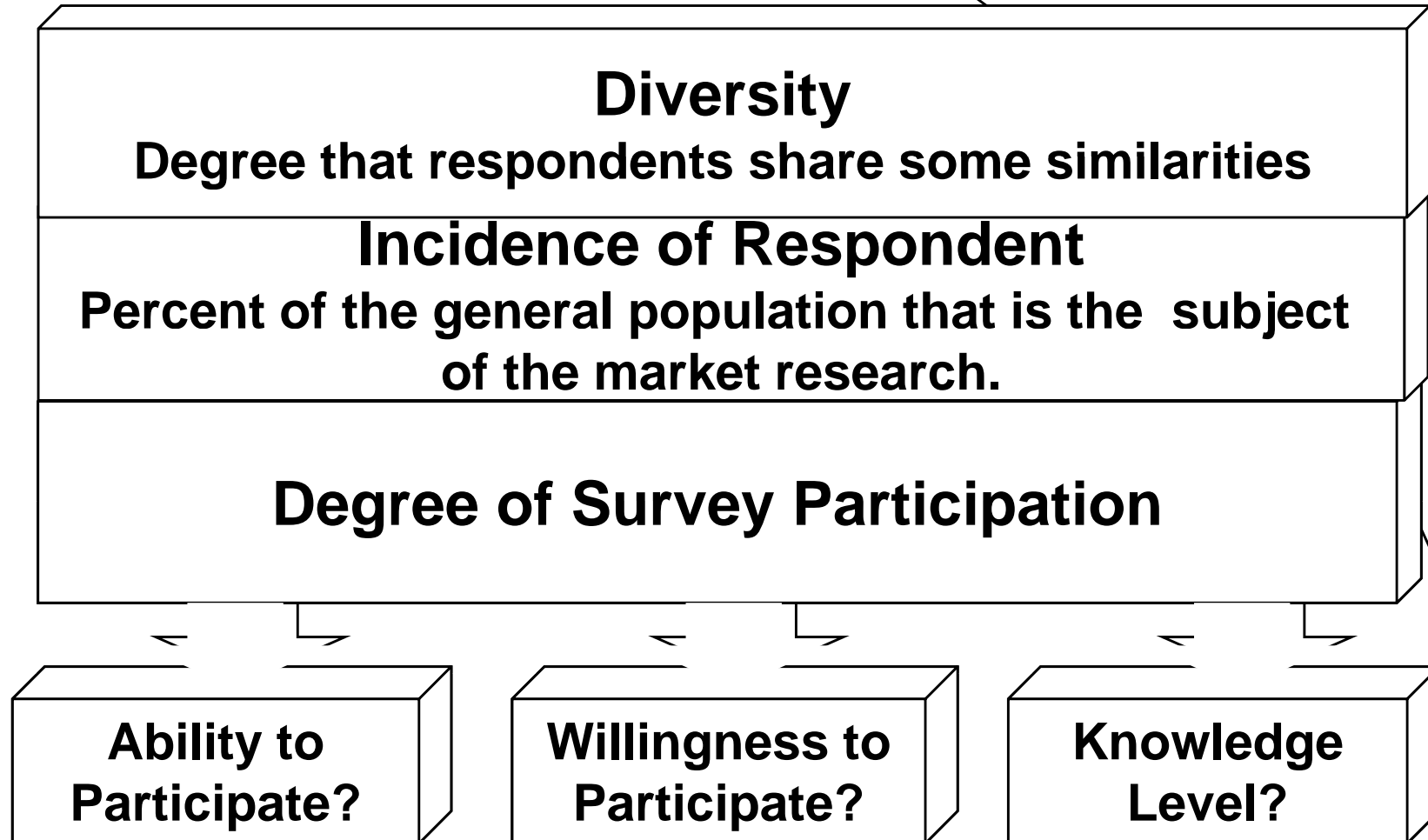
• **Question Characteristics**

- Complexity of Task
- Amount of Information Required
- Topic Sensitivity

Situational Characteristics Relating to Selecting a Survey Method

- Length of Survey
- Budget of Available Resources
 - What are the total dollars and man power hours available for committing to the research project?
- Completion Time Frame
 - How quickly does the data gathering, analysis and information generation activities have to be completed?
- Quality Requirement of the Data
 - Focus on completeness, generalizability and precision.

Respondent Characteristics Relating to Survey Methods



Task Characteristics Relating to Selecting a Survey Method

<p>Difficulty of Task</p> <p>> How hard does a respondent need to work to respond to a question?</p>	<p>Stimuli Needed to Elicit a Response</p> <p>> Do respondents need to be exposed to stimuli to obtain a response?</p>
<p>Research Topic Sensitivity</p> <p>> To what degree does a question lead a respondent to give a socially expected response?</p>	<p>Amount of Information Needed from Respondents</p> <p>> How detailed does the respondent's answer have to be?</p>

DISKUSI ARTIKEL

- ..\..\2KULIAH DMB\PADPPK\PADPPK DMB3\CONSUMER RESEARCH ARTICLES\4WEB VS CAMPUS STORE.pdf
- ..\..\2KULIAH DMB\PADPPK\PADPPK DMB3\CONSUMER RESEARCH ARTICLES\9AMEASURE OF RETAIL.pdf
- ..\..\2KULIAH DMB\PADPPK\PADPPK DMB3\CONSUMER RESEARCH ARTICLES\3INFORMATION SEARCH.pdf
- ..\..\2KULIAH DMB\PADPPK\PADPPK DMB3\CONSUMER RESEARCH ARTICLES\2FASHION INNOVATIVENESS.pdf