



Business/Marketing Virtual Learning

11-12 grade College Business

May 8, 2020



Lesson: [May 8, 2020]

Objective/Learning Target:

Marketing Research: Primary Data

Describe how to conduct marketing research surveys.

Let's Get Started

Watch these Videos:

[Making Good Survey Questions](#)

[How Do Focus Groups Work?](#)



Conducting Market Surveys

Survey - Planned set of questions to which individuals or groups of people respond.

- Surveys can be completed orally or by recorded responses.
- People can be surveyed in person, through the mail, by telephone, by email, online, or by using other interactive technologies.
- Some professional research companies will present consumers with questions on a computer or television screen. The consumers key their responses on the computer keyboard, or push buttons on a special keypad provided by the researcher, or just simply enter information on a telephone using voice responses or a keypad.

Most surveys use **closed-ended questions** that offer two or more choices as answers, such as:

- **Yes or No**
- **Agree or Disagree**
- **Select a, b, c, or d**
- **Rate this item on a scale of 1-10**

Conducting Market Surveys

Occasionally, researchers use **open-ended questions** to allow respondents to develop their own answers without information about possible choices. Examples of open-ended questions include:

What are the most important features of this product?

How does the durability of brand A compare to brand B?

How did you feel about your shopping experience at Z-Mart?

Open-ended questions often are used when researchers are attempting to identify the problem or are completing a situational analysis. They may not be certain of which alternatives to include in closed-ended survey questions. In that case, researchers may discuss the problems with consumers using open-ended questions to get more specific information. A popular research method used to gather information using open-ended questions is to study a focus group.

Focus Group - A small number of people brought together to discuss identified elements of an issue or problem. Focus group participants are carefully selected to ensure that the group is representative of a larger group of people or because participants are experts about the topic being studied. A skilled facilitator uses a planned set of open-ended questions to guide the discussion and gather ideas. The discussion is usually videotaped or recorded, and a summary is prepared for analysis.

Conducting Market Surveys

Regardless of which form of question is used, closed-ended or open-ended, the important thing is that they are focused on the issues and very clear and easy to understand. Survey questions must elicit information that will help to solve the problem. They must be written in such a way that each respondent understands what is being asked, is encouraged to respond honestly, and is not directed toward one answer so that the results are biased. Questions should be short, clear, and simple. Each question should deal with only one concept and use language that the respondent will understand.

The survey should be organized in a way that makes it as easy as possible to complete. Directions should be clear enough so that the respondent knows how to record answers and what to do with the survey when finished. The respondent should be assured that the answers will be treated confidentially.

Surveys should only ask questions necessary to accomplish the objectives of the research. Many people will not answer surveys that appear to be too long or complex. Gathering unnecessary information can be both misleading and, in some cases, unethical. It may also provide confusion in solving the marketing problem by introducing information that is not relevant.

ACTIVITY #25

- 1) Why do market researchers sometimes use open-ended survey questions?
- 2) What do you see as the benefit of using a focus group to gather information about a product?
- 3) Why should researchers avoid gathering unnecessary information in market research surveys?
- 4) Give an example of a close-ended question and give an example of an open-ended question.