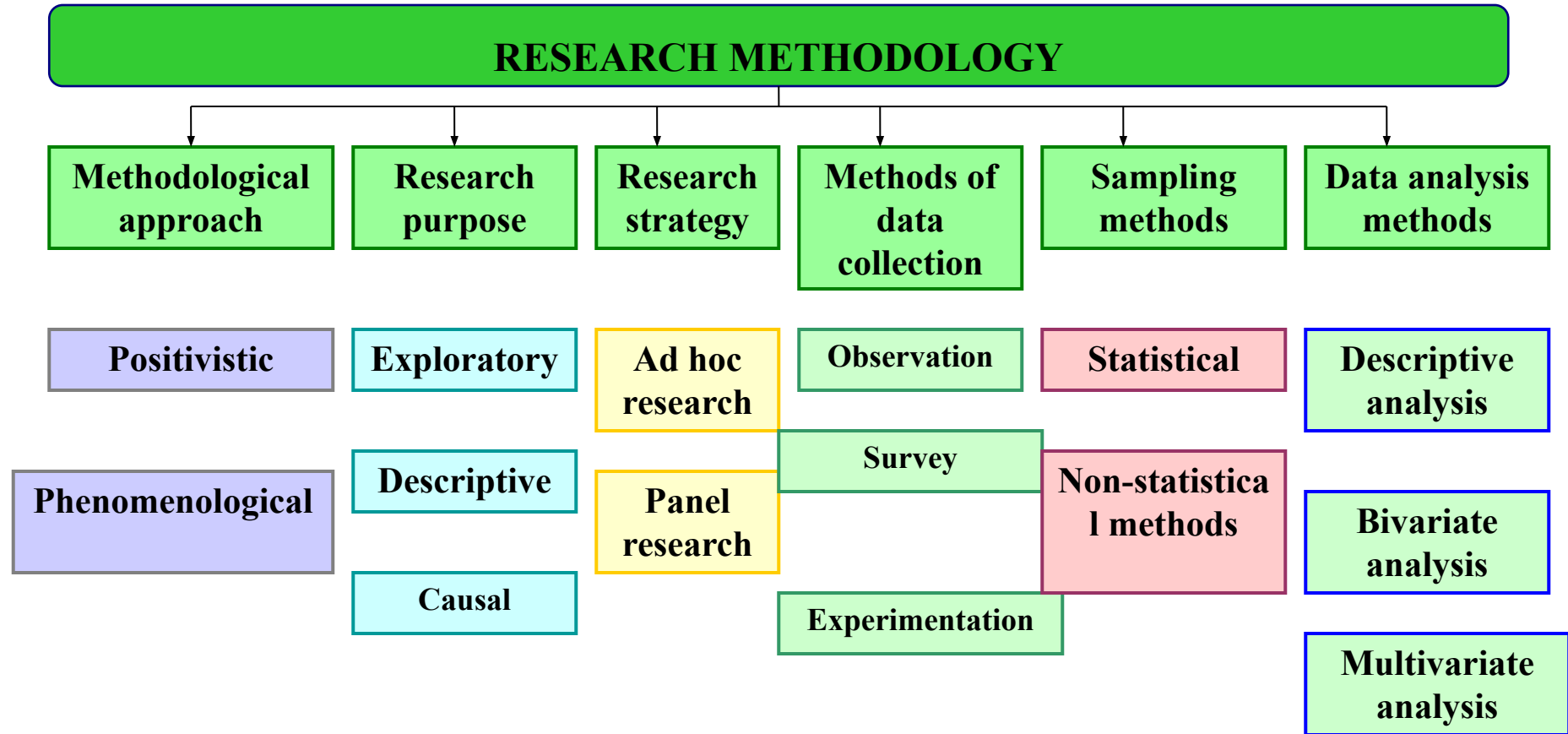




Methods of data collection



Requirements on data collection



- relevant data
- valid data
- reliable data
- efficient data

Methods of data collection

- | | | |
|--------------------------|---|---------------------|
| 1. Experimentation | } | causal purpose |
| 2. Survey | | |
| 3. Observation | } | descriptive purpose |
| 4. In-depth interviews | | |
| 5. Focus groups | } | exploratory purpose |
| 6. Projective techniques | | |



Causal purpose (explanatory)

- explanation of the causal relationship
- to understand the reasons **why**
- creating **controlled conditions** where certain variables are intentionally **changed** (e.g., altering prices, advertising strategies, or product features) to observe their effects on consumer behavior, preferences



Experimentation

1. Experimentation

- **laboratory**

- the researcher creates a situation with the desired conditions
- e.g. testing websites, printed ads, products
- e.g. heatmaps (eye camera)

- **field**

- in a realistic or natural situation
- one form: test marketing
 - to determine how consumers react to a new product under market conditions
 - to estimate the likely sales of a new product
 - to evaluate several marketing plans
 - e.g: McPlant - vegetarian burger first tested and introduced in the UK + Ireland



Experimentation: banner - eye camera analysis



CELEBRATE MOTHER'S DAY
WITH A LUXURY GIFT



CHANEL

HAPPY MOTHER'S DAY



CHANEL

Descriptive purpose

- describes characteristics of a population or phenomenon
- example: Weight Watchers average customer
 - Woman about 40 years old
 - Household income of about \$50,000
 - At least some college education
 - Trying to juggle children and a job
- precise specification of the who, what, when, where, why and how of the research



Survey



Observation

2. Survey

- instrument **questionnaire**
- regarding feelings, motivations, behaviour, attitudes, intentions, emotions, demographics
- responses recorded in a structured, precise manner
- +:
 - less communication, moderation, and interpretation skills of the researcher
 - the researcher can create information for precisely answering
 - large sample size, generalizability of results
 - distinguish small differences, advanced statistical methods
- - :
 - difficult to develop accurate survey instruments
 - are the answers actual?
 - little flexibility, possible misinterpretation
- types: personal, telephone, mail, online

2. Survey – administered personally

- the trained interviewer asks questions and records answers
- +:
 - flexibility and control
 - showing samples
 - revealing info about complex, emotional subjects
 - higher response rate
- - :
 - time-consuming
 - high expense
 - recording error
- CAPI

2. Survey - administered by telephone

- over telephone
- +:
 - quick
 - less expensive
 - supervision
 - record the calls
 - possibility of follow-up
 - geographic flexibility
- - :
 - respondent's readiness
 - no visual stimuli/samples
 - no complex tasks, shorter
- CATI

2. Survey - administered by mail

- questionnaires are mailed to preselected potential respondents
- +:
 - inexpensive
 - long questionnaires
 - respondent's feeling of anonymity
 - geographic flexibility
- - :
 - low response rate
 - unknown: who filled it, who will send it back
 - misinterpretation, skipped questions
 - no feedback
 - time-consuming

2. Online survey

- internet => interactivity, faster data collection, retrieval and reporting
- **e-mail based:**
 - within the body of the e-mail, reply via e-mail
- **internet website based:**
 - at a particular webpage
 - data ready for the analysis
 - CAWI



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail



Print



Edit



@Home



The United States Mint

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Serving America Since 1792

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U.S. Mint Customer Survey

We want to know how to improve the site to serve you better. So, from time to time, we will be asking questions that will help us determine how to make the site more useful.

1. How many times have you visited the U.S. Mint Web site?

2. How did you hear about our Web site?

2a. If other, how?

3. Which response best describes you?

3a. If other, who?

4. Overall, how are we doing?

☐ Excellent ☐ Very Good
☐ Average ☐ Fair ☐ Poor

4a. Please tell us why:

5. Have you purchased anything on the Mint Web site?

☐ Yes ☐ No

6. How would you describe your online shopping experience?



The U.S. Mint Headquarters

2. Survey Summary

Advantages and Disadvantages of Typical Survey Methods

	Door-to-Door Personal Interview	Mall Intercept Personal Interview	Telephone Interview	Mail Survey	Internet Survey
Speed of data collection	Moderate to fast	Fast	Very fast	Slow; researcher has no control over return of questionnaire	Instantaneous; 24/7
Geographic flexibility	Limited to moderate	Confined, possible urban bias	High	High	High (worldwide)
Respondent cooperation	Excellent	Moderate to low	Good	Moderate; poorly designed questionnaire will have low response rate	Varies depending on Web site; high from consumer panels
Versatility of questioning	Quite versatile	Extremely versatile	Moderate	Not versatile; requires highly standardized format	Extremely versatile
Questionnaire length	Long	Moderate to long	Moderate	Varies depending on incentive	Moderate; length customized based on answers
Item non-response rate	Low	Medium	Medium	High	Software can assure none

2. Survey Summary

Advantages and Disadvantages of Typical Survey Methods

	Door-to-Door Personal Interview	Mall Intercept Personal Interview	Telephone Interview	Mail Survey	Internet Survey
Possibility for respondent misunderstanding	Low	Low	Average	High; no interviewer present for clarification	High
Degree of interviewer influence on answers	High	High	Moderate	None; interviewer absent	None
Supervision of interviewers	Moderate	Moderate to high	High, especially with central-location WATS interviewing	Not applicable	Not applicable
Anonymity of respondent	Low	Low	Moderate	High	Respondent can be either anonymous or known
Ease of callback or follow-up	Difficult	Difficult	Easy	Easy, but takes time	Difficult, unless e-mail address is known
Cost	Highest	Moderate to high	Low to moderate	Lowest	Low
Special features	Visual materials may be shown or demonstrated; extended probing possible	Taste tests, viewing of TV commercials possible	Fieldwork and supervision of data collection are simplified; quite adaptable to computer technology	Respondent may answer questions at own convenience; has time to reflect on answers	Streaming media software allows use of graphics and animation

Note: The emphasis is on *typical* surveys. For example, an elaborate mail survey may be far more expensive than a short personal interview, but this generally is not the case.



Task for you



When using a survey, the response rate is usually very low. How can you increase it? Think about available possibilities.

3. Observation

- the researcher **observes the behaviour** of consumers in a real-life setting
- about **what people actually do** rather than what they say they will do
- qualitative and quantitative data
- **what** observed:
 - physical actions (e.g. shopping patterns)
 - expressive behaviour (e.g. expressions in engaging with various products/services)
 - temporal behavioural patterns (e.g. time spent in activities)
 - impact of product placement at eye-level for various consumers

3. Observation

- +:
 - collection of behavioural data
 - reducing the recall error, refusal to participate
 - accurate due to audio-video devices
- - :
 - difficult to make accurate prediction
 - cannot ask why
 - hard to observe all the behavioural actions
- methods:
 - **directness:** direct x indirect
 - **awareness:** disguised (hidden) x undisguised (apparent)
 - **structure:** structured x unstructured
 - **observing mechanism:** human x mechanical

3. Observation - methods

- **directness:**
 - direct - e.g. in-store behaviour, usability testing, traffic counts
 - indirect - e.g. trash can contents, social media metrics (CTR)
- **awareness:**
 - disguised (hidden) - e.g. mystery shopping, public behaviour (putting items into carts) - ethics???
 - undisguised (apparent) - e.g. in-store with consent, usability testing
- **structure:**
 - structured
 - unstructured
- **observing mechanism:**
 - human
 - mechanical - e.g. eye-tracking devices, sales receipts, video cameras...

Exploratory purpose

- mainly in the problem discovery and definition phases to gain additional insights
- more informal, less scientific methods, not based on a representative sample, the subjectiveness of the answers



**In-depth
interview**

Focus groups

**Projective
techniques**

4. In-depth interviews

- single respondent + skilled interviewer => motivations, beliefs, attitudes, feelings on the topic (attitudinal, behavioural data)
- 30 min. to 2 hours
- role of interviewer
- structured x unstructured

4. In-depth interviews

Interviewer Behavior in a Depth Interview

Provides a comfortable environment.

Allows the interview to proceed along respondent's train of thought in respondent's own words.

Reflects respondent's feelings as summary statements.

Occasionally asks probing questions to investigate new topics or clarify meaning.

May use a topic outline but only to make sure certain topics are covered sometime during the interview.

Avoids evaluative comments or other inhibiting behaviors.

Waits out pauses to allow respondent time to think.

Lets respondent do the talking.

Beginning of an in-depth interview

INTERVIEWER: What types of beverages are you aware of?

RESPONDENT: Well, there's Coke, Pepsi, and 7-Up; and then there's Hi-C, Hawaiian Punch, and Kool-Aid.

INTERVIEWER: What I meant was, what **Types**—not brands—of beverages are you aware of?

RESPONDENT: Oh, you mean the regular carbonated beverages and that other stuff.

INTERVIEWER: "Other stuff." What do you mean?

RESPONDENT: You know, there's the regular kind of beverage: Coke, Diet Coke, Pepsi, Diet Pepsi, 7-Up—they are all carbonated. Then there's bottled fruit juices, and lemonade powdered drinks. And there's even powdered soft drink, but these aren't really the same.

INTERVIEWER: Could you explain?

RESPONDENT: Well, powdered mixes aren't really soft drinks. They are not carbonated, and have a real unnatural taste. I think they are only sweetened with saccharin. Kids must be the only ones that drink that stuff.

5. Focus groups

- small group of pre-screened people (8-12) - interactive, informal and spontaneous discussion on a particular topic (1-3 hours)
- from broad topic to specific issues
- audio/video recorded, observed live via a two-way mirror
- role of moderator:
 - topic introduction to get everyone to participate, control over discussion, to listen to what people have to say
- +: generate creative ideas, thoughts, opinions; direct consumer response, interaction
- - : limited generalizability, subjectivity
- [example](#)

Using focus groups

Generating New Creative Ideas

Listening to consumers talk about how they use a product or what they like or dislike about a product can provide input for creative teams in developing advertising copy. Advertising agencies often use focus group interviews for this reason.

Establishing Consumer Vocabulary

Understanding the words that consumers use in talking about a product or product category can be extremely useful in structuring questionnaires, particularly in phrasing the question and in determining permissible response categories.

Uncovering Basic Consumer Needs and Attitudes

In talking about a product or product category, consumers often express basic needs and attitudes that can be useful in generating hypotheses about what may or may not be accepted and about the factors responsible for the perceived similarity or dissimilarity among a set of brands.

Establishing New Product Concepts

Focus group interviews are particularly useful in providing information on the major strengths and weaknesses of a new-product idea. In addition, the focus group interview can be effective in judging whether strategy-supporting promises of end-benefits have been communicated clearly.

Generating New Ideas about Established Markets

Listening to consumers talk about how they discovered ways to put a product to alternative use can stimulate marketing executives to recognize new uses for old products.

Interpreting Previously-Obtained Quantitative Data

In some instances focus group interviews are used as the last step in the research process to probe for detailed reasons behind quantitative test results obtained in earlier marketing research studies.

6. Projective techniques

- indirect form of questioning to project beliefs, opinions, feelings, attitudes, emotions
- when the respondent doesn't reveal true thoughts under direct questioning
- techniques:
 - thematic apperception test
 - word association
 - sentence completion
 - unfinished scenario
 - 3rd person role playing

6. Projective techniques

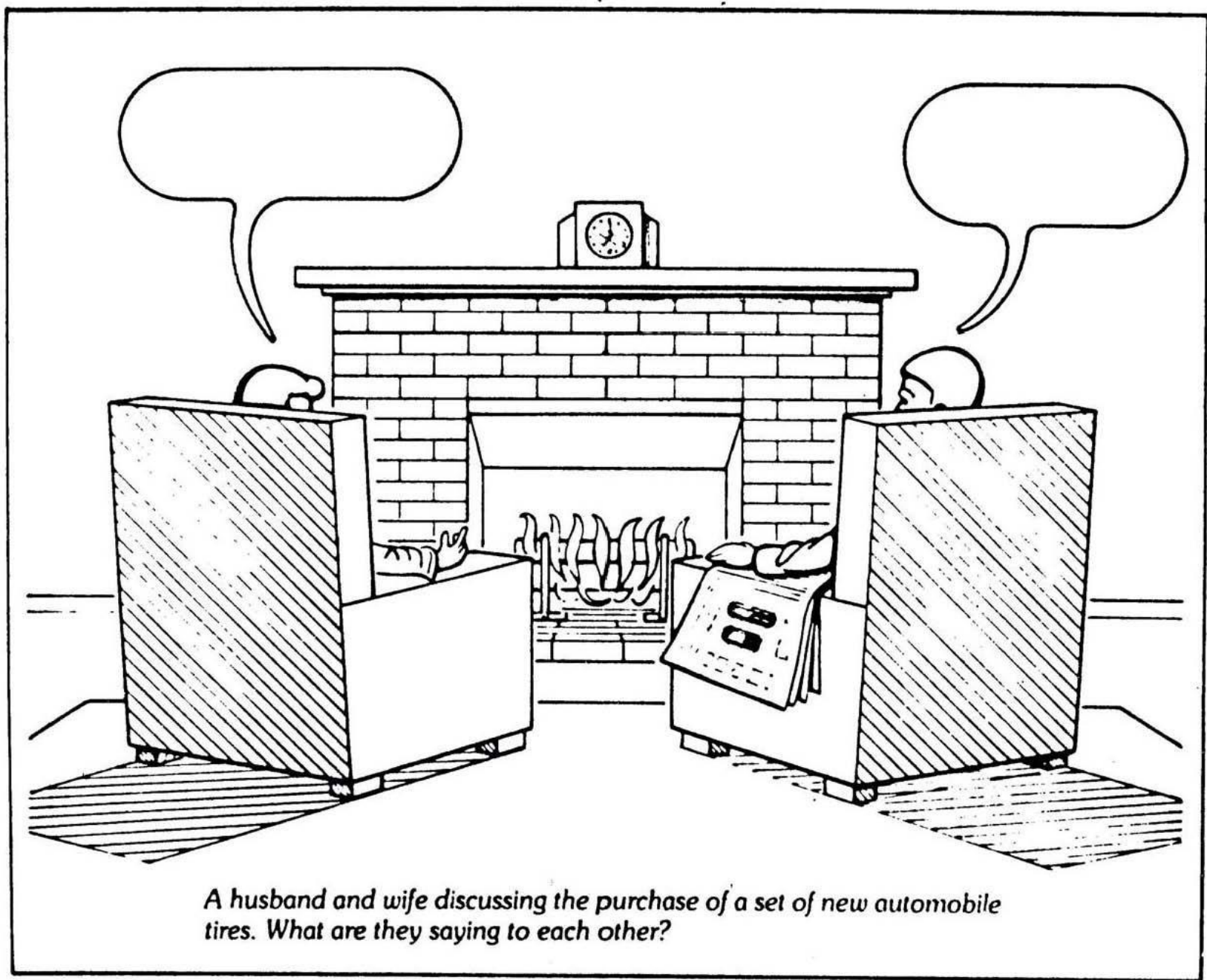
Thematic apperception test



TAT

PLEASE FILL IN THE WOMAN'S ANSWER





A husband and wife discussing the purchase of a set of new automobile tires. What are they saying to each other?

EXHIBIT A

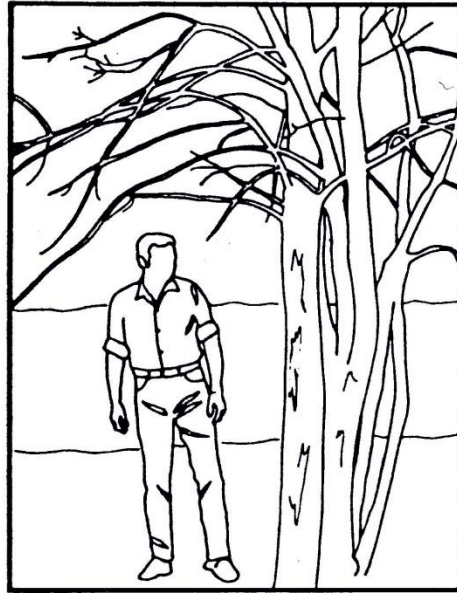


EXHIBIT B



EXHIBIT C



EXHIBIT D



6. Projective techniques

Word association

Word association: Subjects are asked to respond to a list of words, read to them one at a time, with the first word that comes to mind. The words of interest (in this case, methods of conducting banking transactions) are dispersed throughout the list to disguise the purpose of the study.

<i>Stimulus word</i>	<i>Response</i>
Mechanic	_____
Bank teller *	_____
Dry cleaner	_____
House	_____
Automatic teller machine *	_____
Automobile	_____
Waiter	_____
Bank by phone*	_____

6. Projective techniques

Sentence completion

Sentence Completion

Sentence completion: Subjects are asked to complete a sentence with the first thought(s) that comes to mind.

a. What I like most about automatic teller machines is _____

b. People that use automatic teller machines are _____

c. Automatic teller machines may be convenient, but they _____

6. Projective techniques

Sentence completion

- People who drink beer are _____
- A man who drinks light beer is _____
- Imported beer is most liked by _____
- A woman will drink beer when _____

6. Projective techniques

Unfinished scenario

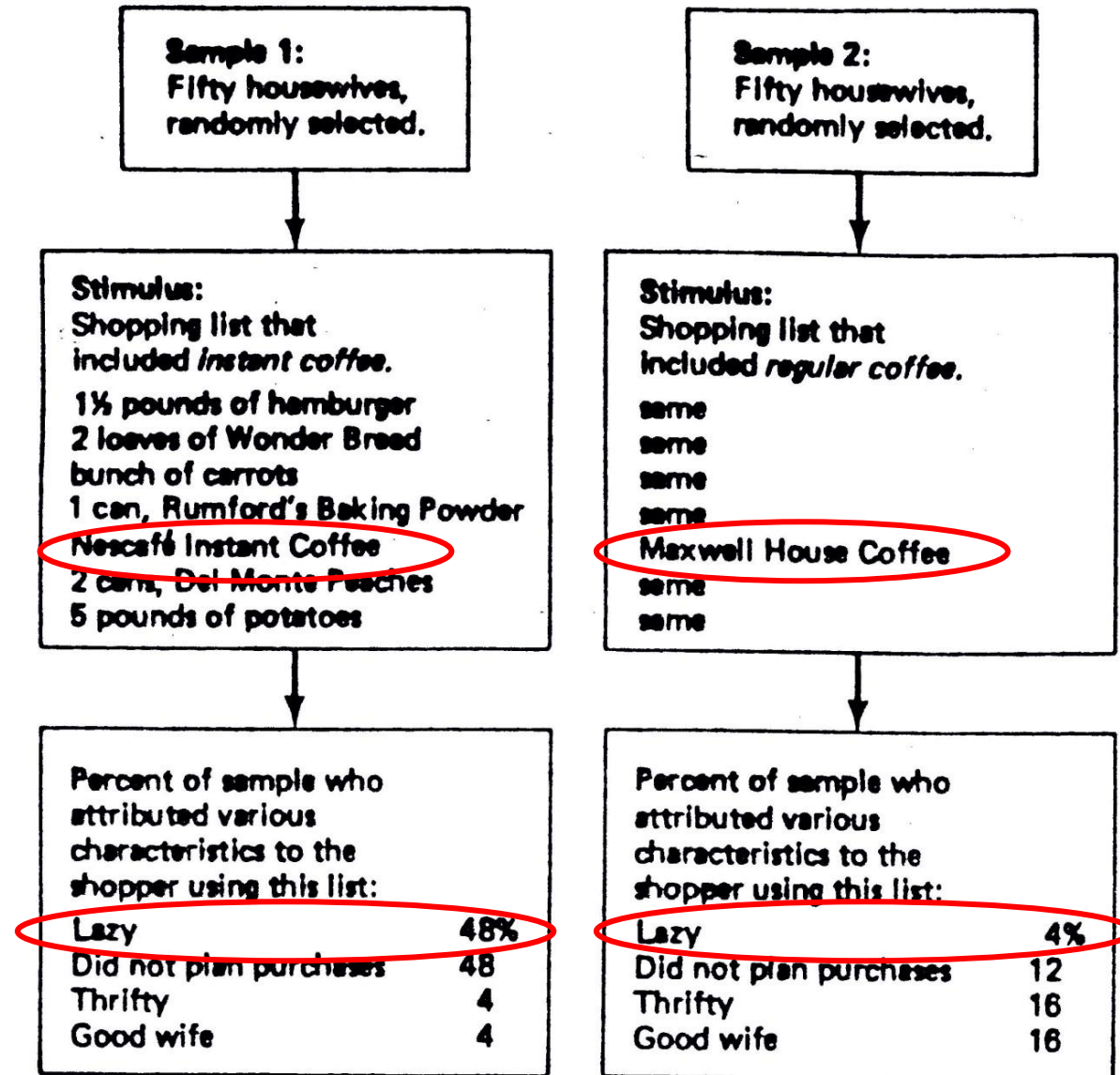
subjects are asked to complete an unfinished scenario with what they think is happening

Example:

Bill had just received a large commission check and because he was out of town was going to deposit it in an automatic teller machine because _____, but his friend told him that he should _____, because

6. Projective techniques

– 3rd person role playing



A summary of the methodology and results of Haire's classic study of instant versus regular coffee.