

Chapter 29 Conducting Marketing Research

Section 29.2 The Marketing Survey

Section Outline with Content and Academic Vocabulary

Section Outline

Constructing the Questionnaire

Types of Questions

Yes/No Questions

Multiple-Choice Questions

Rating-Scale Questions

Rating-Scale Statements

Basic Guidelines for Writing Questions

Formatting

Content Formatting

Administering Questionnaires

Mailed Surveys

E-Mail and Web Surveys

In-Person Surveys

Incentives

Content Vocabulary

validity When the questions in a questionnaire measure what was intended to be measured; the quality of being logically valid or effective. (p. 689)

reliability When a research technique produces nearly identical results in repeated trials; the trait of being dependable. (p. 689)

forced-choice question A question that asks respondents to choose an answer from possibilities given on a questionnaire. (p. 689)

open-ended question A question that requires more than a “yes” or “no” answer and requires respondents to construct their own response. (p. 689)

Academic Vocabulary

mutual Concerning each of two or more things; especially given or done in return. (p. 690)

accurate Conforming exactly or almost exactly to fact or a standard; characterized by perfect conformity to fact or truth. (p. 691)