



A Newsletter on the State of the Art in Marketing Research

## A Note from our Company

We are excited to send you the latest edition of our newsletter on the state-of-the-art in marketing research. Every six months we review articles from 15 to 20 marketing and marketing research journals in order to identify recent developments in research methodologies, so you can stay up-to-date on the most recent advancements.

Topics covered in this issue include reducing respondent fatigue, measuring brand experience, comparing sampling methods, using Maximum Difference Scaling in segmentation research, and improving responses to open-ended questions.

Keep Syndics Research in mind for your next research project. We specialize in design and analysis, and are committed to offering the highest level of service.

To discuss these issues or any project, contact us by telephone at 972.385.0066, or e-mail David Cooper ([david.cooper@syndics.com](mailto:david.cooper@syndics.com)) or Paul Varner ([pvar@syndics.com](mailto:pvar@syndics.com)).

If you have business associates who you think

## In this issue ....

- ***The Survey “Burden Factor”***  
The authors test methods for reducing respondent fatigue and drop out by providing a more engaging survey.
- ***Brand Experience: What Is It? How Is Loyalty Measured? Does It Affect Loyalty?***  
An attribute list is developed in order to better measure consumer’s brand experience.
- ***National Surveys Via RDD Telephone Interviewing Versus The Internet Comparing Sample Representativeness and Response Quality***<sup>3</sup>  
A comparison between online sample panels versus RDD telephone sampling.
- ***A Maximum Difference Scaling Application For Customer Satisfaction Researchers***<sup>4</sup>  
Max-diff scaling can be used to develop better needs-based segmentation for customer service satisfaction scoring.
- ***Open-Ended Questions In Web Surveys: Can Increasing The Size Of Answer Boxes And Providing Extra Verbal Instructions Improve Response Quality***<sup>5</sup>  
Techniques used to improve open-ended responses in paper-based surveys are tested in an online format.

## The Survey “Burden Factor”

*The authors test methods for reducing respondent fatigue and drop out by providing a more engaging survey engine.*

The authors examine ways to minimize the impact of survey length on online respondent fatigue in a variety of ways. They conducted Quick Service Rest. / Casual Dining Rest. surveys among 1,132 e-reward panel members where they were testing traditional methods, which were not designed to engage the customer, with newer methods, where the customer has a more active role.



They tested more engaging question formats which are possible on the Internet in order to determine the affect on data quality, survey response, and the respondent’s behaviors and perceptions of the study.

Key findings include:

- Traditional “static boxes,” where respondents are asked to fill in as many of the ten boxes presented with their unaided response, resulted in more responses (7.1 mentions) when compared to the more engaging “triggered boxes” (5.2 mentions), where they are presented one box at a time, sequentially;

- Utilizing three engaging “short grids” of only 7 attributes versus the traditional method of a “long grid” with 21 attributes resulted in less respondent straight-lining;
- Straight-lining on rating scales can be reduced by using the engaging “logo slider,” format, where respondents used the brand logo to move the logo to a position on a sliding scale. This was compared to the traditional “number-entry” grid, where respondents assign a number value on a scale to a series of attributes. Respondents using the traditional rating scales were 2.5 times more likely to straight-line their answers as compared to the logo sliders;
- While no significant differences were found within the data, more respondents thought the card sort (83%) was easier to use than the traditional grid (73%). The traditional “grid” had respondents rate each of 26 attributes on their level of importance, whereas the engaging “card sort” had respondents place individual cards with each attribute into boxes for each rating level;
- The engaging survey experience was found to be more interesting than the traditional method, and more of the respondents utilizing the engaging survey (51%) thought the survey was “better, compared to all other online surveys” when compared with traditional method (33%);
- The engaging survey saw a much lower drop off rate (8%) than that of the traditional method (14%).

authors document the development, implementation, reliability, and validity testing of their concepts.

Key findings include:

- The sensory questions measure whether the branding engages consumers’ senses, with rating attributes like “the brand makes a strong impression on my visual sense or other senses;”
- The affective questions gauge whether branding engages their emotions, with attributes such as “I do not have strong emotions for this brand;”
- The behavioral questions measure whether branding engages their physical behavior, with attributes such as, “This brand results in bodily experiences;”
- The intellectual questions gauge whether it engages consumers’ mind, with attributes such as, “This brand stimulates my curiosity and problem solving;”
- The attribute scaling was found to be reliable and valid. The scaling displayed discriminate validity and demonstrated that the “brand experience” does affect customer satisfaction and loyalty.

## National Surveys Via RDD Telephone Interviewing Versus The Internet Comparing Sample Representitiveness and Response Quality



*A comparison between online sample panels versus RDD telephone sampling.*

The authors administered identical surveys comparing the demographic representativeness and respondent reliability among three types of sample: RDD telephone sampling, Internet probability sampling, and Internet non-probability sampling.

Key findings include:

- The probability samples were more representative of national demographics, even after weighting;
- The non-probability sample was biased toward being highly interested, engaged, and knowledgeable about the survey topic;

## Brand Experience: What Is It? How Is Loyalty Measured? Does It Affect Loyalty?

*An attribute list is developed in order to better measure consumer’s brand experience.*



The authors developed a set of attributes which accurately measure consumers’ “brand experiences.” They define the “brand experience” as “subjective internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of the brand’s design and identity, packaging, communications and environments.”

The authors determined that the brand experience can be described across four dimensions: sensory, affective, behavioral, and intellectual. Over the course of six studies, the

- Self-reported respondent descriptions on the Internet were more accurate than those from RDD sample. These descriptions exhibited greater validity and reliability while demonstrating less satisficing and socially desirability responses;
- The authors conclude that Internet sampling offers a reliable method of surveying with an increase in the quality of data when compared to telephone random dialing.

## Open-Ended Questions In Web Surveys: Can Increasing The Size Of Answer Boxes And Providing Extra Verbal Instructions Improve Response Quality?



*Techniques used to improve open-ended responses in paper-based surveys are tested in an online survey format.*

The authors tested the applicability of techniques used to increase responses for paper survey open-ends in the online survey environment.

The techniques included expanding the size of the text box and including instructions for the survey taker on how and why to answer the open-ended questions.

The authors examined three surveys of nearly 4,000 undergraduate respondents from Washington State University. The size of the verbatim boxes and the space for entering verbatim responses were varied to evaluate their impact.

Key findings include:

- Letting the respondents know that they could use more space than the box provided increased answer length among all respondents;
- Providing clarifying and motivating instructions increased answer length among all respondents;
- Overall, web respondents produced longer open-end responses with more themes and greater elaboration than paper-based respondents.

## A Maximum Difference Scaling Application For Customer Satisfaction Researchers

*Max-diff scaling can be used to develop better needs-based segmentation for customer service satisfaction scoring.*



The authors argue for the use of max-diff scaling within customer satisfaction surveys to increase the ability to conduct needs-based marketing segmentation. In a literature review they compare the strengths and weaknesses of max-diff versus other methods.

The authors then conducted a survey among 612 customers of an industrial high-tech company who were having a hard time determining attribute importance based on their previous surveys.

Key findings of the research include:

- Max-diff scaling provides more variation and discriminating power among attributes than other methods;
- Importance scores generated from max-diff scaling are dramatically different from statistically inferred importance scores;
- Max-diff scaling provided better segmentation measures.

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## Syndics Synopsis

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