

Questionnaire Method in Marketing Research

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Abstract:

The topic of this article is relevant at the present time, because Surveys are currently a very popular method of collecting marketing information, and the data obtained during the survey allows us to reduce the degree of uncertainty associated with making marketing decisions.

Keywords: questionnaire, marketing research, questions, structural plan of the questionnaire, market.

Introduction

A demand is a people's need for something that helps them maintain their vital functions and develop as a person. In marketing, which is designed to satisfy people's needs, research is of great importance, since in market conditions those firms and organizations that know these needs better than others and produce goods that can satisfy them get an advantage. But the market is constantly changing, people's needs also change under the influence of various factors, therefore, in order to make a profit, organizations must constantly monitor market conditions. It is with the help of marketing research that firms can track changes in customer needs.

Marketing research is any research activity that meets the needs of marketing.

Currently, the most popular method of collecting primary data is the survey method. A survey is a very effective way to obtain universal information about the facts of people's life (both objective), and about the motives of activity, opinions, assessments and value orientations (as well as subjective).

A questionnaire survey is one of the main types of survey, which involves a strictly fixed procedure for constructing a questionnaire.

Questions in the questionnaire must be clearly formulated, understandable to the respondent, and also contain a list of answer options.

The peculiarity of a questionnaire survey is that the respondent independently works with the questionnaire, that is, he understands, thinks about and answers the question in accordance with his knowledge, beliefs, and value orientations.

A questionnaire is a system of questions aimed at identifying the characteristics of an object or subject of research.

When developing a questionnaire, one should be guided by the fundamental principles of their composition, which can significantly contribute to the quality of the survey.

Structurally, the questionnaire should consist of four parts:

- *introductory* – where a respectful attitude towards the respondents is expressed and it is indicated who is conducting the survey; for what purpose; instructions for filling out the questionnaire;

- *contact* – where questions are located that aim to interest the respondent and introduce them to the range of problems being studied;

- *control* – with questions to ensure the accuracy of the data.

- *final* – with questions that relieve respondents' psychological stress, allowing to identify their socio-demographic characteristics (gender, age, place of residence, social status, education, income level, etc.), and ends with words of gratitude to the respondent for participating in the survey.

The wording of the survey questions should be simple, clear, unambiguous and neutral. In the questionnaire, they should move from simple to complex, from general to special, from neutral to subtle.

Questions should not contain double negatives (for example, "Don't you think that you should not").

Particular attention should be paid to ensuring that the main and control questions do not follow each other, since most people answer the next question, being impressed by the content and answer to the previous one.

Questions should not contain the words "often", "very often", "many", "few", "rarely", etc., since the quantitative perception of these concepts by different people is far from unambiguous.

The number of questions in the questionnaire should not be too large (usually they try to limit themselves to 1-15 questions).

Because The longer the questionnaire, the more likely it is to be rejected.

The questions included in the questionnaires are open and closed. Open questions give you the right to formulate your own answers. This circumstance, although it makes processing the survey results more difficult, in some cases can offer an unexpected solution to the problem being studied and thus compensate for the costs.

Closed questions offer the respondent a set of possible answers.

Sources of errors during research can be:

- *incorrect* choice of mathematical method of analysis (methods of mathematical statistics, technical and economic analysis, operation research);

- *subjectivity* of respondents' answers (they answer not what actually is, but what is expected of them);

- *distortion of information* during its transmission (different interpretation of concepts);

- *incorrect or biased* formulation of questions and questionnaires;

- *varying degrees* of integrity and objectivity of researchers and respondents;

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- respondents with a certain typical nature of answers;
 - differences in the quality of answers for different categories of respondents;
 - lack of time for research.

The market in which the test is carried out must be representative in terms of the structure of the population and its needs, the characteristics of trading organizations, the state of competition, the influence of the media and so long as to take into account repeat purchases, and optimally until they stabilize, which will make it possible to predict market share.

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