
Market Research Questionnaire (MRQ)

By..Rungkan Boonnattakorn

Market Research

- Market research is about finding out answers to questions that specifically deal with whether or not there is a local/national market for your product/service: be that about price, quality, quantity etc.
 - The idea is not to find out if 'someone' will buy your product, but that in your target area there is a sustainable need for what you have to offer.
 - market research can give you new, up to date and powerful information that could, say, highlight clear signs as to how to break into a market or take a market to higher levels.
 - Competitors may not be able to match the knowledge you have gathered - say improved product features - so in the short-term it could give you enough of an early and powerful advantage to grab, or consolidate, a share of the market.
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Introduction

- A series of questions
- Used to estimate levels of demand, market size, intention to purchase etc.



Uses of MRQ

- When a business wants to discover the views existing or potential customers regarding current or proposed products or services.
 - Can be a useful means of understanding about a product or service, such as:
 - Consumer awareness of a product or business.
 - Consumer attitude towards a product or service.
 - Product performance.
 - Consumer buying behaviour.
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Respondent (Sample)

- The aim of Market Research is to provide information from a statistically representative sample
 - The sample are who will buy the product or service
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Questionnaire Techniques (Data collection techniques)

- The choice of techniques will depend upon type of group targeted and the information required.
 - Personal Survey
 - Telephone
 - Postal/E-mail



Questionnaire Structure

- **Structured** is a series of 'close' questions/ suited to large interview ...
 - **Semi – structured** hv both closed & open qest./ often used in business-to-business
 - **Unstructured** is series of open-ended the order of which can be changed by the interviewer.
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Types of Questions

- Closed or Open Questions
 - Closed questions – yes/no/not sure..easily to answer&summarised
 - Open questions – freely to answer, more realistic information, but it is harder to interpret.
 - Multiple choice – a series of set answers are given, and the respondent chooses one.
 - Direct questions
 - Indirect questions – by asking questions other people..
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Questionnaire Design

- Logical order (เรียงลำดับ – มีความต่อเนื่อง)
 - The first question (คำถามเปิดประเด็น)
 - Easy and Interesting should be listed at the beginning of a questionnaire.
 - Confident, personal and complex...listed at end.
 - The wording – simple, technical terms should be clearly defined.
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Questionnaire Design

- Avoid questions made they can confuse to answer and difficult to analyse
 - Aviod leading questions
 - Avoid biased questions
 - Avoid asking questions beyond the respondent's span memory
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Analysing Questionnaire Results

