Obtaining Primary Data

Types of Primary data

- Demographic/Socioeconomic
- Psychological/Lifestyle
- Awareness/knowledge
  - Intention
  - Motivation
  - Behavior

Communication or Observation?

- Versatility
- Speed and Cost
- Objectivity and Accuracy

Disguised or Undisguised?
& Structured or Unstructured?

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Structured-Disguised
- Knowledge, perception and memory are conditioned by a person’s attitude
- Ask a person what he knows rather than how he feels

Structured-Undisguised
- Fixed-alternative questions
- Simple to administer and easy to analyze
- Reliability versus Validity
- Use occasion?

Unstructured-Disguised
- Projective methods
- Use techniques which are independent of the subjects’ self-awareness and willingness to reveal themselves
- A vague stimulus

Unstructured-Undisguised
- Open-ended questions
- Example: depth interviews
- Derive true opinions on sensitive issues
- Skillful interviewers are required
- Longer time to complete
- Fewer observations or more interviewers
- Reliability and validity?
Applications: Communication or Observation method?

Research problem: The effectiveness of in-store displays on the sales.
- Product: a special metal container for storing plastic garbage bags;
- Price: $53.81;
- Place: sold through hardware stores.

Communication or Observation method?

- Should a national manufacturer of greeting cards use recycled paper for all his cards so that the profit margin can be increased from 12.3% to 14.9%?

Other information
- Recent acceptance of the lower-priced line using recycled paper;
- The company prints its name and the product’s price on the back of cards.

Method of Administration

- Personal Interview
- Telephone Interview
- Mail Questionnaire

Which method to use?

- Sampling control
- Information control
- Administrative control