Designing a Survey

Student’s Name

Institution

Date

**Part 1:**

The following questions or questionnaire would be used to conduct the survey regarding the performance or preferences of customers. The ten questions which would be used to answer some of the questions are herein listed.

**Survey Questions**

1. Do you suggest or recommend the cereal product for any of your friends?
2. Would you be willing to pay a premium rate for the cereal product?
3. Which kind of product do you desire or prefer? The substitute or the cereal product?
4. What are some of the reasons for deciding to change diet favor?
5. Are there any kinds of changes which could be applied to the cereal product?
6. Do you think the prices charged for the cereal is worth the product’s amount?
7. How many packets of cereal do you think customers normally purchase in one month from the store or a company?
8. What are the reasons which normally make customers to purchase a substitute for the cereal product instead of the cereal product?
9. What do you think is more nutritious, the substitute for the cereal products or the cereal?
10. If the prices of cereal were reduced, would you be willing to purchase the company’s cereal product?

**How many scale items will you put in the survey? Justify your answer.**

In order to conduct a comprehensive study and give every participant a choice to answer the research questions appropriately and efficiency, I intend to use either 5 scales item in the survey. The usage of either 5 scales provides an appropriate choice for participants. The usages of scales of 5 do not inevitably present any absolute recommendation which can favor one approach over the others. It has the more cognitive ability as well and therefore appropriate for the study focusing on the general public (Weijters, Cabooter, & Schillewaert, 2010).

**Will you use multiple-choice questions? Why or why not?**

The multiple choice questions will be used to conduct the study. The research questions will be designed in a multiple choice question because it gives respondents or participants an easy time to provide appropriate answers. The multiple choice questions can be easily graded without bias and therefore, the analysis of data collected using multiple choice questions is easier and faster (Weimer, 2018). The multiple choice questions also allow the inclusion of the variety of topics in the study and therefore, it can be used to conduct extensive research.

**How many scale points will you use in the survey?**

In this study, 5 points scale will be used to conduct the survey. The five scale point is more accurate and gives a variety of choices to the respondent and therefore, the feedback or answers would be more appropriate and extensive compared when the scale point is below 5 (Weijters, Cabooter, & Schillewaert, 2010). It is also essential to point out that using 5 scales point provide detailed choices and therefore, the data or information gathered would be detailed.

**What type of data will be used in the survey?**

There are several types of data which are used in the survey. In this case, the opinion, perception of the people is the type of data which will be gathered. The data collected will be about the perception or opinion of customers regarding their preferences. The data will be essential in understanding how customers view cereal products and substitute for the cereal product in the market. This is because the multiple choice gives participants a way to express their opinions or perception and therefore, the data which will be gathered using this method are opinions and perceptions’ of customers in the market.

**Part II**

**Simple category scales Questions**

1. Is the price of cereal and substitute a concerning matter to customers which influences the purchasing power in the market? 1} Very unlikely, {2} Unlikely {3} Maybe {4} Likely {5} Vey likely. This question is meant to measure the driving force of customers to purchase a cereal product or change to substitute to cereal product. It is, therefore, gathers the opinion of clients regarding the service delivery of stores or companies and the importance of service delivery to customers.
2. How likely do you choose the brand over other brands available in the market?

{1} Very unlikely, {2} Unlikely {3} Maybe {4} Likely {5} Vey likely. The question is important because it tests on the brand of the company and the kind of influence brand has in the choice of purchase customers make in the market.

1. How would you rate the quality of the brand as compared to the other products available in the market? {1} Very poor, {2} Poor {3} Average {4} Good {5} Very Good

 This question gathers the perception of customers on the influence of the company's brand on a product in the market. It will help in analyzing the impact of brand in understanding customers’ preferences, which is a key aspect of marketing (Kabir, 2016).

**Multiple-choice Questions**

1. How many packets of cereal do you think customers normally purchase in one month from the store or a company? {1} 10, {2} 25, {3} 50, {4} 100, {5} 30
2. What do you think is more nutritious, the substitute for the cereal products or the cereal? {1} Cereal, {2} I do not know, {3} Substitute to the cereal {4} Organic, {5} neutral. The questions will be helpful in gathering the opinion of customers on the type of product which is nutritious. This will help the company to understand what drive customers to purchase specific cereal in the market. The information gathered and analyzed could, therefore, be used to understand how specific cereal performs in the market (Scherpenzeel, 2002).

3. What are the reasons which normally make customers to purchase a substitute for the cereal product instead of the cereal product? {1} Price of cereal {2} brand {3} availability {4} Condition {5} Neutral, the questions will provide detailed answers on the types of items which are usually purchased by customers.

**Survey questions with Likert scale summated ratings**

1. Customers' service plays a key role in influencing the buying pattern of customers? {1}Strong agree, {2} Agree, {3} Neutral, {4} Disagree, {5} strongly Disagree. This question is meant to measure the driving force of customers to purchase a cereal product or change to substitute to cereal product. It is, therefore, gathers the opinion of clients regarding the service delivery of stores or companies and the importance of service delivery to customers.
2. Most customers prefer organic cereal products rather than a substitute for cereal products. {1}Strong agree, {2} Agree, {3} Neutral, {4} Disagree, {5} strongly Disagree. The question is important because it tests the preferences of customers regarding the organic and non-organic cereal to determine what type of cereal most clients prefer in the market.

Do you think there any kinds of changes which could be applied to the cereal product? {1}Strong agree, {2} Agree, {3} Neutral, {4} Disagree, {5} strongly Disagree. The question is important because it tests on the brand of the company and the kind of influence brand has in the choice of purchase customers make in the market.

# References

Kabir, S. M. (2016). Methods Of Data Collection.

*https://www.researchgate.net/publication/325846997\_METHODS\_OF\_DATA\_COLLECTION*, 2-21.

Scherpenzeel, A. (2002). Why Use 11-Point Scales?

*https://www.researchgate.net/publication/241262409\_Why\_Use\_11-Point\_Scales*, 2-35.

Weijters, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on

response styles: The number of response categories and response category labels. *International Journal of Research in Marketing*, 2-34.

Weimer, M. (2018). Multiple-Choice Tests: Revisiting the Pros and Cons.

*https://www.facultyfocus.com/articles/teaching-professor-blog/multiple-choice-tests-pros-cons/*, 2-34.