

TIPS SHEET TO ACCOMPANY:

Marketing Fashion 2nd edition by Harriet Posner

Compiling a questionnaire

- Design the questionnaire to look professional and in such a way that data can be analysed systematically once it has been gathered.
- Make it easy for respondents to answer questions by themselves and ensure the questionnaire doesn't take too long to complete.
- At the beginning, include a short statement explaining who is carrying out the research and the purpose of the study.
- Start the questionnaire with general questions about the topic under investigation. Begin with the easiest and simplest questions and work through to those that are most particular or complex.
- If you are going to have a mixture of closed-format questions (where respondents are asked to choose between several prescribed options) and open-ended questions (where respondents are allowed to formulate their own answers) then start with the closed-format questions. Keep open-ended questions to a minimum as they are harder to analyse.
- Make sure that the questions are not leading or biased in any way.
- Design questions to obtain accurate and relevant information. Think carefully about what it is you want to know and why:
 - keep questions short and simple
 - make questions precise
 - avoid ambiguity
 - avoid negatives
- Use the Likert scale to gather consumer attitudes to particular statements:
 1. Disagree strongly
 2. Disagree
 3. Neither agree nor disagree
 4. Agree
 5. Agree strongly
- Don't use the Likert system alone. Also use questions which offer a checklist from which respondents can choose or ask them to rank a list of criteria in order of importance or relevance.
- Conclude the questionnaire with questions designed to collect demographic data e.g. age bracket, sex, profession and status.
- Pre-test or pilot a draft questionnaire on a small sample of respondents before it 'goes live' to a large sample of people.
- Remember that it is vital to preserve confidentiality and to abide by data protection laws.