

10.

# QUESTIONNAIRES

for measuring

ATTITUDES, MOTIVATION, IMAGE

# Why do we shop?



**LET'S ASK THE CUSTOMER !?**

A difficult task!

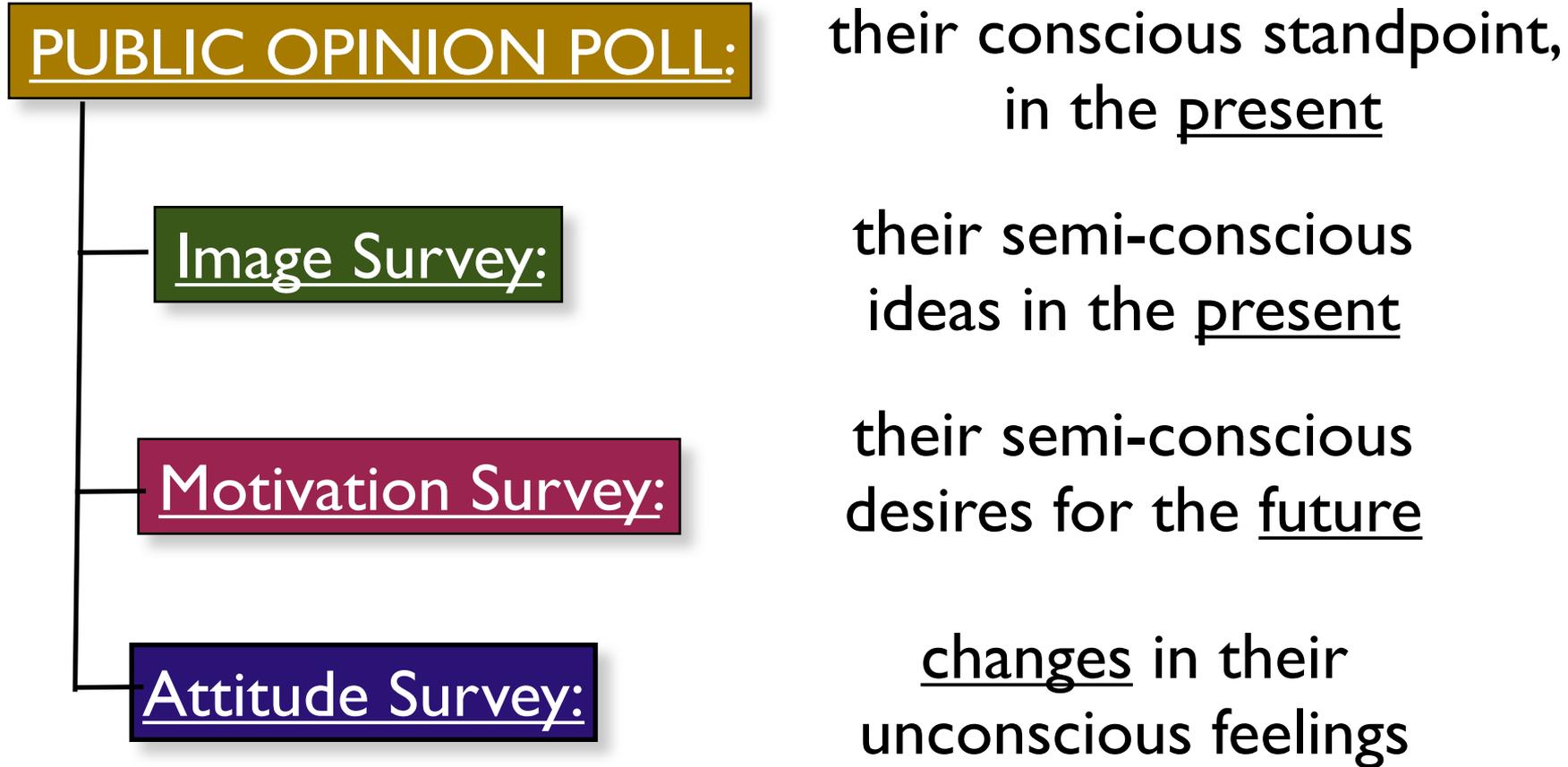
IF I HAD ASKED MY  
CUSTOMERS WHAT  
THEY WANTED, THEY  
WOULD HAVE SAID A  
FASTER HORSE.

- Henry Ford



We can't directly ask people something even  
they don't know.

# Similar researches:



*Similar questions:*

Attitude Survey

*opinions, emotions,  
relations, fears and  
frustrations*

related to the past

Motivation Survey

*needs, desires, drives,  
hopes, worries, and  
willingness*

related to the future

# Power of Motivation

Advertisements can persuade people's mind by motivation their's conscious and subconscious.



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flan

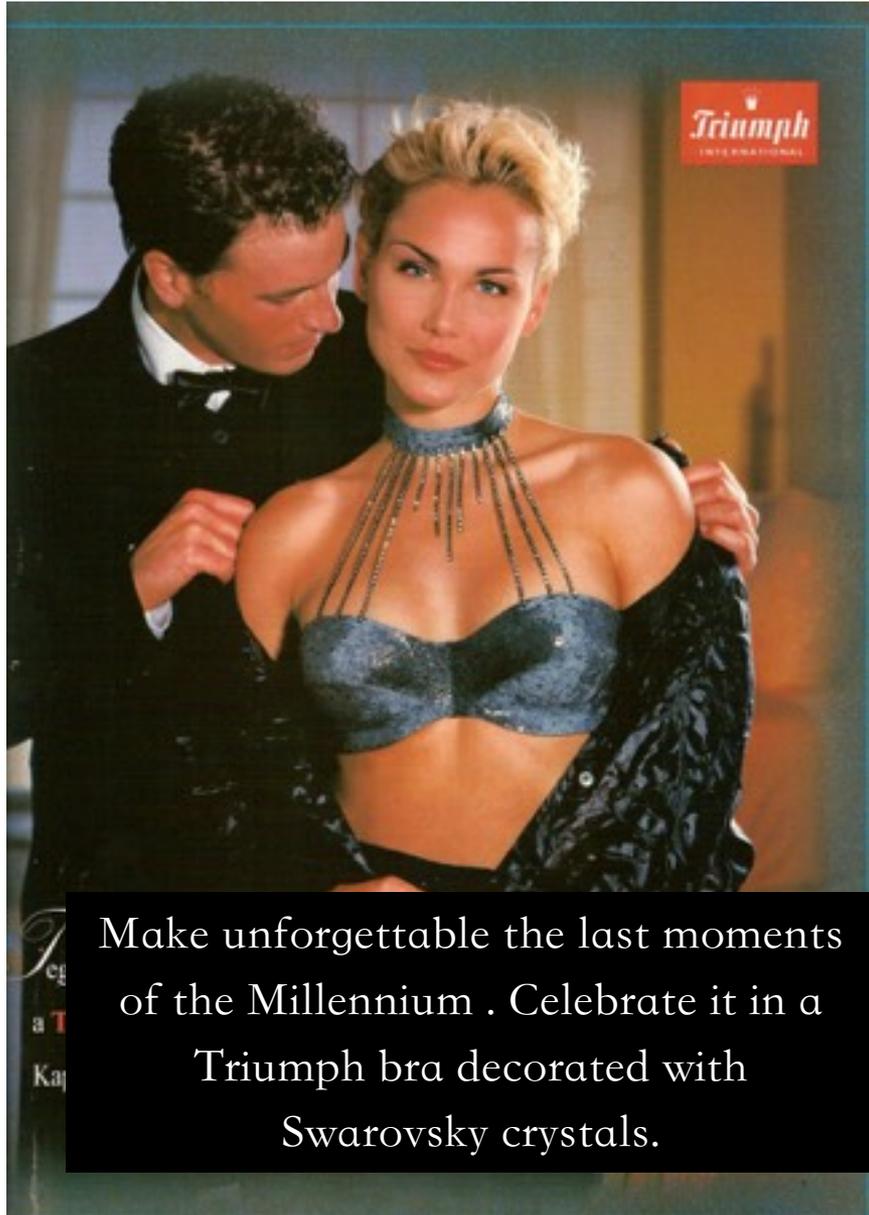
# Challenges of Motivational Research



Motifs and attitudes are not observable or measurable directly because they are...

- ★ irrational,
- ★ emotionally complicated,
- ★ difficult to describe,
- ★ from unknown origins,
- ★ with unknown contiguities,
- ★ not easy to talk genuinely about

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A.

Types of questions to measure the  
**direction, strength, structure, and stability**  
of **attitudes and motifs**

1. POLARITY SCALE (*Osgood scale*)

2. AFFINITY SCALE (*Likert scale*)

3. RANKINGS

4. CHOICE

5. SOCIAL DISTANCE (*Bogardus scale*)

6. CONSENSUS (*Agreement scale*)

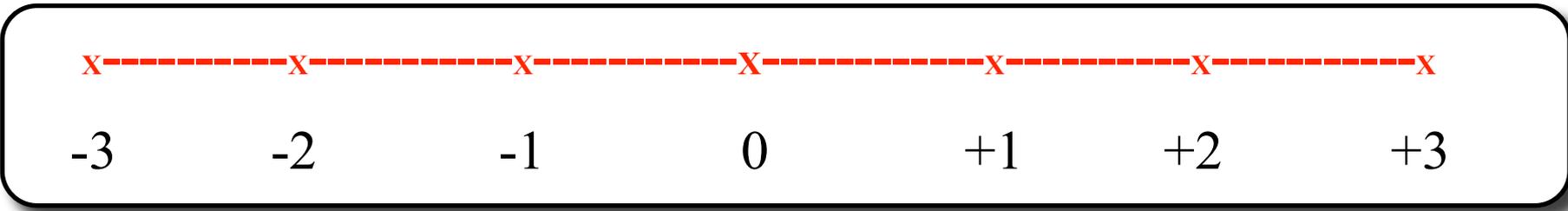
7. SCORING (*Schwerin scale*)

8. ONE-TO-ONE COMPARISON

# I. POLARITY SCALE (*Osgood scale*)

Mark the chosen value on the scale.

E.g. What is the Nike brand like?      Your bank is rather,... than  
How do you judge the new design ?  
How do you reward the image of BKF?



*common*  
*average*  
*rigorous*  
*conservative*  
*calm*  
*antipathetic*  
*cold*  
*hostile*  
*squared*

*unique*  
*special*  
*flexible*  
*innovative*  
*excited*  
*symphonic*  
*warm*  
*friendly*  
*rounded*

*The total score divided by the number of participants results in the average value.*

## 2. AFFINITY SCALE

Choose your preferred answer.

- E.g. *“The products of Knorr stand for a high standard.”*  
*“The interior design of the new shop is unsightly”*  
*“Advertisements often lie”*  
*“The warranty time is important”*

Disagree	Somewhat agree	Mostly agree	Fully Agree
Dislike	Acceptable	Like	Really Like
Never	Rarely	Often	Always
Not important	Somewhat important	Pretty important	Very important
Not a chance	With conditions	Maybe	Certainly

### 3. RANKINGS

Put them in order by importance.

E.g.

*I prefer chocolates that are...*

*The main aspect when buying coffee:*

*Our best visitors are from...*

<input type="checkbox"/> Milky	<input type="checkbox"/> the Taste	<input type="checkbox"/> Germany
<input type="checkbox"/> Dark	<input type="checkbox"/> the Strength	<input type="checkbox"/> Italy
<input type="checkbox"/> White	<input type="checkbox"/> the Price	<input type="checkbox"/> Japan
<input type="checkbox"/> with Nuts	<input type="checkbox"/> the Quality	<input type="checkbox"/> USA
<input type="checkbox"/> with Mint	<input type="checkbox"/> the Packaging	<input type="checkbox"/> France
<input type="checkbox"/> Filled	<input type="checkbox"/> the Origin	<input type="checkbox"/> Other

## 4. CHOICE

Choose the 3 most important.

E.g.

*The biggest influence on my decision is...*

*The most popular Chocolate brands in Hungary:*

*My favorite activity in my free time:*

Financial success	Ferrero	cinema
Career	Milka	excursion
Sex	MM	sport
Harmony	Mars	travelling
Family unit	Chokito	dance
Friend's opinion	Sport	pub-crawling

## 5. SOCIAL DISTANCE (Bogardus scale)

Choose your most preferred answer.

E.g.

*If this company was a person, I would:*

*If they opened a shop nearby, I would:*

*If it appears on the market, I would:*

adopt him/her	be a regular customer	use it exclusively
become friends with him/her	visit frequently	have it as my favorite
see him/her as an acquaintance	visit occasionally	try it. why not?
approach him/her with caution	visit only if it's on the way	use it only if there's nothing else
avoid him/her by far	visit only if there are no other options	rather not use it
throw him/her out	never visit	not use it at all

## 6. CONSENSUS (scale of coincidence)

Choose two of the following that you most agree with.

*I like this car, because it is*

*I choose this brand*

*I reject this insurance company, because*

...it is economical	because it develops fat
...because it is easy to have	because it is flexible
...because it is reliable	because they take care for partners
...because it has a cute look	because they have a good reputation
...because it it has a good price	because they own an extensive network
...because it is winsome	because they have an eco-habit

## 7. EVALUATION (Schwerin scale)

Rate the truthfulness of the following sentences  
with a score from 1 to 5.

This car is suited to local roads	1,2,3,4,5	minden reklám hazudik	1,2,3,4,5
Comparing its price it is poor	1,2,3,4,5	a tv reklámok a legzavaróbbak	1,2,3,4,5
It suits women	1,2,3,4,5	a reklám a gazdaság része	1,2,3,4,5
It has a brilliant design	1,2,3,4,5	csak a szórakoztató reklám a jó	1,2,3,4,5
it has a good price	1,2,3,4,5	csak a társadalmi célú reklám jó	1,2,3,4,5
It's speed-up is great	1,2,3,4,5	az országúti plakátok betiltandók	1,2,3,4,5

## 8. COMPARATION IN PAIRS

Please underline statement - shown on the left or right -  
you agree with.

Life is for pleasures	First bounden, after pleasures
Dialog and cooperation are essential	The most significant opinion must prevail
Don't make a spectacle of yourself!	One must have a personality.
One must have a personality	Dialog and cooeration are essential
The most significant opinion must prevail	Life is for pleasures
First bounden - after pleasures	Don't make a spectacle of yourself!

## 8. PROJECTION

What would you reply in the place of the woman?

The expiration is  
today ok.

?.....!



Types of Questions for measuring the  
**reality, reliability, truth, and tone**  
of the opinion

*Pl.*

**DIRECT** QUESTION

*Which of these do you prefer?*

**INDIRECT** QUESTION

*What are your expectations?*

**SITUATED** QUESTION

*What if you wouldn't have money?*

**PROJECTIVE** QUESTION

*What if you were a foreigner?*

**ASSOCIATION** QUESTION

*What is your association, if...?*

**OPEN** QUESTION

*Answer free!*

**CONTROL** QUESTION

*What would you never choose?*

Try to define the attitudes of young people with high school graduate concerning to Univ. Metropolitan  
- comparing with Univ. Corvianus

Make a questionnaire with 8 different kind of questions (scales)!

and  
summarize the answers in a  
diagramm.

**Real image**

**Wishful image**

**Presumptive image**

**real image**

innovative



conservative

easy

difficult



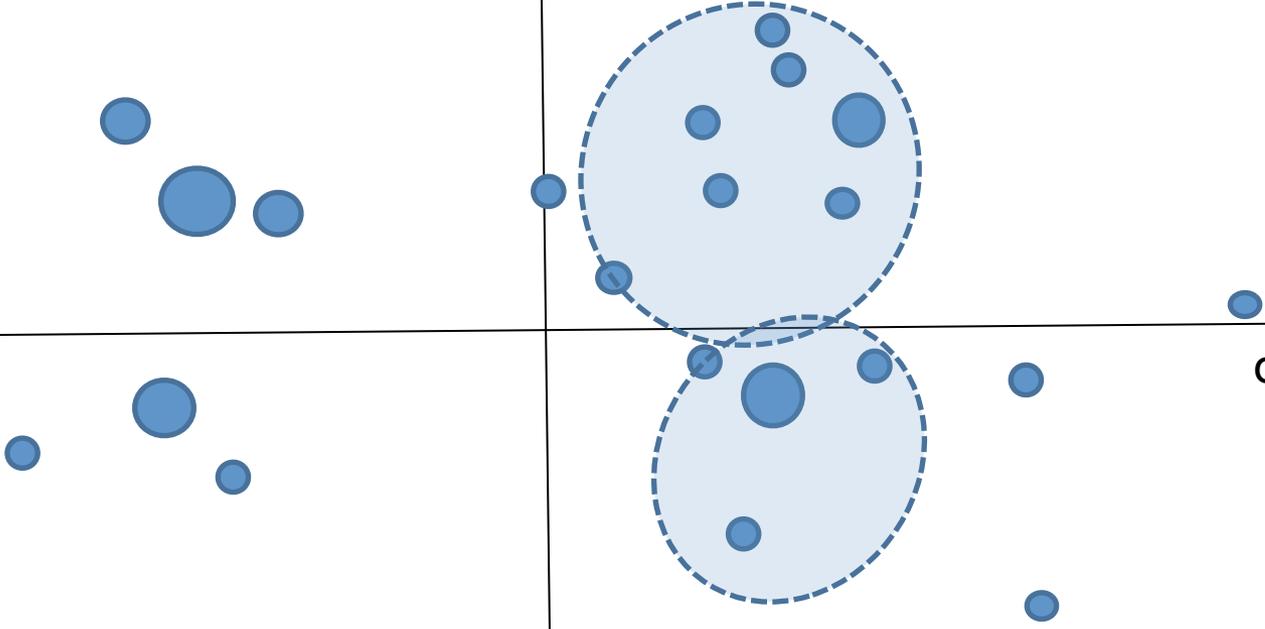
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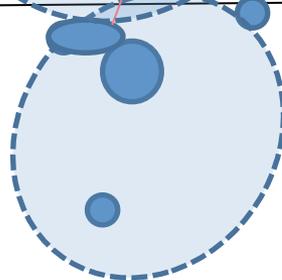
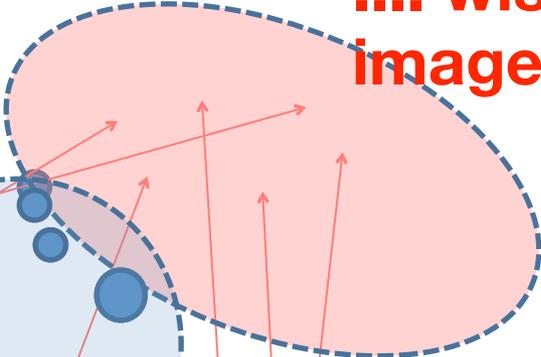
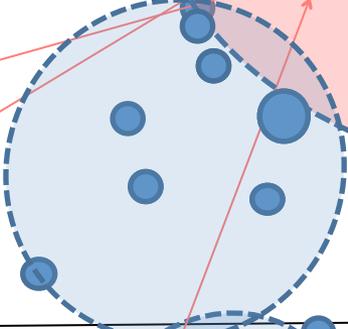
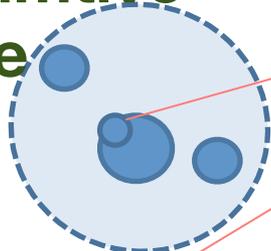
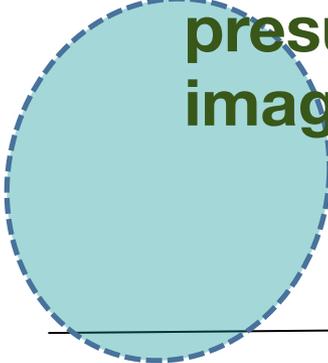


innovative

.... real image

.... wishful image

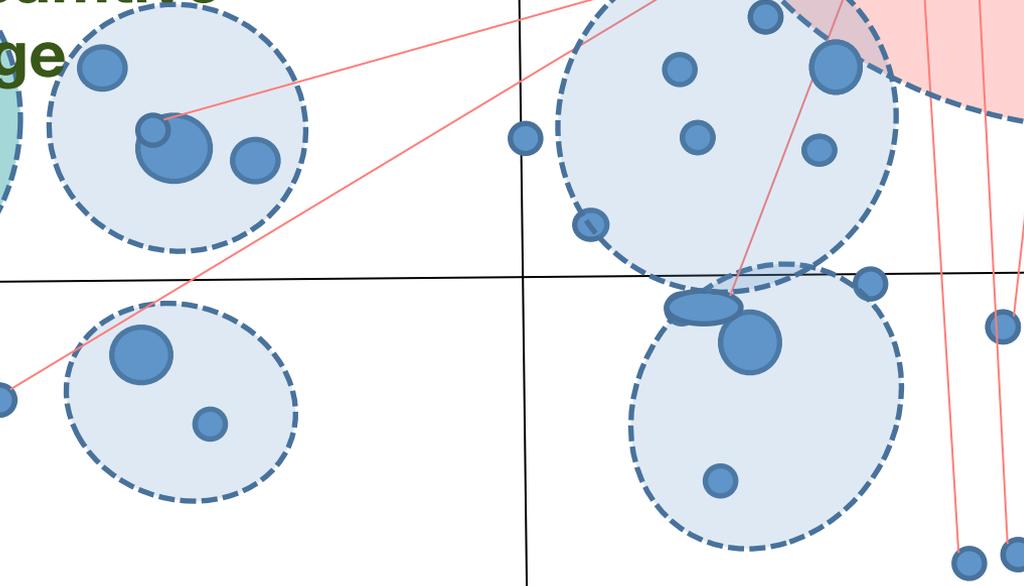
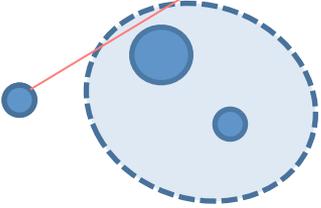
BKF presumptive image

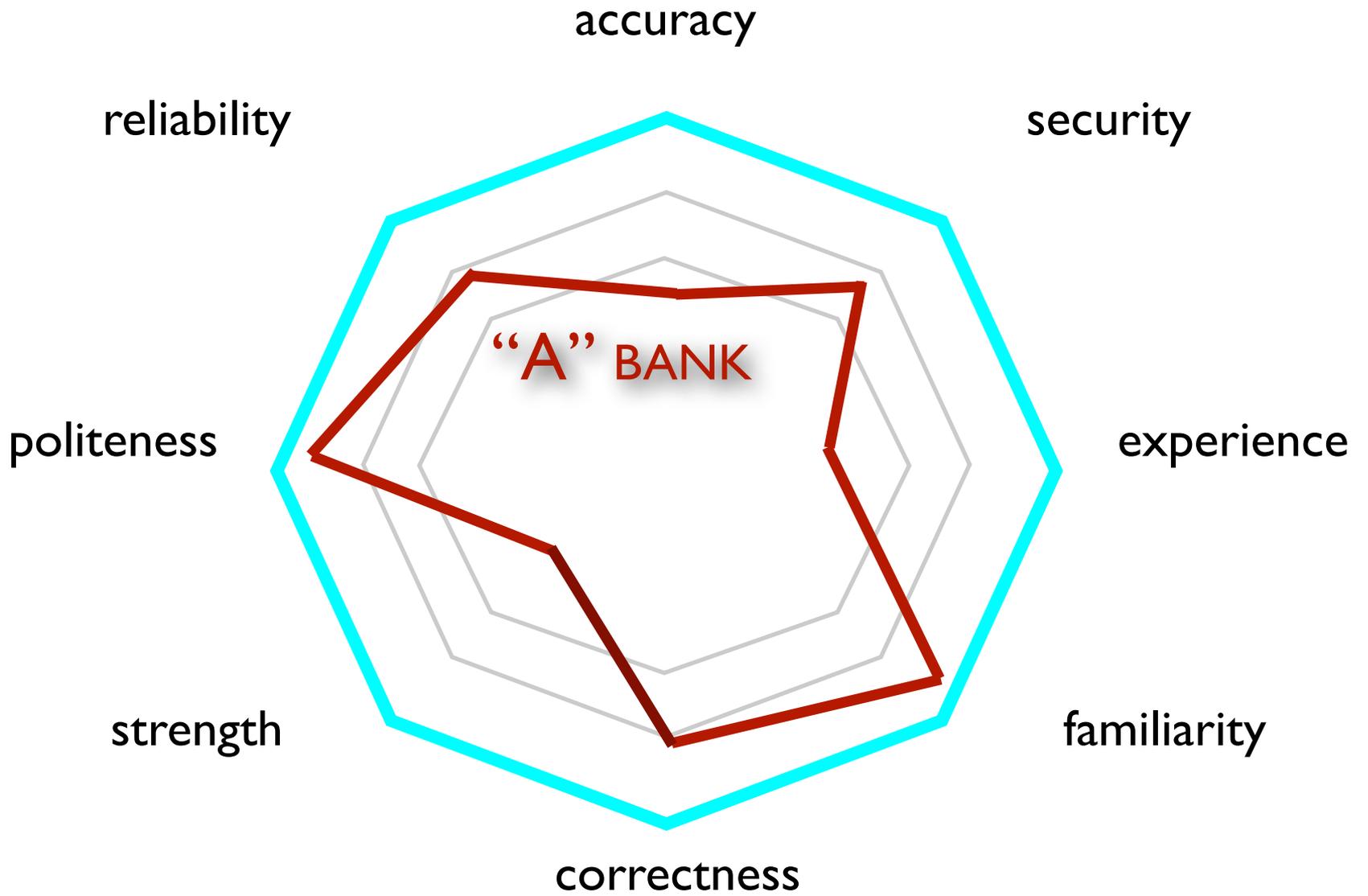


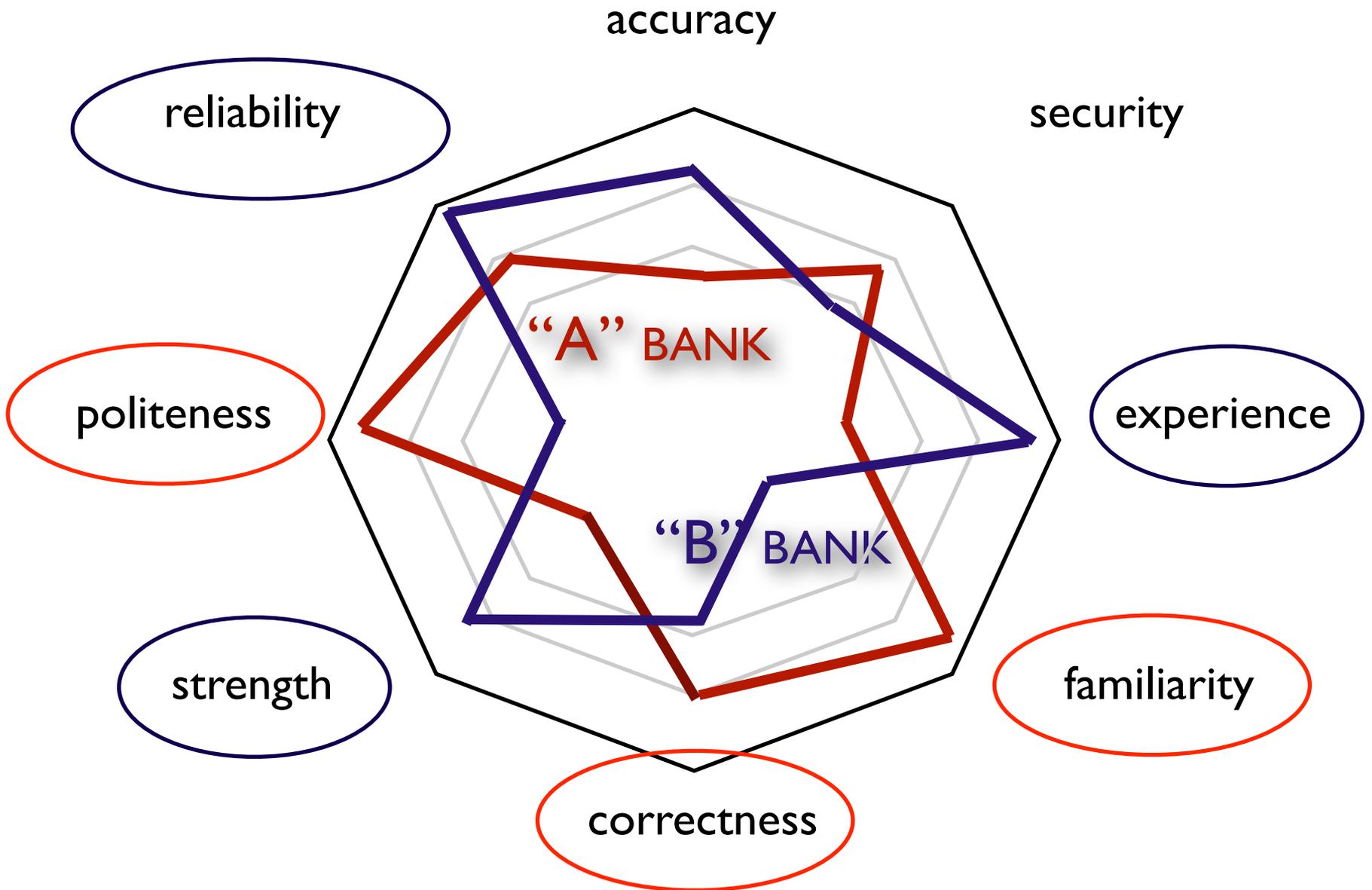
easy

difficult

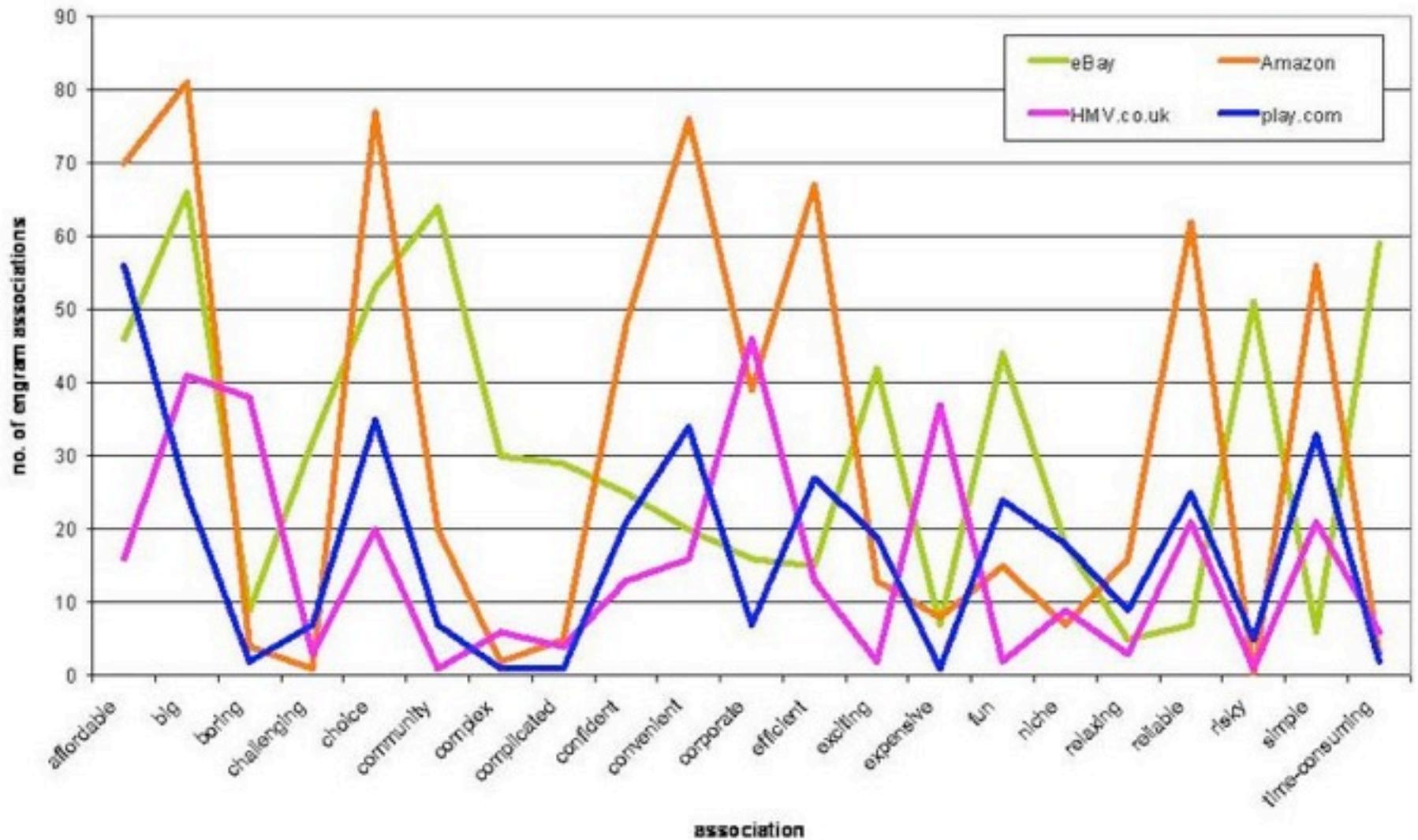
conservative







# Benchmark diagram



# Examples

# Attitűd / Motiváció: MIÉRT SPORTOLUNK?

Moor, M. E. (1987)

Success,  
winning

Health,  
fitness

Leisure  
entertainment

Milne G. et al (1994)

Individual  
improvement  
relaxation  
healthcare  
self-actulization

Pleasure  
delightful victory  
excitement of the  
racing

Social life  
picnic with friends  
family program

Gill&Overdorf (2001)

Women:

Outgoing  
fitness  
weight control!

Men:

Victory  
rivalry,  
status

# Motivation for exercise



# Motivation for exercise



# Motivation for exercise



# Psychoanalytical motives?



