**Chapter 9: Primary Data Collection: Observation**

**Multiple Choice**

1. Which of the following are not observation situations?

a. people watching people

b. people watching phenomena

c. machines watching people

d. machines watching phenomena

e. All of these are observation situations.

Answer: e

1. Target Stores is evaluating several locations for locating a new Target Super-Center. To do this, a traffic counting machine records the number of cars passing each location every day of the week for a three-month period. This is an example of which kind of observation situation?

a. people watching people

b. people watching phenomena

c. machines watching people

d. machines watching phenomena

e. none of these

Answer: d

1. Wal-Mart has a highly sophisticated system of recording data and being able to view results. For instance, Wal-Mart managers know from their scanner data that five pair of Wrangler Blue Jeans were sold from 10:00 a.m. to 11:00 a.m. on a certain day, and by what size. If the sales were made via credit card, Wal-Mart also knows “who,” and has developed histories of what combinations of products its customers buy. The preceding is an observational situation involving which of the following?

a. people watching people

b. people watching phenomena

c. machines watching people

d. machines watching phenomena

e. All of these are observation situations.

Answer: c

1. Which of the following is not a condition conducive to observation?

a. The behavior of interest lasts over a long period of time.

b. The behavior must not be repetitive.

c. The behavior needs to be observable or inferable.

d. The behavior lasts over a long period of time and must not be repetitive

e. all of these

Answer: d

1. Which of the following is not a “natural” situation for observation?

a. getting people to participate in a simulated store situation so that their behavior can be observed

b. when the observed has no knowledge that they are being observed

c. observer plays no part in the behavior of interest

d. all of these

Answer: a

1. A contrived observational environment would not:

a. allow the researcher to collect data faster.

b. allow for more control over things that might distort the behavior being studied.

c. result in lower project costs.

d. provide a more realistic environment in which to observe the behavior in question.

e. none of these

Answer: d

1. Observing consumers’ behavior through a one way mirror is a common type of \_\_\_\_\_\_\_.

a. open observation

b. disguised observation

c. structured observation

d. unstructured observation

Answer: b

1. Counting how many people use the drive-in window at a bank during certain hours is a good example of what type of observational research?

a. contrived

b. natural

c. disguised

d. conceived

e. internal

Answer: b

1. Which of the following is not a primary advantage of observation research?

a. information gathered more quickly than with a survey

b. doesn’t depend on willingness of the respondent

c. ability to predict future behavior

d. not subject to biases that plague survey research

Answer: c

1. Which type of research is most closely associated with human observation?

a. qualitative

b. quantitative

c. ethnographic

d. mixed methods

Answer: c

1. Observational research is most effective if the observed behavior occurs \_\_\_\_\_\_\_.

a. intermittently

b. infrequently

c. rationally

d. frequently

e. none of these

Answer: d

1. Ethnographic research is derived from which field?

a. mathematics

b. anthropology

c. sociology

d. garbology

e. none of these

Answer: b

1. The customer service department of a large department store recently received a complaint about a store associate. The store associate’s manager has been unable to detect any problems with the associate’s performance. Then the service department received another complaint concerning the same associate. Which of the following would be the best approach to investigate the situation?

a. depth interview with associate

b. mystery shoppers

c. depth interview with customers

d. close observation by the department manager

e. one-way mirror observations

Answer: b

1. Which of the following is an example of machine observation?

a. mystery shoppers

b. one-way observation mirrors

c. people meters

d. kiosks

Answer: c

1. Which of the following best describes a Level 2 mystery shopper?

a. shopper investigates communication skills as visit involves a home loan or auto purchase

b. shopper makes quick purchase and evaluates transaction and image of the facility

c. interaction might involve the possible purchase of a cell phone

d. interaction might involve only a telephone call

Answer: b

1. A researcher who wants to measure emotional reactions to advertisements would be most likely to use which type of observation technique?

a. pupilometer

b. EEG

c. Voice-pitch analysis

d. GSR

Answer: d

1. Which of the following types of research would be least likely to use physiological measurement devices?

a. response to advertising

b. attitude toward products

c. opinion of specific celebrity endorsers

d. customer satisfaction research

Answer: d

1. \_\_\_\_\_\_\_\_\_\_ are researchers who sort through people’s garbage to analyze household consumption patterns.

a. Garbologists

b. Pirates

c. Hoarders

d. Consumption analyst

Answer: a

1. The first step in conducting Ethnographic research is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. assess the information at hand

b. find participants

c. seek answers

d. analyze information

Answer: b

1. Which of the following is the type of data that mystery shopping firms attain?

a. Facility conditions

b. Guest experience

c. Dress code compliance

d. Parking lot condition

e. All of these

Answer: e

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are used to measure vehicular flow over a particular stretch of roadway.

a. Traffic signals

b. Traffic cops

c. Traffic stands

d. Traffic counters

Answer: d

1. Which of the following is the process of researching the brain patterns and certain physiological measures of consumers to marketing stimuli?

a. Neuromarketing

b. Consumer Neuroscience

c. Ethnography

d. Human observation

e. Nocturnal observation

Answer: a

1. Eye tracking devices cannot document which of the following?

a. Visibility

b. Engagement

c. Viewing patterns

d. Communication hierarchy

e. All of these can be documented

Answer: e

1. Which of the following is not a machine observation?

a. Facial Action Coding Services (FACS)

b. Gender and Age Recognition Systems

c. In-Store Tracking

d. Television Audience Measurement

e. Mystery Shopper

Answer: e

1. Tracking helps answer which of the following questions?

a. “where?”

b. “how much?”

c. “how often?”

d. all of these

e. none of these

Answer: d

1. A piece of text stored by a user’s web browser to assist with tracking is referred to as which of the following?

a. terabyte

b. cookie

c. the “cloud”

d. software reader

e. software cloud

Answer: b

1. Which of the following is the largest social media website?

a. Facebook

b. Twitter

c. Google+

d. Pinterest

e. Tumblr

Answer: a

1. Facebook collects which type of data about its users?

a. Numerical

b. Demographic

c. Behavioral

d. Demographic and behavioral

e. All of these

Answer: d

1. Which of the following is not an advantage of computer-simulated shopping environments for observations?

a. A realistic level of complexity and variety

b. Researchers can set up and alter the tests very quickly

c. Production costs are low

d. High degree of flexibility

e. All of these are advantages

Answer: e

1. \_\_\_\_\_ measures don’t actually measure psychological causes such as emotions or behavior directly but rather infer what is happening inside the brain from peoples’ biological responses.

a. Explicit

b. Direct

c. Indirect

d. Implicit

e. Biological

Answer: d

1. There are four standard methods to in-store customer tracking. Which of the following is not one of these?

a. WIFI

b. Cookies

c. Mobile apps

d. Cameras

e. Passive networks

Answer: b

1. Which of the following firms measure 40 percent of the world’s viewing behavior?

a. Nielsen Media

b. Netflix

c. Amazon

d. Disney

e. All of the above

Answer: a

1. Which of the following is not a technology used by Nielsen Media?

a. People Meter

b. Set Meters

c. Cod Readers

d. Portable People Meter

e. All of the above are used

Answer: e

1. \_\_\_\_\_ is a powerful social media monitoring tool that provides advanced targeting options to track mentions, keyword phrases, and competitor mentions.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: a

1. \_\_\_\_\_ not only tracks what people are saying, but they track what people have already said using their historical tracking system.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: a

1. \_\_\_\_\_ is an all-in-one social media management tool.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: b

1. \_\_\_\_\_ enables a firm or individual to monitor all of their social media profiles along with the ability to schedule posts.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: b

1. \_\_\_\_\_ is a tool to help find out what topics are being shared.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: c

1. \_\_\_\_\_ is far more than a social media monitoring tool, but it can provide insights on traffic from social media.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: d

1. \_\_\_\_\_ enables a user to determine who their audience is, where they come from, and what content resonates with them the most.

a. Awario

b. Sendible

c. BuzzSumo

d. Google Analytics

e. All of the above

Answer: d

**True /False**

1. One of the advantages of observation research is its ability to predict future behavior.

Answer: False

1. If the type of behavior in question occurs infrequently, observation would be preferable to survey research.

Answer: False

1. Ethnographic research is based on the field of anthropology.

Answer: True

1. Mystery shoppers have been used to evaluate the service employees are providing customers.

Answer: True

1. Consumers’ physiological reactions to stimuli can be measured if the researcher has the proper equipment.

Answer: True

1. A consumer’s level of arousal while watching an ad can be measured with observational research.

Answer: True

1. Facial Action Coding Service (FACS) is especially valuable when the client wants to evaluate rationally based advertising.

Answer: False

1. Internet tracking is fundamentally another form of observation research.

Answer: True

1. Triangulation, the process of checking findings against what other people say and against similar research already conducted, is a way to verify the accuracy of collected data.

Answer: True

1. Brain patterns are typically measured by an electroencephalograph (EEG).

Answer: True

1. Most marketers believe that neuroscience methods in isolation are easy to interpret and can stand alone.

Answer: False

1. Today, the trend of television audience measurement and tracking has moved away from direct measurement from “set-top boxes” (STB) to people meters.

Answer: False

1. In-store security cameras are now being used to track shopper behavior.

Answer: True

1. When users frequently switch between a desktop and mobile device, they are referred to as digitally agnostic.

Answer: True

1. One of the greatest advantages of social media research lies within tracking research that monitors brand sentiment over discrete units of time.

Answer: True

1. Facebook inserts two tracking cookies into your browser an operating cookie and a browser cookie.

Answer: False

1. Cost per impression is the cost to offer potential customers one opportunity to see an advertisement.

Answer: True

1. A conversion is an action that a person takes based on an advertiser’s website such as checking out, registering, adding an item to the shopping cart, or viewing a particular page.

Answer: True

1. Ethnographic research cannot reveal unexpressed needs and wants.

Answer: False

1. Implicit measures measure psychological causes such as emotions or behavior directly.

Answer: False

1. A majority of Americans feel that it is acceptable for law enforcement to use facial recognition technology to access security threats in public spaces.

Answer: True

1. Awario looks at more than two dozen sources online to monitor keyword phrases related to a firm’s brand or competitor’s brand.

Answer: False

**Essay Questions**

1. A manufacturer of a new product is conducting a test market. Two of the test market objectives were trying to estimate total market sales and examining the consumer’s in-store decision process. How would you collect data to support those two objectives?

Answer: To accomplish the market sales estimate, the marketer would need to monitor sales in the test market, and extrapolate the purchase rate to the population of the total market. To examine the in-store decision process, the researcher could utilize a video camera positioned directly above the area in which the test product is placed. Then the recorded behavior could be reviewed to assess the consumer’s in-store decision process.

1. Compare several of the key advantages and disadvantages of observation and survey research.

Answer: Observation research does away with interviewer bias, the willingness and ability of the consumer to provide information, and the respondent’s tendency to provide false information. It allows the researcher to directly record the events of interest. However, unlike survey research, respondent intentions, motives and plans cannot be observed. Only survey research can provide those answers.

1. What is Ethnographic research and list at least five advantages of it in marketing research?

Answer: Ethnographic research deals with observing people and collecting information about their behavior in the natural settings in which they work and live. The textbook lists a number of advantages of ethnographic research.

1. Describe the mystery shopper and how they are used by marketing researchers.

Answer: Mystery shoppers pose as consumers and shop at the company’s own stores or competitor stores to collect data about customer-employee interactions and gather observational data. These shoppers can gather data that is of value to marketers, including comparing prices, evaluating employee-customer interactions, discussing aspects of the product offering and store conditions, and discussing products.

1. How is online tracking a type of observation research? How can it be of value to the marketing researcher?

Answer: Online tracking through the use of “cookies” allows marketers to follow the search patterns persons online as they surf from ad to ad looking for a particular product or service. Hence, via tracking, market researchers know which online ads are being “hit-on” the most, thereby indicating greater exposure of the product/service in question via the ad.

1. Explain how the virtual shopping experience has enhanced observation research.

Answer: First, unlike focus groups, concept tests, and other laboratory approaches, the virtual store duplicates the distracting clutter of an actual market. Consumers can shop in an environment with a realistic level of complexity and variety. Second, researchers can set up and alter the tests very quickly. Once images of the product are scanned into the computer, the researcher can make changes in the assortment of brands, product packaging, pricing, promotions, and shelf space within minutes. Data collection is also fast and error-free because the information generated by the purchase is automatically tabulated and stored by the computer. Third, production costs are low because displays are created electronically. Once the hardware and software are in place, the cost of a test is largely a function of the number of respondents, who generally are given a small incentive to participate. Fourth, the simulation has a high degree of flexibility. It can be used to test entirely new marketing concepts or to fine-tune existing programs. The simulation also makes it possible to eliminate much of the noise that exists in field experiments.

1. Compare and contrast virtual reality (VR) with augmented reality (AR).

Virtual reality (VR) immerses people into a completely virtual environment. The user feels like they are experiencing the simulated reality first-hand, primarily via vision and hearing. This is achieved by wearing a headset like Facebook’s Oculus. Augmented reality (AR) is a technology that layers computer-generated enhancements on top of an existing reality in order to make it more meaningful through the ability to interact with it. Thus, AR adds virtual components such as digital images, graphics, and sensations like vibration and sound.