

**International Business**  
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**Lecture – 56**  
**Survey Methods for International Research**

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Welcome friends. Welcome again to the class of International Business. So, today we will discuss about the research in the international business right. So, what kind of issues come in, when you discuss about the you know research in international business. Because whenever a marketer wants to get into a new place, new country, there are lot of challenges right.

So, and if by any chance if it cannot forecast the you know nature of the demand or the size of the demand and it gets into the you know it gets launches the product or something then, there is a chance that the product might not get acceptance in the market and the product might fail in the market, which may be a huge loss for many companies or for any even it is a for a large company it can be a big loss right.

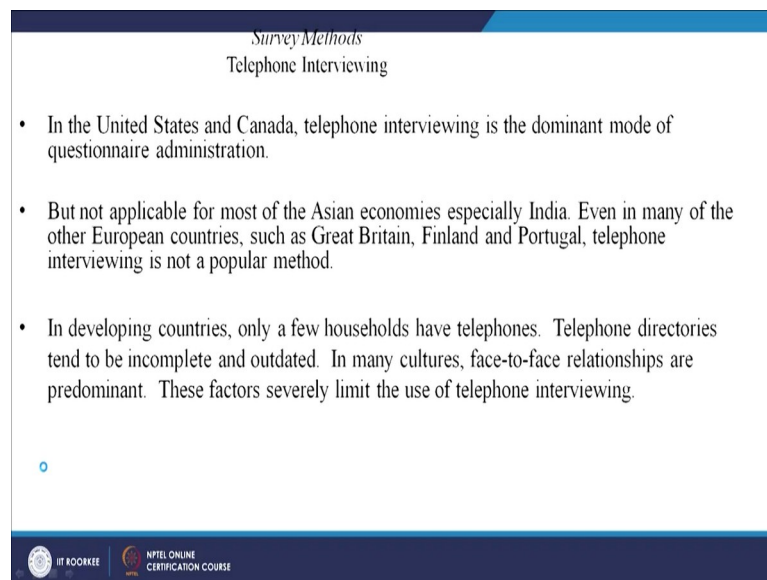
So, in such a condition we discussed about the some of the major issues that marketers face while going international is that they sometimes the problem of the self reference criteria. So, a you see whatever may be the company the after all at the end the managers are the one, who need to understand them.

So, if a manager has a problem and he thinks in his own way and tries to extrapolate or you know fit in his thoughts into another countries conditions, then it becomes highly dangerous right. Sometimes the there is a problem of even culture and language so, we tend to translate, something that we think in our own language and try to translate that that is also a major difficulty that happens in international business and especially in the marketing research of international business.

So, similarly there were also market adaptability and adapting your oneself to the conditions, local conditions. So, there were some kind of issues that was involved that are they are very important when one needs to discuss about international business and the research part of it.

Today, we will discuss about the survey methods which are largely used, when you talk about surveying or researching in the international business scenario. So, we will start with the first is the survey method, which we talked about is the telephonic interviewing right.

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*Survey Methods*  
Telephone Interviewing

- In the United States and Canada, telephone interviewing is the dominant mode of questionnaire administration.
- But not applicable for most of the Asian economies especially India. Even in many of the other European countries, such as Great Britain, Finland and Portugal, telephone interviewing is not a popular method.
- In developing countries, only a few households have telephones. Telephone directories tend to be incomplete and outdated. In many cultures, face-to-face relationships are predominant. These factors severely limit the use of telephone interviewing.

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So, for example, in countries like, United States and Canada, telephone interviewing is the dominant mode of questionnaire administration, the survey instrument questionnaire right, but, if you look at the Asian economies especially in India, right.

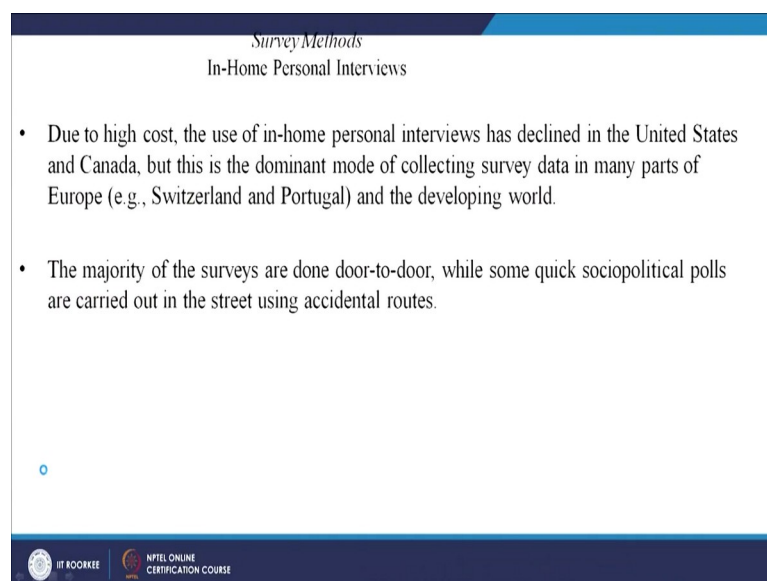
Many people would not go for it right. Even in many European countries, such as Great Britain, Finland and Portugal, telephone interviewing is not a very popular method. Interestingly, Hong Kong has you know there is a 96 percent presence of phone and everything you know telephonic connectivity telephone connectivity, but still they do not prefer to go for you know of telephone interviewing because, it is not a part of their culture right.

In developing countries, only a few households have telephones in India for that, for you know after mobile has come in it has slightly it has improved, but then still there are people who do not have a telephone. Telephone directories tend to be incomplete and outdated. And in many cultures, face-to-face relationships are predominant right. So, these factors severely limit the use of telephonic interviewing right.

So, one is to understand what is the right way of interviewing when you go into a new market. So, to because if you do not get the primary data the right data then your analysis, your decisions will be entirely risky.

Similarly, in home personal interviews. So, some companies would prefer to go for a personal interview to understand the psychology of the consumer to understand him better and so that they can make the products accordingly.

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The slide is titled "Survey Methods" and "In-Home Personal Interviews". It contains two bullet points:

- Due to high cost, the use of in-home personal interviews has declined in the United States and Canada, but this is the dominant mode of collecting survey data in many parts of Europe (e.g., Switzerland and Portugal) and the developing world.
- The majority of the surveys are done door-to-door, while some quick sociopolitical polls are carried out in the street using accidental routes.

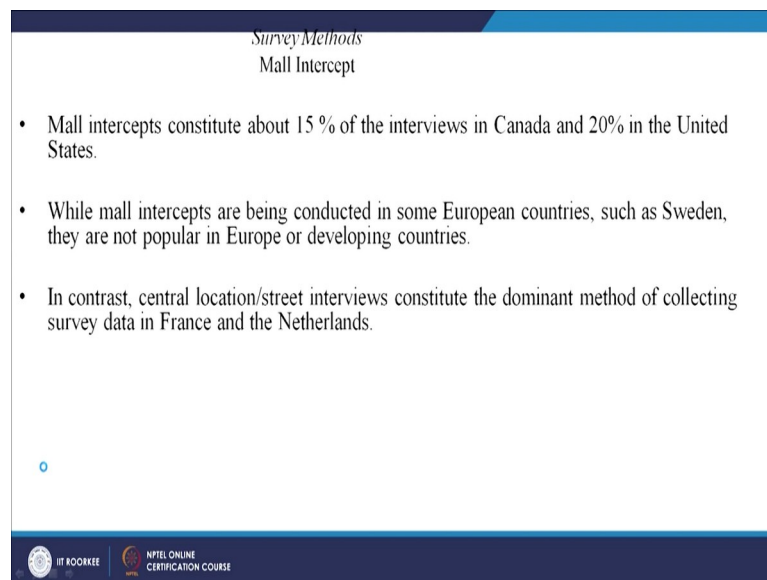
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But due to high cost, the use of in-home personal interviews has declined in countries like the United States and Canada because, but this is the dominant mode of collecting survey data in Europe but, on the contrary if you get into Europe it is the most the best preferred method.

But in USA and Canada, the telephone is considered to be a better method right. Majority of the surveys are done door-to-door, while some quick socio-political polls are carried out in the street using accidental routes. In some places it is done well, personal interviews in home and going door-to-door and approaching and taking their opinion is preferred. But in some other cases it is not.

Another method of data collection primary data collection largely we are talking about is the mall intercept. Now what is mall intercept? Basically if you understand to stop somebody you know outside a mall or in a store and then take their time and approach them to fulfil full a questionnaire and take their opinion for that right. So, that the data is collected and then used for by the marketer.

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*Survey Methods*  
Mall Intercept

- Mall intercepts constitute about 15 % of the interviews in Canada and 20% in the United States.
- While mall intercepts are being conducted in some European countries, such as Sweden, they are not popular in Europe or developing countries.
- In contrast, central location/street interviews constitute the dominant method of collecting survey data in France and the Netherlands.

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Mall intercepts constitute about 15 percent of interviews in Canada and 20 percent in the United States. So, that is a very dominant figure right. While mall intercepts are being conducted in some European countries, such as Sweden they are not popular in Europe or developing countries. So, if you do that in India I have seen people doing it, but then that is not largely taken well.

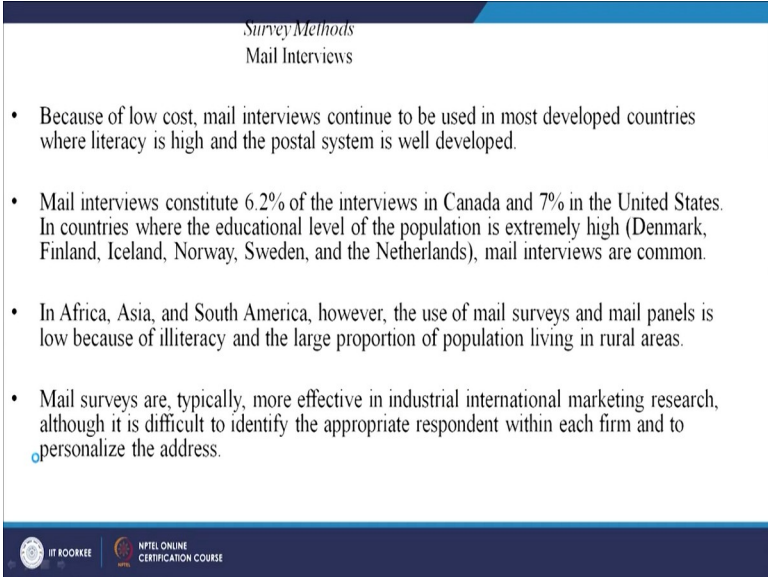
And another thing is when you do a mall intercept interview in India for example, I have seen it is very difficult to get the right information because, the frame of mind the person is in India which is a tropical climate, hot climate and somebody is coming out of the store with lot of bag and all; he or she would not be in a frame might not be in a frame of mind to answer you right.

So, and in India such kind of researchers are taken as rather a problem right and such researchers are taken as a problem and people try to avoid them. And if they give a data also information they do not bother to I have seen read it well and thoroughly and just they skip through just ticking something right.

But in contrast, central location street interviews constitute the dominant method of collecting survey data in France and the Netherlands. So, it varies from country to country and place to place it varies right. So, the marketer has to know if it is going to a particular country or place, what kind of interviewing method is the best.

One more interviewing method which is very popular is the mail interviews right.

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*Survey Methods*  
Mail Interviews

- Because of low cost, mail interviews continue to be used in most developed countries where literacy is high and the postal system is well developed.
- Mail interviews constitute 6.2% of the interviews in Canada and 7% in the United States. In countries where the educational level of the population is extremely high (Denmark, Finland, Iceland, Norway, Sweden, and the Netherlands), mail interviews are common.
- In Africa, Asia, and South America, however, the use of mail surveys and mail panels is low because of illiteracy and the large proportion of population living in rural areas.
- Mail surveys are, typically, more effective in industrial international marketing research, although it is difficult to identify the appropriate respondent within each firm and to personalize the address.

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So, it is a low cost, mail interviews continue to be used in most developed countries where literacy is high and the postal system is well developed right. So, according today [FL] mail you know even mail interviews, I have also been replaced with electronic surveys also. So, which I have you know you can take it like for example, a email

interview or a email you know sending of questionnaire somebody and so that he can he or she can fill up.

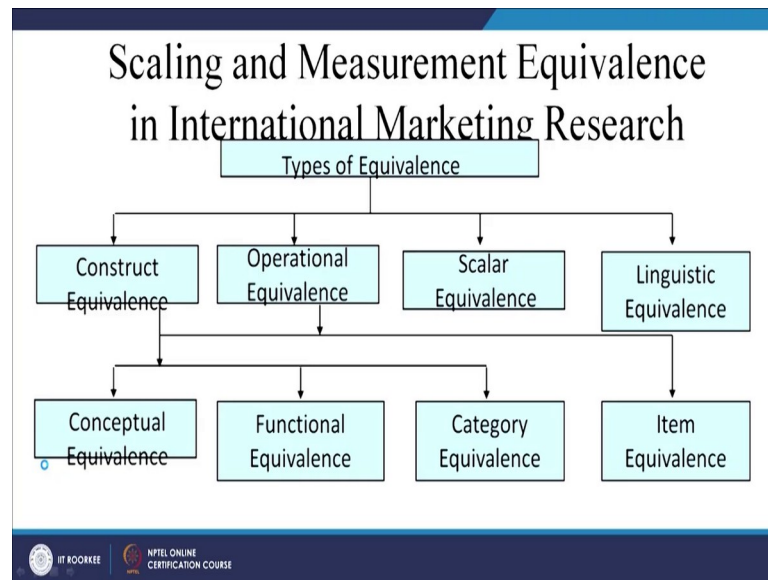
So, mail interviews are low cost and today email or electronic instruments are still even more effective cost effective. Mail interviews constitute 6.2 percent of the interviews in Canada and 7 percent in a United States.

In countries where the educational level of the population is extremely high. But, otherwise in countries where the you know peoples education level is not high like maybe in still in India, Pakistan, Bangladesh. So, mail interviews are not very preferred mode right. In Africa, Asia and South America; however, the use of mail surveys and mail panels is low because of the literacy and the large portion of population living in rural area.

They do not have the time and interest to get into to read and you know be and participate in a research process. Mail surveys are typically effective in industrial international marketing research, although it is difficult to identify the appropriate respondent that is a problem, in mail survey's to find the appropriate respondent within each firm and to personalize the address.

But after you know the mail interviews today nowadays the electronic surveys have become very popular. Now, because one it is very easy and the person can you know whoever can be given some benefits, and more than that a person whose mail id is there or you can send a mail; he can do it in his free time and then send it and the time transaction time is very low, all this has made electronic service nowadays very popular right.

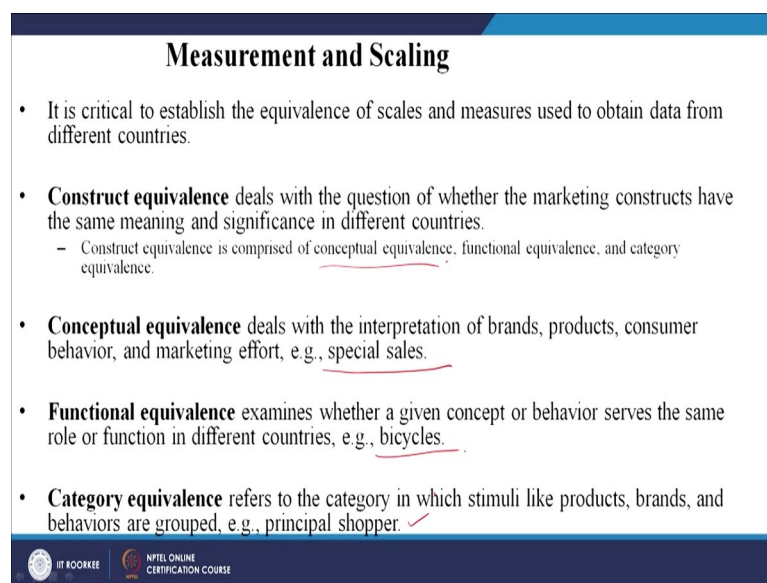
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Now, when you talk about research you need to understand the scale and the measurement equivalence in international marketing research because, the kind of scale one uses right, they have to there has to be an equivalence because otherwise if the scales are interpreted differently in different markets then it becomes a real challenge and the entire data might become questionable right.



So, we can talk about construct equivalence, operational equivalents, scalar equivalence, the scale equivalence and the linguistic equivalence right. So, there are different kinds of equivalences that has to be looked into right. Category equivalence all these things functional equivalence. So, let us see some of them.

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**Measurement and Scaling**

- It is critical to establish the equivalence of scales and measures used to obtain data from different countries.
- **Construct equivalence** deals with the question of whether the marketing constructs have the same meaning and significance in different countries.
  - Construct equivalence is comprised of conceptual equivalence, functional equivalence, and category equivalence.
- **Conceptual equivalence** deals with the interpretation of brands, products, consumer behavior, and marketing effort, e.g., special sales.
- **Functional equivalence** examines whether a given concept or behavior serves the same role or function in different countries, e.g., bicycles.
- **Category equivalence** refers to the category in which stimuli like products, brands, and behaviors are grouped, e.g., principal shopper ✓

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So, it is what it says is, it is critical to establish the equivalence of scales and measures used to obtain data from different countries. Now as I said if you do not if one does not establish an equivalence of scale, suppose Coca-Cola wants to do a research in Africa and also wants to do a research in let us say Vietnam. Now, if we does not create an equivalence of scale, there might be a problem and the efficacy of the data might be questionable right.

Now, what is the construct equivalence? A construct equivalence deals with the question of whether the marketing constructs have the same meaning and significance in different countries. Do they mean the same in different countries or they mean differently. So, that is first has to be checked if they if they mean differently then, you have to take some action accordingly.

Construct equivalence is comprised of conceptual equivalence, functional equivalence and category equivalence; now what are they? Let us see. Now for example, conceptual equivalence it deals with the interpretation how do people interpret a brand, a product, a consumer behavior and the marketing effort, let us say when you said special sales how do how does an Indian interpret it?

How does a Italian interpret it? There might be different right. So, the word how is the concept understood by different cultures, different people is what is called as conceptual equivalence.



What is functional equivalence? It examines whether a given concept or behavior serves the same role, does it serve the same role or function in different countries for example, when you talk about a bicycle, does the bicycle work is important in the same manner in all the different places?.

In some places bicycles are very important they are given high you know importance, but in some other countries wherever the government has even tried to give free bicycles; so that to reduce pollution and all they have not been effective right. So, how is the item taken? What is the functional value? Right.



Similarly, category equivalence refers to the category in which the stimuli like products, brands and behaviors are grouped. How are they grouped? What category are the grouped? For example, a principle shopper group category right. So, now, what is the category that the products would be kept in? For example, there is a range of products and the consumers in one country.

Let us say out of 10 products, they are grouping product number 1, 3 and 7 in 1 category, but in another country maybe group number 1, 3 is goes with group you know the product number 9. So, how is there a category equivalence? If yes or no if it is no, then you cannot compare 2 different countries and the data from 2 different countries and you cannot make a take a decision, a same decision or similar decision for these 2 countries because, they are thinking differently ok.

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### Measurement and Scaling

- **Operational equivalence** concerns how theoretical constructs are operationalized to make measurements, e.g., leisure.
- **Item equivalence**, which is closely connected to operational equivalence, presupposes both construct and operational equivalence. To establish item equivalence, the construct should be measured by the same instrument in different countries.
- **Scalar equivalence**, also called metric equivalence, is established if the other types of equivalence have been attained. This involves demonstrating that two individuals from different countries with the same value on some variable, such as brand loyalty, will score at the same level on the same test, e.g., top-box or the top-two-boxes scores.
- ✓ **Linguistic equivalence** refers to both the spoken and the written language forms used in scales, questionnaires, and interviewing. The scales and other verbal stimuli should be translated so that they are readily understood by respondents in different countries and have equivalent meaning.

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Similarly, what is operational equivalence? Operational equivalence concerns how theoretical constructs are operationalized to make measurements. For example, what is the example leisure? Now, how do you define leisure? In different countries leisure can be defined differently. So, that is an important task.

Item equivalence, which is closely connected to the operational equivalence. It presupposes that both construct and operational equivalence right. So, it presupposes to establish item equivalence the construct should be measured by the same instrument in different countries.

Now, item equivalence means the indicators, we mean the manifests variables, the indicators which are part of the construct. Are these items same in all suppose you have a construct called leisure. Now what their leisure is a construct which has got 5 items; now is the same item which is defined for leisure is it same in India and same in let us say Germany; if yes, there is an item equivalence. If it is no, then there is not an item equivalence ok.

Now what is scalar equivalence also called metric equivalence, it is established if the other types of equivalence have been attained, if all other have been attained like the conceptual, you know functional and all; then only you can go for this. It involves demonstrating that 2 individuals from different countries with the same value on some variable, such as brand loyalty, will score at the same level on the same test. So, example top-box are the top-two-boxes score.

Now, what it means is, if all these equivalence are checked then, scalar equivalence says that if people in two individuals in two different countries are checked, they would give more or less the similar score. What is linguistic equivalence? It refers to the both the spoken and the written language forms used in scales, questionnaires and interviewing.

The scales and the other verbal, verbal stimuli right should be translated so that they are understood easily by the respondents in different countries and create the same meaning. Linguistic equivalence is a challenge for many marketers have found.

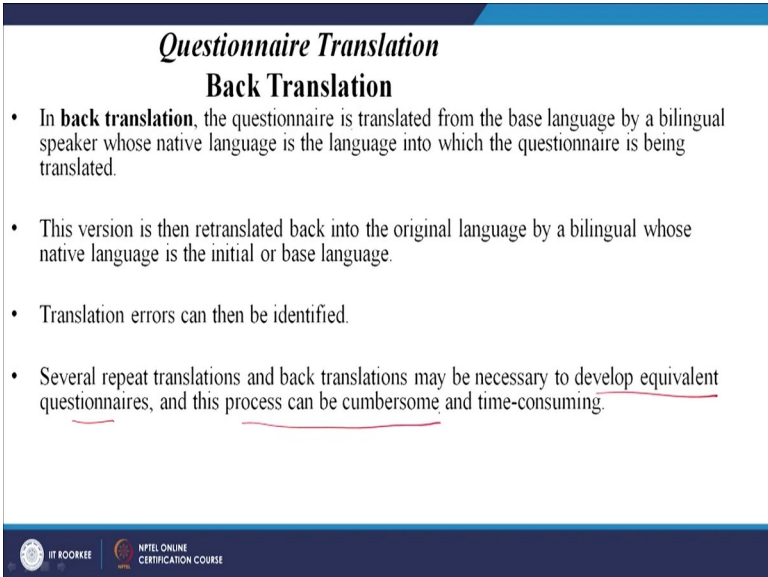
In fact, the scale you know problem has been a major problem across all for all marketers because, creating a scale equivalence in different markets is a big challenge because, a Britisher is different to an Indian and an Indian is different to a German and a German is

different to a African and they all are different and they all differently they think differently.

So, getting an equivalence is very difficult, but yes the equivalence can be brought in may be in terms of the regional categories or you know on special zones that can be may be done; but otherwise it is a very big challenge. And if you do not do it, if you do not go for equivalence then the problem is bigger, that at the end whatever the data you are getting and if you are trying to use it across globally then it is a may be a wrong interpretation.

Similarly, when you talk about a questionnaire suppose you have a survey instrument a questionnaire, people go for a back, you should go for a back translation.

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**Questionnaire Translation**

**Back Translation**

- In **back translation**, the questionnaire is translated from the base language by a bilingual speaker whose native language is the language into which the questionnaire is being translated.
- This version is then retranslated back into the original language by a bilingual whose native language is the initial or base language.
- Translation errors can then be identified.
- Several repeat translations and back translations may be necessary to develop equivalent questionnaires, and this process can be cumbersome and time-consuming.

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What is the back translation? The questionnaire is translated from the base language by a bilingual speaker. So, a speaker who knows let us say I have a questionnaire in Hindi, and I want to show it to a person who knows both Hindi and English right, and whose native language is the language into which the questionnaire is being translated; suppose, I am translating this question from Hindi to English. So, that I have to I should take the opinion of a bilingual speaker who can understand it in both the languages and then correct it if required.

This version is then retranslated back into the original language that is again from after collected in Hindi a English sorry, again you convert it back to Hindi. So, it was first Hindi, then you made it English or Spanish or Latin and then from that again you translate it back to Hindi.

So, translational a translation errors can then be identified. So, what are the translation errors that is happening, that can be easily tracked? Several repeat translations and back translations may be necessary to develop equivalent questionnaires, and this process may be cumbersome and time consuming, but it is worthwhile. So, when you are doing a international marketing research or a research for the international business such kind of back translations are very very vital.

If one although it is difficult cumbersome, but it is worth; if one does not do it then there is a chance that one might get into trouble. Similarly, what is a parallel translation? When you talk about parallel translation, a committee of translators, each of whom is fluent in at least two of the languages right in which the questionnaire will be administered, let us say Spanish and Hindi right.

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*Questionnaire Translation*  
Parallel Translation

- In **parallel translation**, a committee of translators, each of whom is fluent in at least two of the languages in which the questionnaire will be administered, discusses alternative versions of the questionnaire and makes modifications until consensus is reached.
- In countries where several languages are spoken, the questionnaire should be translated into the language of each respondent subgroup.
- It is important that any nonverbal stimuli (pictures and advertisements) also be translated using similar procedures.

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Discusses the alternative versions of the questionnaire and makes modifications until the consensus is reached. So, what they do is they discuss about the alternative versions of the question alternative words, alternative sentences. So, that and try to make the modifications. So, that they both come to a consensus at the end.

In countries, where several languages are spoken, the questionnaire should be translated into the language of each respondent subgroup ok. And it is important that any nonverbal stimuli pictures and advertisements also be translated using similar procedures. So, all these are very important when you go for international business because in because if you do the research and you do not understand how the person in other countries are thinking about it or understanding in it.

So, then the question is and you do not suppose you do not want to take the pain of doing it then, you may the end result is that you may land up in a difficult situation, you may land up in a situation where you have collected the data; where people have thought it in a different manner and they have responded to it, now this data can never give a you know a universal opinion or decision which needs to be taken.

So, that is very important. So, you know I will come to we have come to an end of this chapter also. So, one needs to be very careful in international business that international marketing when you do, you need to be careful about all different factors including the international marketing research right; if you do not do it well, and if you are by any chance losing some loopholes then there might be a problem that you may face a miserable or a big problem. So, and your decisions taken might be all wrong right, so or questionable.

So, I think now you are all clear with what I am trying to say, and how important research is in terms of international business why we are discussing it? And if you do not understand it well then it might lead to a problem. So, because of the various changes in culture, tradition, habits, language everything right. So, this is all we have for the day.

Thank you very much.