



# **Intellectual Property Rights Public Education & Awareness: A Market Research Guide**

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# Preface

The aim of this report is to provide the APEC IP agencies with a simple yet useful reference tool in the event that they decide to conduct Public Education and Awareness research on matters relating to Intellectual Property. Within APEC, some Economies have been conducting full IPE&A research studies for several years, others have lengthy experience in B2B education and awareness research and some Economies have yet to conduct any qualitative or quantitative research. The content of this Guide is orientated to those countries with more limited experience in the research process; currently few APEC Economies conduct nationwide IPE&A surveys.

Wherever possible the commentary has been slanted towards the interests of IP agencies, and examples are presented in an IP context. The goal is to acquaint the reader with the basic research process and highlight important points within the process where the IP agency should be most deeply involved. Checklists to help guide researchers are provided. Discussion of statistical formulae and techniques is avoided.

## IPR PE&A Research Background

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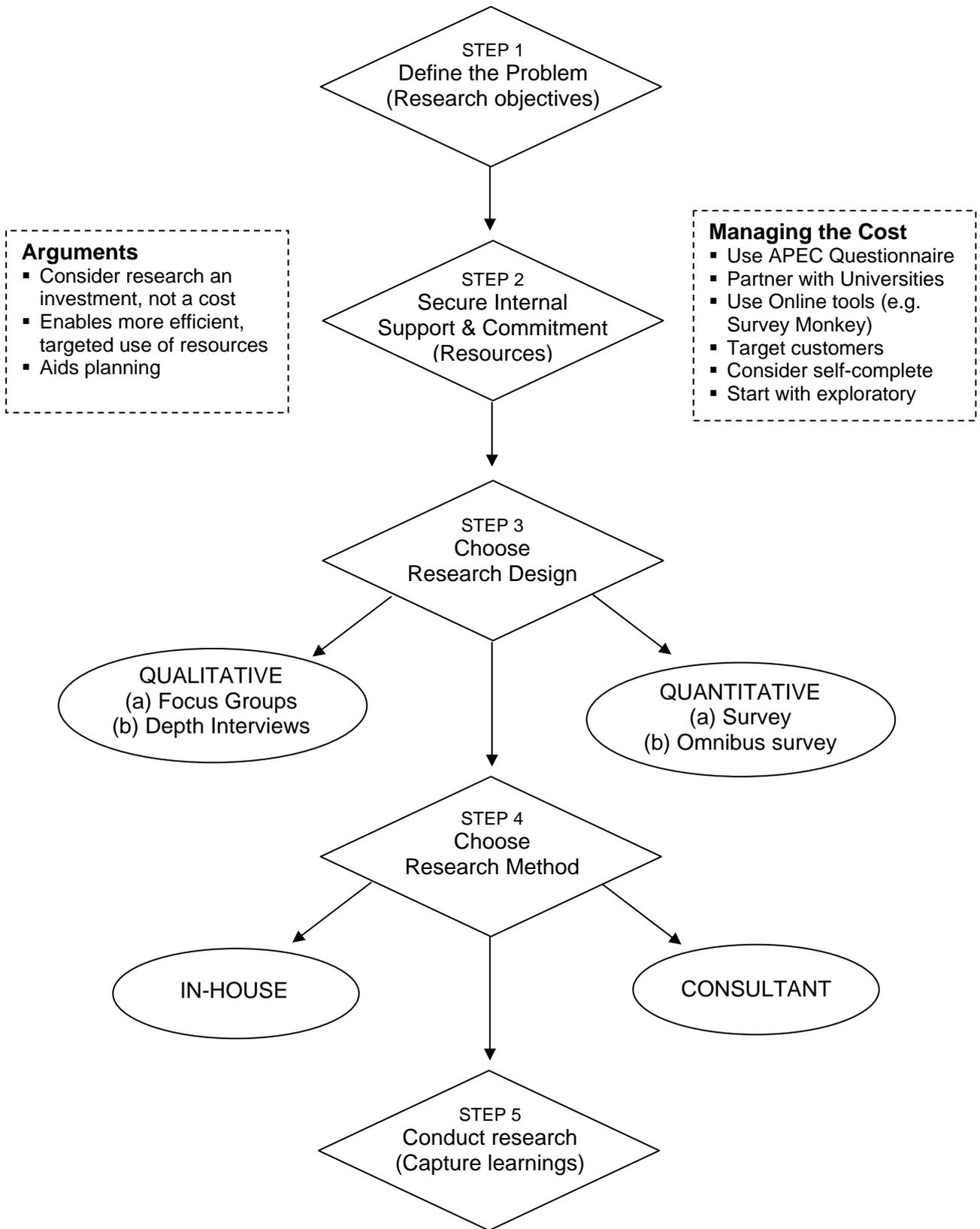
Recognising that the development of an effective program to educate the public about the need to protect intellectual property (IP) requires a thorough understanding of public attitudes and perceptions concerning intellectual property. The Intellectual Property Office of Singapore (IPOS), in collaboration with IP Australia and the Hong Kong Intellectual Property Department (HKIPD), sponsored the development of two sets of research tools and one set of research guidelines for member economies of APEC to use when planning their domestic Intellectual Property Rights (IPR) public education and awareness (PE&A) programmes and campaigns (for the public at large). The two sets of research tools will cater to two categories of APEC member economies: developed and developing. To ensure the validity of both sets of research tools, the questionnaires were pilot-tested prior to their presentation to the APEC member economies at a workshop to be held in Singapore in December 2007.

## Acknowledgements

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## Making a Start on IPE&A Market Research



## Chapter 1

# Introduction to Market Research

Market research is the *systematic* and *objective* identification, collection, analysis and reporting of information for the purpose of assisting organisations in decisions relating to the understanding of the behaviours and attitudes of people and their organisations, the ultimate aim being the development and implementation of solutions to problems or opportunities.

Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

*Definition from AMA (American Marketing Association)*

In this first chapter, the role and importance of market research will be reviewed:

- What is market research?
- The role of market research
- Whether to conduct market research
- In-house vs. external research

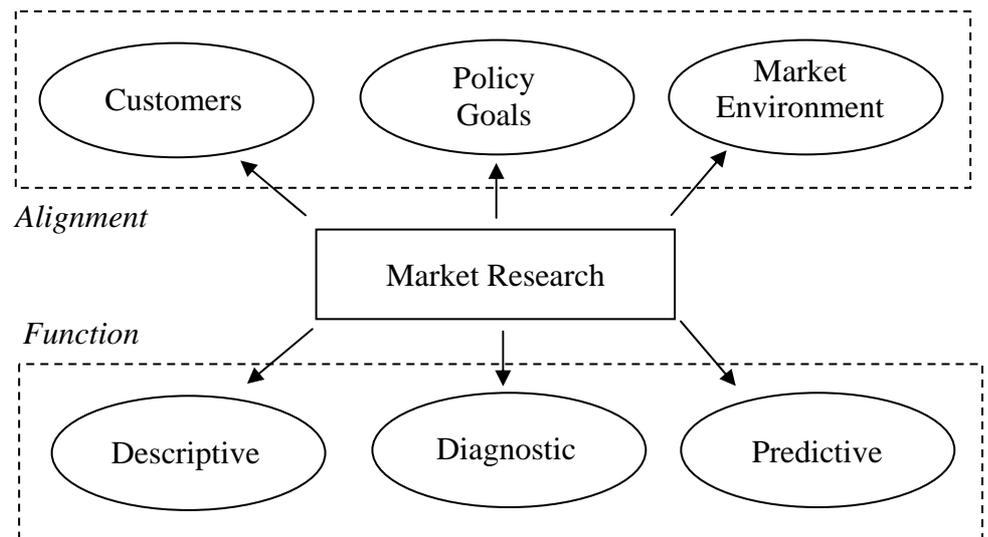
### The role of market research

Market research is the preparation, gathering, sorting and analysing of data relevant to marketing or campaign decision making. The role of market research is to help organisations—in this case IP agencies—*align* themselves towards:

- (1) their customers; in the narrow context users of the IP agencies services, and in the wider context the general public
- (2) their organisational goals, which will reflect government policy and vary across individual Economies
- (3) changing market conditions

Figure 1.1

### The Role of Market Research



The *descriptive function* of market research is the most important in the context of IPE&A. It can inform the agency about the level of awareness of current campaigns, the level of piracy, etc. It can equally measure levels of customer satisfaction with the agency.

Market research has a power *diagnostic* ability, wherein the data is analyzed and behaviours and attitudes explained. It can also be used to *predict* evolving trends, especially where studies are conducted over time. Market research is a proactive tool that allows organisations to adapt their marketing mix to changes in the environment.

### What Marketing Research Does<sup>2</sup>

- Links the customer (however defined) to the organisation
- Identifies market opportunities, problems and issues
- Generates, refines and evaluates marcom actions
- Specifies the information needed
- Designs the method for collecting information
- Manages the data collection process
- Analyzes the results
- Communicates findings and recommendations

### Whether to conduct a research study

No organisation should commence a research study before assessing the value of such work in relation to the expense. Hence, the very first task is to assess whether to conduct market research at all.

There are several situations where it may be best not to proceed:

(1) Limited financial resources. This is a highly relevant issue for all Economies, but particularly so for Developing Economies which will have many deserving and competing priorities for available resources. There are two principle situations in which a lack of funding should preclude marketing research:

(a) When the organization lacks the funds to do the research properly. If a project requires a sample of 500 respondents but the budget allows for only 100 interviews, the quality of the findings will be undermined.

(b) When funds are available to do the research but are insufficient to implement any recommendations from the findings of the research. A public awareness study which aims to provide insights into the best marcom strategy is pointless if funds are not available for the ensuing advertising or PR campaign.

(2) Precise objectives have not been formulated. Research should not be undertaken until objectives are specified and agreed by senior management. Preliminary or exploratory studies can be used to better understand the nature of the problem and how best to gather the data required for intelligent analysis.

(3) The costs of conducting research outweigh the benefits. This may be a complex assessment relating to internal objectives and attendant metrics. Obviously, the project has to be designed so that the findings are useful.

(4) Inappropriate timing. If, for example, the readiness of the public or enterprises for a change in IP policy is to be measured in order to devise appropriate education programmes, the research has to be finalised in a timely fashion.

## **In-house vs. external market research**

Is a budget-constrained organization better off outsourcing market research to experienced service suppliers, or should it build that expertise in-house, and perhaps rely on suppliers mostly for fieldwork or data tabulation? Some large MNCs do nearly all their research in-house, including project design and focus groups. Others choose to outsource or do both on a case-to-case basis.

For organisations on limited budgets it is financially appealing to do in-house marketing research. It is important, however, to still maintain best practices otherwise it becomes a waste of time and money. It can even damage the organisation by providing misleading or biased results leading to the creation of ineffectual business strategies or marcom plans.

The key elements necessary for successful internally managed research projects are: (1) long-term vision; (2) clearly defined goals; (3) earmarked budget; (4) project management skills; and (5) a means of measuring success.<sup>1</sup>

### **Advantages of outsourcing research**

(1) Expertise and experience. Market research companies are specialists in gathering, analysing and reporting on data. They will have statisticians and trained interviewers at their disposal. They will typically have specialised software with data processing capabilities and access to facilities, such as focus group rooms and senior management contacts.

(2) Confidentiality and security. Reputable research companies must strictly adhere to respondent confidentiality: keep personal data of the interviewees private, and destroy all records as appropriate after the study is completed. Some behaviours

related to IP can be considered anti-social and respondents may not be willing to fully divulge personal information to a government agency.

(3) Unbiased viewpoint. While less familiar with IP issues, the independence of market research means that they are usually free of any organisational bias (as to how the findings should appear or how they would like the findings to appear).

(4) More efficient. Market research companies know where to find information and may have access to information which is hard to find and costly to access on a one-off basis.

### **Advantages of conducting in-house research**

(1) Lower costs. However, internal costs would need to be properly accounted for to make this assessment.

(2) Stronger domain knowledge. An outsourced supplier will not have the depth of knowledge that is available in-house regarding the key issues.

(3) Better control. There is loss of control – internal daily updates are easier to access if required and managers can remain ‘hands on’ throughout the project.

#### **The case for in-house research can be made under two circumstances:**

(1) Where the burden of research effort is shared with a research firm. This can occur in several ways:

(a) the IP agency has access to surveyors (e.g. student interns) that can be trained then deployed by the research firm;

(b) the IP agency has its own research instruments. Research firms will always charge for questionnaire development as this is time consuming and requires a high level of expertise. Using the Pilot template or sharing templates used by other APEC Economies—even if these still require some modification to specific objectives—should reduce the overall cost; and

(c) the IP agency has a captive audience (for self completion surveys) .

In these circumstances, a research company should still be retained in order to advise on the correct implementation , sampling, etc.

(2) Exploratory research, which does not need to be representative, can often be undertaken internally.

Questions / exercises to consider

1. Under what circumstance and with what resources might you conduct in-house research?
2. To what extent is market research valued in your agency?
3. What in-house research—of any type—has been conducted to date? If none, why not?

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## Chapter 5

# Basic Sampling

Sampling, a method widely used as means of gathering useful information that might otherwise be unattainable or, more likely unaffordable, is a complex subject widely discussed in many statistical texts. The assumption is that this issue will be dealt with by the research agency and the client needs only to have a firm grasp of the basics.

The basics to be covered in this chapter include:

1. The reasons for sampling
2. The sampling process
3. Sample sizing
4. Survey research errors

### Reasons for sampling

The sampling exercise that people are most familiar with are political polls. Take for example the US presidential election. Most major pollsters, as they are called, use samples of 1,000 to 1,500 people to (fairly) accurately predict the voting behaviour of a 150m or so registered voters. The key to success in making accurate predictions on the basis of a relatively small sample size is the way in which the individuals are selected for the sample.

Reasons for sampling (the alternative being a Census of the entire population):

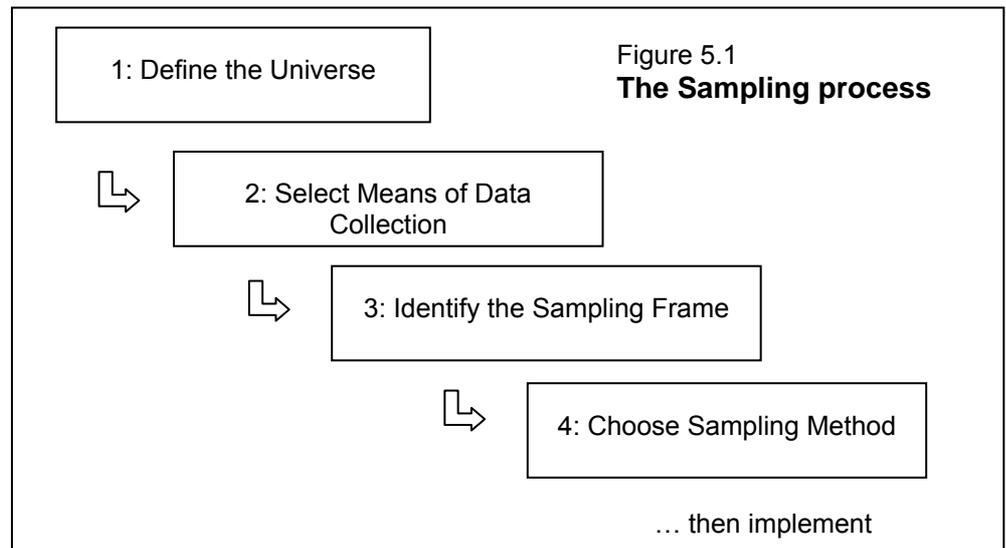
1. To save money
2. To save time
3. To increase the scope of research for a given budget
4. Because it is usually the only option

(A census may make sense in the context of a B2B study, in which the number of the enterprise targets are few and/or some are very dominant, see also Chapter 6 B2B Research).

A sample is a subset of all the members of a “population” or “universe”. These interchangeable terms refer to the entire group of people about whom the researcher wants to obtain information. Hence, defining the universe is a vital first step in the sampling process. This step is a matter of logic and judgment about whose opinions are needed to satisfy the basic objectives of the research.

## The sampling process

A census of an entire target group or population is usually time consuming, costly and simply impractical. Employing an appropriate and representative sample is often the necessary solution. The sampling process will have the following main steps<sup>1</sup>:



### Step 1: Define the Universe (Population of Interest)

For a pure public education and awareness survey this would be everyone subject to a minimum age stipulation (perhaps 15 and above). However, there may be other considerations:

Territory: It may be quite reasonable to study only those persons living in selected urban areas, such as the major cities.

Demographics: If the study relates to gamers it may be advisable to study only younger persons (if other evidence suggests this is the core market). Or in Developing markets, it may be advisable to exclude the lowest income strata, judging that these individuals could not afford more than basic necessities.

Usage: It may be interesting to consider surveying a group of individuals according to their usage of a product or service, for example persons who have used the services of the IP agency or persons who play computer games at home.

Awareness: The universe could also be defined in terms of awareness of some aspects of IP.

### Step 2: Select Means of Data-collection

This is an important decision, and one in which the client should be well informed and actively involved. It affects the cost, timing and the accuracy of the survey. (See Chapter 3: the Research Process)

### Step 3: Identify the sampling frame

A sample of the target group is taken from a list of some description (telephone directory, association members, etc.) and this is called the sampling frame.

However, it is safe to assume the frame is rarely totally inclusive of the target group: people move, change contacts, take measures to ensure that they are inaccessible. It can also happen that there appears to be too many people in the frame: people may register more than once or fail to cancel an old membership. Ideally, the frame and target group are the same, but there is seldom a perfect match between the sampling frame and universe of interest. The use of phone numbers is a common method, although this ignores voters with no phone numbers (affecting Developing Economies) and over samples of people with more than one number (affecting Developed Economies).

(Note: the advent of Do-Not-Call Registry designed to prevent unwanted telemarketing is causing problems for phone surveyors in the US, where some 57% of US adults have joined). This aspect of sampling is quite complex and the research firm should explain its procedures carefully.

#### **Step 4: Select a sampling method**

This will depend on the objectives, financial resources available and any time constraints. There are two main types of sampling: probability and nonprobability.

#### **A. PROBABILITY SAMPLING**

**Random Sampling:** assumes that everyone in the target group or population has the same chance of being selected as a respondent in the research. There are four main methods of random sampling, each with its own pluses and minuses<sup>1</sup>:

##### **(1) Simple random sampling**

Every member of the group is numbered and then randomly selected by computer to provide the required sample size.

<b>Advantages:</b>	<ul style="list-style-type: none"> <li>• Little knowledge needed of target population</li> <li>• No possible classification errors</li> <li>• Easy to analyse</li> </ul>
<b>Disadvantages:</b>	<ul style="list-style-type: none"> <li>• Better on smaller rather than larger groups</li> </ul>

##### **(2) Stratified Sampling**

The target population is divided into a number of parts or 'strata' according to some characteristic chosen to be related to the major variables being studied, e.g. age groups, gender. These strata are then subjected to simple random sampling. This is a more accurate technique because the random sampling is performed on different target population subgroups. It is not always used because the information needed to properly stratify the sample is not always available, and if it is it may entail additional cost.

##### Proportionate stratified sampling

The percentage of the sample taken from each stratum reflects the percentage of the stratum within the entire population. When this does not occur the research is said to be *disproportionate stratified sampling*.

<b>Advantages:</b>	<ul style="list-style-type: none"> <li>• Less variability than simple random sampling</li> <li>• Less chance of excluding individuals due to classifying</li> </ul>
<b>Disadvantages:</b>	<ul style="list-style-type: none"> <li>• Needs accurate study on % of population in each strata</li> <li>• Stratified lists can be costly to prepare</li> </ul>

Three steps in producing a stratified sample:

- Identify the important strata (e.g. male and female gamers)
- Determine the proportions of each strata
- Select simple random samples from each strata

### (3) Systemic Sampling

Often used as a substitute for simple random sampling because it produces very similar samplings and is easier to implement. Given a population in which the elements are randomly listed, then simply select every  $x^{\text{th}}$  target (e.g. 10<sup>th</sup>, 100<sup>th</sup>). This method does not increase sampling accuracy but is easier to implement.

<b>Advantages:</b>	<ul style="list-style-type: none"> <li>• Easy to source sample</li> <li>• Easy to check sample</li> </ul>
<b>Disadvantages:</b>	<ul style="list-style-type: none"> <li>• Increased variability when related to periodic ordering</li> <li>• Where stratification occurs errors may be high</li> </ul>

### (4) Cluster Sampling

The population is divided into areas or clusters, often units of geography e.g. city blocks. For example the research firm may choose to conduct door-to-door interviews with all the residents in randomly selected city blocks. These clusters can, if necessary, be broken down again into further clusters (e.g. in China, randomly select counties within a province, then randomly select villages). Simple random sampling can then also be performed on these clusters. This technique is very useful when large areas need to be covered, reducing time and cost.

<b>Advantages:</b>	<ul style="list-style-type: none"> <li>• Geographic clusters = low field costs</li> <li>• Only need to list individuals in clusters</li> <li>• Can analyse clusters as well as population</li> </ul>
<b>Disadvantages:</b>	<ul style="list-style-type: none"> <li>• Elements within some clusters may be too similar</li> <li>• Must be able to assign only one cluster to each element</li> <li>• Increased costs for statistical analysis</li> </ul>

## B. NONPROBABILITY SAMPLING:

Non-probability sampling does not involve random selection. This does not necessarily mean that the population is not represented by the sampling research but it is impossible to gauge how representative the sample is. The advantages are simple: (1) cheaper; (2) quicker; (3) representative if collected in a thoughtful manner. This approach is particularly useful for exploratory research or questionnaire testing.

There are two main types of nonprobability sampling:

**(1) Convenience sampling**

A common example of this would be the interviewing of any passer-by in a high street. There is no evidence that these respondents are in any way representative of the population of interest.

**(2) Purposive sampling**

There are different types of Purposive Sampling techniques. What they all have in common is that they are carried out with a 'purpose' in mind. Given the same example as above the interviewer may be looking for white men aged 20-35 years. The passers-by are selected because of their apparent likelihood of being in this target population and the first few questions will weed out those who do not fall within these parameters. Proportional sampling is sacrificed for the speed of access to the group.

Some types of purposive sampling:

**a) Expert Sampling**

The investigation of experts in a specific field to garner their collective views and knowledge.

**b) Quota Sampling**

In this case respondents are selected according to some fixed quota relating to gender, race, religion etc. e.g. 45% women and 55% men. The problem is again being able to estimate with certainty how representative the sample is. Nonproportional quota sampling is when a minimum number of respondents is specified for each category of the population. This ensures that even the smallest categories are represented in the research. A tourist visitor study may prescribe to this approach (15% Indonesians, 15% Malaysians, 15% Australians, etc.) because the purpose is to capture the views of minority groups.

**c) Heterogeneity Sampling**

This method is used when a wide diversity of opinions and ideas are sought with no interest in the representation ratio for the general population.

**d) Snowball Sampling**

A respondent is found that meets the sampling criteria, they are asked for more likely candidates, who are asked for more likely candidates and so on. This is a useful technique when the required respondents are hard to find or difficult to access.

## Sample sizing

### Sampling size

In general, the larger the sample size the smaller the sampling error will be. However, at some point the benefit of increasing the sampling size is not worth the time and money to pursue. It is this determination of the point of diminishing returns that must be calculated for the market research project. There are many sophisticated statistical software programmes that are now used to determine the required sampling size for any given project.

### SAMPLE SIZING: A Basic Guideline

- To estimate the sampling error (or the precision of a survey) the following formula applies:

$$e = c \times \sqrt{\frac{p(1-p)}{n}} \quad \text{where:}$$

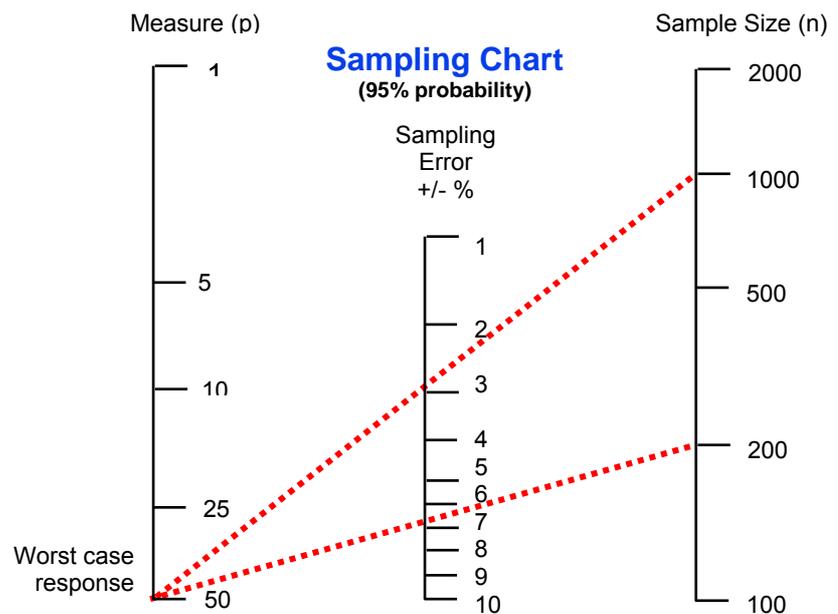
e = sampling error (.. because sampling is not perfectly representative)

c = the confidence level (e.g. 95% probability interval will include true popn.)

p = the sample proportion

n = the sample size

- The accuracy of the sample size does not depend on the universe of the survey group, only the absolute number of respondents sampled.
- While p, which is the sample proportion or measure taken, is unknown at the outset of the research it may be estimated from previous research or sample studies. However, in the worst case scenario, where p = 50%, for a sample of 1,000 there is a 95% probability that the result reflects reality for the sample universe +/-3%.
- Some sub-group analyses (for example by household income or age group) may not be possible with a total sample size of n=500. For sub-group analyses, we recommend at least a minimum of n=100 for each sub-group of interest.



Source: Hague & Jackson, *Market Research – A guide to Planning, Methodology and Evaluation*.

#### Determining the variables for calculation:

- What is an acceptable margin of error? +/-5% is a common choice; sometimes +/-3% is used.
- What is the required confidence level? Higher confidence levels require larger sample sizes. 95% is a common choice.
- What is the population size? Above 20,000, the sample size is not affected by the size of the universe (this would include any public survey or even SME survey).

- (4) What is the response distribution? For each question what are the expected results? If this cannot be estimated then 50% is the most conservative choice and will produce the largest sample size.

An important point: the absolute size of the sample is much more important than the total universe in providing a low margin of error and high level of confidence.

### Subgroups and rules of thumb

Almost always, surveys aim to understand the behaviour or attitudes of different subgroups with the survey (e.g. males vs. female, young vs. old, rich vs. poor). Take for example a survey of 400 persons, which is considered adequate for the overall survey. However, if there are four age brackets this reduces the sub-group size to around 100 and as the sub-group gets smaller the sampling error gets larger. It becomes difficult to tell whether the differences between the groups are due to real issues or sampling error.

- As a rule of thumb, important sub-groups should have a minimum of 100 respondents, less important sub groups 30-50 respondents.

#### One sampling example<sup>2</sup>:

Margin of error	5%
Confidence interval	95%
Population size	20,000
Response distribution	50%
Recommended sample size	377

## Survey error

There are two main types of survey problems:

- (1) Random error or the difference between the sample value and the population value. This is inevitable and can be measured.
- (2) Bias (or non-sampling error). This is the more serious threat and can come from mistakes in the sampling design or from flawed measurements.

#### ■ Case study

##### Sampling design error ends in lawsuit

In 2006, three of Singapore's top society magazines became caught up in a lawsuit because of claims based on market research. The magazine *Tatler* had used results from a survey, conducted by leading market research firm Synovate, to claim that it was "the best magazine for advertisers" compared to *Prestige* and *The Peak*. The latter sued *Tatler* over these claims, saying that the survey was flawed because it was conducted among people attending *Tatler* events. *Tatler* eventually settled out of court.

Measurement errors can include the following:

- (1) Interviewer bias

This occurs when interviewers paraphrase questions in a particular way, influence the respondent by general demeanour (encouraging a positive or negative reaction) or by deliberately falsifying questionnaires to get paid for work not completed (the latter can usually be caught in data processing).

(2) Questionnaire bias

Poorly worded or leading questions (see Chapter 3, Questionnaire Design)

(3) Nonresponse bias

For example, poor response rates to a mail survey or online survey that has a very low response rate (e.g. 5%). These relatively few respondents may be fundamentally different from the population. A high refusal rate (60% and rising in the US, according to the Council for Marketing and Opinion Research) causes similar problems.

(4) Response bias

This may be due to misinterpretation or deliberately dishonest answers (respondents wishing to appear intelligent, less anti-social, more affluent, etc.).

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## Chapter 4

# Questionnaire Design

A questionnaire is a structured sequence of questions designed to elicit facts and opinions. Questionnaire structure is important because all respondents must be asked the same questions, in the same way. The questionnaire is the single most important aspect of data collection: sampling, interview techniques and analysis are all for naught if the questionnaire is poorly designed. There are only three basic types of questions in any questionnaire: (1) behavioural questions (e.g. “have you ever...”); (2) attitudinal questions (e.g. “do you agree or disagree”); and (3) classification questions (e.g. sex, number of employees). It sounds simple, but designing a good questionnaire takes careful planning and imagination. It is always worth spending a lot of time on this aspect of conducting a survey.

In this chapter, the following issues will be considered:

- (1) What makes a good question?
- (2) Asking sensitive or threatening questions
- (3) Basic classification questions
- (4) Developing a questionnaire

### **What makes a good question?**

Even slight changes in wording can make a huge difference to responses and questions are all too often manipulated by lobbyists and special interest groups with the aim of reaching a preferred conclusion.

So what makes for a well worded question? A good question is one that yields a truthful, accurate answer. Four principles should be kept in mind: (1) the wording should be clear and unambiguous; (2) the wording should not bias the respondent; (3) the respondent should be able to answer the question; and (4) the respondent must be willing to answer the question.

### **The wording must be clear and unambiguous**

In order for any survey to be valid and useful it is imperative that all respondents are asked the same questions in the same manner. This is particularly relevant when the questionnaire is delivered person-to-person. The advantage of human interaction—the ability to probe for nuance and encourage detailed thoughtful responses—can easily be lost through poor phrasing.

**The wording must not bias the respondent**

Depending on your attitude towards Microsoft's dominate market position, inserting a reference to this software company (one that evokes strong reactions) may drastically alter the response. Consider the following alternatives:

Q: To what extent do you approve or disapprove of software piracy?

Q: Companies like Microsoft are losing billions of dollars in revenue from software piracy, to what extent do you approve or disapprove of software piracy in Singapore?

**The respondent must be willing to answer the question**

When a respondent is concerned about the consequences of answering a question, the answer may not be truthful. Anonymous questionnaires are more likely to produce honest responses. If some questions are sensitive, it is important to emphasise the policy on confidentiality.

**The respondent must be able to answer the question**

Questions that confuse or confound the respondent invalidate that data point and cause respondent irritation with the whole questionnaire. There are many examples of these type of questions:

Avoid asking "double-barrelled" questions, an example of which would be:

Q: Was the organization <IP agency> polite and responsive?

*The organisation may well have been one, but not the other.*

Questions should accommodate all possible answers. Multiple choice is the easiest for a respondent to answer, and the easiest to analyse. But asking a multiple choice question that does not accommodate all possible responses will confuse and frustrate the respondent. Consider the following question:

Q: How do you watch movies?

DVD

VCD

*What if the respondent doesn't watch movies or if they watch both VCDs and DVDs or they only watch TV movies?*

Questions should have mutually exclusive options, only one "correct" choice for "tick one only" questions. For example, consider this inadequate wording:

Q: Where do you buy your branded goods?

Market

Store

Stall

*These options are vague, overlapping and subject to interpretation.*

In addition, a good question should provide data that can usefully be used when it comes to analysing the responses. Consider the question:

Q: What do you think of IPOS? (check one)

It's the worst of all Singapore's agencies.

It's somewhere between the worst and best.

It's the best Singapore Agency.

*Since almost all responses would be the middle choice, very little understanding is gained.*

Finally, the transition between questions should flow naturally and questions should be grouped by subject so that they are similar and easier to think about.

## Threatening questions

### How to ask threatening questions

A lack of respect for the IP rights of other individuals or businesses is at best anti-social, at worst illegal in some jurisdictions. Questions about these issues may be considered threatening and respondents may not fully trust reassurances of confidentiality. Most surveys will include some potentially threatening questions—common are those relating to income, race, marital status—and it is important to deal with these in a way which will elicit the maximum number of honest responses. The aim is to avoid under reporting of anti-social behaviour or over reporting of other information.

We give here examples of a number of these techniques, as applied to the threatening question: “Did you kill your wife/husband?” originally posed by A.J.Barton in “Asking the Embarrassing Question.” *Public Opinion Quarterly*, 1958 (amended and enhanced by Intercedent Asia).

1. The casual technique:

⇒ Do you mind if I ask if you have ever murdered your wife/husband?

2. The numbered card technique:

⇒ Would you please read off the number on this card that corresponds to what became of your wife/husband? (Pass card to the respondent.)

(a) Natural death

(b) I killed her

(c) Other (Please specify: \_\_\_\_\_)

3. The “everyman” technique:

⇒ As you know, many people have been killing their wives/husbands these days. Did you happen to have killed yours?

4. The “other people” technique:

⇒ Do you know any people who have murdered their wives/husbands? How about you?

5. The sealed ballot technique:

⇒ In this version you explain that the survey respects people’s rights to anonymity in regard to their marital relations, and that they themselves are to fill out the answer to the question, seal it in an envelope, and drop it in a box conspicuously labelled “Sealed Ballot Box” carried by the interviewer.

6. The Kinsey technique:

⇒ This approach emphasises the continuity of gradations—note the 7-point scale—between always murdering and never having contemplated murdering wives/husbands.

Rating	Description
0	I always murder all my wives/husbands
1	I murder most of my wives/husbands
2	I usually murder my wives/husbands
3	I sometimes murder my wives/husbands
4	I rarely murder my wives/husbands
5	I have never murdered my wives/husbands
6	I would not contemplate murder
X	No interest in the subject of murder

Alfred C. Kinsey was famous for his surveys of sexual behaviour.

Even when the best wording is used, as questions become more threatening, respondents are more likely to overstate or understate their behaviour or personal information. The following are tips which may help in the structuring of questions to make them less threatening:

#### ■ Checklist 4.1

##### **Structuring questions to be less threatening**

- ✓ Self-administered or computer-assisted surveys provide greater anonymity and can improve the reporting of sensitive issues (but may have other weaknesses, such as the risk of bias).
- ✓ Open questions are better than closed-ended questions for obtaining information on the frequency of socially undesirable behaviour. Closed-ended questions, however, may reduce the threat of reporting whether or not one has ever engaged in socially undesirable behaviour.
- ✓ Long questions—providing context or justification—can be better than short questions in obtaining information on frequency of socially undesirable behaviour.
- ✓ The use of familiar words may increase the frequency with which socially undesirable behaviours are reported.
- ✓ To reduce over reporting of socially desirable behaviour, such as actions that respect IP, source data from knowledgeable informants when possible.
- ✓ Sequence questions on socially undesirable behaviour. It is better to ask whether the respondent has ever engaged in the behaviour before asking whether they currently engage in that behaviour.
- ✓ To reduce the perceived importance of the threatening topic, embed it in a list of less threatening topics.

Examples of non-threatening wording for sensitive subjects:

Q: Thinking back to the last time you downloaded a song, did you pay for it?  
*The question avoids asking about usual/typical behaviour which may be more threatening. Asking about a single event provides less information, but may be easier to recall.*

Q: Altogether, on how many days in the last year did you smoke hashish?

- I have never smoked hashish
- 1-2 days
- 3-5 days
- 6-10 days
- 11-49 days
- 50-99 days
- 100-199 days
- 200-299 days
- 300-365 days

*The multiple options suggest that usage is widespread and reduces under reporting*

Q: I'd like to ask some questions about social drinking. One popular alcoholic beverage is beer. People drink beer in bars, in restaurants, at sporting events, at home while relaxing, and many other places.

- Did you ever drink beer, even just once?
- Did you drink any beer in the past year? (no matter how small an amount)
- When you drank beer, how often did you drink it? (include every time, no matter how little you had)
- More recently, have you drunk any beer in the past month?
- Usually, how many bottles, cans or glasses do you drink at one time?

*The question reminds the respondent that drinking beer is socially acceptable and progressively asks more specific questions (as opposed to simply asking "how often do you like to get drunk").*

Q: There is a great deal of concern in the country about the AIDS epidemic and how to deal with it. Because of the grave nature of the problem, we are going to ask you some personal questions and need your honest reply. How many sex partners have you had in the last 12 months?

- None
- 1 partner
- 2 partners
- 3 partners
- 4 partners
- 5-10 partners
- 11-20 partners
- 21-100 partners
- More than 100 partners

*This question does a good job of explaining the need for such personal questions and why an honest answer is wanted.*

Q: How often did you have sex in the past 12 months?

- Not at all
- Once or twice
- About once a month
- 2-3 times a month
- About once a week
- 2-3 times a week
- Four or more times per week

*There is a danger with multiple choice that people might assume that the middle range is “normal”.*

Have your sex partners been ...

- Exclusively male?
- Both male and female?
- Exclusively female?

*The most personal questions are left until last.*

## Classification questions

Classification questions are important because they help segment the respondents and provide a check on the representativeness of the sample. The most sensitive of all classification questions relate to **income**. And it is not necessarily the case that the less money a person makes, the more sensitive they are about divulging this information. The opposite may be true - as confirmed by some of the refusal rates in the IP E&A Pilot Study. The large contribution of the informal or Black Economy in many countries—both developed and under developed—means that respondents may be nervous about accurately reporting income over and above what they are disclosing to the taxman. Some will under-report their income from fear of reprisal, others will over-report their income to make themselves feel better. Accuracy of reporting can be improved by detailed questioning about the different sources of income, but usually at the cost of a higher refusal rate.

**Race and religion.** Many government surveys do not ask about religion, which can be a rather nebulous concept; stated religion may not reflect regular attendance at a place of worship or even genuine religious conviction. Race is another can of worms, with significant confusion between ethnicity and race; for example Hispanic/Latino has no scientific basis in terms of race. Mixed race offspring are also difficult to classify.

**Marital status.** “Single” should be avoided in combination with the categories of divorced, separated, widowed, etc. With 5m people now cohabiting in the UK for example, it may be advisable to add a “living as married”, but this status may also be open to interpretation.

**Age and sex** are mercifully straightforward though it is hazardous to always assume the sex from appearance or voice. There will, of course, be a tendency among some to lop a few years off their age.

## Developing the Questionnaire

Questionnaire development is a time consuming task. These 12 suggested steps are worth following.

1. Establish the research objectives and parameters. Conduct exploratory research with stakeholders to explore the topic to find out what information is required. For example, Intercedent at the outset of conducting a business survey on IP management in Singapore, conducted 15 interviews with other relevant government agencies (e.g. A\*Star, IE Singapore), professional advisory firms (e.g. IP lawyers, incubators, venture capitalists) and scientific institutions, as well as companies of varying sizes that have some IP. This valuable initial research is invariably worth the effort as it will help shape the analytical framework, highlight any sensitivities and help frame better questions.
2. Identify useful inputs. Search online and in other archives for existing questions and scales on the topics of interest (also refer to this document). Quite often similar surveys will have been conducted by a private or public sector organization. However, care should be taken so that any national and cultural nuances are fully taken into account (see also IPE&A Pilot reports).
3. Devise and structure the questions. Armed with a better understanding of the issues any new questions should now be drafted and any existing questions revised as appropriate. The sequence of the questions should be decided, preferably breaking the document into different sections that can easily be introduced to the respondent (e.g. “the next few questions are about your shopping habits”). Choose the question response format: open-ended questions versus closed-ended (a selection from a list) or scale-response questions.

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### Open-ended questions:

#### Advantages

Provide a rich diversity of responses with new insights  
Nuggets of sheer genius (for recommendations)

#### Disadvantages

Biased towards articulate respondents  
More difficult and expensive to administer  
Potential for interviewer bias (pre coding of responses can help)  
Cannot be relied upon for self-complete (indifferent respondents)

### Closed-ended questions:

#### Advantages

Simpler to administer and data process

#### Disadvantages

Position bias (tendency to tick first or last option)  
Reading long lists may confuse or cause respondent to lose interest  
More limited information

**Scaled-response questions:** (these measure the intensity of a respondents feeling, e.g. “definitely would download, probably would ...” or “strongly agree, etc.”)

Advantages

Can help to capture intensity of feeling (“definitely agree” vs Yes/No)

Easy to code

Disadvantages

Taxing for respondents to translate their frame of reference

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It is also very useful to prepare an Interview Outline, introducing each section and making any relevant points (see box on following page).

4. Format the questionnaire. The questionnaire should be easy to read, understand and complete. The terms of formatting the priority of needs is as follows:

- (1) the respondents needs
- (2) the interviewers needs
- (3) the data processing staff’s needs

Typeface should be large and clear. However, when the questionnaire is long it is worth minimising the number of pages when formatting. Business respondents in particular may be put off by the sight of a large sheaf of pages. Probing instructions tell the interviewer how to make sure that the answer is complete and can be interpreted.

Formatting tips to help the respondent:

1. Begin with a couple of general questions that will be of interest to the respondent.
2. Save questions that require some thought for the middle of the questionnaire.
3. Encourage the respondent to keep going: “... only a few more questions”.
4. Keep sensitive demographic questions for the end.

5. Pre-code the possible responses. Make provision for “refused” or “don’t know”. Some firms routinely use 8 and 9 codes (or 88 and 99 codes) for these responses to avoid confusion with a substantive answer.

6. Solicit initial feedback and test. Use pre-test interviews and solicit stakeholder feedback on the draft questionnaire. Revise the latest draft then test it on friends or colleagues. Prepare simple interviewer instructions for pilot testing; revise questionnaire if the instruction writing or interviewer training uncovers any problems.

7. Pilot survey on a small sample of respondents (up to 100) similar to the universe from which you are sampling. Obtain comments from interviewers on any difficulties in administering the questionnaire or any problems in respondent understanding and scrutinise the completed questionnaires for any systematic failings.

■ Checklist 4.2

**12 Steps to Develop a Questionnaire**

- ✓ Establish the research objectives and parameters
- ✓ Identify useful inputs
- ✓ Devise and structure the questions
- ✓ Format the questionnaire
- ✓ Pre-code the possible responses
- ✓ Solicit initial feedback and test
- ✓ Pilot survey on a small sample of respondents
- ✓ Draft the final version of the questionnaire
- ✓ Research brief and interviewer training
- ✓ Initial review of findings
- ✓ Mock up of final report
- ✓ Complete the survey

8. Draft the final version of the questionnaire. Revise questions that cause problems and test again if necessary. Prepare final interviewer instructions and revise the questionnaire if the instruction writing uncovers any problems.

9. Research brief and interviewer training. A research brief should be prepared for the interviewers which includes the overall objectives and the intent of each individual question as required.

10. Initial review of findings. The first few interviews conducted by each individual interviewer should be reviewed for: (a) comprehension; (b) consistency; and (c) completeness.

11. Mock up of final report. If time permits, it is always useful to do a mock up of the final report based upon the initial interviews. Quite often it is difficult to recognise problems in the questionnaire until the time comes to tabulate the data and think about how to present the findings.

12. Complete the survey, keeping a weather eye out for further issues.

**Exhibit 4.1**

**Questionnaire Structure (Pilot Quantitative Survey)**

**INTRODUCTION**

The introduction may vary according to whether a face-to-face to phone interview. The name of the sponsoring agency is not revealed at this stage because we ask about the issue of awareness in the questionnaire.

**SCREENING QUESTIONS**

Screening questions are less relevant for a random general public survey but may be needed if—as is quite likely—the aim is to survey only a segment of the population (e.g. urban youth, high income earners, etc.)

### 1. BASIC UNDERSTANDING OF IP

These initial questions are designed to reveal basic understanding of intellectual property, its forms and the laws by which they are protected.

- Familiarity with the term “Intellectual Property”
- IP associations
- Awareness of laws and formal types of protection

### 2. SHOPPING AND INTERNET BEHAVIOURS

A brief review of the respondent’s shopping and surfing habits provides the baseline context for the subsequent questions on purchasing of pirated products and attitudes to counterfeiting.

- Purchase of branded goods, multimedia
- Computer games

### 3. BUYING BEHAVIOUR: PIRATED AND COUNTERFEIT GOODS

These questions may encounter higher rates (or false responses) in jurisdictions with end user criminalization accompanied by severe penalties (e.g. Singapore and US) – but can provide a useful benchmark for year-on-year tracking. Initial questions ask for a broader assessment of IP infringement.

- Availability of imitations
- Quality of imitations
- Relative pricing of imitations
- Discernment of genuine indicators
- Frequency and type of pirated goods purchased
- Change in ease of finding pirated goods

### 4. ATTITUDES TOWARD INTELLECTUAL PROPERTY

In this section, the aim is to test the extent to which people consider IP has a moral dimension and their assessment of its contribution to the economy and creative industries in particular.

- Morality of buying vs. selling pirated/counterfeit goods
- Perceptions of what situations constitute infringement of IP
- Need to protect intellectual property rights
- Perceived contribution of intellectual property to creative endeavours and the economy.

### 5. RATIONALE FOR IP PROTECTION & REASONS FOR INFRINGEMENT

These questions aim to reveal common perceptions on reasons to protect IP and why it is a problem.

- Reasons for protecting IP
- Reasons why some people are not concerned about protecting IP
- Causes for the widespread availability of pirated and counterfeit goods

## 6. AWARENESS OF ADVERTISING/PROMOTIONAL CAMPAIGNS

This section is particularly relevant if there has been a relatively recent public IPR campaign. However, this awareness is worth testing regardless because there are often cinema ads or other private initiatives.

- Recall of advertisement and promotion
- Where and what is remembered
- Recall of any slogans (include actual slogans as relevant)
- Impact of advertisement or promotion on behaviour

## 7. AWARENESS OF THE IP AGENCY/DEPARTMENT AND ITS PROMOTIONAL ACTIVITIES

These questions may need to be tailored to the country-specific organizational structures and responsibilities (e.g. in some countries more than one agency is involved).

- Recall of IP agencies / departments
- Awareness of the role of named IP agency
- Recall of slogans

## 5. PERSONAL INFORMATION

Ideally, age groups should correspond to available demographic data. The language of the interview may only be relevant in some countries. Income information may not be forthcoming for some countries due to security fears about releasing financial information. In this instance proxy indicators should be used.

- Gender
- Age
- Income
- Educational attainment
- Language of interview

### Questions / exercises to consider

1. Review the Pilot Questionnaire. What other topics or questions might it be useful to consider?
2. What adjustments to the questionnaire might be relevant in the context of your own Economy?
3. What question topics or questions might interesting if you were to design a B2B survey?

### Notes/Bibliography

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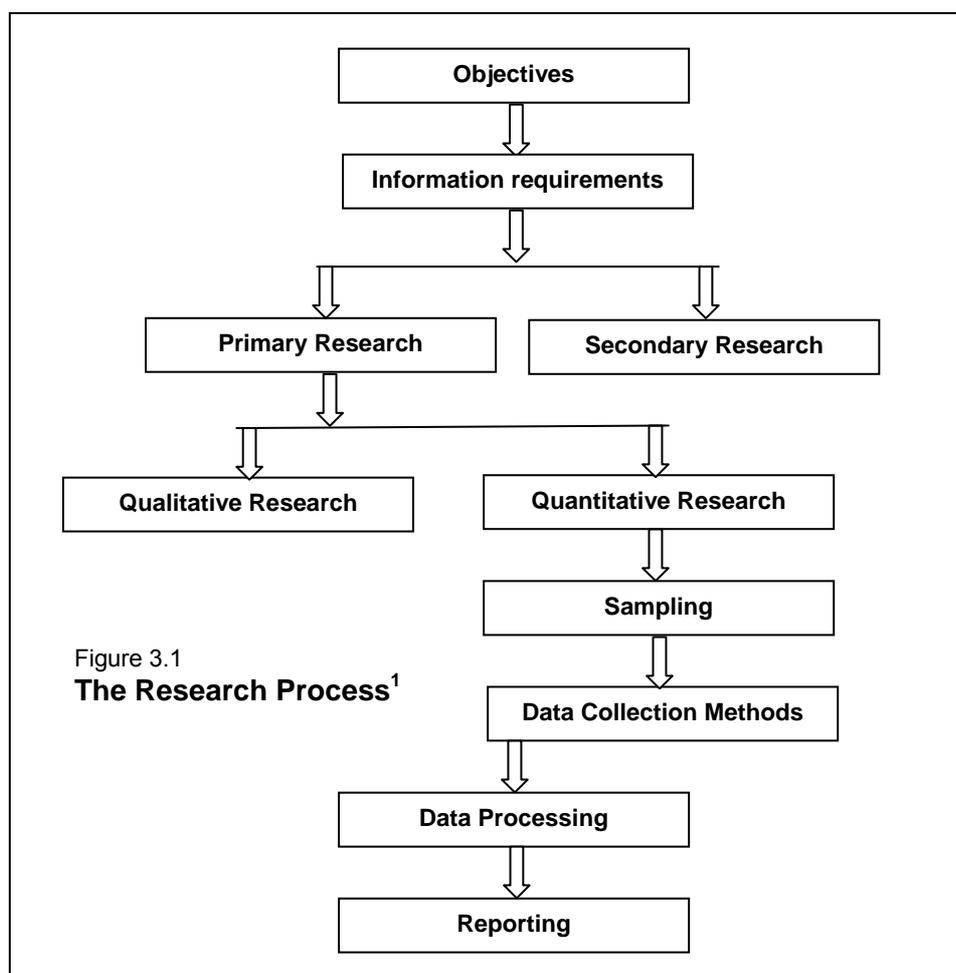


## Chapter 3

# The Research Process

In this Chapter, the main steps in the research process are reviewed, with particular emphasis on those points where the IP agency may need to make important decisions:

- Defining the issue/objectives
- Reviewing primary versus secondary research options
- Deciding on the mix of qualitative and quantitative research
- Making a sampling plan (see Chapter 5)
- Selecting the data collection method
- Presenting the final report



## Objectives

Source: Paul Haque and Peter Jackson–Kogan, *Market Research: A Guide to Planning, Methodology and Evaluation*, 1996.

The research process begins with the recognition of a problem or an opportunity. Fundamentally, most IPE&A research involves both: recognition of a problem relating to IP understanding and an opportunity to correct that problem. Important steps in defining the issue:



What is the main issue?  
Example: an apparent lack of respect for various forms of IP

Next, it is important to reflect on why the information is being sought. Specifically: what decisions will be made as a result of the research? The following activities may be useful in this regard<sup>1</sup>

### ■ Checklist 3.1

#### Tips on research self reflection

- ✓ Discuss how the information might be used, work through various scenarios
- ✓ Prioritise the issues and questions (“need to know” vs. “nice to know”)
- ✓ Create sample data and review how that serves the purpose
- ✓ Make sure the issue are clear cut and simply put



Why is the information being sought?  
Example: to promote public education on the importance of IP



How will it be used?  
Example: a PR / communications campaign

Exploratory research is performed at this point to amass essential background information. This is gleaned through discussions with relevant parties within the organisation to collect a variety of opinions from different standpoints on the same issue. Examination of related websites and associations elsewhere concerned with the same issues will be helpful.

Consider using: a pilot study, desk research, informal focus groups.



What are the industry dynamics affecting the issue?  
Example: conduct some exploratory research

Finally, clearly state the research objectives so that the findings and recommendations can be measured against these objectives.



What are the precise objectives?  
Example: measure awareness of the various forms of IP

Whenever possible, the top decision makers should be involved in defining the problem in order to narrow the field of research to the explicit needs and requirements of the organisation.

At this point it is worthwhile to review the value of progressing into the full research project:

- Is the problem clearly defined and free of any bias?
- Does the problem justify investigation?
- Is it possible to acquire the information needed to resolve the problem?
- Can the research be done within budgetary restraints and time frame?
- Is there is a more pressing demand on resources?

**Primary vs. secondary research**

The information required to meet the research objectives can be sourced through either primary or secondary research (also known as desk research). This is one of the first decisions to be made in the research process, although the solution may comprise of a combination of both. Typically is difficult to know how much information can be garnered from desk research until the effort is made.

**Secondary research.** Secondary research is the sourcing of information that other people have previously generated through primary research and is otherwise known as ‘desk’ research. This is an essential part of market research and can save time and money. There is no point ‘reinventing the wheel’ by doing primary research on reliable work already done. The essential thing is to check that all secondary research input is current and trustworthy.

Typical sources for secondary research include: government statistics; trade and industry bodies; market research reports; the national and international press; the internet; directories, etc.

<b>Secondary (Desk) Research</b>	
<b>Advantages</b>	<b>Disadvantages</b>
- Cheaper than primary research	- Sources must be verified thoroughly
- Often faster than primary research	- May be out of date
- Can often be done in-house	- Rarely specific to research objectives

**Primary research** involves gathering original data that did not exist before, as well as more nebulous and yet often extremely useful attitudinal data.

<b>Primary (Original) Research</b>	
<b>Advantages</b>	<b>Disadvantages</b>
- Up to date	- Can be difficult and/or time consuming to collect
- Specific to the research objectives	- Expensive to collect
- Exclusive and confidential results	- Misleading results with too small a sample or poorly prepared questionnaire

## Qualitative vs. quantitative research

Primary research has two main branches, qualitative research and quantitative research, each with its own characteristics (see table below)<sup>2</sup>.

Qualitative research	Quantitative research
Probing questions	Limited probing
Small sample size	Large sample size
Rich information	Statistical information
Skilled interviewer	Less skilled (or no) interviewer
Subjective, interpretive analysis	Statistical analysis
Hard to replicate	Easy to replicate
Good for exploratory research	Good for descriptive research
Can diagnose cause and effect	Good for tracking
Unearth inspirational ideas	Unlikely to elicit original ideas

Of course there is no clear demarcation between qualitative and quantitative survey research. Some highly quantitative surveys may take the opportunity to include a couple of probing questions on key areas of interest.

### Quantitative research

This involves a large number of respondents' input. Qualitative research is concerned with the understanding of a subject and quantitative research more with measurement. (Think of 'quality' vs. 'quantity'.) The aim is to 'sample' enough of the target group or representation of the population for the findings to speak for the group or population as a whole. This efficient 'sampling' calculation is a subject in itself and is addressed in Chapter 5 on Basic Sampling.

### Qualitative research

Because qualitative research can be much less expensive than quantitative research it offers budget constrained organisations an opportunity to conduct research that will still be valuable, in understanding the reasons for public attitudes to IP for example. However, it is important to remember that qualitative research is not necessarily representative of the universe of interest. As tempting as it may seem, it would be inaccurate to say the attitudes and behaviours of 10 or 20 high school students are representative of that school's students, let alone all high school students.

## Data collection: quantitative research

There are three main approaches to conducting fieldwork for a quantitative survey:

1. Face-to-face interviews
  - Door-to-door
  - Street / shopping mall intercepts
2. Phone interviews
3. Self-administered questionnaire surveys
  - Online surveys

**Face-to-face interviews** are the most informative method of qualitative data collection because the human interaction of face-to-face interviews provides the opportunity to probe for insights and build on responses for greater value. However, whenever humans interact there are a multitude of social and environmental factors to be taken into consideration which can cause inadvertent bias. Hence, the success of this method of data collection depends on the skill and experience of the interviewer.

#### Door-to-door surveys

People are contacted at home and in person. While very effective, this approach has largely been abandoned in the US due to the high labour and transport costs involved. It is still used in Developing Economies (in India only about 10% of the population have a phone at home), where disciplined procedures are required to ensure random sampling.

#### Street/ shopping mall intercept surveys

A popular approach in Developed Economies, though some Mall operators will not permit nuisance surveyors. But refusal rates are climbing and it is impossible to get a representative sample.

### **Phone surveys**

This method of surveying offers many important advantages, including the fact that it is inexpensive and in Developed Economies it facilitates sampling. It has some obvious disadvantages: (1) nothing can be shown (no media or advertising materials can be evaluated); (2) less reliable in determining economic status; (3) people's patience for phone interviews is limited; (4) an in-depth survey or one with many probing questions is not well suited to the phone approach.

(Note: CATI or computer-assisted telephone interviews are now used by most large consumer research firms. Here the interviewer sits at a terminal which more efficiently prompts the questions. CATI also allows for near instant data tabulation.)

### **Self-administered questionnaire surveys**

The main disadvantages are: the poor response rate, poor quality of response (often the respondent applies very little thought or clarification) and potential for bias (the survey is responded to only by persons motivated to do so). These types of surveys work well where there is a captive audience. One form of self-administered survey is the mail survey, which suffers a low response rate.

#### ■ Checklist 3.2

#### **How to increase the response rate for mail surveys**

- ✓ Self addressed, stamped return envelope
- ✓ Clear rationale for survey
- ✓ Personally signed cover letter from 'higher authority'
- ✓ Emotional appeal
- ✓ Reminder of affiliation
- ✓ Draw prize

Online surveys

The use of the Internet has made a huge difference to the way surveys are conducted and has become a science unto itself.

Advantages

Quick to implement

Lower cost (especially in Developed Economies)

Higher response rates

Disadvantages

Security concerns regarding personal information

Representative of web surfers only (can be overcome through the use of pre-selected incentivised “panels” – these are costly to maintain but can be rented from specialists in Developed Economies)

**Data collection:  
qualitative research**

There are many exotic types of qualitative research (e.g. projective “if IP Australia was an animal what would it be – and don’t say a marsupial”). However, the following are most likely to be useful in the context of an IP agency’s research requirements:

1. Depth interviews
2. Focus groups
3. Mystery shopping

**Depth interviews**

These are unstructured interviews usually conducted face-to-face and are used when an individual’s real views are sought or when the subject matter may be sensitive. The skill of the interviewer here is to listen carefully and with interest to encourage the respondent to flesh out their answers, and to probe into the reasoning behind the answers.

Typically, probing might include: “Anything else?”, “Can you elaborate on that?”. A technique called laddering can also be used to dig deeper into underlying causes for behaviour, continuously asking “why” in response to an answer.

Advantages of Depth interviews for qualitative research

- a) One-on-one, FTF interaction gives the respondent a feeling of being involved in a conversation, a value added interaction
- b) Depth interviews are almost always longer than short phone or mall intercept interviews and can therefore elicit more in the way of genuine insights
- c) Flexibility to take the discussion in new, unexpected directions
- d) Useful for B2B studies, where competitive issues or scheduling problems make focus groups impractical

Disadvantages of Depth interviews

- a) Costly, perhaps even more so than the usual alternative, focus groups (see following)
- b) No group dynamic as in focus groups

### Focus groups

Focus groups work on the principle that open discussion stimulates participants and leads to a ‘brain storming’ of ideas and viewpoints. Focus groups do not provide quantitative results. Focus group participants must be relevant to the objectives of the research as assessed by predetermined criteria. Due to the variables of personalities and demographics, usually at least two focus groups will be held on the same topic. It is usually best to group participants with similar criteria together. For example by age group (see example below), 18-24 year olds comprising one group, 25-35 year olds, another. This can also be done across backgrounds, education levels, income brackets and gender divides – whatever make sense.

A brief screening questionnaire is useful to ensure the eligibility of the participants and over booking of participants is advisable to compensate for no-shows. The focus group must probably be presided over by a moderator, the role of whom is crucial. While moderating is best left to a professional, much of the expertise required is common sense:

■ Checklist 3.3  
**How to be a good moderator<sup>3</sup>**

- ✓ Get into their (the participants’) world
- ✓ Encourage open participation from all participants
- ✓ Probe until the participant “feels better” about their response
- ✓ The moderator should be the tiller that turns over the rationale that drives a choice
- ✓ Move about, engage the participants
- ✓ Moderating is more relationship building than data gathering. (It’s like love, you don’t get it by seeking it, you get it by being loving)
- ✓ Moderating is finding out ‘why’ without asking: “Why?”.

Source: Naomi Henderson, RIVA Qualitative Market Research, (www.RIVAinc.com)

<b>Focus Groups: Advantages and disadvantages</b>	
<b>Advantages</b>	<b>Disadvantages</b>
- Interactivity leads to valuable insights	- Unrepresentative and so needs quantitative support
- Observation and recording through one-way mirror	- Highly dependent on moderator skills
- Low cost	
- Visuals and other aids easily used	

See below an example of a Discussion Guide for two focus groups with young men, aged 18-35, that use game consoles.

## Exhibit 3.1

**Focus Group Discussion Guide**Respondent Profiles

*Group 1:* Group of 8 participants aged 18-24 years, male owners of modified game consoles (mainly students, recent graduates)

*Group 2:* Group of 8 participants aged 25-35 years, male owners of modified game consoles, including at least two parents of young children (young working adults, parents)

Respondents will first be screened to check:

- 1) if they own modified game consoles
- 2) if they are favourable focus group participants (relatively outgoing people who will be willing to provide candid feedback and discuss issues freely)

<p><b>1. Moderator's introduction</b></p> <ul style="list-style-type: none"> <li>• Moderator explains: <ul style="list-style-type: none"> <li>• The main purpose is to obtain personal opinion on concerns, perceptions (explain issue and what it involves)</li> <li>• Feel free to speak up, no right or wrong answer</li> <li>• <u>Strict</u> policy on confidentiality</li> <li>• <u>No</u> use of recording devices (in this case)</li> </ul> </li> </ul>	<b>5 min</b>
<p><b>2. Background information and warm-up</b></p> <ul style="list-style-type: none"> <li>• Let's have a round of introductions.... <ul style="list-style-type: none"> <li>• Your name, profession/status</li> <li>• On average, how often do you play? For how many hours a day?</li> </ul> </li> </ul>	<b>5 min</b>
<p><b>3. Ownership and type of consoles</b></p> <ul style="list-style-type: none"> <li>• Type of consoles owned <ul style="list-style-type: none"> <li>- Sony: PS, PS2, PSP (Playstation Portable)</li> <li>- Microsoft: Xbox</li> <li>- Nintendo: Gamecube, Gameboy, Gameboy Advance, N64</li> <li>- Sega: Dreamcast</li> <li>- Nokia: N-gage</li> <li>- Palm/Pocket PC Games</li> </ul> </li> <li>• Length of time that consoles have been owned / how many? <ul style="list-style-type: none"> <li>- How long have you owned your present console?</li> <li>- How many consoles have you owned to date? (Were all modified?)</li> </ul> </li> <li>• Price of consoles <ul style="list-style-type: none"> <li>- How much did you pay for your present console? (modified? unmodified?)</li> <li>- How much have you spent on console/games to date?</li> </ul> </li> <li>• Purchase decision-making process <ul style="list-style-type: none"> <li>- Did you buy your console on your own? Or with friends, parents?</li> <li>- Where did you buy your console? – we do not want to know the names of individual outlets</li> <li>- Where do you usually buy your games? (locally, Malaysia, Thailand, etc.?)</li> <li>- Have you purchased any hardware specifically to enhance your gaming experience over the last 12 months?</li> </ul> </li> <li>• Did you know exactly what you wanted of your console before your visit to the shop to purchase it? If yes, what basic requirements were you looking for?</li> </ul>	<b>15 min</b>

<p><b>4. Modification preferences</b></p> <p><i>NOTE: The mod chip is an electronic chip that is added to the PlayStation, PS One, PS2 or Xbox game console - modifying it to boot up all CDs. It allows the user to play all imported games and all CD-R Backups (during the Boot sequence the console checks the Boot Information on the CD, information that is missing on Backups. Import Games cannot be played. The mod chip injects the correct boot information.)</i></p> <ul style="list-style-type: none"> <li>• Who did the modification (retailer or someone else)?</li> <li>• Do you think that the extra price you paid for modification was worth it? Why or why not?</li> <li>• Do you know exactly what type of modification was installed in your console(s)? (If respondent answers 'yes', point to expert gamers)</li> <li>• Did the retailer offer you modification for your console as an option? Or did you specifically ask for a modified console at the retailer?</li> <li>• How did you find out what modification options were available in the market (friends, websites, retailers)?</li> <li>• Which brands of mod chips are you aware of/have used?             <ul style="list-style-type: none"> <li>- PS: Breaker Pro, PS1 Mod Chip, PlugMod</li> <li>- PS2: DMS3, Slide card, Duo2, Neo12, Magic V, Magic 3.1, Swap Magic Disc, No Solder, DVD RegionX</li> <li>- Xbox: Xbit, Aladdin Live</li> <li>- Gamecube: Freeloader</li> </ul> </li> </ul>	<p><b>15 min</b></p>
<p><b>5. Modification – current trends</b></p> <ul style="list-style-type: none"> <li>• Are all your gaming friends using modified consoles? What %?</li> <li>• Do you think more or fewer people are modifying their consoles? Why is this?             <ul style="list-style-type: none"> <li>- If you know of some friends or other people that don't modify their consoles, do you know what prompted them not to do it?</li> </ul> </li> </ul>	<p><b>15 min</b></p>
<p><b>6. Overall response to impending changes</b></p> <ul style="list-style-type: none"> <li>• Can you describe the current rules/legislations (or consequences) concerning the modification of game consoles?</li> <li>• What are the current rules/legislations (or consequences) concerning the <u>ownership</u> of modified of game consoles?</li> <li>• Moderator explains briefly the impending changes with the new rules ...             <ul style="list-style-type: none"> <li>... Currently, there is no provision against circumventing any technological protection measure.                 <ul style="list-style-type: none"> <li>- Note: To circumvent is to avoid, bypass, remove, deactivate, de-scramble, decrypt or otherwise impair</li> </ul> </li> <li>... But as of January 2005, it will be a <u>criminal</u> offence for:                 <ul style="list-style-type: none"> <li>- Anyone committing the act of circumvention wilfully and for the purpose of commercial advantage</li> <li>- Anyone making circumvention devices or selling, distributing or importing such devices</li> </ul> </li> <li>... and offenders will be liable to a fine of up to S\$20,000 and/or 2 years in jail</li> </ul> </li> <li>• What do you think about these changes to the law?             <ul style="list-style-type: none"> <li>Moderator to record body language of participants                 <ul style="list-style-type: none"> <li>- Do you think these changes affect you? Why? Why not? In what ways?</li> <li>- Do you think these changes are fair? Why not?</li> <li>- What are your main concerns now that you have heard of these new changes?</li> <li>- Will you still look for modification methods despite these tougher penalties? If yes, why? (Note: Politically correct answers to be foreseen)</li> </ul> </li> </ul> </li> </ul>	<p><b>30 min</b></p>

<ul style="list-style-type: none"> <li>- In general, do you think that gamers and retailers will change their behaviour regarding modification?</li> <li>- What do you think will happen to the gaming industry as a result of these changes?</li> <li>- What evidence would you want to have to help persuade you that these changes are needed?</li> </ul>	
<p><b>7. Close</b></p> <ul style="list-style-type: none"> <li>• Thank respondents for their time and give incentives.</li> </ul>	

One important use of focus groups (or depth interviews) is to conduct **Copy Tests** to ascertain the reaction to IP media campaigns. It is important to understand how an advertisement will be received and whether it will accurately convey the intended message (see example below).

### **Copy Test Depth Interview**

Gauging reactions to the press ads

.. after introductions, etc.

- Next, I have something to show you.

*Show ad. Ask the following set of questions. Note spontaneous reactions and non-verbal cues.*

#### Overall appeal

- What do you think? How do you feel when you see this? Why?

#### Targeting and interest

- Who is the ad aimed at? What makes you say this?
- Would you want to find out more after seeing this ad?
- If no, why not (because doesn't apply?)
- Do you think the ad is placed in a good section of the paper? Why? Why not?

#### Implications

- From reading the ad, which people are liable to prosecution?
- Which people are not liable to prosecution?
- (As required) which of the follow groups are liable or not liable to prosecution:
  - Home users
  - Office employees
  - Office managers

### **Mystery Shopping**

This technique is applicable mainly to B2B and internal research, the latter might include checking the service quality of your own IP agency by having someone pose as a small business person.

Below is an example of an actual mystery shopping guide to reveal the behaviour of IT retail outlets with respect to console modification. (Please note that no retailers were harmed in the conducting of this research, with individual identities remaining strictly confidential.)

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Exhibit 3.2  
**INTERVIEW GUIDE FOR IP MYSTERY SHOPPING**

Hello, I would like to buy a PS2/Xbox set. How much is it?

*In most cases, especially with the smaller retailers, packages are sold rather than just the console itself. If modification is offered as an option, find out more details of any package deal offered.*

*Key components to check would include:*

Which version/ country is the console from? (American, UK, Japan) AND if it is modified, does the package/console include modification charge?

How many controllers? (if asked how many are wanted, say 2)

Number of free games included?

Memory card included?

Modification chip – Make, Functions?

*Check on the price difference between a modified and unmodified console/package.*

*Note whether the offer of modification is “matter-of-fact” or somewhat furtive.*

*If modification is not offered as a standard option, ask ...*

Do you sell modified sets?

*If yes, check how much extra this costs, relative to above package.*

*If the retailer says that it does not sell modified consoles, ask ...*

Do you know of any other shops that sell modified sets?

---

## Data processing

Once the fieldwork has been completed and the survey questionnaires returned, the stage is set for data processing or data analysis (Intercedent recently completed a study of 3,000 farmers in 10 Chinese provinces; at 15 pages per questionnaire this was quite a pile of paper).

Step 1: Validation and editing (quality control)

Step 2: Coding

Step 3: Data entry

Step 4: Tabulation and statistical analysis

The first four steps will be managed by the research agency and be discussed in brief only.

### 1. Validation and editing

The validation here does not refer to the findings but rather the quality of the responses and to detect any interviewer fraud (surveyors are often low paid part-timers susceptible to accelerating the interview process). If possible, large scale surveys should involve a call-back of around 10% to confirm that: (a) the person was interviewed; (b) the person qualified for the interview; and (c) correctly answered a sampling of questions.

Editing involves checking for interviewer or respondent mistakes (paraphrasing of answers, incorrect skips, contradictions, etc).

### 2. Coding

Where open ended questions are included in the questionnaire it is necessary to code the responses after the questionnaire has been completed. This involves

reviewing the complete list of responses and categorizing them into mutually exclusive groups which will hopefully assist in the analysis vis-à-vis the objectives. This inevitably involves a degree of subjectivity.

### 3. Data entry

The conversion of data into a form that can be used by a computer. There is available software that can help check for errors throughout this process. Prior to the tabulation and statistical analysis, a final computerized check for errors and can be done (machine cleaning).

### 4. Tabulation and statistical analysis

Now that data are stored on computer files—usually SPSS or SAS—the next step is to tabulate the data. The most basic tabulation is the one-way (meaning one dimension) frequency table. This shows the number and percentage of respondents who gave each possible answer to a question. The base can be either the number of persons asked the question or the number that answered the question.

**Cross tabulation.** Many research studies go no further than cross tabulation in terms of analysis. The concept is simple: to review answers to one question against the answers to another. For instance there may be an hypothesis that poorer people are more likely to buy fake branded products. Cross tabulation can review the frequency (% of respondents) that buy fake brands against the various income categories.

#### ■ Checklist 3.4

#### **Practical tips for cross tabulation<sup>4</sup>**

##### ✓ Make hypotheses

You probably have some thoughts about what the data may reveal in cross tabulation. These hypotheses should be noted and used as a starting point for cross tabulation.

##### ✓ Review the obvious

Some relationships may be obvious (e.g. age and student status). Finding these connections early on can validate the results and boost confidence that the interviewers did a good job.

##### ✓ Keep an open mind

Don't be too hung up on your hypotheses and prior assumptions. Look at the data from new angles, find new relationships and develop new hypotheses to explain them.

##### ✓ Trust the data

If results don't match initial expectations, maybe the data is telling you something you didn't know. Too often research is conducted to corroborate convention wisdom, and unusual results are treated with undue suspicion.

##### ✓ Watch the n count

Small totals should be a concern. If you have few respondents for a given category, look for stronger evidence before drawing conclusions. For example, a study shows that 38% of people under 15 years illegally download movies, but this figure might comprise of just nine people.

Extracted from Custom Insight, a Nevada provider of web-based survey software ([www.custominsight.com](http://www.custominsight.com)).

## Reporting

The final research report is the end of the research process. Essential components include:

1. Title page
2. Table of contents
3. Executive summary
4. Introduction and Methodology
  - Research limitations
5. Main Report
  - Section by Section
6. Appendices
  - Questionnaires, Interview Guides, etc.
  - Tabulation Tables

### TITLE PAGE

The title should be as short as possible while still conveying the full essence of what the report is about. The title page would normally include: for who the report has been prepared and by whom, the date, relevant contact information and “strictly confidential” as appropriate.

### EXECUTIVE SUMMARY

Important for longer, more extensive reports, it succinctly summarizes the main findings, conclusions and recommendations. Extra care should be taken—for some clients this will be the only part of the report that is read.

### INTRODUCTION & METHODOLOGY

The introduction may re-state some of the background information including why the study was commissioned, so making the reader familiar with the purpose of the study. The Methodology section should review the methods and procedures used to collect the data. Every study has its limitations and these should be clearly identified.

### MAIN REPORT

This is the body of the report and includes all the main findings. The findings can be presented in a variety of ways, and it is important that the n count is always stated as well as the original phrasing of the question.

### APPENDICES

At a minimum these should include the SPSS Tables and Questionnaires, including any translations.

### Notes/Bibliography

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1. Paul Haque and Peter Jackson–Kogan, *Market Research: A Guide to Planning, Methodology and Evaluation*, 1996.
2. Carl McDaniel and Roger Gates, *Marketing Research Essentials*, (Wiley, 2007)
3. Naomi Henderson, RIVA Qualitative Market Research, ([www.RIVAinc.com](http://www.RIVAinc.com))
4. Custom Insight, a Nevada provider of web-based survey software ([www.custominsight.com](http://www.custominsight.com)).

## Chapter 2

# Engaging & Working with Research Partners

Once it has been decided to commission a piece of research and use an external research supplier, it is important to know how to choose the best supplier and how to work with that research firm for the best outcome in terms of meeting the research objectives.

In this chapter, the following issues will be considered:

- (1) What makes for a good research firm?
- (2) What should be included in a Request for Proposal?
- (3) What should be included in a good research proposal?
- (4) Common pitfalls in the client-research supplier relationship
- (5) Respondent abuse by the research firm

### Selecting a research firm

The most important issues in selecting a market research supplier relate to two ethical abuses (see box below): client confidentiality (where it is required) and integrity. These ethical standards are prerequisites. Although hard to judge at the outset, a research firm's track record and client list can be good indicators.

#### What to look for in a Market Research Supplier<sup>1</sup>

1. Client confidentiality (especially important for commercial research)
2. Honesty
3. Meets deadlines
4. Flexibility
5. Delivers to project specifications
6. High quality output
7. Responsive to client's needs
8. High quality control standards
9. Client-oriented in interactions
10. Keeps client informed

Source: Market Directions (US); a survey conducted in the US asking research users about the most important attributes of research firms.

The rest of the top 10 desirable qualities relate to project management skills. Communication is especially important. Frequent contact between client and research firm, including regular progress reports allow the client to assess whether the project is on track and enables both sides to build confidence that the deliverables will be met.

#### ■ Checklist 2.1

##### **How to select the right research marketing agency**

- ✓ Prepare an RFP (request for proposal – see below). Describe the role of primary and secondary research, qualitative or quantitative approaches, sampling issues and data analysis techniques.
- ✓ Pre-qualify a variety of suppliers for quotes using referrals, reputation and experience as guidelines. Or put out as general tender, notifying the research companies.
- ✓ Review proposals (see below for ideal scope and content), looking carefully at the methodology described and the resources at their disposal.
- ✓ Shortlist (if needed) and meet with each of the suppliers. This will enable you to assess their command of the issues, their flexibility and their overall professionalism. It is also important that you can develop a rapport with the research firms' personnel staff as you may be working with them over a protracted period.
- ✓ Ensure that the team and especially the team leader that you meet with are the ones that will be managing the project. Oftentimes, research firms will send senior staff to make the sale—only for these individuals to fade into the background.
- ✓ Spend time analysing the proposals before making a final choice. The lowest fee is usually not the best value for money.

## **The Request for Proposal**

A Request for Proposal (RFP) is a solicitation to research firms inviting them to submit a formal proposal, including a bid. The scope and content of Requests for Proposal (or Requests for Tender, Requests for Quote) vary enormously. The RFP is an internal document used to help determine which research firm to appoint for a given project.

A typical RFP provides the following information:

- (1) Background on why the study is being conducted
- (2) Outline of the research objectives
- (3) Description of required methodology (sometimes based on supplier recommendation)
- (4) Suggested timeframe / due date
- (5) Sometimes provides a budget limitation

A typical RFP asks for the following information:

- (1) Cost estimate and breakdown
- (2) Experience of research firm
- (3) References
- (4) Suggestions for enhanced project scope and methodology (e.g. type of survey)

---

Exhibit 2.1

## **RFP for awareness survey: IPR, IPOS & HIP ALLIANCE**

Background Information & Requirements of Services

### **1. Objectives**

Measure HIP Alliance's target audiences' awareness level and stance on

- a) HIP Alliance;
- b) General Intellectual Property Rights (IPR) infringement (particularly copyright & TM); and
- c) IPOS

### **2. Target Audience (TA)**

Teenagers and adults aged between 14 and 35

### **3. Research methodology**

Qualitative and/or Quantitative

### **4. Scope of Services to be provided by research agency**

- a) Conceptualise, design and implement both qualitative and quantitative research
- b) Provide statistical analysis
- c) Prepare final report incorporating analysis and recommendations
- d) Present final report to IPOS's management, if necessary
- e) Present at media conference, if necessary

### **5. Terms of Reference**

#### a) HIP Alliance

- i. Assess level of awareness of HIP Alliance, its outreach programmes and website (HIP Awards, HIP Branding and Messaging, Events, Advertisements, Advertorials, Radio Advertisements, Talks, Concerts, Music CDs, Postcards, Posters etc)
- ii. Assess level of awareness of HIP Messaging: "Be Creative. Be Original. Be HIP. Honour IP. Say NO! to Piracy"
- iii. Identify TA's stance of such Alliance programme
- iv. Identify TA's barriers in signing up as a hipfriend of HIP Alliance
- v. Identify TA's lifestyles preference, form of media most frequently exposed to, buying patterns of IT software, music CDs, Movies and Games
- vi. Assess TA's user habits on the lifestyle entertainment chosen
- vii. Assess level of satisfaction of current promotions and treats; identify TA's preference and what they wish to have
- viii. Identify areas of improvement in HIP Alliance programmes and website

#### **b) IPOS**

- i. Assess level of awareness of IPOS
- ii. Assess association between IPOS & HIP Alliance
- iii. Assess level of corporate identity and image projected by IPOS

**c) General IPR infringement (in particularly copyright & TM)**

- i. Assess level and extent of awareness of general IPR infringement
- ii. Assess level and extent of awareness of copyright & TM infringement
- iii. Identify TA's stance on copyright & TM infringement (traditional vs online)
- iv. Assess level of awareness of legal punishments for copyright infringements
- v. Identify TA's barriers in obtaining legit goods
- vi. Identify measures/policies TA wish to have, which could persuade them to purchase legit goods

**6. Validity Duration**

The budget quoted and the services offered by research agency should remain firm from date of submission to the end of project

**7. Production Schedule**

The research agency is required to submit to IPOS within seven (7) days of the award of services, a production schedule for the project.

**8. Delivery Lead Time**

The research agency shall deliver the final report by 30 September 2006. If research agency has difficulties in meeting this requirement, it shall be reflected in the Quotation proposal.

**9. Delivery and Performance Dates**

The research agency shall work closely with IPOS on the conceptualisation, design and implementation of the perception survey. The following items shall be delivered by the research agency within the stipulated duration:

<b>Milestones</b>	<b>Delivery dates</b>	<b>% of contract price</b>
Project Award	27 June 2006	-
Detailed concept of either/both qualitative or/and quantitative researches	28 July 2006	30%
Final report incorporating analysis and recommendations	30 September 2006	70%

## 10. Services in General

The research agency shall further to the foregoing services specified in Paragraph 4 and 5, do and perform all acts, matters, and things which are usually done and performed by research agencies according to the standard practices of their profession in relation to the services required to be performed as set out in paragraph 4 and 5, including the giving of advice in any instance where IPOS may from time to time require, and carrying out any works related thereto. Nothing in these Quotation documents shall be constructed as authorising the research agency to make any contracts for, and on behalf of IPOS.

## 11. Quotation Submission

Research agencies shall submit the following before the closing date (19 June 2006) to IPOS for Quotation evaluation:

- a) Company's profile and details of personnel assigned to the project
- b) Information of company's past projects
- c) Concept proposal of either/both qualitative or/and quantitative researches
- d) Costs breakdown

*Extracted from a public sector RFP reproduced courtesy of IPOS*

### The research proposal

From the research firm's perspective the proposal is the most crucial document, especially where it has no prior relationship with the client. It is the research firm's opportunity to show that it has fully understood the RFP and has devised an appropriate project scope and methodology to meet the assignment's objectives.

The research firm should be given the opportunity to meet with the client (may be short listed research firms only). This allows the firm to fully explore the issues and provides greater confidence that the proposal is to be seriously considered. Some research firms will not bid on project if they have no personal contact with the client, judging that in this instance they will have very little chance of winning the project. At all points, additional clarifications in terms of project scope should be shared with all the bidding research firms.

Most proposals will usually contain the following elements:

#### 1. Title page

This includes the title of the project from the RFP, the names and contact details of the author(s) of the proposal, who the proposal is being prepared for and the date. There may also be some Tender or Quotation numbering that needs to be included.

#### 2. Introduction and Statement of Objectives

The Introduction should include the background to the research from the client's perspectives (as in the RFP) and it allows the research firm an opportunity to briefly showcase its own understanding of the core issues. The Statement of Objectives is crucial as this goes to the basic understanding of the project.

Preferably these should include the ultimate objective behind the research as well as specific project objectives.

### **3. Project Scope**

The scope of the project refers to “what” information or market intelligence is to be collected. If not specified in the proposal, it is helpful if the research firm provides a tentative list of survey topics based on the research objectives. These can be grouped into modules.

### **4. Project Methodology**

The methodology of the project refers to “how” the information or market intelligence is to be collected and analysed.

#### Research Approach or Study Design

- How the data will be gathered
- Who will be sampled
- Sample size

#### Client obligations

- Technical briefings
- Sharing of databases
- Speed of approvals

#### Data Analysis

- Techniques to be used to tabulate data (e.g. SPSS)
- Specific analytical techniques (e.g. IP Enterprise Scorecard)

### **5. Credentials & Capabilities**

In this section, the research firm describes its relevant expertise and experience.

#### Personnel involved

- Supervisory staff bios
- Analytical staff bios
- Roles and responsibilities

#### Prior experience

- IP domain knowledge (if any)
- Similar projects recently completed
- Projects for other similar government agencies

For some proprietary research projects, client name and details may be withheld. (Permissions must always be asked even when dealing with government agencies.)

#### References

- 2-3 personal references from well known organisations

### **6. Professional Fee**

This should include all aspects of costing and the payment schedule and payment milestones (e.g. 50% upon commissioning and 50% upon acceptance of final

report). Any separate allocation for out-of pocket expenses should be listed. This may be a good point to reiterate the deliverables:

#### Services / Deliverables

- Research deliverables
- Specific deliverables (number of copies of the report, SPSS tables, report format, etc.)

### **7. Timing or Delivery Schedule**

This includes the phases of the project and a final completion date.

### **8. Detailed Tender Specifications and Assumptions**

These are the detailed requirements that typically cover all government procurement in a country. Typically, these repeat the RFP requirements and can be assigned to an appendix.

## **Relationship pitfalls**

There are many ways in which the relationship between the client and the research provider can go awry. It is most important have close and continuous communication throughout the research process (see Chapter 3). This practice will usually head off most problems.

### **Client abuse**

Client abuse occurs when a research firm takes advantage of the client. The most common form of client abuse is the over selling of research. A research firm dealing with an inexperienced organisation may try to over sell. For example, if a project calls for three focus groups and a phone survey of approximately 300 agency users, the research supplier might instead try to sell six groups and 500 interviews, with another phone survey follow-up several months later.

It is perfectly acceptable for a research firm to offer a prospective client several research options with alternative pricings if the situation warrants alternative designs. However, the research firm should review the advantages and disadvantages of each method, providing the various sample confidence intervals. The client, in consultation with the supplier, can then decide objectively which approach best suits the agency's needs and budget.

### **Research firm abuse**

The clients of research firms also have ethical responsibilities. Some typical abuses include:

- (1) requesting proposals when a supplier has been predetermined;
- (2) requesting proposals to obtain free advice;
- (3) negotiating based on 'future' revenue streams; and
- (4) issuing unauthorised requests for proposal (RFPs).

### **Requesting proposals when the supplier has been pre-selected**

It is quite common for research users to favour a single research supplier and there is an obvious advantage to re-commissioning the same supplier for surveys that are

conducted annually. Such a preference may be due to valid reasons, such as a good working relationship, low cost supplier, ability to meet deadlines, or quality of the analysis. Having such a preference per se is not unethical. It is unethical, however, to predetermine which supplier will receive a contract and yet ask for proposals from other suppliers to satisfy multiple bidding requirements. Wasting the time, effort, and money of firms that have no opportunity to win the contract is unfair. Moreover, research firms can soon determine that they are simply “making up the numbers” and will stop responding to RFPs.

### **Fishing for free advice**

Client companies seeking bargain basement prices have been known to solicit detailed proposals, including in depth project parameters and methodology and a sample questionnaire, from a number of suppliers. This practice is quite common in Singapore among government agencies. Often they will ask for a concept proposal from one or more research firms and then use these inputs to structure the final Request for Tender/Quote. If the request is limited in scope, then this is acceptable.

Worse is when after “picking the brains” of the suppliers, the client assembles a questionnaire and then contracts directly with field services to gather the data. A variation of this tactic is to go to the cheapest supplier with the client’s own proposal derived by taking the best ideas from the other supplier proposals. The client then attempts to get the supplier to conduct the more elaborate study at the lower price.

Most self-respecting research firms will not provide a questionnaire—or even a very detailed list of questions—at the proposal stage. Questionnaire development is a deliverable, an output of the research process.

### **Negotiating based on ‘future’ revenue streams**

It is very common for a client to try and negotiate a lower price based on the premise that there will be a series of future projects. These are rarely forthcoming and even if they are, can lock the supplier into a loss-making price point. Alternatively, some clients will declare the importance of an initial project as a reference point. However, in the end, corners may be cut and project quality suffers.

### **Issuing unauthorised requests for proposal (RFPs)**

Jumping the gun and requesting research when the funding has not been 100% secured is unfair to the research providers.

## **Respondent abuse**

It is also important that neither the client nor research supplier abuse the respondent. This can take several forms:

**(1) Overly long interviews.** There was some feedback in conducting the IP E&A pilot interviews that the questionnaire took too long to complete, the result of not only too many questions but also the complexity and difficulty of the questions.

The problem of lengthy interviews reflects the natural inclination to get the most value from the survey process by asking as much as possible. With many persons contributing to the design of the questionnaire, too many “nice to know” or tangential questions can creep in. This leads to lengthy questionnaires, 30-minutes

by phone or 40-minute mall-intercept interviews. In this case, a public awareness study may inadvertently de-select mothers with small children, busy businesspeople, etc.

As a result of long interviews and telephone sales pitches, more and more people are refusing to participate in survey research (especially in Developed Economies). The refusal rate for telephone surveys now averages over 60% in the US, an increase of 10 percentage points in the last decade.<sup>2</sup>

**(2) Misuse of personal information.** Under no circumstances should information collected be used for the other than stated purposes by the commissioning agency or the research firm. In one example of malfeasance in this regard, the State of New York sued research firm Student Marketing Group for selling survey information to direct marketers. The survey collected data on age, gender, religious affiliation, career interests, and grade point average. The company said that it was gathering the data for universities to help students gain admission and financial aid. Direct marketers then used the information to sell credit cards, magazines, videos, cosmetics, and other products.

Questions / exercises to consider

1. What experiences (if any) have you had with market research firms?
2. How were these managed to greatest mutual benefit?
3. What else could a market researcher provide increase your confidence?

Notes/Bibliography

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1. Market Directions (US)
2. Carl McDaniel and Roger Gates, *Marketing Research Essentials*, (Wiley, 2007)



## Chapter 6

# B2B Research

The focus of this report is on market research relating to IP Public Education and Awareness. However, during the preliminary research phase it became evident that a number of IP agencies have either exclusively or largely focused on IP E&A on the business community or parts thereof. Types of projects revealed include:

- SMEs baseline awareness of IP
- Enterprise readiness for changes to IP regulations
- Response to Small Business education campaign
- IP management practices within the business community
- Benchmarking of best practices (case studies)
- Enterprise scorecards for IP awareness - exploitation

Hypothesis: the perception of most IP agencies is that B2B market research on IP awareness and attitudes is of greater value (higher benefit or less expensive to implement, perhaps because more likely to be limited qualitative research) than public awareness surveys.

Moreover, many of the lessons learned in B2B IP E&A research will equally apply to public IP E&A research. However, the characteristics of B2B research pose some very specific research challenges and may involve some different skill sets. They are useful to review.

Issues to be covered in this chapter:

- B2B market research defined
- How B2B research differs
- B2B Sampling
- Appropriate data collection methods
- B2B response rates
- Respondent rights

### **B2B market research defined**

B2B research involves the investigation of any market where the targets to be examined are acting in their capacity as employees of commercial enterprises or other organisations. In short, they are not acting solely in their own personal

interest. Public IP E&A surveys, by contrast, normally include individuals—members of the public—that buy and/or use products and services on their own behalf.

### **Where consumer and commercial overlap**

There is a large and growing grey area between B2B and purely public research. This occurs when the business unit is large and indistinguishable from the individual or family unit.

#### Example 1: Smallholder farmers

Is a smallholder farmer in China or India an individual consumer of pesticide (or office software for that matter) or is he/she a corporate consumer? Many marketers have chosen to brand and market agricultural inputs or other products used for running a farm as consumer goods.

#### Example 2: SOHO entrepreneurs

Small office/home office entrepreneurs (SOHO) have grown sharply in numbers in recent years. Many of these entrepreneurs are involved in creative or IT related business, others are the sole proprietor of a myriad of service companies (plumbers, retailers, etc.). Both groups may act as commercial entrepreneurs, but think and behave as individuals.

The self-employed will make a lot of purchases for their business needs (PCs, printers, etc.), but may do so in the same way and from the same channels as a consumer purchase. Consequently, attitudes and behaviour towards IP may be quite different for this group of individuals and would influence the research approach.

### **How is B2B research different?**

B2B research differs from consumer research primarily because of:

- (1) the nature of the decision process is much more complex; and
- (2) the sample frame is more difficult to define/isolate.

#### **(1) Individual B2B survey targets**

The B2B survey will usually target those individuals who make or significantly contribute to decisions, buy goods and services, use IP agency services and so on, as a part of their terms of employment. This distinction is important: a survey that measures the awareness of persons that have little or no influence within the organisation (relative to IP), is not worth doing. If the goal is to understand the awareness and behaviour of organisations, then the survey should target those individuals with influence.

In SMEs, decision making may be the prerogative of the business owner or key family members, but in larger enterprises, the decision-making process is usually much more complicated. To be fully responsive to this issue, the research might try to include a range of decision making influencers. But all this adds to cost, timescale and complexity.

Across an industry or a single vertical segment these decision influencers may comprise of a range of persons, employed at different levels within the organisation and in different departments or functions.

The importance of understanding decision making within organisations is well documented in *The New Strategic Selling*. It identifies four main types of influencers:

Decision-making process / decision influencers

1. **Economic Buyer:** holds purse strings
2. **The User:** most significantly impacted
3. **Technical Buyer:** responsible for integrating the new solution
4. **The Coach:** champion to guide the sale process

In practice, this level of sophistication in interviewee targeting may be too difficult to contemplate (other than perhaps in limited focus group or depth interview context).

For SME research, the easy option is to include a screening question that asks: “May I speak with the person most responsible for ....”

## (2) The B2B sample frame

Sampling for B2B surveys follows much the same procedure as sampling for surveys of the general public (see Chapter 5 for first principles). However, one additional difficulty is the identification of a suitable sample frame (a comprehensive list of population elements from which the units to be sampled can be selected).

The universe of enterprises may be enumerated by the UN ([www.unstats.un.org](http://www.unstats.un.org)) or its industrial development arm UNIDO ([www.unido.org](http://www.unido.org)) or from local censuses of manufacturing and services. This is an important aid to stratified sampling (random sampling of mutually exclusive and exhaustive subsets) because it will list the number of enterprises for a given subset.

Suppose for example, the aim is conduct a survey of awareness among teachers at educational institutions. In Singapore, the Singapore Standard Industrial Code (SSIC) classification system statistics (which are based on periodic censuses) reveal that there are 2,267 establishments in total, of which 620 are general education, 482 technical education, 11 higher education and 1,154 others. We also know that about half these establishments have than less than five employees. Hence, SIC classification is a useful input in sample framing.

(Note: these data refer to “establishments” that typically means within a similar physical location, not companies which may have numerous plants.)

## Exhibit 5.1

**International Standard Industrial Classification (ISIC)  
of all Economic Activities**

- A - Agriculture, forestry and fishing
- C - Manufacturing
- D - Electricity, gas, steam and air conditioning supply
- E - Water supply; sewerage, waste management and remediation activities
- F - Construction
- G - Wholesale and retail trade; repair of motor vehicles and motorcycles
- H - Transportation and storage
- I - Accommodation and food service activities
- J - Information and communication
  - 58 - Publishing activities
    - 581 - Publishing of books, periodicals and other publishing activities
      - 5811 - Book publishing
        - publishing of books, brochures, leaflets, etc
        - publishing of atlases, maps and charts
        - publishing of audio books
        - publishing of encyclopedias etc. on CD-ROM
- K - Financial and insurance activities
- L - Real estate activities
- M - Professional, scientific and technical activities
- N - Administrative and support service activities
- O - Public administration and defence; compulsory social security
- P - Education
- Q - Human health and social work activities
- R - Arts, entertainment and recreation
- S - Other service activities

Source: United Nations SIC codes ([www.unstats.un.org/](http://www.unstats.un.org/))

Unfortunately, while the above UN industry list can provide a useful categorisation, definition and basic information about potential strata to be surveyed, it does not provide the necessary database from which to draw the sample. This is usually taken from the following imperfect (neither exhaustive nor up-to-date) sources:

**(1) Company databases**

In some markets, more likely to be within Developed Economies, there are specialised database providers which can provide fairly comprehensive listings of establishments. One example would be *Dun's Market Identifiers* (D&B) which provides a list of business establishments according to their SIC coding. These listings may have to be purchased.

**(2) Directories**

In many Economies there will be extensive White Pages listings as well as industry associations and similar networking organisations that keep information on membership (though these may not always be accessible).

### (3) Internal databases

IP agencies or sister agencies may keep their own internal customer database (e.g. on companies that have filed trademarks) used for database marketing, which may be of use.

## B2B sampling

While in principle, the same rules of random sampling apply to enterprise (B2B) surveys as to consumer surveys, some researchers argue that—as a rule of thumb—B2B surveys can have relatively lower sample sizes because the individuals who comprise the target market work within comparable structured environments and make decisions based on similar criteria. Therefore, fewer survey responses are required to identify patterns that we can assume are representative relevant of the rest of the target market.

While this is controversial (some argue that the respondent is still a human being, and just as prone to irrationality), their behaviour is also strongly influenced by organisational structures, it is in any case useful to understand the degree of market / segment concentration.

#### A market with no dominant companies

Typical of such a 'universe' is the retail industry (no enterprises are so large that they account for more than 1-2% of all purchases). Where B2B universes are homogenous they are similar to consumer markets and consumer sampling methods can be employed.

Pure random sampling for B2B research can be expensive (see below) and in theory requires a comprehensive list of companies from which to make a selection. As a result, researchers may choose to contain costs by using stratified sampling or quota sampling, starting with a list of companies, which is separated into strata because they have a characteristic in common (staff numbers, turnover, value add, geography, etc.)

Say the objective of the survey is to compare awareness among small, medium and large enterprises. Lists would be drawn up, perhaps categorized by the employees and a quota of 100 companies selected from each stratum. The quota in this case would ensure that the same numbers existed of small, medium and large companies to facilitate a comparison between the three cells.

#### A market with dominant companies (less likely for IP surveys)

Imagine a random survey of software vendors that left out Microsoft. The omission would skew the results. Most industrial markets follow the Pareto principle where 20% of firms account for 80% of sales. In these concentrated markets it is important to stratify the sample by size of company, so that all the large buyers are targeted while a sample is taken from the rest. The judgmental selection of companies means that the sample is not random and measures of statistical accuracy cannot be applied.

## Appropriate data collection methods

The data collection methods previously discussed in Chapter 3 - The Research Process, each have their own advantages and disadvantages. However, specifically for B2B surveys a review of these approaches is warranted:

(1) **Direct mail** is mostly ineffective for B2B. Managers are usually swamped with solicitations and have little time to respond to mailed questionnaires.

(2) **Online surveys.** These are increasingly useful but can also suffer from low response rates; depending on how the respondents are engaged and incentivised (the *Economist* offers a free book).

(3) **Phone** interviewing is the most common method of data collection for straightforward B2B awareness surveys. The same advantages apply as in for general public surveys. Phone interviews are not well suited to lengthy questionnaires or complex subjects and there is usually a need to make the distinction between a research and a sales call.

(4) **FTF** interviews are preferred. The responses will invariably be more measured, thoughtful and detailed. But these interviews will also be more expensive. Focus groups are useful but harder to organise if the target respondents are from a narrow group.

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## B2B Respondent FAQ's<sup>1</sup>

Respondents in B2B surveys sometimes ask questions regarding the survey:

1. Why is a third party conducting the survey; why doesn't the IP agency contact me directly?
  - A third party is independent, neutral and objective.
  - It is the best way to gain honest and unbiased answers.
  - A third party has specialist resources (sampling, interviewing, analysis, etc.).
  - A third party can report the good and the bad without concern.
  - A third party may be less threatening than a government agency.
2. Isn't specialist IP knowledge important for the interview?
  - All interviewers are thoroughly briefed (in practice, it is only after having conduct several interviews that the interviewer will become comfortable with the subject matter).
  - Sometimes it helps to obtain a fresh view point.
3. Can I be sure that our views won't be disclosed?
  - Reiterate that permission is always asked before releasing attributable quotes.
  - Explain that the findings are used in aggregate, to assess the whole picture.
4. How long will the interview take?
  - Be honest. (Nonetheless, respondents are often willing to give more time than agreed if they enjoy the interview.)

<p><u>Acceptable interview length:</u> Telephone interview: 20-30 minutes</p>
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Online/Self completion: 20-30 minutes

Depth interviews: 1-2 hours

Focus group discussion: 3-4 hours

#### 5. What will the interview be about?

- Give the respondent an overview of the key issues to be covered in an initial letter of introduction (avoid sending the entire questionnaire).

## B2B response rates

One major problem in B2B research is the declining response rate. This is especially important for B2B surveys because of the finite number of targets (in some instances).

### ■ Checklist 6.1

#### **Improving B2B research response rate**

A crucial aspect of research is ensuring access to the appropriate decision makers. Intercedent suggests the following tips:

- ✓ Use only senior / seasoned interviewers to arrange and conduct the interviews.
- ✓ Ensure each interview is a value exchange, a discussion from which the respondent can draw some useful insight. Avoid interviews where there are a lot of monosyllabic responses or factual information.
- ✓ Commit to a White Paper or at least an Executive Summary of the key findings for each respondent. These commitments must be fulfilled.
- ✓ Consider including issues of interest to the respondent in the questionnaire—even if this does not directly address the project objectives
- ✓ Provide a token gift as incentive (always at end of interview)
- ✓ Reveal the sponsor of the survey to negate any concern about the research being done for a competitor. (If properly conducted the survey process itself should be good PR for the sponsoring agency.)
- ✓ Avoid over using scale questions (1-10, strongly agree, etc) especially in phone interviews. They are extremely tedious.

## Respondent rights

Respondents to a survey give their valuable time and opinions for little in return. They have certain rights that should be upheld by everyone involved in the survey process. All potential respondents have the right to be informed, the right to refuse and the right to privacy and security. Businesspeople may tend to be more aware of these rights but they apply to all research respondents:

### The right to be informed

Research participants have the right to be informed of all aspects of a research task. Knowing what is involved, how long it will take, and what will be done with the data, a person can make an informed choice as to whether to participate, or not.

### The right to refuse

Everyone has the right to choose whether or not to participate in a survey. Some people relish this privilege, others such as the poorly educated or younger people are

less aware. Persons who are uncomfortable with being interviewed for any reason should be given the opportunity to decline or withdraw.

#### The right to privacy and security

The nature of the marketing research implies some invasion of privacy and subsequent requests for personal information. Data collected in the course of conducting research must be held in strictest confidence and disposed of following completion of the study.

#### Questions / exercises to consider

1. Is B2B IP E&A market research a higher priority than Public IP E&A research? Is so, why?
2. What other examples of B2B Education & Awareness can you site?
3. What were the objectives?
4. What was the outcome of these research studies?
5. What problems or issues were encountered and how were they managed?

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# Questionnaire (Qualitative) on Public Education & Awareness of Intellectual Property for Developed Economies

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Good morning/afternoon, my name is <name of interviewer> I work for <name of research firm> a public opinion market research company. On behalf of the government agency overseeing intellectual property (do not mention name) we are conducting a short <length of survey> minute survey concerning people's views on intellectual property and its role in business and the community. Please let me assure you that we are not trying to sell you anything and that this interview is completely confidential; the information you provide will not identify you or your employer. The survey results will help the government improve its services to the community. May I please briefly speak with you on this matter?

OK - CONTINUE .....OK

## SCREENING QUESTIONS

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### S1

Do you work for any of the following organisations... (Read out list)

The government - DISQUALIFIED ..... 1  
A market research firm - DISQUALIFIED ..... 2  
Neither of the above - Continue ..... 3  
Don't know/refused - DISQUALIFIED..... 99

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## 1. BASIC UNDERSTANDING OF IP

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*Before we begin the main section of the survey I want to emphasize that there are no right or wrong answers. We are just looking for your honest views and opinions.*

### Q1

Are you aware of the term 'Intellectual Property'?

Yes (**Proceed to Q2**) ..... 1  
No (**Skip to Q3**) ..... 2  
Refused..... 99

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### Q2

When you hear the term 'Intellectual Property', what is the first thing that comes to mind? What else comes to mind? (Prompt if needed – copyright, ownership, patents, software, music, trademarks, property, etc.)

First mention: \_\_\_\_\_

Subsequent mentions: \_\_\_\_\_

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**Q3**

Which of the following terms are you aware of? (Read out list, mark all mentions.)

	FIRST MENTION	SUBSEQUENT MENTIONS
Copyright.....	1	1
Ownership .....	2	2
Patents .....	3	3
Software / computers / technology .....	4	4
Music / books / art.....	5	5
Ideas / information / knowledge / research.....	6	6
Trademarks / branding.....	7	7
Property / assets.....	8	8
Lawyers / legal issues / legal documents.....	9	9
Security / protection / privacy .....	10	10
Creation / product development / invention .....	11	11
Theft / dishonesty / fraud.....	12	12
Other (Please specify: _____).....	13	13
Nothing ( <b>Skip to Q5</b> ) .....	14	14
Refused.....	99	99

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**Q4**

What forms or types of intellectual property protection (if any) can you recall? Any others? For those that are recalled, what do they protect (probe for more than simply “patents”, “trade marks”, etc? (Prompt if needed – patent, copyright, trademark, industrial design, trade secrets, license agreements, software, etc.)  
*Fill in any IP types mentioned in Q2.*

	What is protected?
1. _____	(_____)
2. _____	(_____)
3. _____	(_____)
4. _____	(_____)
5. _____	(_____)

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**3. CONSUMER BUYING BEHAVIOUR: BUYING PIRATED AND COUNTERFEIT GOODS**

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**Q5**

Do you know of anyone who has downloaded music, film clips or computer games from the Internet? If yes, why do you think people make illegal downloads?

Reasons for illegal downloading: \_\_\_\_\_  
\_\_\_\_\_

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**Q6**

Have you ever bought pirated or counterfeit goods? If yes, which pirated or counterfeit goods do you buy? (Prompt if needed – CDs / VCDs / DVDs, software, branded goods (clothing and accessories), games, photocopied books, cigarettes, perfume, etc.)

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
- 
- 

**Q7**

Over the past 12 months, has it become easier or more difficult to buy pirated or counterfeit goods and why is it so?

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**Q8**

Have you ever mistakenly bought pirated or counterfeit goods believing them to be the original? If yes, what actions did you take?

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**4. RATIONALE FOR IP PROTECTION & REASONS FOR INFRINGEMENT**

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**Q9**

What do you think are the main reasons for protecting intellectual property? (Prompt if needed – to protect the interests of inventors / manufacturers / the IP right owners / private property, to ensure fairness, etc.)

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**Q10**

In your opinion, why do some people think that it is not necessary to respect others' intellectual property? (Prompt if needed – genuine goods are too expensive, genuine IP rights holders make too much money, cannot find original products, etc.)

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**Q11**

In your opinion, what are the main reasons for the widespread availability of pirated and counterfeit products in <name of economy>? (Prompt if needed – cheaper price of pirated goods, inadequate enforcement of laws, unethical businesspeople reaping excessive profits, greed, poor IP awareness, etc.)

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**5. AWARENESS OF ADVERTISING/PROMOTIONAL CAMPAIGNS**

This section is only relevant if there has been a relatively recent specific public (or private) IPR campaign.

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**Q12**

Have you seen or heard any advertising or promotions recently about piracy or intellectual property?

Yes..... 1  
No (**skip to Q15**)..... 2  
Don't know/refused (**skip to Q15**)..... 99

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**Q13**

Where did you see or hear these advertisements or promotions? (Prompt if needed – cinema, TV, radio, at the start of a DVD / VCD movie, newspapers, etc.)

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**Q14**

What is the main thing that you remember about the advertising or promotion? (Prompt if needed – stop piracy, piracy is illegal / immoral / wrong, the music and/or graphics, copyright infringement, buy and use originals, etc.)

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**Q15**

What slogans have you heard or seen promoted in <name economy>? (Prompt if needed – “Say NO to piracy”, “Piracy kills creativity”, “Don’t use pirated software”, “Stop illegal uploading/downloading”, etc. Make sure list includes any local slogans.)

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## 6. AWARENESS OF THE IP AGENCY/DEPARTMENT AND ITS PROMOTIONAL ACTIVITIES

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### Q16

What organisation(s) is/are responsible for granting and/or registering Intellectual Property (IP) rights in <name of economy>?

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### Q17

What are the main duties of the <name of IP agency /department >? (Prompt if needed – promote awareness of IP rights, register trademarks / patents / designs, educate public on the importance of IP, encourage creativity, etc.)

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### Q18

What slogans about intellectual property protection can you remember?

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## 7. PERSONAL INFORMATION

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### Q19

Gender (Do not read out—if unambiguous.)

Male..... 1  
Female ..... 2

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### Q20

In which income category is your monthly personal income? (Convert to local currency—see notes.)

No income (e.g. student, retired, homemaker) ..... 1  
Less than US\$1,000..... 2  
US\$1,001-2,000..... 3  
US\$2,001-US\$5,000..... 4  
More than US\$5,000 ..... 5  
Refused..... 99

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**Q21**

What is your highest level of educational attainment?

Primary or below .....	1
Secondary .....	2
Tertiary .....	3
Refused.....	99

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**Q22**

What is your age group?

Below 21 (minimum age for survey participation is 14 years).....	1
21-30 years .....	2
31-40 years .....	3
41-50 years .....	4
More than 50 years .....	5
Refused.....	99

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This concludes the interview – on behalf of <name of IP agency /department> thank you very much for your time.

# Questionnaire (Quantitative) on Public Education & Awareness of Intellectual Property for Developed Economies

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Good morning/afternoon, my name is <name of interviewer> I work for <name of research firm> a public opinion market research company. On behalf of the government agency overseeing intellectual property (do not mention name) we are conducting a short <length of survey> minute survey concerning people's views on intellectual property and its role in business and the community. Please let me assure you that we are not trying to sell you anything and that this interview is completely confidential; the information you provide will not identify you or your employer. The survey results will help the government improve its services to the community. May I please briefly speak with you on this matter?

OK - CONTINUE .....OK

## SCREENING QUESTIONS

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### S1

Do you work for any of the following organisations... (Read out list)

The government - DISQUALIFIED ..... 1  
A market research firm - DISQUALIFIED ..... 2  
Neither of the above - Continue ..... 3  
Don't know/refused - DISQUALIFIED..... 99

---

## 1. BASIC UNDERSTANDING OF IP

---

Before we begin the main section of the survey I want to emphasize that there are no right or wrong answers. We are just looking for your honest views and opinions.

### Q1

Are you aware of the term 'Intellectual Property'?

Yes (**Proceed to Q3**) ..... 1  
No (**Skip to Q2**) ..... 2  
Refused..... 99

---

## Q2

Which of the following terms are you aware of? (Read out list, mark all mentions.)

	FIRST MENTION	SUBSEQUENT MENTIONS
Copyright.....	1	1
Ownership .....	2	2
Patents .....	3	3
Software / computers / technology .....	4	4
Music / books / art .....	5	5
Ideas / information / knowledge / research.....	6	6
Trademarks / branding.....	7	7
Property / assets.....	8	8
Lawyers / legal issues / legal documents.....	9	9
Security / protection / privacy .....	10	10
Creation / product development / invention .....	11	11
Theft / dishonesty / fraud.....	12	12
Other (Please specify: _____).....	13	13
Nothing ( <b>Skip to Q5</b> ) .....	14	14
Refused.....	99	99

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---

## Q3

Are you aware that there are laws to protect intellectual property / <IP mentioned in Q2> in <economy name>?

Yes.....	1
No .....	2
Don't Know .....	88
Refused.....	99

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## 2. SHOPPING AND INTERNET BEHAVIOURS

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### Q4

How often do you buy a CD / VCD / DVD?

At least once a week.....	1
About once a month.....	2
About once every two months.....	3
Less than once every two months.....	4
Never / very rarely.....	5

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### Q5

How often do you buy branded goods, not including grocery-type products?

At least once a week.....	1
About once a month.....	2
About once every two months.....	3
Less than once every two months.....	4
Never / very rarely.....	5

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**Q6**

How often do you play computer / console games?

- At least once a week..... 1  
About once a month..... 2  
About once every two months ..... 3  
Less than once every two months..... 4  
Never ..... 5
- 
- 

**Q7**

How often do you use the Internet?

- Several hours a day..... 1  
A few times a week ..... 2  
At least once a week ..... 3  
Once a month or less ..... 4  
Never ..... 5
- 
- 

**Q8**

How often do you download music, film clips or computer games from the Internet?

- At least once a week..... 1  
About once a month..... 2  
About once every two months ..... 3  
Less than once every two months..... 4  
Never / very rarely..... 5
- 
- 

**3. BUYING BEHAVIOUR: BUYING PIRATED AND COUNTERFEIT GOODS**

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**Q9**

How readily available are imitations (fakes) of the following consumer goods in <name of economy>? On a scale of 1 to 5, where 1 means imitations (fakes) are widely available and 5 means there are no imitations (fakes) available.

	1 – Widely available	2 – Mostly available	3 – Sometimes available	4 – Rarely available	5 – Not available	88 Don't know	99 Refused
Branded watches / jewelry							
Fashion clothing / accessories <sup>1</sup>							
Music CDs							
Software - operating system (e.g. Windows) and application (e.g. Word, Excel)							
DVDs <sup>2</sup>							
Games (e.g. PC games, X-Box, Gameboy)							

Notes: 1 – includes bags, shoes, belts, sunglasses, hand phone accessories, etc.  
2 – also VCDs where relevant.

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**Q10**

In your opinion, what is the quality of the imitations—as compared to the originals—for the following consumer goods in <name of economy>? On a scale of 1 to 5 where 1 means the imitation is as good as or better than the original, and 5 means the imitation is much worse than the original.

	1 – <i>As good as original</i>	2 – <i>Fairly good</i>	3 – <i>Worse</i>	4 – <i>Much worse</i>	5 – <i>Significantly worse</i>	88 <i>Don't know</i>	99 <i>Refused</i>
Branded watches / jewelry							
Fashion clothing / accessories							
Music CDs							
Software - operating system (e.g. Windows) and application (e.g. Word, Excel)							
DVDs							
Games (e.g. PC games, X-Box, Gameboy)							

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**Q11**

How much cheaper are imitations of the following consumer goods in <name of economy>? On a scale of 1 to 5, where 1 means imitations are 20% less than the price of genuine products and 5 means that imitations are more than 90% cheaper than imitations.

	1 – <i>20% less</i>	2 – <i>40% less</i>	3 – <i>60% less</i>	4 – <i>80% less</i>	5 – <i>&gt; 90% less</i>	88 <i>Don't know</i>	99 <i>Refused</i>
Branded watches / jewelry							
Fashion clothing / accessories							
Music CDs							
Software - operating system (e.g. Windows) and application (e.g. Word, Excel)							
DVDs							
Games (e.g. PC games, X-Box, Gameboy)							

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**Q12**

When shopping for the following types of consumer goods, do you look for features of genuineness? On a scale of 1 to 5, where 1 means you never look for features of genuineness, and 5 means you always look for features of genuineness (e.g. holograms).

	1 – <i>Never</i>	2 – <i>Rarely</i>	3 – <i>Sometimes</i>	4 – <i>Often</i>	5 – <i>Always</i>	88 <i>Don't know</i>	99 <i>Refused</i>
Branded watches / jewelry							
Fashion clothing / accessories							
Music CDs							
Software - operating system (e.g. Windows) and application (e.g. Word, Excel)							
DVDs							
Games (e.g. PC games, X-Box, Gameboy)							

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**Q13**

Have you ever bought pirated or counterfeit goods?

- Yes..... 1  
No (**Skip to Q15**) ..... 2
- 
- 

**Q14**

How often do you buy pirated or counterfeit goods?

- Often ..... 1  
Sometimes ..... 2  
Seldom..... 3  
Never ..... 4  
Don't recall / refused ..... 99
- 
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**4. ATTITUDES TOWARD INTELLECTUAL PROPERTY**

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**Q15**

To what extent do you agree or disagree with the following statement? "It is wrong / immoral to **sell** pirated or counterfeit products, knowing that they are infringing the IP rights of others." Would you say that you: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree with the statement.

- Strongly agree..... 1  
Agree ..... 2  
Neither agree nor disagree..... 3  
Disagree..... 4  
Strongly disagree ..... 5  
Refused..... 99
- 
- 

**Q16**

To what extent do you agree or disagree with the following statement? "It is wrong / immoral to **buy** pirated or counterfeit products, knowing that they are infringing the IP rights of others." Would you say that you: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree with the statement.

- Strongly agree..... 1  
Agree ..... 2  
Neither agree nor disagree..... 3  
Disagree..... 4  
Strongly disagree ..... 5  
Refused..... 99
- 
-

**Q17**

In your opinion, which of the following situations constitute an infringement of IP rights?

	Refused/DK
Selling pirated CDs / DVDs / VCDs or computer software / games .....	1 99
Buying pirated CDs / DVDs / VCDs or computer software / games.....	2 99
Buying a genuine CD and then converting it to an MP3 format for uploading to the Internet and sharing with other people .....	3 99
Buying a genuine CD, ripping it into the personal computer before transferring into an MP3 player for personal use .....	4 99
Buying counterfeit goods .....	5 99
Lending original CDs or DVDs / VCDs to friends .....	6 99
A businessman uses another company's famous trade mark on his product .....	7 99
A teacher records a TV programme and plays it in her class to help her students understand a topic she is teaching .....	8 99
A student photocopies a single chapter of a reference book he/she is using for revision .....	9 99
Someone copies licensed software from his office and installs it at home .....	10 99
Someone visits newsgroup/websites and downloads MP3 / movies / e-books / games and shares the files with friends .....	11 99
Someone visits newsgroup/websites and uploads MP3 / movies / e-books / games to the Internet to share .....	12 99

**Q18**

How necessary is it to protect intellectual property rights? Read out options.

Very necessary .....	1
Quite necessary.....	2
Quite unnecessary.....	3
Not at all necessary.....	4
Don't know .....	99

**Q19**

How important is the protection of IP rights to the development of local creative industries? (Read out options.)

Very important .....	1
Important .....	2
Neither important nor unimportant.....	3
Unimportant.....	4
Not at all important.....	5
Irrelevant / there are no local creative industries .....	6
Don't know .....	99

**Q20**

How important is the protection of IP rights to the health of the overall economy in <name economy>?  
(Read out options.)

- Very important ..... 1
- Important ..... 2
- Neither important nor unimportant..... 3
- Unimportant..... 4
- Not at all important..... 5
- Don't know ..... 99

**5. AWARENESS OF ADVERTISING/PROMOTIONAL CAMPAIGNS**

This section is only relevant if there has been a relatively recent specific public (or private) IPR campaign.

**Q21**

Have you seen or heard any advertising or promotions recently about piracy or intellectual property?

- Yes..... 1
- No (**skip to Q23**)..... 2
- Don't know/refused (**skip to Q23**)..... 99

**Q22**

What impact did the advertisement or promotion have on you? To what extent do you agree with the following statement: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree.

	1 – <i>Strongly agree</i>	2 – <i>Agree</i>	3 – <i>Neutral</i>	4 – <i>Disagree</i>	5 – <i>Strongly disagree</i>	88 <i>Don't know</i>	99 <i>Refused</i>
They made me more aware of the harmful effects of piracy							
I did not understand the message in the advertisement / promotion							
I do not see the impact that piracy has on my life							
They made me want to buy original / legitimate products							
I bought original / legitimate products because of the advertising / promotions							

**6. PERSONAL INFORMATION**

**Q23**

Gender (Do not read out—if unambiguous.)

- Male..... 1
- Female ..... 2

**Q24**

In which income category is your monthly personal income? (Convert to local currency—see notes.)

No income (e.g. student, retired, homemaker) .....	1
Less than US\$1,000.....	2
US\$1,001-2,000.....	3
US\$2,001-US\$5,000.....	4
More than US\$5,000 .....	5
Refused.....	99

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**Q25**

What is your highest level of educational attainment?

Primary or below .....	1
Secondary .....	2
Tertiary .....	3
Refused.....	99

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**Q26**

What is your age group?

Below 21 (minimum age for survey participation is 14 years).....	1
21-30 years .....	2
31-40 years .....	3
41-50 years .....	4
More than 50 years .....	5
Refused.....	99

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This concludes the interview – on behalf of <name of IP agency /department> thank you very much for your time.