

In to a group or they  
do not.



**ASSIGN  
BUSTER**

In the primary scales of measurement, the nominal scale is used in our Part C: Demographic, survey questions. Nominal scales are mere codes assigned to objects as labels, they are not measurement nor measurement for quantity. This scaling method is used to measure identity and difference. Either respondents belong to a group or they do not. Results gained can use to compute frequency distribution, mode, Chi-square. Nevertheless, nominal scales are not used to compute mean, median, standard deviation, ratio etc. All five questions are asked by using the nominal scale.

Form and Layout Perodua Axia online survey is divided into three parts. Which are Part A, B & C. The questions inside are numbered particularly. Order of Survey Questions For our Perodua Axia online survey, we have used the common type of order for the questions. First, it starts with qualifying questions. Its focus on respondent inclusion criteria, and it is used to determine if a respondent is eligible to participate in the survey.

Part A has asked about participants whether they heard about Perodua brand and whether they are using any Perodua made product. Next, psychographic aka lifestyle questions are being presented. These questions are not relevant to surveys.

However, they are present to obtain personality-related information. For instance, how many days do you drive per week? Part A question 3-5 are psychographic questions. Besides that, the survey has asked some introductory questions.

These questions are broad and easy and often use to break the ice and put respondent at ease. For instance, How would you rate Perodua product?

After that, the survey continues with main questions. The main questions start with easy one which the question is related to the information needed, but easy to answer. These questions focus on survey topic and reassure the respondent that the survey is simple to answer. Every marketing mix questionnaires start with the main question that is easy to answer.

Product: What changes do you think that would most improve Perodua? Price: Do you think the price for Perodua Axia correspond with the quality (performance)? Promotion: Do you think Perodua year-end promotion is useful? Place: Would you like to gain information from Perodua e-commerce website or from showroom and sales representative? The survey continues with a more difficult main question to obtain the rest of information needed. (Marketing mix questions are displayed above as Part B, Product Q2, Price Q2, Promotion Q2-Q3, Place Q2-Q3) Finally, yet importantly, demographic questions are presented in the survey. These questions are used to obtain personal information and to classify the respondents. For instance, what is your gender? Part C consists five demographic questions. Sample Collection Method The target population of Perodua Axia survey is defined in the element, participants that are using Perodua Axia. Sampling unit, which can be found in university for the reason that majority are driving.

The extent of the target population is Klang Valley, Malaysia. Time for the frame for the survey is one week. The sampling frame of this survey are participants that are driving. However, there may be some sampling frame errors such as participants are not driving Perodua Axia. Alternatively, participants that are driving Perodua Axia but could not be contacted, not participating the survey. There are varieties of techniques in the collection of

survey data. People can be surveyed using several different methods such as by interview on the telephone and in person, by paper questionnaires whether delivered by mail or postage or by the electronic methods which are E-mail and Internet. However, the way that we use in the collection of data is Internet survey, which refers to the questionnaire, posted on the website that questions are displayed by clicking the icon and keying the answer that we created in the Google form.

To be more specific, it is an invitation online sampling, that potential respondents are alerted that they could fill questionnaires. It can be also an unrestricted self-selected survey for the reason that the survey is open to the university students to participate and fill the questionnaires. We used electronic Internet method for our data collection because using online questionnaires is cheaper. The use of Internet survey is removing the need for paper surveys. Paper surveys can be expensive because of the costs of paper, printing fees, and postage fees are all the expenses.

While Internet survey does not have all these expenses and save the transcription costs since online responses are automatically documented. Therefore, Internet survey is more affordable compared to the paper surveys method. In addition, to reduce the costs, the speed of Internet survey collecting the data is higher compared to the paper surveys. For example, paper surveys such as in person or mailed to the participant to complete the survey and mail it back is really time-consuming.

Hence, we are using Internet survey so that it is quick and simple that we can be directed send to the population via social media such as Facebook and

WhatsApp in minutes. In the end, our sample population can respond immediately and data is collected automatically because of this rapid distribution. Furthermore, Internet survey is more personalized and flexible questioning. That means Internet survey can be changed the order of the questions or questions can be set to skip depending on the answer to the previous question. In our survey, we had set that all the participants need to answer all questions before submitting. When answer selections are reorganized, skewed results because of respondents always clicking the first choice are avoided. Internet survey easily permits for randomization reducing interviewer bias.

To summarize, Internet survey is the great option that we choose for conducting our research because it is less costly as well as less time consuming and the question is flexible. Thus, we can get the result faster, analyze at any time for further analysis, and create graphs or charts for reporting