

ASIAN PERCEPTIONS



Methodology Report

A Quantitative Study
19 May - 16 June 2006



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Please note that copies of the Chinese, Hong Kong, Japanese, Korean and Taiwanese Questionnaires are available from Asia:NZ by emailing asia:nz@asianz.org.nz or phone on 04 471 2320

1.0 Background

1.1 TNS New Zealand and Hong Kong International Call Centre

TNS New Zealand was commissioned by Asia:NZ to undertake research investigating Asian business people's perceptions of New Zealand business people.

Drawing on its global networks, TNS New Zealand partnered with a sister office based in Hong Kong to undertake this research (TNS Hong Kong International Call Centre).

The TNS Hong Kong pan Asian research team has 100 CATI stations used by up to 300 native speaking interviewers and supervisors. The CATI team works in 26 countries and speaks eight languages.

2.0 Research Approach

2.1 Methodology

This quantitative research was conducted using a Computer Assisted Telephone Interviewing (CATI) approach. All interviews were conducted using TNS's Hong Kong based CATI centre.

A CATI approach was chosen because of its key benefits:

- Consistency of interviews and data entry.
- Reduction in human error due to computer controlled routing.
- Quality control through supervisor call monitoring.
- Less investment required than for face-to-face methods.
- Access to wider Asian business networks than compared to an online panel approach.

A total sample size of n=667 business people from China, Japan, South Korea, Malaysia, the Philippines, Singapore, Taiwan and Hong Kong was achieved.

Interviews were conducted between 19 May – 15 June 2006 between the hours of 9am and 6pm local time. The interviews took an average of 12 minutes to complete.

TNS Hong Kong is accredited with ISO 9001:2000, following this procedure. A minimum of 10 percent of interviews were monitored for quality control purposes.

2.2 Sample

Commissioned Sample Size

The project was commissioned to capture a sample of n=100 respondents from each of the eight respective economies, giving a sample error of +/- 9.8 percent per market.

A total sample of n=667 was achieved (refer to table 2) due to lower than expected incidence rates in some markets.

Sample Criteria

All of the respondents:

- Live in Asia i.e. local business people (i.e. not expatriate New Zealanders).
- Have worked with or done business with a New Zealander in the past 5 years.

Respondents represent a range of:

- Decision-making levels:
 - CEO / Managing Director
 - Director
 - Assistant director
 - Manager
 - Assistant manager
 - Team leader
 - Salesperson.

- Industries:
 - Agri-technology, horticulture and animal
 - Biotechnology, health and natural products
 - Building products
 - Consultancy services
 - Consumer products
 - Education and training services
 - Engineering
 - Export houses and trading companies
 - Food and Beverage - Meat
 - Food and Beverage - Dairy
 - Food and Beverage - Seafood
 - Food and Beverage - Other
 - Forestry and wood products
 - Marine
 - Multimedia, publishing, film, TV and music
 - Plastic and chemicals
 - Computers and software
 - Telecommunications and electronics
 - Tourism
 - Wool, leather, clothing and footwear.

Sample Source

Three main sources of sample were drawn from:

1. **APN New Zealand:** A tailor-made list of personalised business information sourced from a third-party supplier was supplied. APN provided a sample of 23,000 business contacts.
2. **Asia:NZ:** 368 contacts from stakeholder organisations were supplied.
3. **Internet:** An Internet sample (approximately 8,000) was accessed from the New Zealand Chamber of Commerce. Telephone numbers were sourced using the Yellow Pages for each of the Asian economies. The criteria used to source the numbers were those that aligned with the criteria provided by Asia:NZ i.e. industries and sectors that made up New Zealand's key export sectors in each of the economies.

A summary of where the sample was sourced from for each economy is shown below.

Table 1: Breakdown of Sample Source for each Economy

Economy	APN Sample	Asia:NZ Sample	Internet Sample	Total Number of Contacts
China	7,660	36	1,492	9,188
Japan	953	239	330	1,522
Korea	1,988	15	1,249	3,252
Malaysia	996	3	984	1,983
Philippines	1,165	8	283	1,456
Singapore	1,138	21	1,912	3,071
Taiwan	1,196	10	577	1,783
Hong Kong	1,058	36	1,205	2,299
Total	16,154	368	8,032	24,554

The entire sample was merged into a single database where contacts were randomised before dialling.

Sample Size

As mentioned earlier, target sample sizes (n=100) were not achieved in all economies. The key reason was a low incidence of business relationships with New Zealand among the potential respondents we contacted.

TNS had assumed that approximately 40 percent of Asian business people would have had some contact with New Zealand business people. Instead there was an average contact of just 7.83 percent. In four economies this was even lower:

- Hong Kong (6.79 percent)
- Korea (5.90 percent)
- China (4.04 percent)
- Singapore (5.26 percent).

Given the cost of contacting more respondents (only 1 in every 11-12 contact would achieve an interview) interviewing ceased in some markets at the following sample sizes:

- Singapore (n=76)
- China (n=67)
- Hong Kong (n=64)
- Japan (n=58).

Table 2: Completed Interviews and Incidence Rate s

Overall, a total of n=667 interviews were completed. The following outlines the sample achieved, the incidence¹ and margin of error (calculated at the 95 percent level of confidence) for each of the eight markets.

Table 2: Incidence Rate and Total Interviews per County

	Total	Hong Kong	Japan	Korea	Malaysia	Philippines	China	Singapore	Taiwan
Completes	667	64	58	100	100	100	67	76	102
Margin of Error	+/-3.8%	+/- 12.3%	+/- 12.9%	+/- 9.8%	+/- 9.8%	+/- 9.8%	+/- 12.0%	+/- 11.5%	+/- 9.7%
Terminated (Work for a market research company)	40	4	0	1	2	5	4	13	11
Terminated (From a country outside the Asian region)	174	24	11	0	7	13	1	62	56
Terminated (Do not work with or done business with a NZ business person)	7635	850	612	1593	437	366	1587	1293	897
Incidence Rate	7.83%	6.79%	8.52%	5.90%	18.32%	20.66%	4.04%	5.26%	9.57%

¹ Calculation: total number of completed interviews divided by the total number of completed and terminated interviews.

2.3 Questionnaire Design

Questionnaire Content

The questionnaire was designed in collaboration with Asia:NZ. Screening questions were included to ensure those completing the questionnaire met the sample criteria provided by Asia:NZ.

Key attributes associated with foreign business people were identified by Asia NZ (e.g. professional, speaking the local language) and formed the basis of the questionnaire.

Demographic questions were included to determine the profile of the respondents (company position, industry, gender and age).

Questionnaire Order

The questionnaire was structured so less personal questions were asked first. By the time personal questions were asked at the end of the survey, rapport with the interviewer had been built and respondents would have been more likely to feel comfortable sharing information.

Questionnaire Scales

Ten point scales were used to test respondents' perceptions of the importance and performance of New Zealand business people for each of the attributes.

A ten point scale was selected over a five point scale so as to gain a more precise understanding of how respondents rated factors being measured. By having a greater number of points on the scale, more variation in responses could be gained.

A consistent scale throughout the questionnaire helped the flow of the survey. In particular, this aided both the interviewer and respondent as they were able to communicate efficiently due to the familiarity of the scale used.

Questionnaire Pilot and Testing

Once the questionnaire had been finalised (refer to Appendix A) an electronic version was created for interviewing.

Both the TNS New Zealand and the TNS Hong Kong office tested the questionnaire for flow before the survey went into field.

The survey was piloted by the TNS Hong Kong office. The first day of fieldwork was used to undertake the piloting. This equated to 5-10 interviews per economy being completed. No issues in translation, questionnaire design or data capture were identified. Consequently, the interviews completed during the pilot are included in the final sample.

Questionnaire Translation

The questionnaire was translated by an external professional translation house. TNS native field supervisors (Japanese, Chinese, Korean) checked the translations and amended them where required before the translations were approved for fieldwork (refer to Appendices B-F for translations). The English version of the questionnaire was used for interviews conducted in Singapore, Malaysia and the Philippines (as English is an official language within these economies).

During the fieldwork, answers were recorded in the respondent's local language. Upon completion of the fieldwork, the open-ended answers were then translated back into English following the same process as was for the initial questionnaire translation (i.e. checked by TNS native field supervisors).

Appendix

3.0 Appendix A: English Questionnaire

Please note that this questionnaire was also used for economies where English is an official language (Malaysia, Philippines and Singapore).

Asia:NZ Foundation
ASIA PERCEPTIONS OF NEW ZEALAND BUSINESS PEOPLE CATI QUESTIONNAIRE
1302022

INTRODUCTION

Good afternoon/evening my name is from TNS Global, an international market research company. We are undertaking a survey looking at the perceptions of New Zealand business people within the Asian market.

Can I firstly ask you four quick questions to see if you are eligible to do this survey? Your answers are totally confidential and will be combined with the responses from other people before being reported. There will be no way that your answers will be traced back to you personally.

IF YES CONTINUE, IF NO THANK AND CLOSE.

SCREENING

S1 Do you work for a market research company?

SINGLE RESPONSE ONLY

DO NOT READ LIST

Yes	1	Screen out
No	2	CONTINUE

S2 Are you from a country within the Asian region?

SINGLE RESPONSE ONLY

DO NOT READ LIST

Yes	1	CONTINUE
No	2	Screen out
Refused	9	Screen out

S3 Over the past 5 years how often have you worked with or done business with a New Zealand business person (if at all)?

SINGLE RESPONSE ONLY

READ LIST

Once or twice in the past 5 years	1	CONTINUE
Three or four times in the past 5 years	2	
Five or more times in the past 5 years	3	
Never	9	Screen out

IF SCREENED OUT

Our quota for the profile you fall into has been filled. We appreciate you taking the time to answer our initial questions.

THANK AND CLOSE.

IF CONTINUE

Thank you for answering our initial questions. You qualify to do our survey that will only take around 10 minutes to complete. Do you have time to do it now, or would you like me to call back at a more convenient time?

ARRANGE CALL BACK IF NECESSARY OR CONTINUE.

SECTION A – ATTITUDES AND PERCEPTIONS

Q1 I am now going to read a list of attributes that a foreign business person may have. Thinking about the market that you work in, on a scale where 10 is **Extremely Important, and 1 is Not at all Important** how important do you think the following attributes in relation to foreign business people are:

**SINGLE RESPONSE ONLY PER ATTRIBUTE.
RANDOMISE LIST. READ LIST. REPEAT SCALE IF NECESSARY.**

	Not at all Important										Extremely Important	Don't know
a. Offers relevant products and services	1	2	3	4	5	6	7	8	9	10	99	
b. Knows about doing business in my market	1	2	3	4	5	6	7	8	9	10	99	
c. Has experience doing business in my market	1	2	3	4	5	6	7	8	9	10	99	
d. Offers unique products or services	1	2	3	4	5	6	7	8	9	10	99	
e. Is well connected in the business world	1	2	3	4	5	6	7	8	9	10	99	
f. Is responsive to my needs	1	2	3	4	5	6	7	8	9	10	99	
g. Is professional	1	2	3	4	5	6	7	8	9	10	99	
h. Is sensitive to the cultures and traditions of my country	1	2	3	4	5	6	7	8	9	10	99	
i. Is trustworthy	1	2	3	4	5	6	7	8	9	10	99	
j. Is committed to a long term business relationship	1	2	3	4	5	6	7	8	9	10	99	
k. Is competitive	1	2	3	4	5	6	7	8	9	10	99	
l. Strategically plans for the market	1	2	3	4	5	6	7	8	9	10	99	
m. Negotiates effectively	1	2	3	4	5	6	7	8	9	10	99	
n. Speaks the local language	1	2	3	4	5	6	7	8	9	10	99	
o. Researches my market	1	2	3	4	5	6	7	8	9	10	99	
p. Has good business skills	1	2	3	4	5	6	7	8	9	10	99	
q. Follows up and keeps promises	1	2	3	4	5	6	7	8	9	10	99	

r. Is entrepreneurial	1	2	3	4	5	6	7	8	9	10	99
s. Is innovative	1	2	3	4	5	6	7	8	9	10	99
t. Is persistent	1	2	3	4	5	6	7	8	9	10	99
u. Is courteous	1	2	3	4	5	6	7	8	9	10	99
v. Is aggressive in the sense of being proactive and assertive	1	2	3	4	5	6	7	8	9	10	99

Q2 Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes:

**SINGLE RESPONSE ONLY PER ATTRIBUTE.
RANDOMISE LIST. READ LIST. REPEAT SCALE IF NECESSARY.**

	Poor										Don't know
	Excellent										
a. Offers relevant products and services	1	2	3	4	5	6	7	8	9	10	99
b. Knows about doing business in my market	1	2	3	4	5	6	7	8	9	10	99
c. Has experience doing business in my market	1	2	3	4	5	6	7	8	9	10	99
d. Offers unique products or services	1	2	3	4	5	6	7	8	9	10	99
e. Is well connected in the business world	1	2	3	4	5	6	7	8	9	10	99
f. Is responsive to my needs	1	2	3	4	5	6	7	8	9	10	99
g. Is professional	1	2	3	4	5	6	7	8	9	10	99
h. Is sensitive to the cultures and traditions of my country	1	2	3	4	5	6	7	8	9	10	99
i. Is trustworthy	1	2	3	4	5	6	7	8	9	10	99
j. Is committed to a long term business relationship	1	2	3	4	5	6	7	8	9	10	99
k. Is competitive	1	2	3	4	5	6	7	8	9	10	99
l. Strategically plans for the market	1	2	3	4	5	6	7	8	9	10	99
m. Negotiates effectively	1	2	3	4	5	6	7	8	9	10	99
n. Speaks the local language	1	2	3	4	5	6	7	8	9	10	99
o. Researches my market	1	2	3	4	5	6	7	8	9	10	99
p. Has good business skills	1	2	3	4	5	6	7	8	9	10	99
q. Follows up and keeps promises	1	2	3	4	5	6	7	8	9	10	99
r. Is entrepreneurial	1	2	3	4	5	6	7	8	9	10	99
s. Is innovative	1	2	3	4	5	6	7	8	9	10	99
t. Is persistent	1	2	3	4	5	6	7	8	9	10	99
u. Is courteous	1	2	3	4	5	6	7	8	9	10	99

v. Is aggressive in the sense of being proactive and assertive	1	2	3	4	5	6	7	8	9	10	99
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Q3 On the same 1-10 scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people's overall performance?

**SINGLE RESPONSE ONLY
DO NOT READ LIST. REPEAT SCALE IF NECESSARY.**

			Poor								Excellent		Don't know
Overall Performance	New Zealand		1	2	3	4	5	6	7	8	9	10	99

Q4 How can New Zealand business people improve their performance?

RECORD RESPONDENT'S RESPONSE

Q5 I will now read a short list of countries. For each country please rate on a scale of 1-10 (**where 1 is strongly disagree and 10 is strongly agree**) how much you agree with the statement that business people from the stated country are excellent business partners:

**SINGLE RESPONSE ONLY PER ATTRIBUTE.
ROTATE LIST. READ LIST. REPEAT LIST IF NECESSARY.**

	Strongly Disagree								Strongly Agree		Don't know
	1	2	3	4	5	6	7	8	9	10	99
a. Australia	1	2	3	4	5	6	7	8	9	10	99
b. Canada	1	2	3	4	5	6	7	8	9	10	99
c. The United States	1	2	3	4	5	6	7	8	9	10	99
d. New Zealand	1	2	3	4	5	6	7	8	9	10	99
e. United Kingdom	1	2	3	4	5	6	7	8	9	10	99

SECTION B – ABOUT YOU

Lastly, I will ask you a few questions about yourself.

- Q6** I will now read a list of company positions, please tell me which one best describes your current position.

SINGLE RESPONSE ONLY

READ LIST BUT DO NOT READ CODES 98 & 99

CEO / Managing Director	01
Director	02
Assistant Director	03
Manager	04
Assistant Manager	05
Team Leader	06
Sales Person	07
Business Team Member	08
Other: _____	97
None	98
Don't know	99

- Q7** Out of the list of industries I will read, please tell which one best describes the industry you currently work in.

SINGLE RESPONSE ONLY

READ LIST BUT DO NOT READ CODES 98 & 99

Agri-technology, horticulture, animals	01
Biotechnology, health and natural products	02
Building products	03
Consultancy services	04
Consumer products	05
Education and training services	06
Engineering	07
Export houses and trading companies	08
Food and Beverage - Meat	09
Food and Beverage - Dairy	10
Food and Beverage - Seafood	11
Food and Beverage - Other	12
Forestry and wood products	13
Marine	14
Multimedia, publishing, film, TV and music	15

Plastic and chemicals	16
Computers and software	17
Telecommunications and electronics	18
Tourism	19
Wool, leather, clothing and footwear	20
Other:_____	97
None	98
Don't know	99

Q8 What gender are you?

**SINGLE RESPONSE ONLY
DO NOT READ LIST**

Male	1
Female	2
Do not wish to answer	9

Q9 Which of the following age groups do you fall into?

**SINGLE RESPONSE ONLY
READ LIST BUT DO NOT READ CODE 9**

Less than 30 years	1
30 to 44 years	2
45 to 59 years	3
60 years or more	4
Refused	9

That's the end of the survey! Thanks for taking part. Please remember that your responses will be treated in strict confidence, and will not be passed on to any other party in a way that could identify you.



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