

ONLINE INSTRUMENTS IN QUANTITATIVE MARKETING RESEARCH

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Abstract

The Internet has brought great benefits, revolutionizing the world of marketing instruments used for advertising, bringing new areas such as search engine marketing, online marketing research, is a mediator of diverse individuals gathered in communities where borders no longer matter, and information is immeasurable. The impact of Internet use in marketing research refers to collecting data through online quantitative survey.

This paper has its duty to reveal the importance of online quantitative marketing research by using its instruments. The WebSurvey is a very important online marketing research tool, because it's attractive to the respondent due to the simplicity in filling the data, where interface can capture the respondent attention, by using multimedia.

The advantages are huge, the Romanian industry of online quantitative marketing research is still a Nova in a long process in becoming a real Star.

Keywords: Web survey systems, online quantitative marketing research, online survey

JEL Classification: M31

I. APPROACH REGARDING QUANTITATIVE RESEARCH ONLINE MARKETING

Starting from the definition proposed by the Department of Marketing specialists from ESA marketing research, quantitative marketing research appreciates that online is the activity through which formal, with concepts, methods and techniques of scientific investigation of quantitative rule is achieved by exploiting the advantages of the online systematically specifying, measuring, collecting, objective analysis and interpretation of quantitative marketing information for grounding marketing decisions and actions.

Half a century after research by telephone has become commonplace, pop-up another way to do market research "waves," online marketing research.

There is a significant decrease in the number of respondents who will be interviewed. People at home increasingly less select unwanted phone calls through caller ID and the mailbox. And the direct telephone interviews have become increasingly expensive, and achieving high response rates are more expensive, technology-based Internet research can be effective solution in terms of data collection.

This benefit of new features, tools and opportunities to use presentation graphics, video and audio sequences. Studies have shown that despite differences in the source sample and how to interview, similar conclusions can be obtained if the study is well done.

Internet studies have been used in market research began to replace the research method based on the questionnaire sent by post and self-administration by the respondent, which was more expensive and slower in terms of data collection.

Currently, due to technological advance, research on the Internet has become the preferred research method for many studies of customer satisfaction and employees, and feedback on products and services, the assessment in the business-to-business. There are many reasons to conduct on the Internet, including cost savings, less time to achieve the research and higher data accuracy due to automation rating.

Online marketing research was used in markets with a high rate of Internet has penetrated more than 10 years. It also shows how the Internet has changed dramatically, with a steady increase in Internet penetration rate in developed countries, the bandwidth of Internet access, impressive growth even in developing countries.

The rapid growth of the Internet creates the opportunity for conducting online marketing research. It is estimated that approximately 60% of U.S. and European Union have Internet access. Also, these regions account for a significant percentage of world purchasing power, according to British Marketing Research Association and ESOMAR (ESOMAR World Wide Panel Research, 2008).

Separately, some parts of Asia have fast-growing Internet access. The spread of the Internet makes possible access to an important segment of the population using the Internet and also provides a substantial representation of online consumers (ESOMAR World Wide Panel Research 2008).

Currently, online marketing research is used in over 200 countries **(Nicula, D., N., 2009)**. Most of large companies, successful area of consumer and industrial, have resorted to this method.

In addition, the management of large companies still requires more detailed information in a short time. Most times, no longer have patience for presenting the results to traditional studies, processed manually. The Internet allows companies collect responses 24 hours a day, with software designed and developed specifically for the Internet.

These technologies normally allow automated data collection, avoiding the pitfalls that we have manually processed studies regarding questionnaires with errors and data acquisition computer with a high risk of error.

Companies large and small benefit from studies carried out on the web, because this method proves to be more flexible design of the questionnaire that allows respondents to respond quickly to questions of increased complexity. In addition, online data collection allows analysis of the results faster, without other costs such as transport interviewers.

Online marketing research proves also to be a valuable tool for pre-qualification. Online pre-qualification testing of respondents to an online survey, including questions of participants by eliminating validation is used by organizations to better target public. In some situations online research can be more efficient and more effective than the traditional, and that hard to reach respondents who are often more accessible through the Internet. This is true for busy business people, for people who are in segments with a low incidence for those who can not travel for medical reasons.

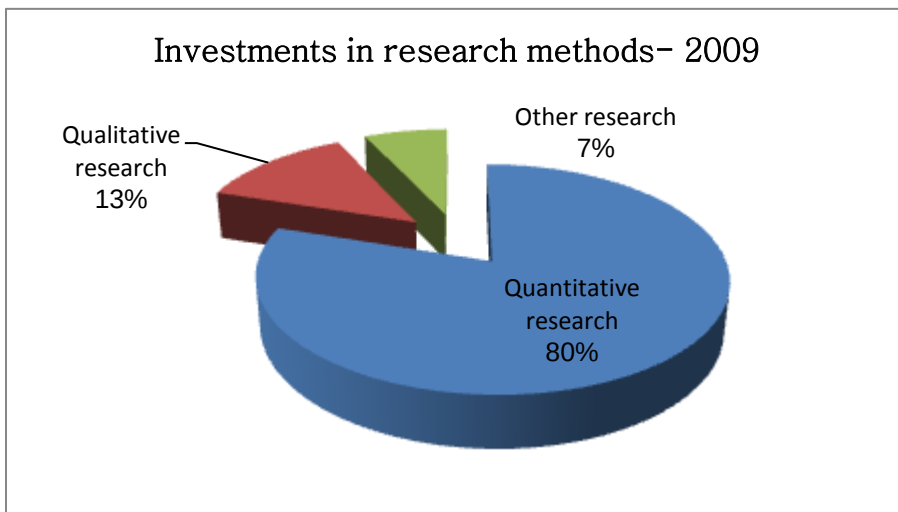
Development in Internet technology makes it possible for research to offer customers a fast and cost less to research their target audience.

Research shows a rapidly growing online because they are becoming more specialized agencies and stands in online research new methodologies updated relatively short time. Many companies now offer research results the same day.

Value and volume of information obtained from carrying out a quantitative online research are of great importance. According to the ESOMAR Global Market Research 2009 (ESOMAR, 2009), the online quantitative marketing research, was 20% of global research, or about U.S. \$ 6.5 billion. On the other hand, quantitative research by phone was 18%, face to face surveys (face to face) represented 12%, and where qualitative research has recorded a rate of about 14% of global revenue market research (ESOMAR Global Market Research Report, 2009).

In 2009, the turnover of the global market research had reached 28.945 million dollars.

Figure no. 1. Investments in research methods classes in the world – 2009



Source: 2010 ESOMAR Global Market Research, ESOMAR Industry Report

"Quantitative research have 80% of total global spending, as opposed to qualitative recorded a 13% in 2009 and the 7% for other methods of research are actually secondary research and office (ESOMAR Global Market Research 2010).

"Quantitative research online compared to 2008 when they recorded 20% in 2009 increased, bringing a rate of 22%. Telephone and postal surveys decreased 1% compared to 2008. "(ESOMAR Global Market Research 2010)

Since 2004, the online and Internet use as a method of research is growing, and online research becomes an accepted method for a series of studies.

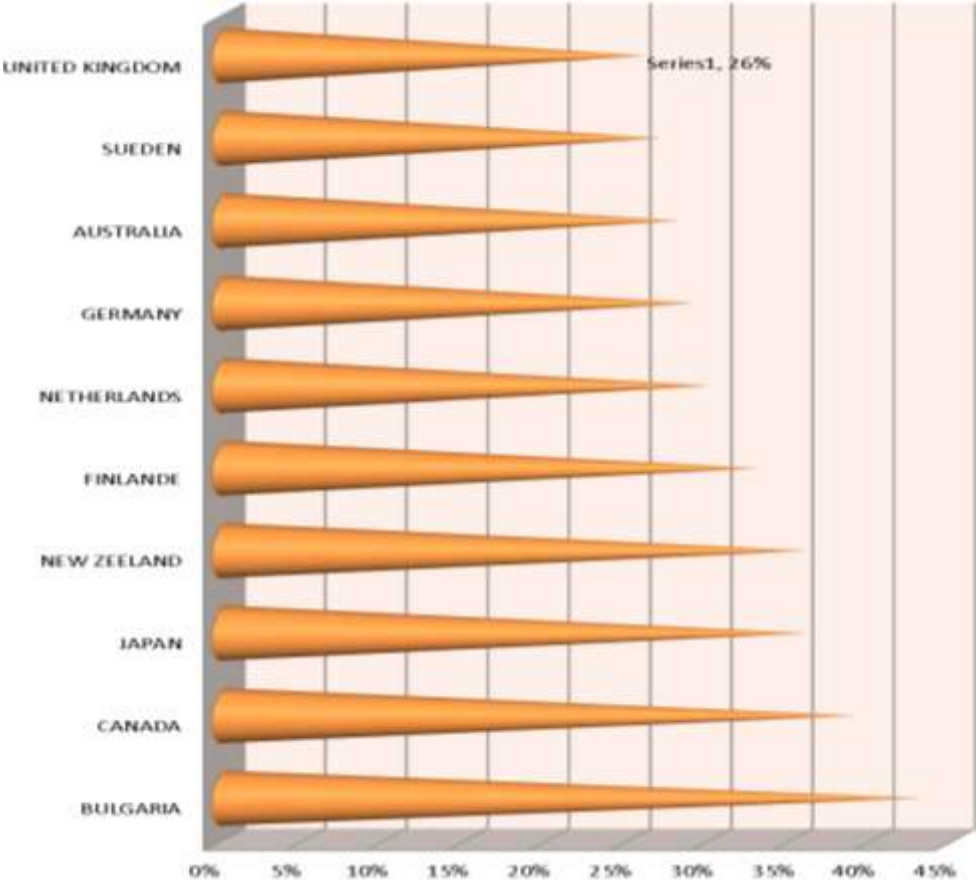
They convey the idea that online research is more than just a new way of research. It is a cultural and technological change in the way how to do market research.

All that scientists do and think things are changing because you can do online. Online marketing research increased at a rate of 50% impressive year. An eMarketer study showed that 75% of U.S. policy makers have used online marketing research and is expected to stop using in the future.

Market survey on the Internet is the main method of the studies online, representing about 80% of research spending for online marketing. About one third of total expenditure on market research in the U.S. are represented by online research.

An international study conducted on more than 7,000 businesses showed that in early 2006, 32% of them were making market research using the Internet through an internal or external computer network. The Internet has made it possible for all companies to conduct online marketing research and caused the biggest paradigm in the industry of the '50s to the present. For example, www.msn.com Microsoft site for more than 50 studies on the Internet monthly to study user behavior on this site. Most studies lasted no more than 2 days and collected the responses of more than 3,000 users, according to company statements.

Figure no. 2. Ranking 10 countries in the world with the highest costs recorded in 2009 for online marketing research method



Source: ESOMAR Global Market Research 2010, p. 16

Online marketing research, online audience measurement, are among the favorite research methods in 22 countries. Bulgaria stands out among all as the largest investor in online marketing research, followed by Canada, even though an increase from 35% in

2008 to 39% in 2009. In the figure below are excluded audience / traffic online and qualitative research online.

In 2008 according to a study by U.S. research company, advertising and public relations costs have accounted for 10% customer satisfaction - 8% tests Product - 30%, sales tracking - 20%, attitudes and usage - 11%, social and political studies - 3% assessment sites users - 5%, qualitative research - 1% etc..

Quantitative research is based on quantitative research model and classical typologies, all actions and all the steps being implemented in the virtual environment of Internet correspondents.

Marketing research process is similar and in terms of problems started to resolution, the questions, the analysis to be performed after data collection.

The difference between online quantitative research and face to face with the respondent, is that in the first case the respondent can fill out anywhere, anytime and from anywhere in the world, otherwise the stages are the same.

Very different and how to record data for research where face to face cercetătorul needs no operator input data because proper software automatically records all data in a database as respondents completed.

Online research professionals are not necessarily interested in "migration" traditional methods of research online, and especially by making full use of advantages of the interactive nature of the online environment, leading studies that were impossible in the offline:

- virtual environments / simulated shopping;
- interactive product configuration platforms;
- advertising research - research advertising effectiveness;
- pop-up surveys - surveys to assess the pop-up web sites;
- social networks and patterns in virtual communities

II. ONLINE SURVEYS FOR DATA COLECTING ON THE WEB

An online marketing research methodology is based on the design and implementation of traditional research, the difference being only that the survey will be completed online via email, and data can be analyzed directly from a database automatically registered which is interconnected to the survey.

Web survey can be accessed via a web browser such as Microsoft Internet Explorer, Mozilla Firefox, Google Chrome, which is most often used. Such web survey can be created through a specialized software for online surveys.

This can be done using various programming languages, graphics and multimedia such as HTML, MySQL, PHP, Flash, JavaScript. Companies already renowned in the field Outside Software Inc.. is a Romanian company with over 5 years old in the field and has revolutionized the ease and simplicity to create eSurveysPro a online surveys platform design.

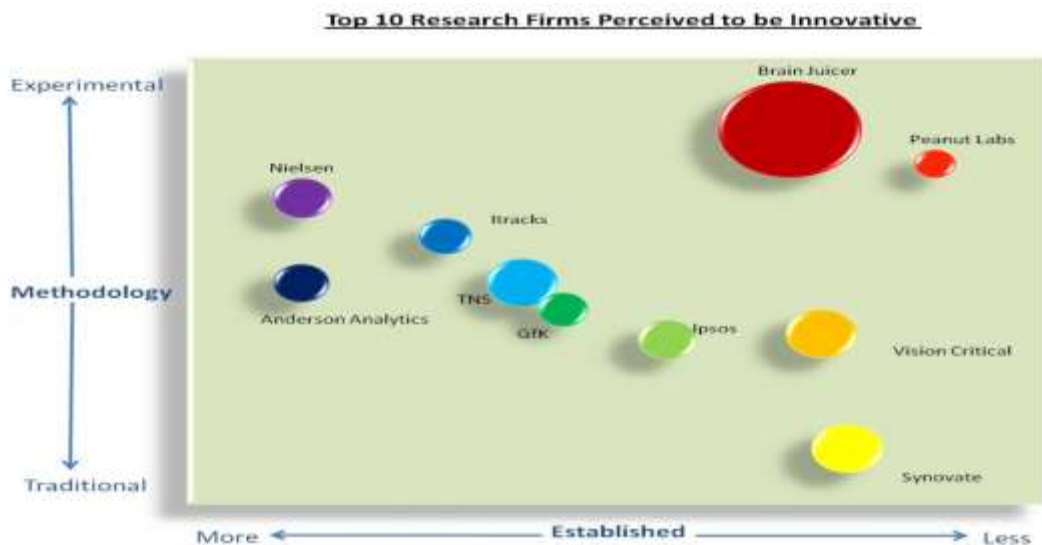


Figure no. 3. TOP 10 Research firms perceived to be Innovative

Source: <http://www.greenbookblog.org/2011/02/15/top-10-companies-perceived-to-be-innovative-grit-2010-sneak-peek/>

There are many online platforms like Outside Software Inc. a Norwegian company, Zoomerang platform, Nebu, Voxco, Vovici, Sphinx, SurveyMonkey, eSurveysPro, a romanian online surveys platform.

Online surveys have the great advantage that can be accessed from anywhere and can be used via smartphone "smart" offered by Nokia, Samsung.

Questionnaires translated from the Word document once the host platform, there may be several "forms" and appearance questions on one page or more screens containing 1, 2 or 3 questions maximum. To ease the burden on users is shown on the screen may not appear more than three short questions for the respondent not to be difficult to walk around with your mouse over the page to have an overview.

The questionnaire should not be tiring because there is no possibility to design the respondent to get bored and leave before the final survey. This can lead to errors because the database to be populated with incomplete information will lead to corruption of records until they are removed from the records.

Of all modes of data collection in the virtual environment via the Internet, the use and effectiveness and accuracy of results are due to Web surveys, in addition but not as valuable used mail surveys, downloadable surveys.

Google also has developed software that browser design surveys but not as complex as the above mentioned platforms.

III. ONLINE INSTRUMENTS IN THE ONLINE CANTITATIVE MARKETING RESEARCH

Web survey systems

Web survey is to create a questionnaire on a host platform, which appears as a Website, and paote be accessed through a browser and Internet Explorer, Mozilla Firefox, Google Chrome, Safari, etc..

Surveys can be accessed throught a computer but the latest trend is to use smart phones and tablet PCs. Technology has evolved considerably and open to new individuals want to access all the terrestrial and the iPhone or Samsung Galaxy, or iPhone. We are in a period when the tendency is to use mobile devices to access any type of information, therefore researchers need to think also for Bluetooth operation.

Questionnaires online hosting platforms are quite numerous and varied depending on price and features, how attractive can be as useful surveys and database researcher can be created, data analysis and interpretation of graphic register it.

Typically, large companies are choosing to conduct such research by host, buying an online survey platform. Educational institutions may also apply to such services, research companies that have their own platforms can use online surveys online panels of respondents from other companies providing such services.

In the first gasps of the old time online surveys issue, researchers have developed questionnaires using HTML.

For companies not currently online data collection system, there is little reason these days to create a system in-house, unless the organization has very special needs.

One area where solutions are still sometimes surveys software developed in-house is that of online research communities. Companies running these online communities.

At first users of these platforms purchase the program after you install on your computer. To collect data online, buy software to install on the server, but with regard to the difficulties of solving the bandwidth, data protection, maintenance.

SaaS (Software as a Service) is a good choice when it comes to buying and ownership of software. Using SaaS client program pays for a company offering Internet services.

Web survey provider of this type system SaaS provides hosting services to surveys and access software, dealing with storage, data, bandwidth, bringing new elements to improve services.

Surveys by e-mail

E-mail surveys, does not cover those hosted on a Web page whose link is sent in the body of the invitation is made by e-mail to the respondent, which are actually Web surveys that were left as as "the e-mail "because the mode of transmission. Name of the survey by e-mail has become popular because of the way via e-mail to respondents.

In the U.S. e-mail surveys have been developing for several years decreasing because they were used at the stage that had no speed Internet today, users connect to the Internet access fee, research is accomplished without the required respondents to be online, otherwise said many people with access to e-mail but did not have access to the Web because at that time people accessed e-mail at work.

Website survey

Survey research method based on the Web site offers the possibility of collecting a massive amount of informed in a very short time and reduced costs due to facilities offered by the websites in terms of speed, cost, data processing technologies and facilities technology and wealth of multimedia models and animation, and flexibility in terms of questionnaire design.

Website surveys by using facilities of type Zoomerang interactive platforms, eSurveyPro, Sphinx, Snap Survey, Gold Survey, which provides integrated services from questionnaire design to data collection, analysis and graphical presentation of results.

Platforms provide models of templates, types of questions most frequently, usually between 15 to 20 models, the most common and specific platforms that integrate tools, tablet PC, PDA, and online options for completing the questionnaire.

The advantage of completing such a questionnaire is to validate in real time and can achieve any progress reports on the conduct of research sample.

Download surveys

Surveys downloadable document is placed on a server that can be downloaded from the World Wide Web on a smartphone, tablet PC or other mobile device and once it is completed will be sent back to the server. These kinds of surveys are usually designed for mobile devices.

IV. ADVANTAGES AND DISADVANTAGES OF ONLINE QUANTITATIVE MARKETING RESEARCH

Meanwhile, some companies are reluctant to replace the traditional online research stating that data is not as "clean, accurate" or "online respondents do not like their audience." However, fear not to remain behind the new generation of researchers or research because of budget cuts, are bound to wonder whether this method can be applied to their companies?

The advantages of quantitative research online marketing are numerous and very useful for the researcher and respondents, the situation "win-win" we identified the following advantages:

→ Internet allows researchers to present visual stimuli respondents as no other method can do, using video, audio, video, demo applications, video-marketing. It is possible to test video ads and multimedia presentations, particularly among Internet users have broadband access, they are in a number of increasingly larger.

→ Online research is the possibility of interaction in real time, unlimited. For example, respondents may see different versions of the same research questionnaire, based on responses to a pre-test (questionnaire differ for users, intermediate or advanced of a product, for example). Respondents completed the test and then immediately respond to the appropriate version of the questionnaire. All results are almost immediate.

→ Many companies will develop a personality test to respondents before they receive the appropriate version of the questionnaire, can then analyze the results in real time. Link is sent by e-mail to potential respondents in an electronic letter containing additional information that will help the respondent to identify the company conducting research, the period during which the link is valid. The survey is hosted on a server robust, high-speed. As respondents completed the questionnaire, the data are collected

automatically on the server. This database can be queried at any time during the course of study, online research making a real instrument in real time.

→ Compared with traditional research, the last stage, data processing, it takes much less because the foundations are already in electronic format. Another great advantage is that data analysts can work on data reporting tools in spreadsheet format from the moment the study is data collection phase. After formatting the data in tabular format, data can be interpreted and analyzed. Write research report, which also contains recommendations for the client.

After studying a vast literature on online quantitative marketing research and personal experience have identified the following disadvantages practitioner:

→ open questions and replies to impossible to ask respondents if the answers are inconsistent;

→ difficulty in identifying respondents: although the studies carried out by traditional methods there are times when some respondents are "impostors" Internet control of identity of respondents is much lower and the chances that respondents to deceive regarding their identity are more more;

→ The existence of professional respondents, some respondents try to complete the study

→ Study as soon as possible, without even reading or thinking about the question who is responsible. However, certain procedures can be implemented by respondents to be identified based on their answers and be eliminated from the final.

→ Can not ask questions for clarification: the online research the respondents can be asked to explain the answer, if it is not clear or is not logical.

→ Security risks that may occur when new product concepts are presented online. Although there are techniques that can make it more difficult to copy the images presented in the questionnaire, no technique can not guarantee total security.

→ unrepresentative sample: Representativeness sample in online studies was one of the issues extensively studied by specialists. It seems that the representativeness is among the only obstacles that can not be exceeded. If access is by the classical research of all ages and all walks of life, the Internet is limited to the age group 15-60 years in general (and this age is exceeded but little) and is accessible to all social categories . Families with income below the average can not afford Internet access.

→ connection with respondents access the Internet. In addition each "extra options" link that is placed on its access difficult and inaccessible and this makes it less attractive to respondents.

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