Online marketing researches

Web Marketing Digital Advertising
I need to reduce my information asymmetry
What are online marketing researches?
How are they used?
How do they work?
Online researches ... a few problems

- Who can access the Internet?
- How can I know if the people I investigate are really in my target?
- How can we know whether the investigated samples do not change in time?
Online researches ... they are useful

- Very useful to reach a multiplicity of individuals relative to specific phenomena.
- Required for investigating behaviors that occur online.
We have to make a distinction

- **RESEARCH WITH THE INTERNET** (WEB-ENABLED): the Web is a "mere" support for carrying out the research

- **RESEARCH ON THE INTERNET** (WEB-CENTRIC): the research concerns specific behaviors that occur on the Web
3 main sources of data that e-marketers use for research purposes

- Internal company records
- Secondary data
- Primary data
Hardest things

- Time consuming activity
- Gather relevant data and information
- Summarize them effectively
- Make use of tables and graphs!
Primary Data

- **Primary data** = information gathered for the first time to solve a particular problem.

  - When secondary data are not available managers may decide to collect their own information.

  - They are more expensive and time-consuming to gather than secondary data.

  - They are current and more relevant to the marketer’s specific problem.

  - They are proprietary, therefore **unavailable to competitors**.
Primary Data
Internet-Based Research Approaches

- The Internet is increasingly being used for primary data collection.

- Why? Declining cooperation from consumers using traditional research approaches. Telephone survey refusal rates = 40-60%.

- Increasing number of consumers online:
  - inexpensive and quick method
  - In North America, over 70% of all research firms use various online methodologies.
Main Internet-Based Research Approaches

- Online experiments
- Online focus groups
- Online observation
- Usability testing
- Online Survey Research
  - E-mail surveys
  - Web surveys
E-marketers conduct surveys using 2 main methods

- Sending questionnaires to individuals via e-mail,
- Posting a survey form on the Web
E-Mail Surveys

- To prepare an e-mail survey, an organization can:
  - Draw a sample of e-mail addresses from its database,
  - Purchase a list,
  - Gather e-mail addresses from the Web

⇒ The researcher can send e-mail reminders to participants who have not yet responded: response rates are just as high for e-mail surveys as for traditional contact methods.
Web Surveys

- Many companies post questionnaires on their Web pages.

- They might be posted on social networks

- There are platforms that provide services for designing questionnaires and submitting them online

- SurveyMonkey for example
Create a FREE account

Already have an account? Log in »

Username
Password
Email
First name
Last name

CREATE ACCOUNT

or sign up with

GOOGLE      FACEBOOK      OFFICE 365      LINKEDIN

By clicking 'CREATE ACCOUNT' or signing up, you agree to the Terms of Use and Privacy Policy. You also agree to receive information and offers relevant to our services via email. You can opt-out of these emails in your My Account page anytime.
**FREEMIUM PRICING**

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>ADVANTAGE</th>
<th>PREMIER</th>
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<td>€ 39 / month</td>
<td>€ 36 / month</td>
<td>€ 99 / month</td>
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**STANDARD**
- Unlimited number of surveys
- Unlimited questions per survey
- 1000 responses per month*
- 24/7 customer support via email
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic only
- Text analysis

**ADVANTAGE**
- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- 24/7 expedited email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance
- Advanced data exports (SPSS)
- A/B testing, randomization, quotas
- Custom variables

**PREMIER**
- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- Phone support and 24/7 email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance
- Advanced data exports (SPSS)
- A/B testing, randomization, quotas
- Custom variables
Web surveys - advantages

- **Fast and inexpensive:**
  - Instantaneously worldwide delivery of questionnaires,
  - No cost for postage or an interviewer,
  - No printing, collating, and mailing time,
  - Those who complete the questionnaires do so in the first three days,
  - Easy to send multiple reminders if using e-mail invitations.

- **Web surveys reduce errors:**
  - Technique reduces the complexity and time involved for respondents,
  - Respondents enter their answers - eliminates data entry errors when converting answers from paper questionnaires.
Web surveys - Disadvantages

- **Sample representativeness and measurement validity**
  - No ability to draw a random sample
  - Researchers cannot generalize results to the entire population being studied.

- **Online research entails several measurement issues:**
  - Different browsers, computer screen sizes, and resolution settings = researchers worry that colors will look different and measurement scales will not display properly online.
  - A comparison study between telephone and online surveys found that online users were less likely to use the two extreme scale points on a five-point scale.
The researcher's objectives are mainly three:

1. collect the **desired information** through a set of specific questions

2. involve the respondents in order to obtain their **collaboration and participation** in the survey,

3. try to **reduce response errors** by designing the questionnaire accordingly.
The questionnaire

Formulate the questions in such a way as to represent the same stimulus for all respondents

Establish the logical succession of the topics dealt with

Prepare filter questions

Define the sequence of questions on the same theme

Formulate questions

Decide the organization of responses
The questions

The result of the survey is influenced by the way questions are asked and answers expected.

Preparing the questionnaire is a complex operation!

Before actually doing the survey, it is important to TEST all the questions in the questionnaire.

- Is the question asked clearly and unambiguously?
- Are all the possible answers provided in a complete and mutually exclusive way?
- Are all the people to be interviewed able to answer the question?
The questionnaire: section 1

Contains:

**Request for collaboration**: one or more opening sentences explaining the objectives of the research (designed to obtain the consensus and approval of the respondent on the purpose of the research)

**Privacy assurance**: total anonymity of the information collected and its possible disclosure only in aggregate form.

**Instructions for filling in**: insert directly in the questionnaire in cases where the interviewer is not expected to be present.
Dear Manager,

the project "Value-able", financed within the EU program Erasmus+, Call 2019 Round 1 KA2 - Cooperation for innovation and the exchange of good practices, provides for a process of monitoring the effectiveness of the actions implemented.

We therefore send you this link ________________________ so that you can answer few questions that may be useful for monitoring the project and improving our activities.

We kindly ask you to fill in the online questionnaire, providing the most sincere answers possible. The questionnaire does not aim to evaluate you, but only to verify the effectiveness of the activities that have been designed for the project achievement. An identical survey will be carried out at the end of the project to verify any possible changes in the attitudes, knowledge and beliefs toward intellectual disability of the people who have participated in the project.

Please note that the data collected through this questionnaire will be processed only in aggregate form for the purpose of monitoring the project, in accordance with the Legislative Decree no. 196/2003 and the GDPR 679/16.

Thank you!
The questionnaire: the themes

List the **THEMES** covered by the investigation, excluding those which are not of primary interest,

**Keyword: parsimony**

First list the **VARIABLES**, then formulate the questions!!!!!
The questionnaire: question type

- **OPEN-ENDED:**

- **Advantages:** wider questions, greater depth of information, greater freedom for respondents to provide answers
- **Disadvantages:** difficult to process and analyze, more possibilities to make mistakes

- **CLOSE-ENDED:**

- **Advantages:** easy to encode, tabular (data entry) and process, less chance of making mistakes
- **Disadvantages:** greater rigidity, possible answers chosen a priori by the researcher
The questionnaire: sequence of questions

Questions that cause **memory stress** placed in the middle of the questionnaire, to prevent that:
- the respondent is not yet available for such a commitment at the outset, and
- he's too tired in the end.

Questions about **delicate issues** placed at the end:
- take advantage of the increased confidence and availability now acquired and
- not to risk that a refusal to reply could prevent the acquisition of the information placed on the last part of the questionnaire.
The questionnaire: filter questions

They're useful when:

- groups of respondents should be directed to questions specifically addressed to them (e.g. men or women);

- avoid asking questions when it is unnecessary (do not ask questions about room service if a person has not had room service)

- we want to avoid conditioning in the answer (we do not want to ask for opinions on the book read in the last month to a person who has not read any book, so as not to provoke answers given in order not to make a "bad impression").
Do you agree that the interface design: **Accessibility and navigation** of XXXX’s website is **adequate**? (Inserting a short video showing the homepage)

Rate from 1-5 (Totally disagree, fully agree)
The questionnaire: ambiguity

Example:

Do you have breakfast in the morning?

- does not clarify what a breakfast is made of;
- It is not clear until what time in the morning a meal can be considered a breakfast;
- It is not clear whether the question refers to a regular consumption or a specific day.

That's better:

For our purposes consider breakfast a meal consisting of at least one drink (tea, milk, coffee, ...) and a food such as croissants, cereals, biscuits, toast or fruit, consumed before 10 am. According to this definition, over the past 5 days, how many times have you had breakfast?
The questionnaire: ambiguity

Example:

4. Do you use any cosmetics* products? *a preparation applied to the body to improve its appearance.
   a. Yes
   b. No

That's better:

For our purposes consider cosmetics as products "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance (examples: Shampoo, soap, make-up, lotion, etc.)." According to this definition, do you use one or more cosmetic product daily?
The questionnaire: close-ended questions

Dichotomous: 2 response alternatives
Have you ever been to Uruguay?
- Yes
- No.

Multiple-choice: list of possible answers
Which of the following activities did you do during your stay in Uruguay?
- Golfing
- Surf
- Visit museums
- Visit churches
- Other (please specify _______________)

The questionnaire: close-ended questions

DO NOT “PUSH” THE RESPONDENT

Select 2 aspects that lead you to buy a luxury brand item?

● Personal experience
● Price
● Quality
● Recommendation
● Brand recognition

ADD THIS

● Other (please specify _____________)

OR USE LIKERT SCALES
The questionnaire: mutual exclusion

How many times do you go to the gym per week?

a. One
b. From two to three
c. From three to five
d. More than five

DO I CHOOSE B. OR C. IF I GO THREE TIMES????
The questionnaire: close-ended questions

Likert scales

Considering the possibility of working with a person DS hosted by your organization, according to a scale where 1 = absolutely disagree and 5 = absolutely agree, how would you rate your level of agreement with the following sentences?

The worker with DS …

| A. would slow down the working processes | 1 | 2 | 3 | 4 | 5 |
| B. would not be able to achieve the assigned tasks |   |   |   |   |   |
| C. would bother our guests |   |   |   |   |   |
| D. would not be able to appropriately respond to our guests’ requests |   |   |   |   |   |
| E. would reduce the productivity of other employees |   |   |   |   |   |
| F. would scare our guests |   |   |   |   |   |
| G. would need a continuous monitoring/control by other employees |   |   |   |   |   |
| H. Other (please specify) ….. |   |   |   |   |   |

IMPORTANCE: extremely high/extremely low
TIME: never/always

Etc.
The questionnaire: close-ended questions

Number of even or odd modes?

- Even numbers force the respondent to "take sides", but leads to an underestimation of the undecided;
- Odd numbers increase the risk of responses thickening too much on average values.

Length of scale?

- from 3 to 4: information that is easy to code, not very precise
- 5 to 9: allow for more discrimination between the subject
- 10: The risk is the "school perception". The answers thicken after 6.
The questionnaire: last section

Socio-demographic questions for customer profiling

- Sex
- Age
- Place of residence
- Marital status (married, unmarried, divorced, etc.)
- Family unit
- Degree of schooling
- Profession
- Income
- ... 

This information is easy to provide but delicate.

They always go to the end of the questionnaire!