

The Perspectives of Using Online Marketing Research?

Name:

Course:

Instructor:

Institution:

Date of Submission:

Introduction

It is hard to underestimate the role of the Internet in today's society as it has changed the way people communicate, work and entertain. Social media platforms are the key elements of Marketing and Advertising as well as many other e-commerce activities today and the possibilities that the Internet provides to these spheres are not completely revealed nowadays as more and more new features and opportunities are revealed every day. It is believed that the high quality online research aimed to find ways of attracting new customers, improve user experience and make marketing campaigns more efficient should work out all segments and determine whether it is a veridical factor or not (Chisnall 186).

Research objectives

Declared research objectives are:

- 1.1. To specify appropriate implements, approaches and possibilities of marketing research online
- 1.2. To investigate the characteristics users of received online statistics look for when using online research products and services
- 1.3. To find out what are the motives of online research consumers for purchasing the product or service
- 1.4. To assign what features are the most commonly used in online services

Research question

The elucidation of the research question is influenced by high rivalry within the following market (Dillon 143). Today the offer of products and services of this direction meets and exceeds any expectations and as a result, the nature of marketing online has changed significantly (Greene 27). The list of offerings includes:

- Concept and New Product Tests
- Customer Satisfaction

- Loyalty surveys
- Website Evaluation
- Academic research
- Advertising Testing and Recall
- Awareness and Usage

etc. Today online market is highly competitive as the possibilities and tools offered by the Internet allow reaching target audience in the most appropriate way.

Methodology

In order to get the most correct and relevant information for the research, the research design will be both quantitative and qualitative (Johnson 20). Quantitative aspects will deal with the price and qualitative – explore connections between purchasing decisions and reasons that lead to these decisions.

Data collecting methods are:

3.1. Desk research

3.2. Online surveys

Quality levels

In order to make sure that the research proposes high quality levels triangulation method will be used as well as a correlation of the findings with the results of related researches to find connections between them. The research will use interviews, desk research, and online questionnaires as methods of gathering and analysis of the information. All weak points of certain method are improved by strengths of the other (Patton 146).

Data analysis

Data integration and analytics calls for systematic approach to guarantee that the collected data is precise. The process of analysis will consist of collection, immersion, reduction, categorization, processing and evaluation.

Conclusion

This section deals with combining of the research to get relevant and scientifically in-depth result of the data analysis that explain online market trends. All results will be summarized and presented according to the research question.