
Internet marketing research: opportunities and problems

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Keywords

Internet, Market research, Surveys, Sampling

Abstract

The Internet is promised a brilliant future among the favorite tools of marketing researchers. Develops a typology of Internet marketing surveys showing the existence of eight different designs that can be used by marketers. However, researchers who plan to develop research using the Internet need to be aware of several problems related to this new tool. In particular we show that the nature of the Internet creates different sampling problems. To identify these problems, a seven-step procedure following the steps of the sampling process is proposed. Several practical problems are then discussed.

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Introduction

The Internet as a marketing research tool is relatively new and marketing researchers need to learn how to use it. In this paper we develop a framework to help researchers to identify potential opportunities and problems related to the use of the Internet for their marketing research.

We organize our discussion around three important themes facing any researcher:

- (1) survey design;
- (2) sampling; and
- (3) field work.

We first develop a typology of Internet marketing survey designs based on the different combinations of the objectives of the survey, the selected sampling unit, and the data collection method to be used. The result of this combination leads us to discuss eight different designs. We then develop a seven-step methodology to identify the potential problems related to sampling and discuss specific problems with the fact the Internet is ever changing. Fieldwork problems are finally presented with a focus on the format of the questionnaire, the use of search engines to obtain a frame and problems related to the sampling units.

A typology of Internet marketing survey designs

The first question to be asked by a marketer planning to use the Internet for its research is: what do I want to do? What are the objectives of the research? Many different types of research may be conducted through the Internet or with the help of the Internet. A typology of Internet marketing research designs may be constructed around three dimensions:

- (1) the objectives of the survey;
- (2) the sampling units; and
- (3) the data collection method.

The next paragraphs discuss these three dimensions and their content. We then present eight different research designs based on the combination of these three dimensions.

Objectives of the survey

Marketing researchers may use the Internet to meet three different types of research objectives:

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Internet Marketing: a practical approach Alan Charlesworth, 2011-01-03 Internet Marketing A Practical Approach is a step by step guide to marketing using the internet Concentrating on the operational and functional aspects of this dynamic area the book is packed with tactical advice and real life examples from those leading the field to help you succeed Written as an accessible guide to equip you for the online element of any contemporary marketing role Internet Marketing covers all the key topics including search engine optimization and social media marketing before moving on to consider the internet as part of an integrated marketing strategy With real world case studies to illustrate e marketing in practice and exercises to help you analyse plan and execute effective strategies within the workplace this practical resource will prepare you to undertake internet marketing across a variety of organizations More than just a book this complete package features an associated website at www.alancharlesworth.eu/internetmarketing which hosts the case studies for the book offers further tips and advice and provides access to a wealth of extra material such as up to date references and web links

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