
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:

Marketing Research The Impact Of The Internet

Naresh Malhotra



Marketing Research The Impact Of The Internet:

Marketing Research Carl McDaniel (Jr.),2002

Marketing Research Carl D. McDaniel,Roger H. Gates,2002

Marketing Research Carl McDaniel,Roger Gates,2002-08-08 You will notice a new name for this popular well respected text formerly known as Contemporary Marketing Research Marketing Research The Impact of the Internet reflects the dramatic changes impacting the way marketing research is conducted in the new millennium As with previous editions Marketing Research The Impact of the Internet continues its unique user of research approach Realizing that most students won t decide to become marketing researchers the authors focus on teaching students how to properly analyze and implement marketing research data The Impact of the Internet As a result this new edition actively integrates technology in student exercises activities and special feature boxes in conjunction with a dynamic web site providing valuable teaching and learning resources <http://mcdaniel.swcollege.com> New to this Edition Comprehensive Coverage Comprehensive Internet based marketing research coverage has been added to the new edition This feature provides balanced insight into this critically important aspect of marketing research WeSurveyor CD ROM Our exclusive partnership with Web Surveyor www.websurveyor.com ensures student familiarization with the basics of Internet based surveys Packaged free with each new text this CD greatly enhances student learning by providing sample surveys response scales question libraries and survey results that correspond to specific case studies and end of chapter exercises Instructors gain complimentary access to the professional version of WebSurveyor for consulting and research purposes Two New Cases Comprehensive cases on Lufthansa Airlines and Discover Card have been added to this new edition while the Heritage restaurant case has been moved to the web site *Pro Marketing Research Impact of the Internet* Carl McDaniel,2001-07-01 *Internet Marketing Research: Theory and Practice* Lee, Ook,2000-07-01 Internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net It is often perceived that doing business on the Internet mostly requires competency in the technology area However as many dot com companies are failing due to lack of revenue generation which could be induced by the inadequate marketing and marketing research practitioners and scholars of e commerce are keen to obtain a better understanding of the whole phenomenon of Internet marketing To understand what s working as an Internet marketing strategy or tactic one needs to conduct marketing research using rigorous statistical methodology **Transparency Masters Marketing Research the Impact of the Internet** Carl McDaniel,Roger Gates,2001-05-05 **Marketing in a Digital World** Aric Rindfleisch,Alan J. Malter,2019-09-19 Marketing in a Digital World consists of nine essays on how the digital revolution has affected marketing theory and practice Leading marketing scholars including several editors of premier academic journals provide fresh insights for both scholars and managers seeking to enhance their understanding of marketing in a digital world *Emerging Trends and Impacts of the Internet of Things in Libraries* Holland, Barbara,2020-06-26 Over the years new IT approaches have manifested including

digital transformation cloud computing and the internet of things IoT They have had a profound impact on the population including libraries Many organizations can save on their IT budget by adopting these new approaches because they provide technology in easier ways often at lower costs and to the benefit of users

Emerging Trends and Impacts of the Internet of Things in Libraries is a critical research publication that explores advancing technologies specifically the internet of things and their applications within library settings Moreover the book will provide insights and explore case studies on smart libraries Featuring a wide range of topics such as smart technology automation and robotics this book is ideal for librarians professionals academicians computer scientists researchers and students working in the fields of library science information and communication sciences and information technology *Review of Marketing Research* Naresh Malhotra,2017-10-19

First Published in 2017 *Review of Marketing Research* now in its fifth volume is a fairly recent publication covering the important areas of marketing research with a more comprehensive state of the art orientation The chapters in this publication review the literature in a particular area offer a critical commentary develop an innovative framework and discuss future developments as well as present specific empirical studies The first five volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics *Marketing Research Essentials* Carl D. McDaniel,Roger Gates,2004

Marketing Research Essentials 4th Edition is filled with cases chapter opening vignettes marketing research war stories and ethical dilemmas The text connects the materials to the real world of marketing research as it s practiced in today s top firms Both authors bring a combined 40 years of marketing research experience to the new edition This fourth edition continues to present marketing research through the eyes of a manager using or purchasing marketing research information *Review of Marketing Research* Naresh K. Malhotra,2008-11-01

Contains articles by marketing field s researchers and academicians This book includes literature reviews methodologies empirical studies trends international developments guidelines for implementation and suggestions for theory development and testing *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 *Handbook of*

Research on the Impact of Culture and Society on the Entertainment Industry Ozturk, R. Gulay, 2014-06-30 This reference provides a review of the academic and popular literature on the relationship between communications and media studies cinema advertising public relations religion food tourism art sports technology culture marketing and entertainment practices Provided by publisher *Internet Marketing Intelligence* Edward Forrest, 2003 Table of contents *The SAGE Encyclopedia of the Internet* Barney Warf, 2018-05-16 The Internet needs no introduction and its significance today can hardly be exaggerated Today more people are more connected technologically to one another than at any other time in human existence For a large share of the world's people the Internet text messaging and various other forms of digital social media such as Facebook have become thoroughly woven into the routines and rhythms of daily life The Internet has transformed how we seek information communicate entertain ourselves find partners and increasingly it shapes our notions of identity and community The SAGE Encyclopedia of the Internet addresses the many related topics pertaining to cyberspace email the World Wide Web and social media Entries will range from popular topics such as Alibaba and YouTube to important current controversies such as Net neutrality and cyberterrorism The goal of the encyclopedia is to provide the most comprehensive collection of authoritative entries on the Internet available written in a style accessible to academic and non academic audiences alike *How Incumbent Firms Navigate Nascent Digital Platform Ecosystems in the Internet of Things* Daniel Hodapp, 2021-03-17 This thesis is focusing on three little explored contextual conditions that are important for a better understanding of digital platform ecosystems digital platforms in a nascent stage of maturity digital platforms built by incumbents and digital platforms embedded in the IoT phenomenon Thus the thesis contributes to the question of how established companies navigating nascent digital platform ecosystems in the IoT The work builds and contributes to the literature on digital platform ecosystems Three main contributions are made through explorative qualitative research in the form of Delphi and case studies as well as through systematic literature research on the above mentioned themes First the thesis synthesizes important knowledge about the nascent stage of digital platform ecosystems and identifies value co creation challenges specific to this early maturity stage Second given the increasing importance of established companies in the platform discourse this thesis identifies the intra and inter organizational challenges that incumbent organizations face in building digital platform ecosystems emphasizing the importance of the organizational type in building a platform ecosystem Third the dissertation positions platforms in the IoT as a new digital platform instantiation within the scholarly platform discourse and outlines important phoneme related characteristics that determine value creation **Global Applications of the Internet of Things in Digital Marketing** Naim, Arshi, Devi, V. Ajantha, 2023-05-23 In today's modern world it is essential for businesses to remain competitive and up to date on the latest technology that can support their processes The use of the internet of things IoT in marketing particularly in digital marketing is an evolving field that requires further study to better understand its potential Global Applications of the Internet of Things in Digital Marketing focuses on the

applications of IoT in customizing content and developing a data based marketing framework that helps marketers create different experiences in bridging the digital and physical world develop a closer connection with the consumers and provide highly contextual and tailored messages to consumers Covering key topics such as brand image social media and website development this premier reference source is ideal for business owners managers marketers researchers scholars academicians practitioners instructors and students

Routledge Handbook of Hospitality Marketing Dogan

Gursoy,2017-10-02 This handbook analyzes the main issues in the field of hospitality marketing by focusing on past present and future challenges and trends from a multidisciplinary global perspective The book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry Parts I and II define and examine the main hospitality marketing concepts and methodologies Part III offers a comprehensive review of the development of hospitality marketing over the years The remaining parts IV IX address key cutting edge marketing issues such as innovation in hospitality sustainability social media peer to peer applications Web 3 0 etc in a wide variety of hospitality settings In addition this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry s past mistakes as well as future opportunities The handbook is international in its constitution as it attempts to examine marketing issues challenges and trends globally drawing on the knowledge of experts from around the world Because of the nature of hospitality which often makes it inseparable from other industries such as tourism events sports and even retail the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management human resources technology consumer behavior and anthropology

Internet Applications in Euromarketing Erdener Kaynak,Lynn R. Kahle,2024-11-15 Explore Internet marketing from cross cultural and cross national perspectives This book examines cutting edge theory and practice on Internet marketing putting the latest research on the best ways to exploit this interactive advertising medium in your hands In *Internet Applications in Euromarketing* scholars from Europe and the United States examine essential facets of Internet use both as a means of product promotion and as a facilitator of consumers purchasing decisions *Internet Applications in Euromarketing* considers the effectiveness of combining Web advertising with traditional media looks at ways to make banner ads pay off highlights techniques for reaching older consumers via the Internet shows how to take advantage of online word of mouth advertising and more The handy charts and tables in this well referenced book make important points of information easy to access and understand *Internet Applications in Euromarketing* looks in depth at what works and what doesn t addressing the questions on marketers minds and some that many haven t thought of yet including Where is a company s marketing money best spent what are the media effects for Internet exposure vs television and print Is it useful to mention a price a rebate or a gift to encourage the Internet user to move from the banner s host site to the brand s site What are the Internet habits and preferences of seniors and what are the best ways to reach them Are banner ads that are disguised as messages from the

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The Routledge Companion to Strategic Marketing
Bodo B. Schlegelmilch, Russell S. Winer, 2020-11-24

The Routledge Companion to Strategic Marketing offers the latest insights into marketing strategy. Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters which include up-to-date thinking on a diverse range of marketing strategy topics. Readers benefit from the latest strategic insights of leading experts from universities around the world. Contributing authors are from among others the U.S., Berkeley, Cornell, MIT, New York University, Texas A M, Europe, the Hanken School of Economics, INSEAD, the University of Oxford, the University of Groningen, WU Vienna, and Asia, the Indian School of Business, Tongji University. The topics addressed include economic foundations of marketing strategy, competition in digital marketing strategy, e.g. mobile payment systems and social media strategy, marketing strategy and corporate social responsibility, as well as perspectives on capturing the impact of marketing strategy. Collectively, this authoritative guide is an accessible tool for researchers, students, and practitioners.

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