

# Outline with Examples the Advantages and Disadvantages of Conducting Market Research on the Internet Compared with More Traditional Methods

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**Abstract:** Due to the continuous progress of communication technology, today's market survey methods have become more and more efficient. The early face-to-face interview and telephone inquiry have gradually evolved into the current network survey. With the popularization and application of the Internet, the way of the online market survey has the opportunity to replace the traditional survey methods, but the online market survey still has some defects, so the time-honored survey methods are still irreplaceable. Consequently, to better promote and apply market survey methods in the future, this paper will compare and analyze the two survey types to find a more optimized survey way, in terms of timeliness, investigation scope, data quality.

**Keywords:** Traditional market research; Network survey; Timeliness; Investigation sample; Data recovery

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## 1. A comparative study of network market research and regular market research

### 1.1 Timeliness

Firstly, for the traditional market survey, due to the consideration of cost, the scope of the general survey is small and often limited by time. If the target of the interview is a famous entrepreneur or government leader, it needs to occupy the respondents' time. Most of the time, the investigators need to make an appointment with the enterprise or relevant government departments in advance. In the internet survey, especially the network questionnaire survey, all are based on Internet operation and do not need the direct participation of investigators, so that the interviewees can complete the questionnaire at their free or fragmented time at any time and anywhere as long as there is a network. More importantly, the timeliness of the network survey is better than conventional methods. This is because the network transmission speed is fast. For one thing, the survey information is transmitted to the user faster, and the questionnaire information can be shared through social media. Since the emergence of QR codes, strange respondents can fill in the questionnaire in time by scanning the QR code, which greatly alleviates the problem of the long recovery cycle of issuing questionnaires in the past. However, it has to be mentioned that it is precise because of the improvement of the degree of networking that the construction of network security awareness is still not enough. In terms of security, the transparency of traditional investigation can be reflected.

For another, the efficiency of information return from users to the survey has also been improved. In the past, after the questionnaires were sent, the investigators completed the questionnaires and handed them back to the staff. After the collection was complete, they were handed over to professional data analysts for data processing. The update speed of a product market is very fast, and the market feedback is timely, which is more conducive to the enterprise department to update the products and optimize the previous products. Therefore, in today's market research, the network can ensure the timeliness of market feedback. No matter complaints or compliments, these can be quickly collected into the database as long as users fill in them, which are convenient for market analysts to intuitively compare the past and current situation of products, which will better support the prediction of the enterprise's future market.

### 1.2 Investigation sample and field

The traditional market survey can have a variety of random sample selection methods, which can effectively ensure the accuracy of the market survey. In terms of sample selection, based on the fact that the internet itself is not blocked by geographical space, it determines that the sample of the web-based survey can be the whole country or the world, which is more suitable for large enterprises to adopt different market segmentation strategies in the face of different intercontinental markets. Just like the famous German automobile manufacturer Volkswagen, its product marketing strategy in the Asian market in 2010 is completely different from that in the local market. Through the analysis of netizens' preferences, it is concluded that Asians, especially Chinese, have high requirements for the rear comfort of ordinary cars, and even they hope to tilt their legs in the rear. So, in 2012, after Volkswagen's Audi released the Audi A6L model especially for China, this model quickly became the first choice for senior government officials and middle-level leaders of enterprises. The traditional survey method obviously cannot obtain such a large amount of data to support a large enterprise to complete the product segmentation with a huge investment. On the contrary, in terms of survey objects, the traditional survey is based on ordinary citizens, while the premise of collecting data in the cyber market survey is Internet users,

which often only reflects the feedback of online groups. If it is in areas or groups with insufficient network popularity, it will affect the authenticity and representativeness of the sample (Hu et al., 2009). For example, in the study of the Japanese elderly group's perception of cruise tourism, it is very difficult for the investigators to screen and analyze the Internet questionnaire. After all, hardly do most elderly people use electronic products to complete relevant surveys because of the gap between their vision or cognitive level and young people. Hence, today, telephone or face-to-face interviews can more smoothly survey to understand the views of the elderly. In fact, in the traditional telephone survey and e-mail survey, there will also be problems that are not universal. This is because an interview needs to be deleted for at least half an hour. Subject to time, it is difficult for investigators to obtain a large amount of interview information in a limited time. However, if the respondents are converted to college students, there will be no problem of non-representativeness in obtaining data through the network. Wherefore, researchers only need to choose the best method according to different research purposes when conducting market research.

### 1.3 Data quality

For survey data quality, although network survey can promote enterprises to obtain massive data, if the website access is not high enough and the web topic is not enough to attract the attention of the target group, the number of visitors is difficult to support subsequent data analysis, resulting in data quality affecting the implementation of marketing strategies. Additionally, just like the characteristics of the Internet, 'the threshold of access is low and the scope of communication is wide. Under the background of unsupervised, there is no problem with the objectivity of market research through the Internet, but it cannot restrict the freedom of investigators, which means that an online questionnaire survey will be filled in by the same respondent many times, multiple submissions cast doubt on the authenticity and credibility of the data. By contrast, for long-established surveys, investigators and respondents can communicate face-to-face. Through the expression of chat, investigators can more subjectively and calmly control the survey process, which is conducive to improving the objectivity of data. However, it has to be said that due to the difference in sales volume through the investigation of newspapers and magazines, there will also be the problem of insufficient recycling quantity.

## 2. Conclusion

On the analysis of the shortcomings of the two survey methods, at present, the historic market survey is still indispensable. Although network market survey shows more advantages in today's era, in some economically underdeveloped countries, regions, and groups with a low degree of networking, the traditional survey method is more convenient to operate, which shows that if the online market survey cannot effectively target consumer groups, the data obtained actually does not have much reference value. More importantly, the traditional survey has a long history; many domestic and foreign experiences can be used for reference and have formed a set of valuable theoretical bases. However, internet market research provides supplementary support for the past theory. In other words, this popular survey method can interview characters that are difficult to reach by face-to-face interview, telephone or letter such as business people or young people. It is undeniable that when all or most of the objects that the survey organization needs to know have the possibility of using the network, such as consumer product satisfaction survey, advertising effect test, etc., the network survey may be more appropriate. In short, no matter which way of the market survey is used to obtain data, researchers need to pay special attention to the extent to which respondents can represent the whole target market; otherwise, the results of the market survey are meaningless. Namely, the combination and complementarities of the two survey methods are beneficial to improve the quality of statistical data, both in method technology and application.

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