

Dissertation Proposal:

Perspectives Involving Online Marketing Research



Introduction

The evolution in the field of Internet is often considered as the most comprehensive and most bewildering improvement in the aspect of Information Technology witnessed during the recent decade. The internet has changed the way people interact with each other, both at a personal and a professional level. As an example, the social web has already controlled the fields of Marketing, Advertising, Public Relations, promotions, customer service, as well as other aspects of businesses.

Information that will be obtained out of this dissertation will prove to be significant when it comes to shaping the overall success of new products and services online.

Most consumers of online research come from the professional category. As such, the prices of high quality online research has become higher. This has further attracted the attention of different companies on consumers in the normal or personal consumer category. It has been anticipated that online research need to target both personal and professional segments while thinking about the price factor (Chrisbin, 2011). This dissertation will further determine whether this fact is veritable or not.

Research Objectives

The following objectives have been identified for this dissertation

- 1.1 identify the right methods, tools and opportunities of online marketing research
- 1.2 To further explore on both internal and external characteristics in which consumers of online research value while purchasing products online
- 1.3 To investigate on the psychology behind online research consumers behind purchasing an item, as well as other market features including the price.
- 1.4 To identify the features that make online research competitors do well specifically for online services which are also provided and served in other countries.

Research Question

A research question is very important in identifying the specific type of information that will be uncovered in this research. The creation of the research question will be guided significantly by the competition within the online research industry (Mark, 2013).

As already noted, there are a lot of companies that are offering for online research regarding their products and services. At the same time, the nature of online marketing has significantly changed (Fields, 2014). Most companies are now capable of offering various products and services which include:

- Research on consumer products
- Academic research
- Usage and awareness
- Concept tests and pricing
- Website evaluation

Due to the fact that the internet has proved to be a level playing field which enables everyone to focus on their strategic marketing endeavors, especially in reaching out to a more targeted and extensive audience. This makes the online market better, and more competitive. Thus, the research question will also be derived out of this perspective.

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Methodology

A budget will be created for both primary and secondary research. The design of the research will both be qualitative and quantitative. The qualitative aspects will focus at exploring different consumer experiences, especially regarding purchasing decisions. On the other hand, quantitative aspects will consists primarily of the numerical aspects of this research, including price.

References

1. Chrisbin, J. (2011). Different Online Marketing Strategies. Accessed on: September 7, 2017 from <http://www.worldtoday.org/onlinestrategies.html>.
2. Fields, H. (2014). Marketing Research in an Online Marketing Environment (3rd Ed.) Mosby Mirror Publishing.
3. Mark, T. (2013). Research Design: Qualitative, Quantitative and Combined Approach. Modern Marketing Strategies, 32(2), 34-45.