

Samusya O.
T.B. Reshetilova, research supervisor
S.I. Kostritskaya, language adviser
National Mining University

ONLINE - QUESTIONNAIRE AND ITS APPLICATION IN THE INTERNET MARKETING

Carrying out questionnaires within the framework of marketing research involves the well-known steps: determining which information is being sought, choosing a question type and method of administration, determining the general question content needed to obtain the desired information, determining the form of response, choosing the exact question wording, arranging the questions into an effective sequence, testing the questionnaire and revising it as needed.

Some question types include fixed alternative, open ended, projective and close questions.

Fixed alternative questions provide multiple-choice answers. These types of questions are good when the possible replies are few and clear-cut, such as age.

Open-ended questions allow the respondent to better express his or her answer, but are more difficult to administer and analyze. This technique is most appropriate for exploratory research.

Projective methods use a vague question or stimulus and attempt to project a person's attitudes from the response. Projective methods are difficult to analyze and are better suited for exploratory research than for descriptive or causal research.

Close questions are applied for „yes”/„no” answers and for confirmation of consent.

Each question should have a specific purpose. The goal of the question is to obtain the required information. This is not to say that all questions directly must ask for the desired data. In some cases questions can be used to establish rapport with the respondent, especially when sensitive information is being sought.

Some neutral questions should be placed at the beginning of the questionnaire in order to establish rapport and put the respondent at ease. Effective opening questions are simple and non-threatening.

When sequencing the questions, keep in mind that their order can affect the response. One way is to distribute half of the questionnaires with one order, and the other half with another order.

The questions should be worded so that they are unambiguous and easily understood. The wording should consider the full context of the respondent's situation.

The Internet questionnaire is extremely convenient and inexpensive. It is fast way of carrying out research, allowing in short terms to interrogate big, geographically extensive audience, to process and present the data for the report.

The Internet questionnaire is far from being used for each target group. It in many cases is convenient when the Internet - users make the most part of the audience.

References:

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