

Name _____ Date _____

Marketing Essentials
Chapter 28 Marketing Research

eMarketing Worksheet Activity: Web Page Surveys

Directions Visitors to a Web page are often invited to participate in a marketing research study in Web page surveys. Work alone or in small groups to complete this two-part worksheet on Web page surveys.

A. Analysis of Webpage Surveys

1. Have you ever participated in a Web page survey? If yes, what did you like and dislike about your experience?

2. What are the advantages and disadvantages of Web page surveys?

B. Prepare a Web page Survey Design a Web page satisfaction survey for a company of your choice. The objective can be customer satisfaction with the Web site or the company's products. Include a minimum of 10 questions in your survey. Consider the following questions when preparing your Web page survey:

1. When will you solicit customers to participate in the survey?
 - What question will be asked and when will it appear on the Web site?
2. How will you administer the survey to encourage customers to complete it?
 - How many questions will you have on each screen?
 - What will you include to let respondents know how much of the survey they have completed?
3. What rating scale format will you use to determine the customer's level of satisfaction?
 - Why should you avoid yes-or-no questions to determine satisfaction?
 - Will you use words such as very satisfied, somewhat satisfied, not satisfied or numbers in a continuum such as: 5 being very satisfied to 1 being not satisfied?
4. What aspects of the Web site or the product do you want customers to evaluate?
 - What information will the company be able to use in order to improve its Web site or product?
 - What information is the customer capable of evaluating?
5. What demographic questions will you include to learn more about the participant completing the survey?

Your Web page survey will be evaluated for completeness (included all the topics noted above in its design) and mechanics such as logical organization, neatness, legibility, details, grammar, and spelling.

