

Online Survey Case Study Part 1

**Food / Cosmetics /
E-Commerce /
Home Appliances**

GMO
RESEARCH & AI

What is an Online Survey?

The online survey is one of the marketing research methods that involves collecting and analyzing the voices and thoughts of consumers as data, to find solutions to challenges that arise in a company's marketing activities. Online surveys allow for rational decision-making in marketing activities, help reduce business risks, and contribute to efficient revenue growth and business development.



DATA-DRIVEN DECISION

Enables discussions and decision-making based on objective data.

ELIMINATION OF BIAS

Allows for discussions incorporating diverse perspectives, free from assumption.

DISCOVERY OF HIDDEN NEEDS

Uncovers potential needs and ideas that were not initially considered.

COST-EFFECTIVE AND QUICK

Collects data swiftly with small budget.

Given that the market environment and consumer needs change daily, implementing marketing research is essential for your business. Online surveys are widely used by companies to measure market share, discover potential needs, and evaluate the effectiveness of advertising.

Case Study 1

Usage Survey

Industry: E-commerce

Understanding customer preferences by finding out their usage of services.



Business Challenge

In the context of increasing demand for e-commerce services, the company aims to strengthen its own e-commerce website. To do this, the company wants to understand consumer perceptions of their own e-commerce services and brands.

Type of Survey

Usage Survey

Actions Based on Survey Results

The company find out the level of consumer awareness of their e-commerce services and their competitors'. They utilized this information to increase service awareness and strengthen PR activities.

Survey Criteria

Target Group:

E-commerce Purchasers (Men and Women)

Sample Size:

1,000

Example Questions

- Please select all the e-commerce services you know.
- Please select all the e-commerce services you have used.
- Regarding the services you have used, please select the point you evaluate positively.

Case Study 2

Brand Awareness Survey

Industry: Loyalty Programs

Understanding how well your product/brand is known by consumers.



Business Challenge

To measure the brand awareness of a rewards card and the awareness of its service features, such as the stores where the card is available to use.

Type of Survey

Brand Awareness Survey

Actions Based on Survey Results

The company determined the current awareness of their services and identified the unknown aspects of the service. They utilized this information to promote less-known features of their services and to rebuild their marketing strategy.

Survey Criteria

Target Group:

Internet users aged between 20 to 69

Sample Size:

2,000

Example Questions

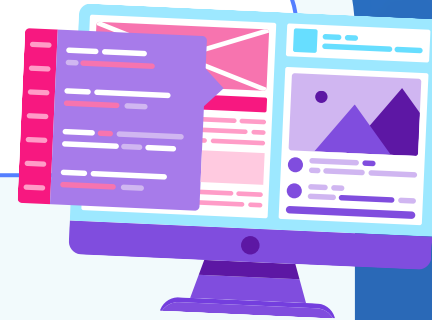
- Please select the loyalty cards you are aware of.
- Please select the stores where you know you can earn XXX rewards.
- Please select the attractive features of each rewards card.

Case Study 3

Website Evaluation Survey

Industry: Cosmetics

Assessing the website's visibility and usability from the user's perspective.



Business Challenge

To evaluate the relevance of the website impression to the brand image, as well as the usability of the company's website, compared to competitors'.

Type of Survey

Website Evaluation Survey

Actions Based on Survey Results

Based on the survey results, the company improved various aspects of the website, including design, tone, and messaging, to align with the brand impression.

Survey Criteria

Target Group:

Women aged between 20 to 49, who are using the product and competitors' products

Sample Size:

400 each for users of the company's products and competitors' products

Example Questions

- How often do you visit this website?
- To what extent do you think the following words describing the website impression apply to this brand?
- What impressions did you have after actually using this website?



Case Study 4

Product Package Testing

Industry: Confectionery

Investigating consumers' impressions of the product packaging design, color, usability, etc.



Business Challenge

To verify if the packaging designed to stand out on e-commerce websites for higher-priced confections matches consumer expectations.

Type of Survey

Product Package Testing

Actions Based on Survey Results

Based on the points valued by consumers willing to purchase higher-priced confections online, the company improved the packaging design.

Survey Criteria

Target Group:

Women aged between 20 to 39

Sample Size:

2,000

Example Questions

- Please select the types and price ranges of confections you often buy.
- Please select your purpose for buying confections on e-commerce sites (e.g., for yourself, as a gift, for family).
- Please evaluate the packaging (after viewing the following packages).

Case Study 5

Consumer Preference Survey

Industry: Food Products

Understanding the likes, dislikes, and purchasing habits of consumers.



Business Challenge

In response to the growing interest in foods that boost immunity and maintain health, the company wants to investigate consumer preferences and awareness.

Type of Survey

Consumer Preference Survey

Actions Based on Survey Results

The company investigated the safety concerns that consumers prioritize when choosing health foods through surveys. They utilized this information to reconsider the media channels and content to highlight, and to develop strategies for further market expansion.

Survey Criteria

Target Group:

Internet users aged between 30 to 69, who have purchased health foods in the past six months

Sample Size:

500

Example Questions

- Which health foods do you regularly have?
- What sources do you use to obtain information about health foods?
- How important are quality, safety, and price when choosing health foods?



Case Study 6

Consumer Behavior Survey

Industry: Electronics

Understanding the reasons for purchasing products or services, usage patterns, and switch points.



Business Challenge

To investigate which factors are prioritized when selecting home appliances, especially how features considering environmental impact and brand image influence purchasing intentions.

Type of Survey

Consumer Behavior Survey

Actions Based on Survey Results

The company understood the purchasing process and usage conditions for each user demographic and product category. They utilized insights learned from surveys on key factors in choosing home appliances, particularly regarding environmental considerations, to determine how to implement and promote such features in their own products.

Survey Criteria

Target Group:

Internet users aged between 20 to 59, who uses home appliances from the company

Sample Size:

2,000

Example Questions

- What sources do you use to obtain information when selecting home appliances?
- What factors are important when choosing home appliances?
- How much do you consider eco-friendliness and energy efficiency when purchasing home appliances?

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GMO Research & AI offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **60 million** consumers across **16** APAC markets.

Contact us



E mail

ah_overseas@gmo-research.ai



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