

# **Online Survey Case Study Part 2**

**Travel / Education / Gaming /  
Human Resources**

**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

# Consumer Preference Survey

Industry: Tourism

Identifying consumers' preference and intentions to build the marketing strategies.



## Business Challenge

As international travel interest rises post-COVID-19, the company aims to investigate the recovery and transformation of inbound consumption in Japan.

## Type of Survey

Consumer Preference Survey

## Actions Based on Survey Results

The company identified the motivations and intentions of tourists from various countries and built marketing strategies especially focusing on the affluent segment they plan to target in the future.

## Survey Criteria

### Target Group:

Residents of major cities in five Asian countries, employed individuals aged 30 and above

### Sample Size:

300 per country

## Example Questions

- What aspects of Japan do you find appealing?
- From which sources do you obtain information about Japan?
- If you were to travel to Japan, what would you particularly like to spend money on?

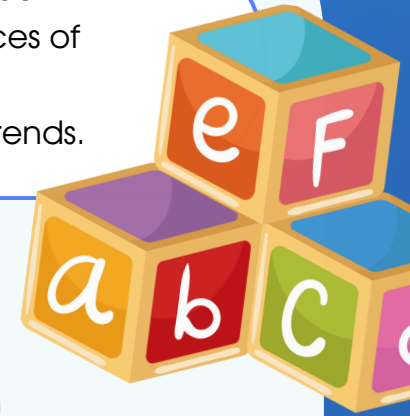


## Case Study 2

# Market Description Survey

Industry: Education

Investigating the actual usage and preferences of products/services to understand market trends.



## Business Challenge

The demand for educational toys and materials has increased among parents in recent times, especially with more children spending time at home due to the COVID-19 pandemic. In light of the growing attention to educational toys, the company wants to investigate the actual usage and preferences of parents.

## Type of Survey

Market Description Survey

## Actions Based on Survey Results

The company determined the actual usage and perceptions of educational toys and created concepts for new product development that meet these needs.

## Survey Criteria

### Target Group:

Parents with preschool children

### Sample Size:

1,000

## Example Questions

- Are you engaging in educational activities with your child?
- Please select the reason why you are using educational toys.
- Please select the educational toys you are currently using.



## Case Study 3

# Product Concept Testing

Industry: Education

Evaluating how well the product/service concept is accepted by consumers.



## Business Challenge

To gauge the favorability and usage intentions of a new concept for an educational service among the target demographic.

## Type of Survey

Product Concept Testing

## Actions Based on Survey Results

Based on the survey results, the company reevaluated the service concept to better align with target needs and adjusted the promotion methods.

## Survey Criteria

### Target Group:

Women with middle/high school children, household income of over USD 10 million

### Sample Size:

500

## Example Questions

- Please select the one you have ever tried for your child's learning purposes.
- How much do you pay monthly for after school activities?
- (After watching the video) Would you be interested in using a service like this?

## Case Study 4

# Design Testing

Industry: Online Gaming

Evaluating the product design to see if it satisfies the user's needs.



## Business Challenge

To evaluate the game's design style and utilize it for the new games the company will release soon in Japan, China, Korea, Singapore, and Indonesia.

## Type of Survey

Creative Testing

## Actions Based on Survey Results

The company utilized the survey results to refine future product developments and update the design style. The insights also served as references for other project plans.

## Survey Criteria

### Target Group:

Online gaming users aged between 15 to 39

### Sample Size:

300 per country

## Example Questions

- After watching the video, please select the feedback that applies.
- Please name up to three of your favorite characters.
- What are your expectations for future developments?



## Case Study 5

# Customer Preference Survey

Industry: Human Resources

Identifying consumers' preference and intentions to build the marketing strategies.

## Business Challenge

With an increasing number of people looking to change jobs, the company aims to investigate job seekers' tendency and the factors they consider when choosing a new job.

## Type of Survey

Customer Preference Survey

## Actions Based on Survey Results

By conducting surveys regularly on job change intentions, the company identified peak times and industries with high interest, enabling targeted promotions and focused sales activities based on identified needs, and continue tracking trends over time.

## Survey Criteria

### Target Group:

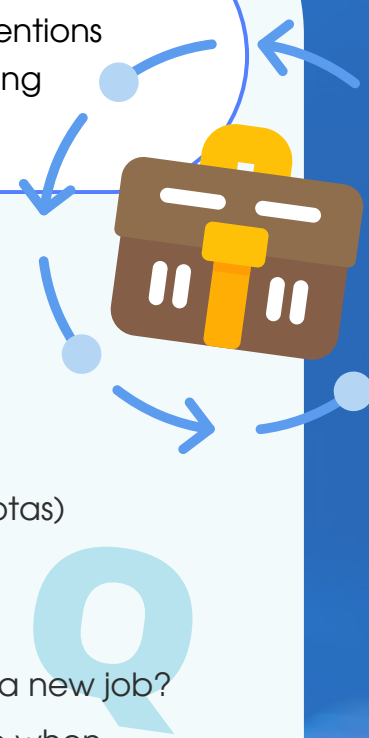
Employed individuals

### Sample Size:

10,000 (with industry-specific quotas)

## Example Questions

- Are you currently looking for a new job?
- What factors do you prioritize when choosing a new job? (e.g., remote work options, ability to take on side jobs, work-life balance)
- Besides changing jobs, have you considered other work styles like starting a business, taking on side jobs, or freelancing?



# GMO RESEARCH & AI

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.

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## Contact us



### E mail

APAC, EMEA: [ah\\_overseas@gmo-research.ai](mailto:ah_overseas@gmo-research.ai)

US: [rfq\\_us@gmo-research.ai](mailto:rfq_us@gmo-research.ai)



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