

## Consumer Perspective upon the Marketing of Online Surveys

**Larisa Boboc**

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES  
boboclarisa17@gmail.com

**Daniel Moise**

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES  
moisedaniel@gmail.com

### **Abstract**

More and more organizations are conducting online surveys as often as they can, no matter if they are for profit or non-profit organizations, even politicians use them in order to discover the behavior of their followers and not only. Companies are much preoccupied to deploy online surveys, irrespective if the surveys are just online or mobile ones. The mobile electronics, like laptops, tablets, smart phones have by far pushed the boundaries, allowing the organizations to reach their potential and actual customers anywhere and anytime of the day or night, as long as they have an internet connection. The mobile apps have changed the lives of how we interact and we conduct our lives.

Some of the main objectives of this research are focused on analyzing the basic concepts about online surveys, mobile marketing and applications, and chiefly aimed at mobile surveys assessing the impact of this tool in the levels of the users perspective and satisfaction.

In this paper, we will conduct a research with a view to investigating how consumers perceive, interact and answer to online surveys and especially to mobile surveys. If the most online surveys are considered by many to be just spam emails, we want to find what triggers the impulse of answering mobile surveys and what kind of incentives those who answer want to receive.

**Keywords:** online surveys, mobile apps, mobile surveys, consumer perspective.

**JEL classification:**C83.

### **1. Introduction**

The mobile electronics, like laptops, tablets, smart phones have by far pushed the boundaries, allowing the organizations to reach their potential and actual customers anywhere and anytime of the day or night, as long as they have an internet connection. The mobile apps have changed the lives of how people interact and conduct their lives.

Some of the main objectives of this research are focused on analyzing the basic concepts about online surveys, mobile marketing and applications, and chiefly aimed at mobile surveys assessing the impact of this tool in the levels of the user's perspective and satisfaction.

Some respondents complete web surveys via mobile devices. These devices differ at several levels from PCs. In fact, this paper tries to find the main reasons of completing questionnaires through smartphones or tablets, even to download a survey application.

This paper reports the results of a marketing research regarding how the consumers perceive, interact and answer to online surveys and especially to mobile surveys.

### **2. Literature review**

Advanced technology in computing, mobile devices, conduct internet connectivity from the usage of conventional desktop computers to mobile devices. It is anticipated, there will be an amount of over 2 billion smartphone users worldwide by the year 2016 (Emarketer, 2014).

The last few years have seen a rapid development of the use of internet on mobile devices like smartphones and tablets. If the internet connection is developing the access via different devices, it can be expected that web surveys will also be expanding and completing on tablets and smartphones (Stern et al., 2014).

Web surveys became increasingly popular in marketing research, comparing with paper, mail and telephone surveys. A web survey includes different measurement error like: the type of device that

respondents use to complete the surveys. The users of tablets or smartphones, influence survey characteristics and preferences. The mobile device users spent more time than desktop or laptop users to complete the survey. Both, desktop users and mobile device users do not vary in acceptance tendency as an indicator of response patterns. For mobile device users only, it was found a negative ratio between interview length and screen size and a positive connection between screen size and acceptance tendency (Liebe et al, 2015, pp.17).

Peytchev and Hill (2010), for example, do not find distinction about cognitive processing and use of pictures confronting mobile web surveys with other survey modes. But, they discovered that users of mobile phones do not like to write in the text box, for open questions, if the survey questions zoom in to the initially visible screen. Millar and Dillman (2012) conducted a study (experimental) with 600 students, where they tested if the use of smartphones has an effect on the response rate for answering the online questionnaire. The results shows: they do not find a requested influence of using the smartphone over the response rate.

There are also studies regarding mobile applications, Yang (2013) who investigated the use of mobile apps, which involves installation. The study was based on a model developed from the combination of Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB) and Uses and Gratification Theory to research about young Americans' intention for using mobile applications. The model included seven variables for investigating the intention of using mobile applications: subjective norm, behavioral control, attitudes regarding mobile apps, perceived usefulness, facility, perceived expressiveness and enjoyment. The results of this study reflect that perceived behavioral control, usefulness, and mobile network use are predictors of young Americans' intention to use mobile apps.

Mobile App was created for general utilitarian purposes, for emailing, calendars, online market and weather information. Due to the development and availability of mobile technology, more functions appeared, such as mobile games, online banking, order-tracking, maps with GPS, and location-based services. The popularity and growth of smartphone, or tablets usage has facilitated the research on the extensive adoption for new mobile applications (Lee, 2014).

Technology Acceptance Model (TAM) was also investigated before, regarding affecting app usage. Variables used in this model are perceived informative usefulness, perceived entertaining usefulness, perceived ease of use, perceived social usefulness, attitude toward application usage, user review, and perceived cost-effectiveness. The study concluded that three of variables: perceived information usefulness, perceived entertaining usefulness, and perceived ease of use had significant influences on attitude toward app usage, which in turn had a significant influence on behavioral intention to use apps. User reviews also significantly influenced app usage, but cost-effectiveness had no influence on app usage (Kim and Yoon 2013).

Another study by Hew and Lee (2015) also studied the behavioral intention to use mobile apps. The variables analyzed were performance, effort, price value, facility, habit, social influence, and motivation. The authors set that all variables, except price value and social influence, were significantly related to behavioral intention to use mobile apps, especially habit had the strongest influence, but gender and educational level were not significant.

Resuming, there were no studies found that investigated the installation of survey apps, but some studies were found that investigated the adoption or utilization of mobile apps. While the act of installing an app does not necessarily mean that the app will be used, this is a hypothesis. Therefore, we perceive adoption, usage, and installation as similar, and therefore, group these studies together. Also, the web survey users should take into account that the device used can affect results.

### **3. Research Methodology**

Thereby arises the need of deep researching of consumers perceive, interact and answer to online surveys and especially to mobile surveys. If the most online surveys are considered by many to be just spam emails, the paper is purpose to find what triggers the impulse of answering mobile surveys and what kind of incentives those who answer want to receive.

To achieve the research objectives it was considered the survey method, which involves the design and use of a questionnaire to collect data from respondents. This is an exploratory marketing research.

The respondents were mostly students, where the link invitation of questionnaire (Typeform) has been distributed to be completed via desktop or mobile devices. This sampling method is called Snowball Method and the study has been achieved with 150 completes. Also, we have set up steps like: the research purpose, the objectives, the research hypotheses, to determine the structure of the sample, questionnaire design, methods of collection and systematization of data, analysis and interpretation of results, the conclusion of research.

The purpose of this research is to identify the consumers perceive, interact and answer to online surveys and especially to mobile surveys.

The survey contains 25 questions that have been prepared to fulfil the purpose of research. It contains question filter, which is designed to select individuals that are part of the collectivity investigated. In the questionnaire, it can be identified five descriptive questions, which have the role to describe the characteristics and profile of respondents, such as socio-professional status, age, income and gender.

Also, the questionnaire has compartmental questions like the reason of completing a survey, the device used in completing a questionnaire, the frequency of filling out a survey, the commonly subjects in completing a survey and also about survey apps.

#### 4. The Marketing Research Of Mobile User's Behavior Regarding Survey Apps

The main objectives of this study refer to:

Objective 1: To identify if the desktop or mobile users complete a questionnaire.

Objective 2: To determine the reason of completing a survey.

Objective 3: To determine the frequency of downloading apps.

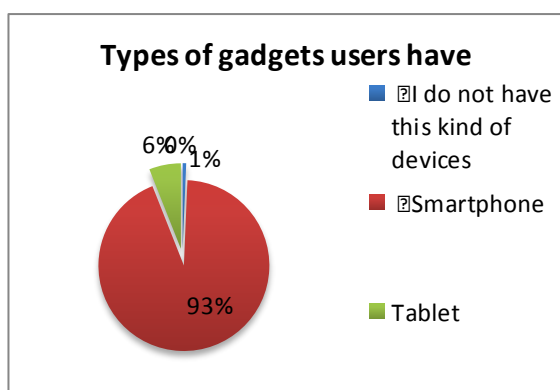
Objective 4: To identify the mostly used method in accessing a survey.

Objective 5: To identify the types of surveys filled by users.

Objective 6: To identify the main causes of mobile users to download a survey app.

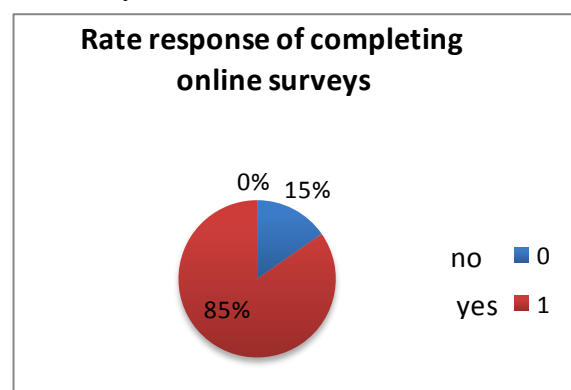
##### 4.1. Results

1. Types of gadgets that users have



**Figure 1. Types of gadgets users have**  
Source: Excel data analysis of exploratory marketing research

2. Rate response of completing online surveys



**Figure 2. Rate response of completing online surveys**  
Source: Excel data analysis of exploratory marketing research

According to *Figure 1. Types of gadgets users have*, mostly respondents have smartphones (93%). Also, *Figure 2. Rate response of completing online surveys*, shows that 85% of respondents are used to completing a questionnaire and 15% no.

3. Reason of completing online surveys

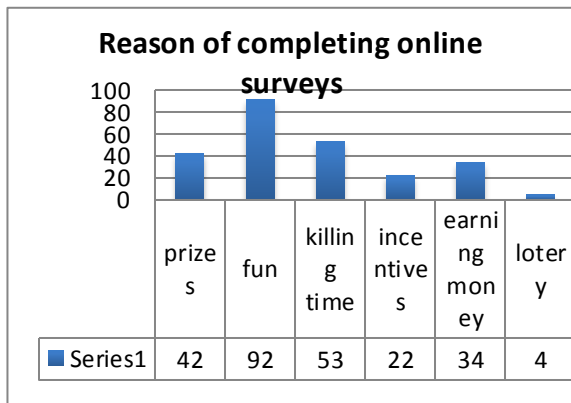


Figure 3. Reason of completing online surveys

Source: Excel data analysis of exploratory marketing research

4. Frequency of downloading mobile apps

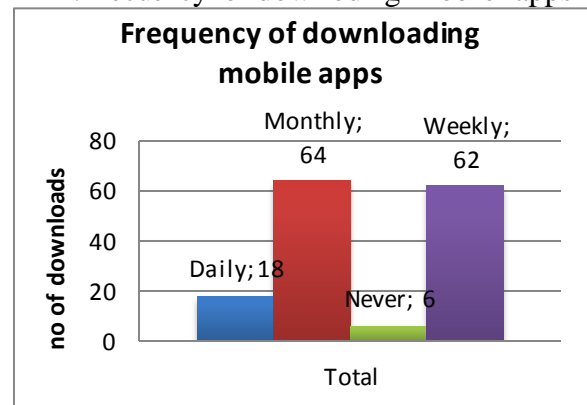


Figure 4. Frequency of downloading mobile apps

Source: Excel data analysis of exploratory marketing research

The main reasons of completing online surveys are: *fun* (92 answers from 150 respondents), *for killing time* (53 answers from 150 respondents) and for *prizes* (42 answers from 150 respondents). The last occupied in the top of reasons for completing online surveys were *lottery* (4 answers from 150 respondents), *incentives* (22 answers) and *earning money* (34 answers from 150 respondents). The results reflect that respondents are not directly interested in completing questionnaires for money or for receiving recompense.

To find out the comportment of respondents regarding mobile apps, the study also included aspects like frequency of downloading mobile applications. So, according to data analyzed (Figure 4), respondents are installing mobile applications *monthly* (64 subjects from a total of 150) and *weekly* (62 subjects from a total of 150 respondents).

5. The way of how users choose to respond at online surveys

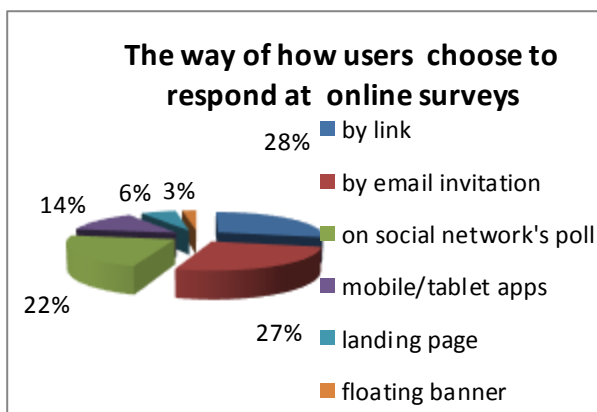


Figure 5. The way of how users choose to respond at online surveys

Source: Excel data analysis of exploratory marketing research

6. Mobile users opinion regarding survey applications

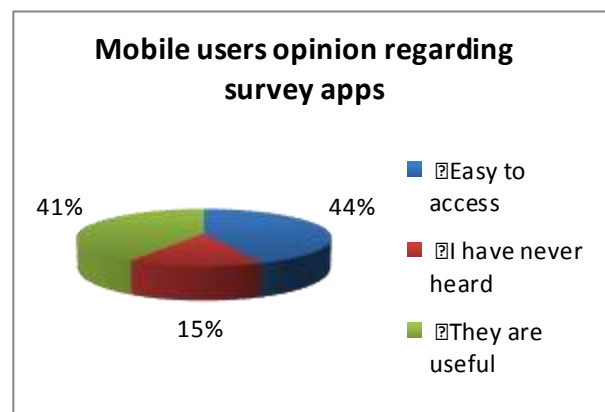


Figure 6. Mobile user's opinion regarding survey apps

Source: Excel data analysis of exploratory marketing research

It can be observed in *Figure 5. The way of how users choose to respond at questionnaires*, those respondents of the study have different ways to respond to online surveys, mostly of them chose *by link* (28%), *by email invitation* (27%), *by social network's poll* (22%). The most uncommon ways to access an online survey are *floating banner* (3%), *landing page* (6%), and *mobile/tablet apps* (14%).

Regarding survey apps opinion of mobile users are split into three: part of them says that are *easy*

for access (44%) and second part never heard about survey apps (42%), and the third one thinks that survey apps are useful (15%).

7. Types of surveys filled out by desktop/mobile users

8. Frequency of completing surveys

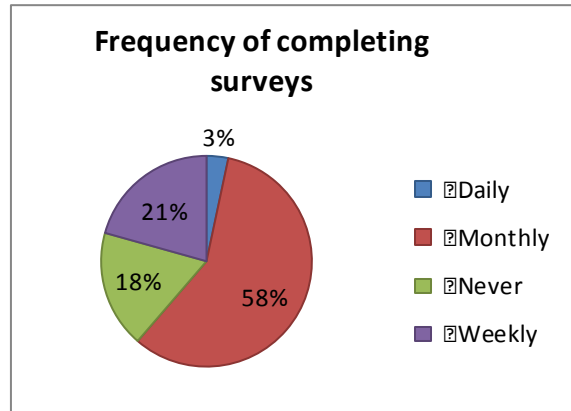
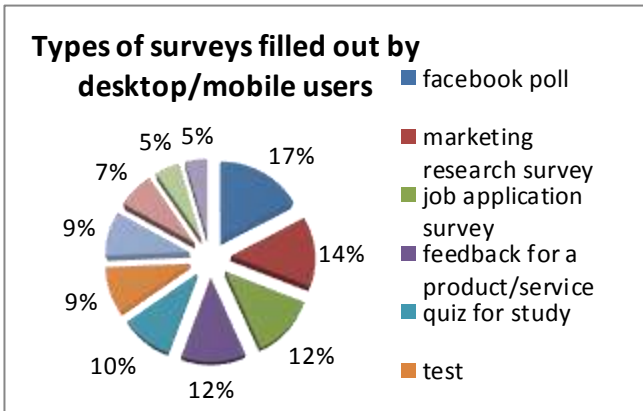


Figure 7. Types of surveys filled out by desktop/mobile users

Figure 8. Frequency of competing surveys

Source: Excel data analysis of exploratory marketing research

Source: Excel data analysis of exploratory marketing research

The frequency of completing surveys is 58% of respondents never complete a survey and the rest of 42% of respondents are completing surveys (monthly- 21%, weekly-18% and daily-3%).

From 42% of respondents who are completing surveys, the types of surveys filled out by them are marketing research survey (17%), job application survey (14%), customer feedback (12%).

9. The weakness of an online survey

10. How desktop/mobile users describe a survey app

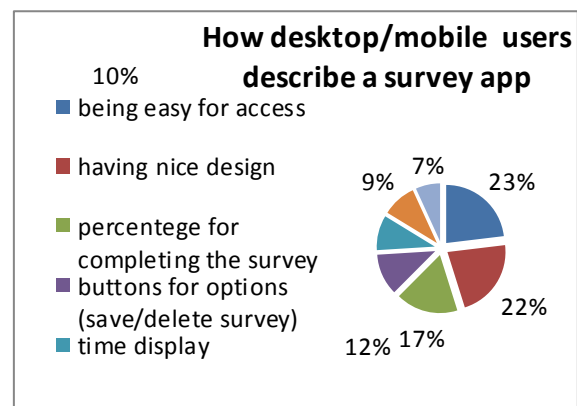
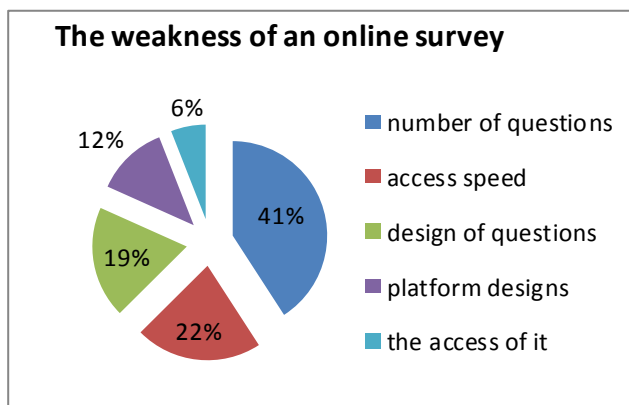


Figure 9. The weakness of an online survey

Figure 10. How desktop/mobile users describe survey apps

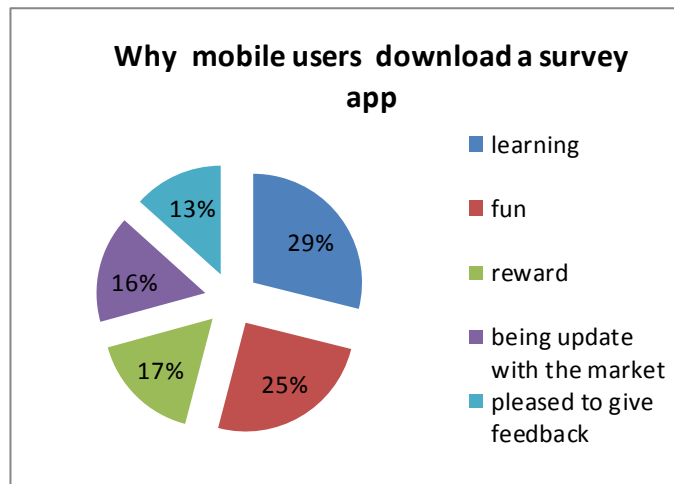
Source: Excel data analysis of exploratory marketing research

Source: Excel data analysis of exploratory marketing research

The study is also interested in discovering why the rate of completing a survey is low. Respondents answered that the number of questions is the biggest problem (41%). Secondly they are not comfortable with the access speed (22%) and the platform design (19%).

In return, the desktop/mobile users recommend for a survey app to be easy for access (23%), to have a nice design (22%), to show percentage for completing a survey (12%) and different options like time display- 9%.

## 11. Why mobile users download a survey app



**Figure 9.** Why mobile users download a survey app

Source: Excel data analysis of exploratory marketing research

The main reason for respondents to download a survey app is *to learn* (29%), *for fun* (25%), *to be rewarded* (17%), *to be update with the market* (16%), and the last is *to give a customer feedback* (13%).

## 5. Conclusions

In fact, this paper tried to find the main reasons of completing questionnaires through smartphones or tablets, even to download a survey application.

This paper reported the results of a marketing research regarding the consumers perceive, interact and answer to online surveys and especially to mobile surveys.

The main objectives of this study refer to identify if the desktop or mobile users complete a questionnaire, to determine the reason of completing a survey, to determine the frequency of downloading apps, to identify the mostly used method in accessing a survey, to identify the types of surveys filled by users, and to identify the main causes of mobile users to download a survey app.

*Rate response of completing online surveys*, shows that 85% of respondents are used to completing a questionnaire and 15% no.

The main reasons of completing online surveys are *for fun, killing time, prizes*. The last occupied in the top of reasons for completing online surveys were *lottery, incentives, earning money*. The results reflect that respondents are not directly interested in completing questionnaires for money, or for receiving recompense.

The types of surveys filled out by them are *marketing research survey, job application survey and customer feedback*.

The study was also interested in discovering why the rate of completing a survey is low. Respondents answered that the *number of questions* is the biggest problem. Secondly, they are not comfortable with the *access speed* and with *the platform design*.

In return, the desktop/mobile users recommend for a survey app *to be easy for access*, to have a *nice design*, to show *percentage for completing a survey*, and different options like *time display*.

The main reason for respondents to download a survey app is *to learn, for fun* and *to be rewarded* and the last is *to give a customer feedback*.

The limits of this study refer to the number of respondents, because the results cannot extrapolate to the entire population. Thereby, for a high accuracy of the results it is recommended to work with a larger sample and the quantity research to be applied to the entire sample. In this situation, we have to take into account some factors that can influence the terms.

Taking in consideration the observations obtained, as recommendations we can mention: to continue theme research in order to consolidate a strong base regarding the development of models and profiles that could be attached to the future analysis instruments with practical application.

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