



Co-funded by
the European Union

E-MARKETING

Market Research in Tourism

Doc.dr.sc. Ermina Habibija
SVEHERC



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica



CONCEPT OF ONLINE RESEARCH

"Online research methods can be seen as a subset of market research, but they allow for broader, faster, and sometimes more detailed forms of information gathering.

The internet was developed as a military project and was used as a network through which information was freely shared. This foundation of the network as an informational tool has had a profound impact on the markets where it is now used. If you want to research something on a specific market via the internet, an online search will reveal a multitude of sources that can be compared and verified. If a company wants to assess the demographics of visitors to its website, online research can be offered to the site's visitors. Managing online reputation can also allow companies to track consumer opinions, of course, online."



WHAT IS MARKET RESEARCH.

"Market research is a process that helps in making business decisions. It involves the systematic collection, recording, and analysis of data and information about customers, competitors, and the market.

Research can be based on primary data or secondary data. Primary research is conducted when data is collected for a specific product or hypothesis. It refers to a situation where information does not already exist or is not available, and it needs to be specifically gathered from consumers or businesses. Surveys, focus groups, research panels, and research communities can be used when conducting primary market research."



"Secondary research uses existing, published data as a source of information. It can be more cost-effective than conducting primary research. The internet provides many opportunities for conducting this type of research. Secondary research can be useful in identifying problems that need to be investigated through primary research."



"Research can also be classified as qualitative or quantitative. Qualitative research can be classified as exploratory. Qualitative research helps identify potential hypotheses, while quantitative research presents the numerous data needed for a specific situation. Qualitative research seeks to understand the potential perceptions and feelings of consumers about a particular subject. This research is often used to advise on the design of quantitative research, which relies on numerical data to show statistically significant research outcomes."



RESEARCH METHODOLOGY

"Research should include the following steps:

- Define the project objectives
- Determine the sample
- Choose the data collection method
- Collect the data
- Analyze the results
- Formulate conclusions

Most often, market research is focused on specific questions unique to a business or brand. Therefore, it is not always possible to compare information that would help in decision-making. For this reason, it can be useful to start with a specific research problem or hypothesis."



QUANTITATIVE AND QUALITATIVE RESEARCH

"Quantitative research involves collecting data that can be statistically analyzed to determine results. The data must be formally collected and should be gathered to test a specific situation or hypothesis.

Qualitative data is harder to quantify. Typically, qualitative databases are smaller and do not necessarily represent the market being studied (this can be more expensive and take longer to collect and analyze the data).

Qualitative data cannot be taken as the sole source of information.

However, the combination of quantitative and qualitative data provides a clearer picture of the market being researched."



MAIN DIFFERENCES BETWEEN QUANTITATIVE AND QUALITATIVE RESEARCH

QUALITATIVE RESEARCH

Group size:

Small number of participants - usually focuses on groups of six to ten respondents led by a moderator.

Approach:

Generates ideas and concepts leading to problems or hypotheses that need to be tested.

Concludes with hypotheses for further research.

QUANTITATIVE RESEARCH

Group size:

Large number of respondents - 100 or more, depending on the population to be surveyed.



Approach

Seeks complexity

Focuses on the problem

Disadvantages

Cannot be used to assess existing ideas.

Results are not indicators of population size.

Advantages

Looks at the context of the problem and aims to understand the perspective.

Approach

Seeks consensus, norms

Generalization

Disadvantages

Questions can only be measured if they are known before the research begins.

Sample size is sufficient to predict population size.

Advantages

Statistically reliable results to determine if one option is better than an alternative.



Primary and Secondary Research

The internet is a useful tool for both primary and secondary research. Not only are there a number of free tools available to calculate things like sample size and confidence levels, but it is also an ideal medium for researching a large number of companies and individuals at relatively low costs.



THE INTERNET AND SECONDARY RESEARCH

Market research based on secondary resources uses existing data for analysis. This includes internal and external data, and it is useful for researching market and marketing problems that already exist.

Secondary data-based research should precede primary data research. It should be used to establish context and parameters for primary research.



Use of secondary data:

Data can provide enough information to solve a problem, eliminating the need for further research.

Secondary data can provide sources for hypotheses that can be investigated through primary research.

Reviewing secondary data is a necessary prerequisite for primary research, as it can provide relevant information about sample size and audience.

For example, data can be used as a reference point to measure the accuracy of primary research.



Internet and Primary Research

Primary research involves collecting data for a specific research task. Primary research can be qualitative or quantitative.

Primary research can be used for market research and can help in developing hypotheses or questions related to a particular market.

Generally, qualitative data is collected during this phase.

For example, online research communities can be used to identify consumer needs that are not well understood and consider potential solutions.

Further, quantitative research can explore what percentage of consumers share certain problems and what potential solutions exist.



Methods of Data Collection

In online research, data collection methods include:

- Focus groups
- Personal interviews
- Observation / Online ethnography
- Online research communities
- Test environment
- Conversion optimization
- Online surveys: data collection



Thank you for your attention!





Co-funded by
the European Union

Questions & Answers

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Network of centers for regional short study programs in the countries of the Western

Balkans Call: ERASMUS-EDU-2023-CBHE

Project number: 101128813



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica

