

Performing Online Survey's "An Added Advantage" Over Advertisement

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ABSTRACT

In this article we try to study about the importance of performing surveys and they have an added advantage over advertisement. In earlier years manual surveys were done (often door-to-door) but off late surveys are being done online all over the world. Most of the nations conduct online surveys and use this as a great strategy to create good products and provide good services to the people and avoid spending heavily on advertisements. Surveys offer many benefits and therefore have become famous for their convenience, comfort and accurate feedback from the consumers. This article is based on the recent trends observed in various sectors where surveys are done and advertisements are offered to the consumer. After doing the marketing research by the companies and the changes in consumer behaviour observed the following conclusion is drawn.

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The Article

In earlier times, any product to be promoted was done so by advertisement mainly. But in recent years, major companies and hospitals before launching a new product these days perform survey in many forms especially site survey.

Earlier companies used to hire celebrities and promote their products on television. Literally, millions were spent to endorse a product using famous personalities like film-stars and sportspersons. But now in the recent years surveys have gained prominence whether it be in mass communication/media or even education and healthcare. Pulse polio has been eradicated in the nation of India because along with the ads on National television initially, house to house survey was done. Awareness was created even in remote areas like rural ones by doing surveys.

Present day scenario

Lately, countries like America have introduced the concept of online surveys whether it be in email or sms. The concept of paid surveys attracted people from all over the country and even around the world for a fair opinion. Online surveys provide the luxury to the client with the ease of filling the survey at their convenience with a certain time extension. Surveys reflect the mindset of the customer and therefore it helps the surveyor company to launch a product that is very near to the need or want of the market present day scenario and even tailor-made for the customers. Paid surveys have become a source as a part time income for many people, this too serves as a motivation for many people to give their genuine opinion in online surveys. Online Payment options

have increased off late and also it's available worldwide, therefore real time transaction takes place in most of the countries without any problem.

Advantages/Benefits

Surveys are a good source of current opinion of the consumers. Even hospitals do surveys at length before starting any service for any community. If they want to start any specialized hospital, surveys are done so as to know the pulse and requirement of any community or localities. Advertisements are not necessarily impactful with no guarantee of viewership but on the other hand surveys give direct feedback.

Online surveys can reach thousands and even millions of people in real time analysis and even within a short span of time you can get the response of those millions in your mail.

Coming to the cost, spending on advertisements is pretty costly. At times branded companies spend millions of dollars on celebrities endorsing the project. Talking about the television ads or even ads on videos being streamed online, when we see the important programs and ads in between even for 10 seconds bring irritation and sometimes people ignore the ads and start doing other works during the advertisement don't bother about the product at all. Even if someone watches the advertisement and buys the product or service offered in the advertisement, so after using the product he/she won't watch the advertisement any more and there are so many multitudes watching like that..Therefore a lot of money goes wasted without any

productivity. Moreover you need a lot of other facilities and at times infrastructure like billboards, hoardings etc. On the other hand online surveys have a minimal cost and instead might offer a way of part-time income for the people participating. This motivates the people to participate repeatedly in surveys with true opinion.

Anonymity is one of the biggest advantage offered for those participating in surveys. Providing confidentiality makes people feel comfortable and encourages them to participate in surveys. Performing surveys itself works as an advertisement for the products and services in the questionnaire

There are sites like toluna that offer opportunities for people to participate globally. A brilliant advantage of surveys is that they can be conducted specifically in a particular pertained localised area without much cost and even online globally with just a simple questionnaire being offered and even Multiple choice question format being offered.

Hospital sector does conduct a survey before starting the construction of the building to know the exact need of the local community where they want to start the hospital. Facilities like availability of water, electricity, pipelines, ATM's etc are all done through surveys.

The accuracy and precision is enormous the it has been analysed that the margin of error is less when conducting surveys.

Conclusion

I believe if India brings more paid surveys then more better services, better products and better customer satisfaction can be achieved and according to the up to date information best outcomes can be achieved without any time lapse. The market in India has a huge potential and the large population base can provide a wonderful feedback of people via surveys conducted online since the internet is available almost in the whole country and as a result providing best opportunities to the people for more employment or earning opportunities to the masses

Online surveys are the future to create best products and services keeping with the pace of changing latest trends. Instead of spending millions of dollars on focusing on advertisements and forgetting the essence of the products and services, we must be conservative, time-saving and wise in this competitive world by preferring online surveys rather to adopt lengthy processes.

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