
Chapter 28 Marketing Research

Section 28.2 Issues in Marketing Research

Digital Nation Activity: Tracking Clicks on the Web

Directions Many businesses conduct Web surveys to measure customers' satisfaction with their Web sites. Surveys often ask whether the Web site was easy to use or how a visitor heard of a site. Some Web sites also use Web feedback widgets that allow visitors to report problems with the site. Web surveys are cheaper than phone or postal-mail surveys but typically have a lower response rate.

Imagine that you are your school's Webmaster. You want to create a five-question online survey that measures the effectiveness of a specific portion of the site. First, identify the function or area of the site you will test. Then, set a specific goal for the survey and answer the following.

- 1.** Write five multiple-choice or fill-in-the-blank questions that will help you meet your goal.

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