

ASPECTS REGARDING THE ACCOMPLISHMENT OF MARKET RESEARCH IN VIRTUAL ENVIRONMENT

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Abstract. The paper objectives are the identification of tendencies that occur in the area of market studies and researches, and the inventory of needs and preferences of potential customers, with purpose to diversify and to improve a generic product.

The raising competition makes the entrepreneurs to apply solutions for reducing the new products research-development costs, and the application duration.

In the first part of the paper is presented the research methodology, and in the second part are emphasized the research results. In the paper are emphasized the advantages and disadvantages of a market research made through Internet.

The instrument developed consists of a questionnaire applied on an HTML interface (figure 2 in the paper), which was issued on a web site of a company. For the representativeness sample and the relevance of answers not to be affected the subjects could access the web site only after they completed the questionnaire and to each question has been offered an answer. Answers of the subjects investigated (the number of 50) have been stored in a database (Access), thus eliminating the data manual introduction and so has been reduced the time to achieve the research, and costs for human resource involved in carrying out of research.

After the acquisition and processing of data provided by customers, were obtained information which was transposed in specific requirements of customers, which must be satisfied by a product, and which are shown in table 2.

No.	Requirements	Results %
1	Economical	35%
2	Functional	25%
3	Ergonomical	15%
4	Ecological	15%
5	Aesthetical	10%

Table 2. Specific requirements of customers.

The main advantage of market research made in virtual environment is that the universal resource time consumption and the costs for human resources involved in research development are reduced (interview operators expanded on a geographical area, human operators involved in data introduction in a database).

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