ABSTRACT
The topic of this study will be online and traditional market research and the comparison of both. A survey and a discussion on a forum (social media) about a travel application will provide the data for this research. Travel Service International (TSI) provides the case for this research which is used in the discussion and survey. After data collection, the data of this discussion and survey are compared. The results show that people who participate in the forum are more negative towards a travel application than the survey participants. This article shows that a forum as online market research method does not provide extra insights, but provide different information, which could not be gained by a survey (traditional market research method).

Keywords
Social media, forum, survey, online market research, traditional market research

1. INTRODUCTION
The context in which this research is conducted is in the nature of comparison. A traditional market research method is compared with an online market research method (with data supplied by social media). Travel Service International (TSI) provides a case in which this comparison is conducted.

The focus of this research is on the comparison of social media content with data created by traditional market research in the context of travel information. The problem in this research is: that it is not clear if social media can bring extra insights obtained by online market research that would not be obtained from traditional market research.

Therefore the research question is:
“Do online market research tools bring extra insights which cannot be gained by traditional market research?”

In order to answer this question the following research questions are devised:

R1. What are online market research methods and traditional market research methods?

R2. Which information is obtained from online market research?

R3. Which information is obtained from traditional market research?

R4. What is the difference between the information obtained from online and traditional market research?

To answer the first question a literature study will be conducted. The second question is answered by conducting an online market research which observes/scans the content of a social media application. The content which is observed is created by a discussion on a forum about travel application. To answer the third question a traditional market research is conducted through surveys. The survey contains questions about the same travel application. The last question is answered by comparing the information of the second and third research question.

The main research question is based on the main hypothesis of this research: Information obtained by a discussion will provide extra information in comparison with a survey. This hypothesis and others can be found in chapter 3, the research design.

In the next section an overview of the literature is given (chapter 2), followed by a description of the method used and the research approach (chapter 3). Then the results (chapter 4) and the answer on the hypotheses (chapter 5) and the discussion (chapter 6) about the results are given. The other sections contain the conclusions (chapter 7), the acknowledgements (chapter 8) and the references (chapter 9).

2. THEORY
This section gives a brief introduction to the case and a literature overview of market research and traditional and online market research methods and therefore answers first research question: What are online market research methods and traditional market research methods? The method selection and the corresponding motivation closes this section.

TSI
As mentioned in the introduction the case is provided by TSI. TSI is an organization which offers reviewed travel information to their partners. Texts found in travel guides (in the Netherlands) can very likely come from TSI. TSI wants to find out if there is a market for a travel application. TSI currently works with surveys and want to explore if a social media application is also a good alternative to gather reviewed travel information online.

Market Research
According to Sara Brumbaugh [3] market research is the process of determining what customers want so that
appropriate products can be offered to meet their needs. This pertains not only for new products, but also for brand restaging, in which a product is repackaged and reintroduced. Brumbaugh also states that experimental design is critical to market research and that market research analysis only takes those data that the experimental design has created. Market research focuses on the measurement of how much consumers prefer certain product attributes, the knowledge of which can be used to formulate products [3].

According to Dillman [4] it is important to recognise that online and traditional research are not the same. This observation is consistent with findings from earlier mixed-mode surveys that compared data yielded by self-completion paper questionnaires, telephone and face-to-face interviews [15].

First traditional market research is described with the corresponding methods. Then online market research with the corresponding methods is described. At the end of each section a selection of methods is made which is further argued in section 2.3.

2.1 Traditional Market Research

This research uses the following definition for traditional market research: traditional market research can be seen as research that could be used by a person and/or group to offline gather information of another person about a certain market due to, for example, an interview, (e-) surveys or panels.

2.1.1 Traditional Market Research Methods

Van Kleef, van Trij and Luning reviewed the ten most common research methods: empathic design, category appraisal, conjoint analysis focus group, free elicitation, information acceleration, Kelly repertory grid, laddering, lead user technique and zaltman metaphor elicitation technique. A survey completes this list [11].

Empathic Design

Empathic design is an observational research method. Consumers are watched how they use the products in their own environment. Due to spending time with the consumers, product developers develop empathy for the problems a consumer encounter [11].

Category Appraisal

Category appraisal consists of procedures to obtain a visual representation of positions that products have in the consumers mind. The structure of markets as perceived or preferred by consumers is showed. Consumers enable product developers to discover product opportunities and to identify attributes which drive product choice [11].

Conjoint Analysis

Respondents are asked, in a conjoint task, to express their preference towards experimentally varied product profiles [7]. Baker and Burnham [2] used, in their conjoint analysis, attributes (price, brand and source) and attributes levels (genetically modified corn or non-genetic modified corn) which were combined to several hypothetical products. The respondents were asked to rate the hypothetical products in a scale of one to ten. Data analysis show the relative importance of each attribute in a respondent’s preference function [11].

Focus Group

Focus group is a group discussion technique in which a moderator focuses the attention of a group on predetermined topics to discuss views and opinions [11].

Free Elicitation

Free elicitation is a personal interviewing technique. The respondent is asked to express the attributes which he or she considers relevant in the perception of a particular product set. The content and organization of consumers existing knowledge of a particular product category is where method is mainly interested in [11].

Information Acceleration

Information acceleration is a method which tests concepts using multimedia stimuli and experimental set-ups [11].

Kelly Repertory Grid

Kelly repertory grid is a personal interviewing technique. This technique is used to elicit the attributes of products by which consumers structure and interpret a product category. By repeatedly confronting a respondent with triads of products drawn from a large set and asking which two products are alike and different from a third, the attributes will be elicited [11].

Laddering

Laddering is a personal interviewing technique. This technique is used to understand consumer’s knowledge structure regarding a particular product [11].

Lead User Technique

Lead user technique is a technique in which consumers are selected. Selected consumers are involved when they have advanced knowledge about the product and usage. By creating solutions to their own problems, they are believed to be able to predict new and successful products [11].

Zaltman Metaphor Elicitation Technique (ZMET)

Zaltman metaphor elicitation technique is a projective technique in which consumers create collages characteristics of their feelings and experiences about a product or research topic. After that they get together with researchers to explain the images and experiences [11].

Survey

A survey is a method for gathering information from a number of individuals, a sample in order to learn something about the larger population from which the sample has been drawn. A survey may focus on factual information about individuals, or it might aim to collect the opinions of the survey takers [6].

2.1.1 Traditional Market Research Method Selection

The following methods of traditional market research methods are not used in the research, with the corresponding argumentation:

- Empathic design uses a market-ready product or prototype. The social media application of TSI is in its development stage. So no market-ready product is available for method.
- Category appraisal focuses on the visual representation of positions that products hold in the consumers mind and not about the product and its features.
- Conjoint analysis focuses on varied product profiles. The social media application is only one product. There are no varied products, only the social media application.
- Focus group uses a group to focus the attention on predetermined topics. Market research is done individually and not in a group.
- Free elicitation, in this method the researcher is mainly focused in the existing knowledge of a
consumer on a particular product category and not about what the consumer finds about the product.
- Kelly repertory grid focuses on multiple products and their attributes. As the argumentation by conjoint analysis, there are no multiple products just the social media application.
- Laddering is about the link of consumer knowledge about product attributes with their knowledge about consequences and values. The research is not about the knowledge of consumers about a product, but about the product itself. Anybody (with internet access) can use the application therefore is no specified knowledge needed.
- Leader user technique is about the link of consumer knowledge about product attributes with their knowledge about consequences and values. The research is not about the knowledge of consumers about a product, but about the product itself. Anybody (with internet access) can use the application therefore is no specified knowledge needed.
- Zaltman metaphor elicitation technique focuses on the feelings and experiences about a product or topic. TSI wants to know which features of their application is good and which isn’t. The feelings are less important.

For this research the survey is chosen as traditional market research method. See section 2.3 for further argumentation.

2.2 Online Market Research

According to Ray Poynter [20] online market research can be seen as a medium for data collection from internet. He states that the internet has led to changes in the nature of research, both in terms of challenging the assumptions underpin market research (such as sampling theory) and in terms of opening up new possibilities, for example through the use of blog mining and online research communities [20].

Online market research has a large number of respondents, relatively low cost, easy to use, difficult to sample, low response rate and high quality responses.

According to the Market Research Society (MRS) online market research reaches a large number of respondents. Also the international boundaries are no longer an obstacle to research and it can be an inexpensive way to conduct large research projects [18]. Poynter [20] compares data (offline) collection modalities with online data collection or online market research and states several advantages: online market research is able to reach hard-to-find groups and provide flexibility for respondents to take part in surveys at a time of their convenience. The speed offered by the internet, which results in faster project turnarounds also a factor in the rise of online market research. According to Lyer [16] online market research is easy to use: once a questionnaire is completed the data are already in electronic form and can be downloaded into a database. Weible and Wallace [24] estimated that the variable cost of sending a questionnaire via e-mail or survey invitations to 150 additional e-mail addresses was the equivalent of adding one extra contact to a mailing sample. Using e-mail addresses for online market research can cause troubles. Oppermann [19] discovered that of the 500 e-mail addresses that were selected from the member’s directory of Association of American Geographers (AAG), 25 per cent were out of date. A reason can be that e-mail users often change their e-mail providers and the old e-mail addresses are out dated [5]. According to Sheehan and McMillan [21] the response rate of e-mail surveys tends to be lower than those of traditional postal surveys. Bachman [1] indicates that the quality of response is higher, because participants of online surveys were much more willing to respond to open-ended questions.

Relation with social media

This section explains the relationship among the characteristics mentioned above. Mayfield [17] states there are six basic kinds of social media: social networks, blogs, wikis, podcasts, forums, content communities and micro blogging (micro blogging is a combination of social networks and blogs).

Social networks allow people to build personal web pages and then connect with friends to share information. Blogs are online journals in which people can enter data. Wikis allow people to add content to or edit the information on them, acting as a communal document or database. Forums are online discussion, often around specific topics and interests. Content communities organize and share particular kinds of content like video or pictures. Micro blogging (Twitter) is social networking combined with blogging where small amounts of content are distributed online and through the mobile phone network [17]. All these social media create data which can be researched by online market research methods.

Social media can add value to market research through the creation of data which can be researched by online market research methods.

Social media selection

The following social media tools are not being used, with the corresponding argumentation:

- Micro blogging distributes one way small amounts of content. People are limited in the information they can supply.
- Wikis are information database, where people share and edit information. People should give information but not edit information of other people (this because when people edit information of other persons, the data for this research would not be objective anymore).
- Content communities, focus on sharing contents and less on information sharing.
- Blogs are online journals. For this research a journal is not appropriate because several subjects should be discussed.
- Social networks, focuses on building a personal web pages and then connect to friends and share content and information.

For this research a forum is chosen as social media tool to create data for the online market research. A forum focuses on the discussion on certain topics and therefore ideal for this market research.

2.2.1 Online Market Research Methods

Social media can be observed/scanned with several online market research methods. A brief description of these research methods is given.

Blog Mining

According to Lee and Ishii [14] a blog can be seen as a page of pages. In order to extract information from such a big data collection, they state that automatic analysis and discovery process is needed. Lee and Ishii also state that data mining techniques can be applied to blogs in order to discover
interesting knowledge from them and they refer to as blog mining.

E-ethnography/Netnography
Ethnography is stated by Kozinets as an anthropological method that gained popularity in several scientific fields based on the study of distinctive meanings, practices and artefacts of particular social groups. Kozinets [13] states that netnography is market-oriented ethnography conducted on online communities which are dedicated to marketing-relevant topics. As a method, netnography is faster, simpler and less expensive than ethnography, and more naturalistic and unobtrusive than focus groups or interviews [13].

Pyramiding
Pyramiding is a method used to efficiently identify people who have a rare attribute in common. Pyramiding requires that people having a strong interest in a given attribute or quality will tend to know of people who know more about and/or have more of that attribute than they themselves do [9]. Pyramiding is useful when a researcher wants to efficiently identify the persons with high levels of a given attribute in a population or sample – generally individuals near or at “the top of the pyramid” with respect to that attribute [8].

Content Analysis
Content analysis identifies messages relevant to a defined or evolving theoretical framework, recode the messages into a quantifiable form using explicit and objective processes, and analyze the messages to draw conclusions for further understanding [10]. Kohlbacher [12] makes a distinction between qualitative and quantitative content analysis. Qualitative content analysis differs from quantitative content analysis primarily in its emphasis on interpretation over quantification, subjectivity over objectivity, flexibility in process over outcome, and concern for influence of context on the research process.

2.2.2 Online Market Research Method Selection
The following methods of online market research methods are not being used, with the corresponding argumentation:

- Netnography, this because netnography focuses on online communities.
- Blog mining, this because blog mining tools are developed to search in blogs. Content analysis also identifies messages but is not only developed for blogs.
- Pyramiding, this because pyramiding focuses on the knowledge of a certain person about a given quality or attribute. The researcher is interested in the person with high levels of a given attribute in a population. TSI is not interested in the knowledge of people, but about the social media application.

For this research the content analysis is chosen as online market research method. The forum discussion provides the content for this analysis. See section 2.3 for further argumentation.

2.3 Method selection
In the previous sections several online and traditional market research methods were proposed. Due to the amount of time available for this research, only one online and traditional market research tool can be used.

For traditional market research method survey is used. A survey can give the opinions of the survey takers and can learn something about the larger population from which a sample has been drawn. In section 2.1.1 can be read why the other methods are not selected.

For online market research a forum is used. Forum is an area for online discussion, often around specific topics and interests. Forums are a powerful and popular element of online communities [13]. Blogs and content communities would also be good alternatives, but they focus more on content sharing (information, pictures and videos) where forums explicitly focus on discussion.

3. RESEARCH DESIGN
This section describes the methods used for data collection and the motivation. Also the approach for the data analysis is described.

3.1 Data collection
The data collection consists of responses on a survey and a discussion on a forum. TSI wants to obtain information of people about a new social media application which works with Google maps. Extra information about destinations and accommodations can be retrieved by social media by clicking on a destination or accommodation. By using the travel application idea, the population is asked to answer questions in a survey and is tried to be triggered to discuss on certain features of this application in a forum. In this way it can be discovered which information travellers find important when they search a destination where they can celebrate their holiday. In the survey respondents were asked to answer certain questions in four categories. The four categories are: information need, application functions, application content and demographic information. The categories are chosen because these are the most important features for TSI’s travel application. Although a survey is a traditional market research method, it is send by e-mail to participants. Filling out a (traditional) survey online is nowadays very common, so therefore in this research it is seen as an traditional market research method. The survey is emailed to 385 people, with the request for forwarding the email with the survey link to others. A week later 318 people were invited to fill out the survey via social network site Hyves. The participants had three weeks to fill out the survey. At the time of writing this paper, a total of 120 people filled out the survey.

After a search on the internet the most known travel communities (with a forum) in the Netherlands were found. Within these communities a discussion was started. The communities are: wereldwijzer.nl and waarbenij.nu. In this research the travel communities are limited to the Netherlands because the surveys are sent to Dutch participants only.

wereldwijzer.nl is a website which contains forums over 50 countries and has more than 100,000 members. If information is needed about a journey, this site contains can provide that information sorted by country [23].

waarbenij.nu state that they are the biggest travel community of the Netherlands (more than 200,000 travelers). On the website travelers can create a travel journal and place pictures and videos of their journey. Waarbenij.nu has a forum which can be accessed by each traveler who has an account by waarbenij.nu.nl [22].

Within each community a starting question was posted in two different categories. So in four places a discussion could be taking place. Unfortunately only in one of the four categories a discussion actually started. The discussion on the forum began with the topic travel application and the starting question: is there a market for a travel application and what should information should be available through the
application? With this question the possible participants knew where the discussion was about and which information should be discussed. Soon people joined the discussion and some of them responded several times. Every time the discussion seemed to expire, I renewed the discussion with new inputs about the travel application. The inputs consisted of a reaction on the answer of participants and a new discussion topic. A translated example is given: *So during the travel, an application would be redundant. Would a travel application, which can be used before the travel process or a travel agency, be better for finding information?* This cycle was repeated several times in three weeks.

Beside the information needs the other categories are also discussed on the forum. The category demographic information is added to the survey as extra because the outcomes might be interesting for TSI.

### 3.2 Data analysis

The survey was created with Google Docs. With this tool the whole survey was initialised. The tool also consists of an automatic analysis feature. All the answers of the 120 participants were processed and resulted in percentages and figures. The most relevant information which can be compared with answers of the forum discussion mentioned in table 1.

The forum discussion provided the content which is manually analyzed by the researcher. The initial plan was to analyze the data with the content analysis tool, but the amount of data was to tin. The content is divided into the three categories: information needs, application functions and application content. The categorization is done by comparing the reactions on the forum with survey questions. The reactions are matched with certain answers of the survey questions. Because every survey question is asked in a category, the forum reactions also could be categorized into categories. After the categorization the content was compared with the data collected from the survey. The comparison should provide insights in whether or not information from online market research differs from traditional market research.

In order to analyze the results three hypotheses are devised. After gathering the data the results will confirm or reject these hypotheses. Due to the interaction of people within a forum the information which will be retrieved would also give extra information. People discuss the advantages and disadvantages of certain application features. It will lead to more information about an application. This lead to the first hypothesis of this research:

**H1.** Information obtained by a discussion will provide extra information in comparison with a survey.

A survey is fully controlled by the person who designs it. At a forum a moderator can guide a discussion, but the input cannot be controlled. So the information will also be different. With a survey participants are directed in a way. A discussion enables participants to think out of the box. This lead to the second hypothesis of this research:

**H2.** Information obtained by a discussion will consist of different information in comparison with information obtained by a survey.

Filling out a survey often takes ten minutes of participant’s time. Participants in a discussion often respond more than one time on a certain topic. This often takes more time than filling out a survey, therefore the barrier to participate in a discussion will be higher. This will lead to the third hypothesis of this research:

**H3.** Traditional market research will provide more information in comparison with a online discussion.

### 4. RESULTS

This section answers the second and third research question: Which information is obtained from online market research? and Which information is obtained from traditional market research? Table 1 gives the results of the survey. Table 2 gives the results of the forum categorized. Only the questions which could be compared with the forum discussion are mentioned in this paper. The results show three parts. The first part is the choice of answering. The second figure is the number of people (of the 120 respondents) who choose this answer and the third figure is the percentage of respondents who choose this answer.

<table>
<thead>
<tr>
<th>Table 1 Results of the survey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information needs</strong></td>
</tr>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td>Which information sources do you use for finding information about your travel destination?</td>
</tr>
<tr>
<td>Google: 73 / 17%</td>
</tr>
<tr>
<td>Vacation web shops: 47 / 11%</td>
</tr>
<tr>
<td>Travel communities: 8 / 2%</td>
</tr>
<tr>
<td>Forums: 7 / 2%</td>
</tr>
<tr>
<td>Travel guides: 50 / 12%</td>
</tr>
<tr>
<td>Travel agencies: 36 / 8%</td>
</tr>
<tr>
<td>Via family/friends (‘mouth-to-mouth advertisement’): 66 / 16%</td>
</tr>
<tr>
<td>Other: 6 / 1%</td>
</tr>
</tbody>
</table>

| On which criteria, for example pool present or activities in the surrounding, do you search when you want to book a holiday? | Pool present, near the beach, near the centre, sightseeing, accessibility, culture, sport facilities, boulevard, nice beach, camping also nice for kids, public transport, entertainment, ski area, weather conditions, near to activities, shade, type of residence, how many stars and service, near diners, (Beer)price, airco, size of residence, kitchen, water recreation, nice nature, singles, clean rooms, good price-quality relation, hygiene, enough electricity, food quality, hike/bike facilities, history, activities for kids, places for meeting locals, destination targets, how many km of ski slopes, comfort of the travel, transportation (rental car, touring car, bus), time under supervision and spare time |

| **Application functions**     |
| **Question**                  | **Results** |
| Are you willing to add information about your vacation destination to the travel application for other travelers? | Yes, I like to share information with a co consumer: 5 / 4% |
| Yes, if importing information is easy and fast: 100 / 83% |
| Yes, I want to provide the co consumer information, even if importing takes a little longer: 1 / 1% |
| No, other travelers need to find their own information: 13 / 11% |

Would you like to keep up with | Yes, I would like to share what I am up to: 4 / 3% |
The results of the forum discussion are categorized in the three categories: information needs, application functions and application contents. Table 2 shows the categories and the content which is provided by the discussion. Everything in the table is stated by the people who posted on the forum.

**Table 2: Results of the forum discussion categorized**

<table>
<thead>
<tr>
<th>Information needs</th>
<th>Application functions</th>
<th>Application content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency numbers</td>
<td>Currency converter</td>
<td>No restaurants on map (preferring travel guide)</td>
</tr>
<tr>
<td>Lonely planet travel guides</td>
<td>City navigation</td>
<td>On travel forums there is a need for peoples’ opinions</td>
</tr>
</tbody>
</table>

5. **ANSWERS ON HYPOTHESES**

In this section the results of chapter four are interpreted. The hypotheses are also checked whether they are confirmed or rejected. The fourth research question is also answered in this section: *What is the difference between the information obtained from online and traditional market research?*

The first hypothesis H1 is rejected. Extra information which was retrieved by the discussion, and was not mentioned in the survey (because there were not any questions about it), was certain information needs and functions for the application. In the discussion the people suggested a small translation program, lonely planet travel guides, emergency numbers and currency converter as extra options. Within the forum the opinions were shattered about the last two options. Emergency numbers and the local currency could also been obtained before the vacation. So H1 is rejected because only two functions for a travel application were mentioned in the discussion and not in a survey. The reason for this might be that the people in the survey were asked to give criteria for searching a holiday. People in the discussion were asked for certain features of an application. Therefore this ‘extra information’ occurred.

Hypothesis H2 is confirmed. Although comparing survey and forum discussion information gives also same results, most information gained from a survey and the discussion are different.

**Same information**

Both the survey and forum information lead to the results that an integration of social networks with the travel application is not important. 57% of the people who are surveyed state that they want a break from social networks (only 4% liked to...
share information and 25% only if the application is easy to use and fast). 14% of the people are not connected with a social network. The forum discussion made clear that social network does not have to be integrated in the application.

Both the discussion and survey made clear that social media information about travel destinations with the application is a good idea. The discussions showed that there is a great need to gain opinions from other travelers about destinations, this can be matched with messages from twitter and social networks (25% of total votes on social media sources). Also there was suggested that pictures would maybe become too crowded on an application (which was only 11% of the votes). In the discussion an integration of Google (Maps and Streetview) would also be a good function (which was 38% of the total survey votes).

Different information
As can be seen in the results comparing survey and forum discussion information gives different results. For example the way information about travelling is obtained. The forum discussion leads to the result that almost all information is retrieved online, one person uses lonely planet travel guide. The survey leads to the result that 63% (See table 1 question 1: 20 + 11 + 17 + 11 + 2 + 2) of all votes of information gaining is done online. 36% (12 + 8 + 16) of the participants gains information offline and 1% is unclear.

The survey and forum results also disagree about the willingness to share own opinions about travelling. 88% (See table 1 question 3: 4 + 83 + 1) of the participants want to share information under conditions (easy to use and low process time). In the discussion opinions only would be posted on own website’s rather than the application.

The discussion revealed that traditional information sources (all sources from the first question) would be used to search travel information instead of the application. The survey showed that only 20 % would use these sources. 80% of the surveyed people would use only the application (11%) or as tool to retrieve additional information (69%).

79% of the surveyed people do not want to pay for the application. 5% wants to pay between € 0, - and € 1,-. The forum discussion revealed that there was a willingness to pay, but only € 0,79.-

The time in the travel process of using the travel application resulted in different answers from both the survey and discussion. The most people would use the application before the vacation (48%) and 13 % during their vacation. The discussion showed that the application would not be used, or be used during the vacation which is different from the results of the survey. These examples confirm H2.

Hypothesis H3 is also confirmed. As mentioned earlier 120 participants filled out the survey. Only a few people participated in the forum discussion. The results also show more information is retrieved from the survey in comparison with the forum discussion (also keeping in mind that a selection is made in all survey data, so this information source was even bigger).

6. DISCUSSION

The main objective of this research was to find out what the difference was between online and traditional market research. The results of the second question in table 1 are selected by the author. More people gave the same answers. Only distinctive answers are acquired in this paper. When using a survey people are often limited to certain answers. On a forum people can give any answer that they like (this is, for example, the case by the comparison of when people would like to use the application. There is no possibility to answer ‘not’. In the discussion it became clear that most people would not use the application). In the discussion people like or dislike the idea of a travel application. The people give reasons why they like or dislike certain features. These reasons could be interesting for market researcher to fulfill the wishes of (possible) consumers. The reasons cannot always be obtained from surveys (closed questions etc.). Good designed surveys, with the possibility to ask participants to elaborate on their answer could expose the reasoning.

7. CONCLUSIONS

This section answers the main research question described in the introduction. The four sub research questions are already answered in previous sections.

To answer the main research question:

“Do online market research tools bring extra insights which cannot be gained by traditional market research?”

the results of the previous section should be used. It can be stated that the willingness of people to participate in online market research is far less than in traditional market research. Also is it striking to see that a discussion and a survey result in different opinions about the travel application. Eight questions and their answers are compared with the discussion on the forum. Five from the eight answers in the survey differs from the results of the discussion (see chapter 5). Looking at the results of the different and same information, a conclusion can be drawn that people in forum discussion are more negative towards the application than the people who are surveyed.

The answer on the main research question is: online market research does not offer extra insights, which cannot be gained by traditional market research. A discussion does provide different answers in comparison with the survey, but does not provide extra information. This difference can be found in the attitude towards the travel application. The forum is more negative and the survey is more positive towards the travel application. This explains the differences. So this research does not provide evidence in which extra insights are given by online market research which cannot be gained by traditional market research.

This study has a few inherent limitations. In the data collection there was a great difference in participation level. In the survey much more people participated than in the discussion, which could have influenced the results of this research. Sometimes conclusions are drawn from the forum discussions of the opinion of only one person. Due to the amount of time available for this research, only one online and traditional market research tool could be used. To retrieve better conclusions, about comparing online and traditional market research, more methods should be used. This is because every market research methods have their own characteristics.

This study has implications for TSI. People would use the travel application for retrieving travel information to supplement other information, especially using Google and YouTube. The surveyed people would share opinions about their vacation if importing can be done fast and easily. This research made clear that there is no basis for integrating social network sites. It also can be stated that there is a great demand for reviewed travel information. People are desperate to know how they are going to spend their holiday.
8. ACKNOWLEDGEMENTS
The author would like to thank MSc N.D.G. den Engelse for her supervision during the time this paper was written. Also the author would like to thank TSI for providing the case for this research.

9. REFERENCES