

# USE OF WEB 2.0 TECHNOLOGY BY MARKET RESEARCH ORGANIZATIONS IN INDIA: AN EVALUATIVE STUDY

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## **Abstract**

Currently we are booming in a digital era where Web technology has become a strongest device for dissemination and sharing of information. The first generation waves (Web 1.0) have only one way of communication facility and users can only read information provided by Webmasters. Development of Web 2.0 technology provides the facility of two way communication. Now Web is not only dealing with Websites and search engines, but now it means that a network platform which is shareable, accessible and more storage capacity. Web 2.0 technology acts as a dais which offers many additional services in comparison to traditional Web technology. It refers to more advanced services which encourage collaboration, communication and information sharing. The present paper is an attempt to analyze the use of Web 2.0 technology by leading market research companies of India.

**Keyword:** Web 2.0, Social Networking Sites, Market Research

## **1.0 Introduction**

Today Web 2.0 has become integral part of human beings life. A Web 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to the first generation of Web 1.0-era Websites, where people were limited to the passive viewing of content. The growing use of social media such as Facebook, Twitter, LinkedIn, You Tube etc. by the users in the 21st century is providing new challenges for the Information Analysts to keep up with the increasing needs of the users in the field of Market Research.

## **1.1 Market Research**

“Market research” is any structured attempt to collect information about end markets or customers. It is a crucial component of business strategy. The term is exchanged with marketing research; however, qualified experts may wish to draw a clear cut line, where marketing research is related precisely to marketing processes, whereas market research is associated especially with markets. Market research is a key aspect to sustain competitiveness over opponents. Market research provides important information to identify and analyze the market need, market size and competition. Strategies such as market segmentation and product differentiation are impossible to develop without market research.

## **1.2 Market Research Organization**

Market Research firms does an organized effort to gather information about target markets or customers. And provides important information to identify and analyze the market need, market size and competition. Market-research techniques encompass both qualitative techniques such as focus groups, in-depth interviews, and ethnography, as well as quantitative techniques such as customer surveys, and analysis of secondary data.

## **2.0 Review of Literature:**

**Singh, Ompal (2016)**, stated that social networking tools are useful in encouraging library services in relation to numerous library proceedings like seminars, workshops, discussions, competitions, tutorials, training courses, and exhibitions etc and also for event alerts, and library updates. MySpace, Facebook, Del.icio.us, Frapper, and Flickr etc are the networks that have enjoyed immense popularity in Web 2.0 while MySpace and Facebook enables users to share themselves with one another. Library 2.0 is intensely related with social networking sites and have created news for the people to interact with others to communicate, collaborate, and share content. **Tarade and Singh (2015)** explained about the application of Web 2.0 and discussed how it is beneficial to academic libraries. Web 2.0

can be used for online communication where users can interact to each other, share their information using web 2.0 based tools such as Social sites, blogs, podcasts etc.

**Taylor and Francis (2014)**, conducted the study on use of social media in libraries and they found most librarians feel strongly positive about the potential for social media to help increase engagement between users and library staff and services. Social media is also seen as an effective outreach tool, helping librarians promote the work of their faculty and connect more deeply with the broader library community. **Saha, Suman De and Paul (2014)** in their study expressed that RSS is one of the basic essentials of a Web 2.0 background. Devoid of RSS may either result in many of the tools like weblog, slideshare, flickr, open access journals, social bookmarking etc would not work properly, or their use and value would be so limited that it makes them almost useless. RSS has become one of the major elements of the Internet, along with e-mail and web page. Growing numbers of information services utilize the value of it, and new resources incorporate it into the way that they work automatically.

**Walia, P.K. and Gupta, M (2012)**. Expressed that Web 2.0 application on websites are considered as a hallmark of good quality of a library website. Importance of user participation is recognized by information community at global level. The national libraries should understand that Web 2.0 is a powerful technology which is easy, free and requires less efforts and knowledge. It is capable to encourage user's immersion and to seek feedback for making improvement in the existing services. For achieving this, implementation of Web 2.0 should be based on standard guidelines. Web 2.0 should be used at its maximum level. Use of RSS should not be limited to providing information about events but it should be used to provide updates on new acquisition, latest in bibliography, podcast, blogs, Flickr electronic resources etc. **Thanuskodi, S (2012)**, also opined similarly and expressed that there is a need for library schools to act quickly to make sure that the breach is sealed rapidly so that their graduates continue to be pertinent to industry.

### **3.0 Scope of the study:**

The present study is confined to Top 10 Market research companies in India, who are using Web 2.0 for disseminating the market information.

### **4.0 Objectives of the Study**

The present study has following objectives to disseminate the Information on Market Research.

- To know the usage of Web 2.0 by Market Research Organizations
- To know the number of tools used by Market Research Organizations
- Extent of use of Web 2.0 tools by Market Research Organizations

### **5.0 Methodology**

In the present study, the list of Market Research Companies were collected from the Website- (<http://top10companiesinindia.co.in/top-marketing-research-companies-in-india/>) and individual Websites were personally visited by the author. An observation method was adopted for collection of data to analyze and interpretation to draw the result.

### **6.0 Data Analysis and Interpretation**

In the current study ten market research organizations including IMRB International, TNS India Pvt.Ltd., RNB Research, Majestic MRSS, Market Xcel Data Matrix Pvt.Ltd., IDC, Hansa Research, Millward Brown, Ipsos Indica Research and Nielsen were analyzed for using Web 2.0 tools in their organizations and it was reported IMRB International used five Web 2.0 tools like Facebook, Twitter, LinkedIn, Wikipedia and Wordpress, TNS India Pvt. Ltd used four tools i.e. Twitter, LinkedIn, Youtube, Wikipedia. RNB Research used six web tools like Facebook, Twitter, LinkedIn, Blog, Wikipedia and Wordpress, both Majestic MRSS and IDC used about eight web tools like the common ones to both organizations were Facebook, Twitter, Google+, LinkedIn, Youtube, Blog, Wikipedia and the one web tool that they differed were in Wordpress used by Majestic MRSS and RSS was used by IDC.

RNB Research, Hansa Research and Millward Brown used six web tools, the common tools used among the three organizations were Facebook, Blog and Wordpress, other two web tools like Twitter and Youtube were common

between Hansa Research and Millward Brown, LinkedIn was common with RNB Research and Hansa, Wikipedia was common with RNB Research and Millward Brown organizations. Market Xcel Data Matrix Pvt.Ltd. used only three web tools like Facebook, Google+ and LinkedIn, Ipsos Indica Research used about seven web tools like Facebook, Twitter, Google+, Youtube, Blog, Wikipedia and RSS. Nielsen was the only organization that used all nine web tools. It was also observed that in descending order the web tools most commonly used were Facebook and Twitter(9), LinkedIn and Wikipedia (8), followed by Youtube and Blog (7), Wordpress (6), Google+ (5), TNS India Pvt.Ltd (4) and RSS (3) being used least (**Table 1, 2 and 3, Graph 1 and 2**).

When the extent or frequency of use Web 2.0 tools were assessed among the ten organizations it was reported that TNS India Pvt. Ltd, IDC, Ipsos Indica and Nielsen used them every day on a day to basis whereas IMRB used them weekly although Market Xcel Data Matrix Pvt. Ltd and Hansa Research used the web tools on a monthly basis and RNB, Majestic MRSS and Millward used them less frequently (**Table 4 and Graph 3**).

**Table 1: Use of Web 2.0 by Market Research Organization**

Sl.No	Name of Organizations	Face book	Twitter	Google+	Linkedin	You tube	Blog	Wiki pedia	RSS	Word press	Total
1	IMRB International	Y	Y	-	Y	-	-	Y	-	Y	5
2	TNS India Pvt. Ltd.	-	Y	-	Y	Y	-	Y	-	-	4
3	RNB Research	Y	Y	-	Y	-	Y	Y	-	Y	6
4	Majestic MRSS	Y	Y	Y	Y	Y	Y	Y	-	Y	8
5	Market Xcel Data Matrix Pvt. Ltd.	Y	-	Y	Y	-	-	-	-	-	3
6	IDC	Y	Y	Y	Y	Y	Y	Y	Y	-	8
7	Hansa Research	Y	Y	-	Y	Y	Y	-	-	Y	6
8	Millward Brown	Y	Y	-	-	Y	Y	Y	-	Y	6
9	Ipsos Indica Research	Y	Y	Y	-	Y	Y	Y	Y	-	7
10	Nielsen	Y	Y	Y	Y	Y	Y	Y	Y	Y	9
	Total	9	9	5	8	7	7	8	3	6	

**Table 2: Number of Web 2.0 tools used by Market Research Organizations**

Sl.No	Name of Organizations	Number of Web 2.0 tools used
1	IMRB International	5
2	TNS India pvt Ltd.	4
3	RNB Research	6
4	Majestic MRSS	8
5	Market Xcel Data Matrix Pvt. Ltd.	3
6	IDC	8
7	Hansa Research	6
8	Millward Brown	6
9	Ipsos Indica Research	7
10	The Nielsen	9

**Table 3: Commonly used Web 2.0 tools by Market Research Organizations**

Sr. No.	Types of Web 2.0 Tools	Commonly used Web 2.0 tools
1	Facebook	9
2	Twitter	9
3	Google+	5
4	LinkedIn	8
5	Youtube	7
6	Blog	7
7	Wikipedia	8
8	RSS	3
9	Wordpress	6

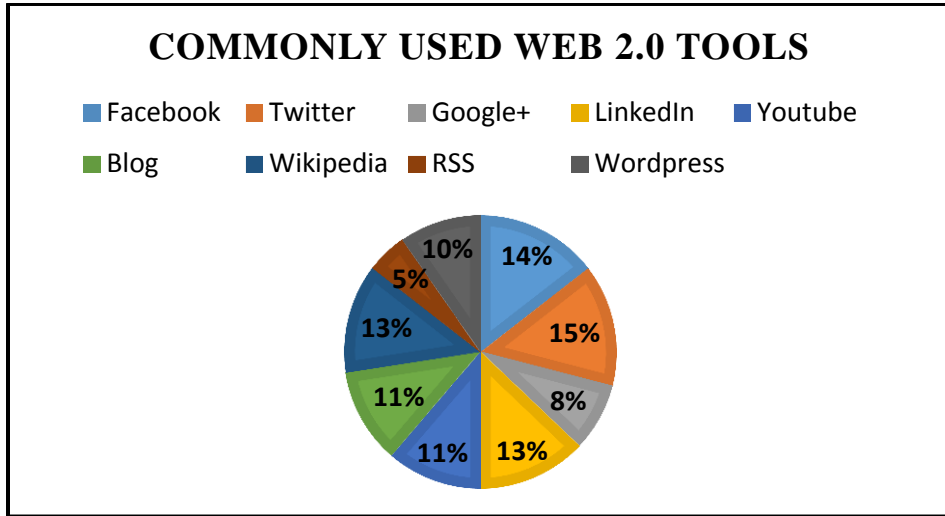
**Table 4: Extent of use of Web 2.0 tools by Market Research Organizations**

Sr. No.	Name of Organizations	Most Frequently (Every Day)	More Frequently (Every Week)	Frequently (Every Month)	Less Frequently (More than a Month)
1	IMRB International		Y		
2	TNS India Pvt. Ltd.	Y			
3	RNB Research				Y
4	Majestic MRSS				Y
5	Market Xcel Data Matrix Pvt. Ltd.			Y	
6	IDC	Y			
7	Hansa Research			Y	
8	Millward Brown				Y
9	Ipsos Indica Research	Y			
10	The Nielsen	Y			
	Total	4	1	2	3

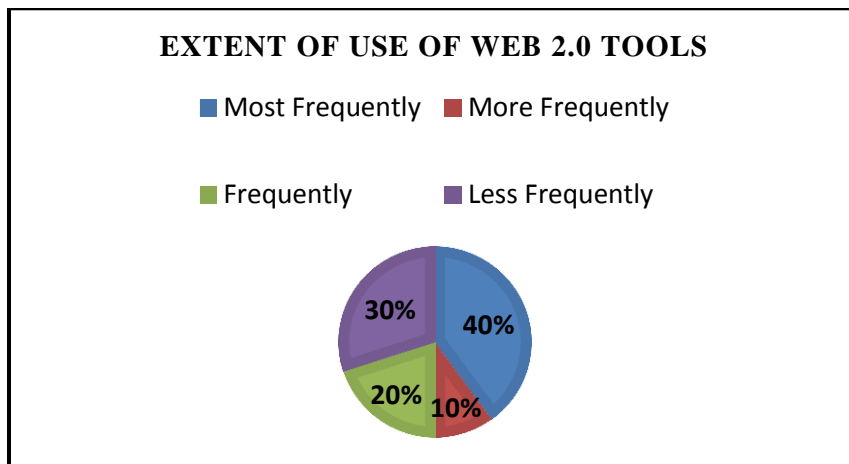
**NUMBER OF WEB 2.0 TOOLS USED BY MARKET RESEARCH ORGANIZATION**



**Graph 1: Number of Web 2.0 tools used by Market Research Organization**



**Graph 2: Commonly used Web 2.0 tools**



**Graph 3: Extent of use of Web 2.0 tools**

**7.0 Conclusion**

Technology keeps changing from time to time and as professionals’ we need to be abreast with the current trends so as to efficiently work and to deliver the required information to the end user effectively. Under the confines of this study the ten market research organizations that were chosen used the Web 2.0 tool for their day to day activities. The Nielsen used all the nine Web 2.0 tools and used them most frequently than others and the least Web 2.0 tools used was by TNS India Pvt. Ltd.(4) and Market Xcel Data Matrix Pvt.Ltd.(3) respectively. Facebook and Twitter (9) were used by almost all market research organization and RSS was used by only three market research organization.

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