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# HOW TO USE ONLINE PANELS EFFECTIVELY

**NAPHATRADA CHUENJITJIRAKAMON (AAM)**  
**ASSOCIATE DIRECTOR**  
**RAKUTEN INSIGHT - THAILAND**



# HOW TO USE ONLINE PANELS EFFECTIVELY

In the digital age, market research has evolved significantly, leveraging online tools to gather insights more efficiently and accurately. One of the most effective tools available today is the online panel. Online panels consist of pre-recruited individuals who have agreed to participate in surveys and other market research activities. Here's a comprehensive guide on how to use online panels for market research.

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## Understanding Online Panels

Online panels are the databases of people recruited to participate in market research studies. The panels are gathered according to the population in each country, covering a wide range of demographics and focusing on specific industries or consumer segments to enable targeting within each panel.

## Benefits of Using Online Panels

- **Speed and Efficiency:** Online panels allow for rapid and effective data collection compared to traditional methods.
- **Cost-Effective:** Reduced costs in terms of logistics and time spent on recruiting participants.
- **Diverse Reach:** Access to a wide and varied demographic, including hard-to-reach populations.
- **Data Quality:** Higher quality data due to pre-screened and often more engaged participants.




## How to Use Online Panels Effectively

### 1. Define Clear Objectives

Establish clear, attainable goals for your research before you begin. This helps in designing the study and selecting the right participants, saving time and costs down the line. Clear objectives also ensure that the data collected is relevant and actionable.

### 2. Design Your Survey Effectively

- Designing an effective survey involves several key considerations:
- Question Clarity: Ensure that questions are clear and unambiguous.
- Question Types: Use a mix of question types (e.g., multiple-choice, open-ended, Likert scales, etc.) to gather varied insights. However, do not use too many open-ended questions which may lead to respondents being reluctant to answer them all.
- Length: Keep the survey concise to avoid participant fatigue, typically no longer than 15-30 minutes, which means the respondents will be able to concentrate, and the data will be effective.
- Question Design: Avoid using questions that lead the respondents to predict the direction of the survey. This risks bringing on incorrect respondents, and less useful data for analysis.
- Question Sequence: Make the questions flow step by step by keeping in mind the concept of anonymous respondents, starting with the screened questions, wide questions, then specific questions.



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### 3. Choose the Right Online Panel Provider

When selecting a qualified online panel provider, several criteria are critical to ensure that you receive high-quality, reliable data for your research. Here are the key factors to consider:

- **Recruitment Methods:** Ensure that the online panel provider uses the proper methods to recruit the people to the panel through a verification process to confirm the real-human identity and authenticity of the panelist.
- **Data Quality Assurance:** The reliable provider should have quality control procedures in place to measure the consistency of answers, attention traps, and regular monitoring of panelist behavior to manage and control the quality of the members in the panel.
- **Technology and Tools:** The platform should be easy to use for both survey administration and participation, which includes mobile optimization, automation features, and integration capabilities with other data platforms.



- **Support and Services:** The qualified provider should support with the dedicated account management and technical support with 24-hour and 7-day service to assist with any issues that occur during the fieldwork.
- **Compliance and Privacy:** Ensure the provider has the data privacy regulations and the procedures to protect the personal information identity of the panelists.
- **Panel Maintenance:** The qualified provider should have strategies in place to keep panelists active and motivated. Engagement and communication with the panelists are required to maintain the panel's quality.



## CONCLUSION

Using online panels for market research offers numerous advantages, from speed and cost-efficiency to the ability to reach diverse populations. By following a structured approach and adhering to best practices, businesses can gather valuable insights that drive informed decision-making and strategic growth. Embrace the power of online panels to stay ahead in the competitive market landscape.