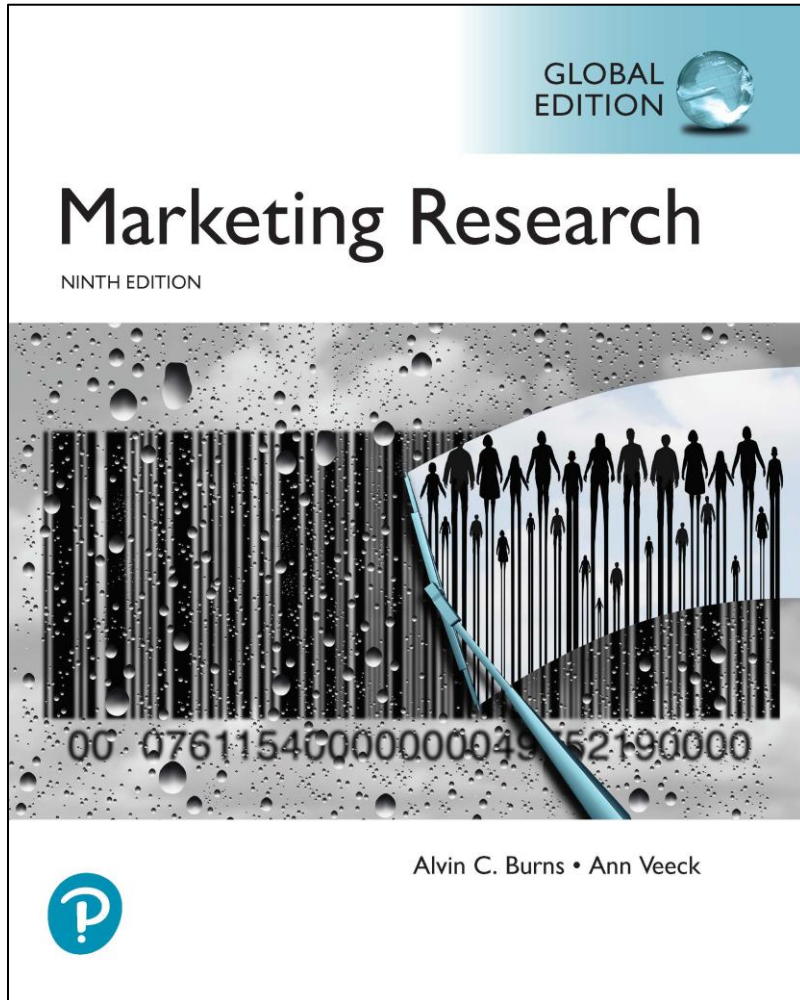# Marketing Research

Ninth Edition, Global Edition

Chapter 5

Qualitative Vs. Quantitative Research

Categories of Research

- Marketing research is essential for understanding customers, markets, and competition. It involves collecting and analyzing data to make informed marketing decisions. There are two main types of marketing research:

- **Qualitative Research**

- **Quantitative Research**

- Both have unique purposes, methods, strengths, and limitations.

Qualitative Marketing Research

Definition:

- A research method that explores consumer behavior, motivations, attitudes, and emotions through non-numerical data.

Purpose:

- To gain **in-depth understanding** of the reasons behind consumer behavior.

- To explore **new ideas** and develop hypotheses.

Data Collection Methods:

- Focus Groups

- In-depth Interviews

- Ethnographic Studies

- Observations

- **Sample Size:**

- Small, purposive samples selected to provide rich insights.

Data Type:

- Words, images, videos, and observations (non-numerical).

- **Analysis:**

- Thematic coding, content analysis, and narrative analysis.

- **Strengths:**

- Provides deep insights and context.

- Flexible and adaptive to emerging findings.

Limitations:

- Results are not generalizable to the wider population.

- Data can be subjective and harder to analyze.

Use Cases:

- Understanding brand perception.

- Exploring customer motivations.

- Generating new product or campaign ideas.

Quantitative Marketing Research

- **Definition:**

- A research method that quantifies data and generalizes results from a sample to the population.

- **Purpose:**

- To measure consumer behaviors, opinions, and attitudes numerically.

- To test hypotheses and identify patterns.

Data Collection Methods:

- Surveys with structured questions.

- Experiments.

- Polls.

Sample Size:

- Large, representative samples to ensure generalizability.

- **Data Type:**

- Numerical data (percentages, averages, counts).

Analysis:

- Statistical tests such as t-tests, regression, correlation, and descriptive statistics.

- **Strengths:**

- Provides reliable and generalizable data.

- Allows statistical testing of relationships.

- **Limitations:**

- May miss the "why" behind behaviors.

- Less flexible once data collection starts.

Use Cases:
- Measuring brand awareness.
- Market segmentation.
- Testing advertising effectiveness.

Key Differences Summary

Feature	Qualitative Research	Quantitative Research
Data Type	Non-numerical (words, images)	Numerical (numbers, stats)
Sample Size	Small, purposive	Large, representative
Analysis	Thematic, content analysis	Statistical analysis
Purpose	Explore, understand "why"	Measure, quantify "how much"
Flexibility	High	Low
Outcome	Detailed insights	Generalizable results

Mixed method research

Is an integration of both quantitative and qualitative research methods in order to gain the advantages of both

- Three types of mixed methods research include:
  - qualitative before quantitative
  - quantitative before qualitative
  - qualitative and quantitative concurrently

When to Use Each Method?

Use **Qualitative Research** when you want to:

- Explore new problems.

- Understand emotions and motivations.

- Generate ideas.

Use **Quantitative Research** when you want to:

- Measure opinions or behavior.

- Test hypotheses.

- Generalize findings to a larger population.