Difference between qualitative and quantitative research
Which marketing problems may require a qualitative solution?

- **Creative development work**
  - Strategy definition, executional guidelines,

- **NPD**
  - Gap analysis, concept exploration, packaging development,

- **Market exploration studies**
  - Consumer perceptions, segmentation hypotheses, generating hypotheses, understanding target market needs,

- **Tactical studies**
  - Packaging, general strategic exploration, pre-quantification, image analysis
Qualitative and Quantitative Research

**Qualitative Research**
- Quality / in depth
- In depth interviews
- Semi-structured interviews
- Focus groups
- In-street
- Telephone
- Door to door
- Central location
- Postal
- Internet

**Quantitative Research**
- Quantity / numbers
Broad difference between qualitative and quantitative research

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- Data collection
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- **Analysis & interpretation**
  - **Qualitative** analysis looks at the total pattern of responses in an evolutionary interview and bases the analysis on people. **Quantitative** studies typically analyse responses to questions across a larger number of people.
Which marketing problems may require a **quantitative** solution?

- Anything that requires measurement!
  - Advertising pre-testing
  - Communication effectiveness tracking
  - Retail / market sizing / auditing
  - Validating / checking qualitative hypotheses
  - Quantifying target market / audience
  - Best by Test, product evaluations
  - Customer satisfaction