6 TYPES OF QUALITATIVE RESEARCH

What is qualitative research?
Qualitative research is in-depth research designed to reveal target customers behavior, feelings, thinks and etc.

Benefits of the qualitative research for marketing and business:
- Understand your customer’s meanings, opinions, underlying reasons, and motivations.
- Catch the language that customers use to describe a product.
- Generate ideas for improving your products.
- Generate directions for improving the communications with your customers.
- Understand how people perceive your marketing messages.
- Develop hypotheses for further testing with qualitative methods.

TYPES OF QUALITATIVE RESEARCH:

In-depth interview
One of the most common types of qualitative research methods. It involves a personal interview with a single respondent.

Focus groups
A focus group includes a small number of participants (around 6 to 12 from) within your target market.

Ethnographic research
This is probably the most in-depth observational method that studies people in their naturally occurring environment.

Action Research
This is a method in which the researcher and recipients belong to a same group or community.

Content analysis
Includes interpreting words and images from a variety of documents, music, or other types of media.

Case study
A case study is an in-depth research of a particular situation or event. The method is based on real-world experiences.

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