

# MARKETING RESEARCH

## QUALITATIVE

*collects numerical data and applies statistical techniques*

*used to study people's motivations and behaviors through customer survey, media exposure, and transaction data*

**HYPOTHESES CREATED**

## QUANTITATIVE

*collects descriptions of an event or situation with the aim of uncovering new insights*

*used to uncover factors that influence behavior through focus groups, interviews, and open-ended questionnaires*

**HYPOTHESES TESTED**

# Dictionary Of Marketing Research

**Zhe Xu**



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