



What is Quantitative and Qualitative Research?

How Well Do You Understand Your Customers?

Accurately understanding customer consumption trends and subconscious behaviors and developing marketing strategies that meet their needs is crucial for business success. Marketing research is one of the most effective ways to correctly understand customers.



However, marketers who utilize marketing research often fail to understand appropriate research methods and effectively leverage the data. In this e-Book, let's explore the basic types of marketing research: Quantitative Research and Qualitative Research, the differences between each type, how to use them effectively, and how to choose the right methods.

Effectiveness of Marketing Research

Strategies based on data have lower risks and can lead to more reliable results compared to those that rely on speculation.

- ✓ Understanding market trends
- ✓ Improving customer satisfaction
- ✓ Positioning new products
- ✓ Analyzing competitors

Quantitative Research

Quantitative Research relies on numerical and measurable data that clearly represents metrics such as brand or product awareness, purchase and repeat rates, and customer satisfaction. It is easy to identify trends from large amounts of data and allows for statistical analysis.



USAGE CASES

- Market size estimation
- Customer satisfaction surveys
- Product usage frequency analysis



SURVEY METHODS

- Online surveys
- Mobile surveys
- Central location tests
- Home-use tests
- Mail surveys



ADVANTAGES

- ✓ Quantifying data makes easier to understand trends and tendency.
- ✓ Easy to provide objective explanations based on numbers.
- ✓ Arithmetic operations can be performed, enabling analysis by combining with other quantitative results.



DISADVANTAGES

- ✓ Difficult to capture detailed qualitative data, such as motivations and emotions.
- ✓ A large number of respondents is needed to gather and analyze comprehensive data.

Qualitative Research

Qualitative research relies on non-numerical data to understand deeper consumer insights such as verbal expressions, opinions, or psychological behavior or feelings. It involves face-to-face interviews with subjects to gather responses.



USAGE CASES

- Idea generation for new product development
- User experience analysis



SURVEY METHODS

- Focus groups
- In-depth interviews
- Ethnography research



ADVANTAGES

- ✓ Allows for in-depth exploration of respondents' emotions and motivations, capturing aspects that are hard to quantify and uncovering unanticipated needs.
- ✓ Provides deeper insights into what drives respondents' actions by delving into their awareness and behavior.



DISADVANTAGES

- ✓ Difficult to generalize findings due to the limited amount of information, making it less suitable for major strategic decision.
- ✓ Hard to determine in advance if the subjects possess the desired data, complicating the selection of target subjects.

Select the Research Type that Matches Your Objectives

It is crucial to clearly define the purpose of the research and what you want to understand about consumers. By specifying objectives, you can work backwards to determine what data you need to achieve these goals.

Refer to the following objectives and consider the right type of research to uncover your solutions. The types and scales of research you can conduct also depend on your budget, resources, and time frame. Consider what the best solution is for you based on these factors.

Quantitative Research

- You want to find out the latest trends and tendencies in the market.
- You want to verify hypotheses such as “consumers might have this specific need”.
- You want to investigate market trends, including awareness and market share rates.
- You want to understand the impressions and customer satisfaction regarding your products.

Qualitative Research

- You want to investigate the thoughts and needs that consumers have about your products/services.
- You want to obtain ideas for improving your products/services.
- You want to gather clues for constructing hypotheses.

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GMO Research & AI offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **60 million** consumers across **16** APAC markets.

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