

Qualitative & Quantitative

Marketing

What each method can and cannot tell you.

Qualitative

- Depth interviews, groups, ethnography
- Small, purposive samples
- Generates hypotheses and language
- Cannot estimate prevalence
- Interpretation is the analysis

Quantitative

- Surveys, experiments, behavioural data
- Large, representative samples
- Tests hypotheses and sizes them
- Cannot explain an unexpected result
- Statistics are the analysis

THE DIFFERENCE THAT MATTERS

Qualitative first to find the right question, quantitative second to measure it. Reversing the order wastes both.

Quoting a percentage from eight focus group participants is the most common misuse of qualitative research.