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Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. This method is not only about “what” people think but also “why” they think so.

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Covering all the major qualitative approaches in business studies (including case study research,

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Qualitative research aims to understand why customers behave in a certain way or how they may respond to a new product. Given that these opinions are

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often obtained from small numbers of people, the findings are not necessarily statistically valid.

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This paper attempts to discuss  
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*Qualitative Vs Quantitative Research For  
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What is Qualitative Research?

Importance and Benefits. Definition:  
Qualitative research is in-depth data  
collection method designed to reveal  
target customers behavior, feelings,

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thinks and etc. You know that our feelings, thoughts, perceptions are the key drivers for making different types of decisions (including purchase decisions).

*Introduction: Qualitative Research in  
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Research and development (R&D) is an important department of every

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organization in the fields such as marketing, science and technology, biology, economics, business, psychology, medicine, and sociology, etc. Research is important to make improvements and to find out new knowledge.

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Qualitative Research in Business and Management is an accessible and well-structured introduction in qualitative research. Myers clearly explains the main concepts and principles of qualitative research, illustrating them with recent examples from top journals.

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## *6 Types of Qualitative Research Methods: A Quick Guide*

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research method/technique is employed  
in various academic disciplines and non-  
academic contexts as well. Its aim varies  
depending on the disciplinary  
background, but basically, it examines

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why and how the decisions are made.

## *Qualitative Research: Definition, Types, Methods and Examples*

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Qualitative research gives you the ability to explore multiple topics in depth.

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What Are the Advantages of Qualitative Research? 1. It becomes possible to understand attitudes. Consumer patterns can often change. When that

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happens suddenly, businesses can be left wondering what happened to them. The processes which are provided by qualitative research provide for a potential understanding as to why an attitude may shift.

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Research is the most widely used tool to increase and brush-up the stock of knowledge about something and someone. In the field of marketing, business, sociology, psychology, science & technology, economics, etc. there are two standard ways of conducting research, i.e. qualitative research or quantitative research.

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