

3 rd year of license- Marketing	5 th TD Dr. GOURI M	Full name:.....
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❖ Types of marketing research:

-Compare between the 03 types of marketing research when falling in the gaps

Parameter	Documentary research	Quantitative research	Qualitative research
Objective			
features			
Main advantage			
Main disadvantage			

Correction

Parameter	Documentary Research	Quantitative Research	Qualitative Research
Objective	To collect and analyze existing information from documents, reports, databases, and publications.	To measure and quantify phenomena using numerical data and statistics.	To explore and understand behaviors, motivations, and perceptions in depth.
Features	Based on secondary data (books, reports, websites, archives).Non-interactive method.Uses existing sources.	Uses structured tools such as surveys and questionnaires.Involves large samples.Data is numerical and analyzed statistically.	Uses open-ended methods such as interviews, focus groups, and observations.Small samples.Data is descriptive and interpretative.
Main Advantage	Saves time and cost since data already exists.Helps to build background knowledge and hypotheses.	Produces measurable, generalizable, and comparable results.	Provides deep insights and understanding of complex issues or human behavior.
Main Disadvantage	Data may be outdated, incomplete, or biased.Lack of control over data quality.	Can overlook context and subjective aspects.Requires a large sample size.	Results are subjective and hard to generalize.Data analysis is time-consuming.