

## WMM: Qualitative Market Research 101 - Part 1/12

### What is the most important aspect about qualitative market research?

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Qualitative market research is a type of research that seeks to understand and interpret human behavior, attitudes, and motivations using open-ended, non-numerical data. This type of research is typically used to gain an in-depth understanding of a particular topic or issue and is often used in the early stages of market research to generate ideas and hypotheses that can be tested later using quantitative research methods.

Some common methods of qualitative research (structured, semi-structured, and unstructured) includes but not limited to:

#### **Observation:**

Observing people in their natural setting in order to gain insights into behavior and attitudes.

#### **Content analysis:**

Analyzing written or spoken communication, such as Online Bulletin Boards (OBB) and social media posts, to understand people's opinions, attitudes, and motivations.

#### **Co-creation:**

Mixing users, experts, creators, moderators with strategic stimuli to provoke new thinking

#### **Ethnography:**

The study of people in their natural setting to understand their culture, behavior, and social interactions.

#### **Interviews:**

Conducted individually (**In-Depth Interview**) or as a small group (**focus group**) to gather detailed information and explore a specific topic or issue in depth. These interviews can be conducted in-person/online/on the phone and can be prefaced with homework tasks.

*Overall, qualitative market research is a powerful tool for gaining a deep understanding of customer needs, behaviors, and motivations, which can be used to inform marketing strategies, product development, and customer service.*

