

WMM: Qualitative Market Research 101 - Part 8/12

What are the advantages and disadvantages of **online** qualitative market research?

Online qualitative market research refers to the use of digital tools and platforms, such as online focus groups, chat groups, or video conferencing, to conduct qualitative research. Here are some of the advantages and disadvantages of online qualitative market research:

Convenience:

Online qualitative research allows participants to participate from the comfort of their own homes or workplaces, which can increase participation rates and make it easier to recruit a diverse group of participants.

Reach:

Online research can reach a global population, which can help to increase the diversity of participants and provides more opportunities to conduct research in different countries

Cost-effective:

Online research can be less expensive than traditional in-person methods, as it eliminates the need for travel and other logistical costs.

Time-saving:

Online research can be conducted quickly and efficiently, which can be beneficial for time-sensitive projects or projects with tight budgets.

Quality of data:

Online research may not capture the same level of detail and nuance as in-person research, which can limit the quality of the data collected.

Respondent engagement:

Respondents may not fully engage in the research if they are not physically present, this may lead to lack of interest, distractions, or less commitment to the research.

Technical issues:

Online research relies on technology and internet connection, which can lead to technical difficulties or issues with connectivity that can disrupt the research process.

Limited control:

Online research may not allow for the same level of control over the research environment and the participants' behavior as in-person research.

Data privacy and security:

There is a risk of data privacy and security breaches when conducting online research, it's important to be aware of this and ensure that data is collected and stored securely.

Overall, online qualitative market research can be a useful and cost-effective way to collect data, but it's important to be aware of the limitations and to consider how the research methods and digital tools used might impact the quality and validity of the data collected.

