

## Examples of qualitative research

### 1. Online grocery shop with a predominantly male audience

Let's go back to the previous example. You have an online grocery shop. By nature, it addresses a general audience, but after you do a demographic analysis, you find out that most of your customers are male.

One good method to determine why women are not buying from you is to hold one-on-one interviews with potential customers in the category.

Interviewing a sample of potential female customers should reveal why they don't find your store appealing. The reasons could range from not stocking enough products for women to the fact that you also sell sex toys for example.

Tapping into different market segments will have a positive impact on your revenue.

### 2. Software company launching a new product

Focus groups are great for establishing product-market fit.

Let's assume you are a software company who wants to launch a new product and you hold a focus group with 12 people. Although getting their feedback regarding users' experience with the product is a good thing, this sample is too small to define how the entire market will react to your product.

So what you can do instead is holding multiple focus groups in 20 different geographic regions. Each region should be hosting a group of 12 for each market segment; you can even segment your audience based on age. This would be a better way to establish credibility in the feedback you receive.

### 3. Alan Peshkin's "God's Choice: The Total World of a Fundamentalist Christian School"

Moving from a fictional example to a real-life one, let's analyze Alan Peshkin's 1986 book "God's Choice: The Total World of a Fundamentalist Christian School".

Peshkin studied the culture of Bethany Baptist Academy by interviewing the students, parents, teachers, and members of the community alike, and spending eighteen months observing them to provide a comprehensive and in-depth analysis of Christian schooling as an alternative to public education.

Peshkin described Bethany Baptist Academy as having institutional unity of purpose, a dedicated faculty, an administration that backs teachers in enforcing classroom disciplines, cheerful students, rigorous homework, committed parents, and above all grounded in positive moral values and a character building environment.

However, it lacked cultural diversity, which meant that students were trained in one-dimensional thought, entirely cut off from viewpoints that differ with their teacher's biblical interpretations, and a heavily censored library.

Even after discovering all this, Peshkin still presented the school in a positive light and stated that public schools have much to learn from such schools.

Peshkin's in-depth study represents a qualitative research that uses observations and unstructured interviews, without any assumptions or hypothesis. He utilizes descriptive or non-quantifiable data on Bethany Baptist Academy specifically, without attempting to generalize the findings to other Christian schools.

#### **4. Understanding buyers' trends**

Another way marketers can use quality research is to understand buyers' trends. To do this, marketers need to look at historical data for both their company and their industry and identify where buyers are purchasing items in higher volumes.

For example, electronics distributors know that the holiday season is a peak market for sales while life insurance agents find that spring and summer wedding months are good seasons for targeting new clients.

#### **5. Determining products/services missing from the market**

Conducting your own research isn't always necessary. If there are significant breakthroughs in your industry, you can use industry data and adapt it to your marketing needs.

The influx of hacking and hijacking of cloud-based information has made Internet security a topic of many industry reports lately. A software company could use these reports to better understand the problems his clients are facing.

As a result, the company can provide solutions prospects already know they need.