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Primary research

- = new info.: from (1) people, e.g., customers, retailer; (2) observation, e.g., of shoppers
- + info. = recent; can ask specific questions (good method for psych. research)
- expensive; time-consuming

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Secondary research

- = info. from sources, e.g., books, internet, trade mags., reports, etc.
(i.e., already exists)
- + cheap; good overview of market; based on real sales statistics;
relatively fast
- reports → sometimes expensive; poss. out of date

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Qualitative research

- ≠ numbers; usually verbal info.; used to find out attitudes, beliefs, etc.; methods inc. interviews, focus groups, etc.
- + reveal unknown probs.; basis for quant. methods
- in groups, opinions easily led by one person; only small numbers ∴ difficult to generalize

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Quantitative research

- = statistical info., usually thro' questionnaires
- + good for factual info.; overview of trends ∴ large nos.
- sample must be v. big; people lie ∴ results may ≠ reliable;
low response rate for questionnaires