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you would use qualitative research to explore those issues. Quantitative research; Marketing strategy; Marketing objectives; Sales techniques; Ling's cars;

When to use qualitative research - qualitative

Qualitative research can help you Develop hypotheses for further testing and for qualitative questionnaire development; Perceptions of marketing/communication

Journalism and mass communications

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Qualitative Marketing Research versus Quantitative Methods and Tools: Question: Answer: What are the various methods of qualitative and quantitative market research?

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