

Qualitative and quantitative data

1. Missing words

Businesses carry out market research to find out data about the market and the needs of the _____ within it. This is to help improve the _____ of the decisions it takes. Market research can be used to collect either quantitative or qualitative data. Quantitative research gathers large quantities of data so that calculations can take place, such as what _____ of chocolate lovers like peanuts?. This means that lots of people will be asked to fill in a _____ in which the questions have Yes/No answers. Qualitative research is more in-depth, involving smaller groups of consumers, perhaps as part of a _____ discussion. The aim of qualitative research is to find out about customers' _____ and reasons why they behave the way they do.

Hint: - words from: percentage, customers, group, opinions, questionnaire, quality

2. Key words

Match the definitions on the left to the correct definition on the right:

Definitions	Key terms
1. In-depth research into the reasons behind customers' behaviour	a) Closed questions
2. Information that is gathered first hand and is for a specific purpose.	b) Group discussion
3. The process of gathering and analysing data on a firm's market	c) Market research
4. A small number of people who are brought together for a detailed group discussion about their views on a firm and its products	d) Open questions
	e) Primary research
	f) Qualitative data
	g) Quantitative data
	h) Secondary research

3. Quantitative or qualitative?

Indicate whether the questions in the table below are designed to collect quantitative or qualitative data:

Questions	Quantitative or qualitative
1. Why do you shop at Tesco?	1.
2. Have you ever flown with Ryanair?	2.
3. Do you visit the cinema frequently, sometimes, or never?	3.
4. What do you think of Marks and Spencer's decision to charge customers for carrier bags?	4.
5. In what ways could your bank improve its customer service?	5.
6. Which do you prefer - Pepsi or Coke?	6.

4. Multiple choice questions

4.1 Which **two** of the following statements about qualitative data are not accurate?

- Qualitative data is collected from a desk, e.g. by using Google
- Qualitative data is often collected using informal group discussions
- An example of qualitative data is '75% of guests were satisfied with the service they received'
- The quality of qualitative data depends to a large extent on the way it is interpreted
- The quality of qualitative data can be affected if one person dominates the group discussion

4.2 Which **three** of the following statements about quantitative data are accurate?

- Quantitative data is easy to analyse
- Quantitative data is collected using in-depth interviews
- An example of quantitative data is '80% of people questioned have tried an Innocent smoothie'
- Quantitative data is collected to find out the reasons for customers' behaviour
- The quality of the quantitative data collected can be affected by questionnaire design
- Quantitative research data can be used to help forecast sales figures for a new product

75. ANSWERS - Quantitative and qualitative data

1. customers ... quality ... percentage ... questionnaire ... group ... opinions

2.1 f)

2.2 e)

2.3 c)

2.4 b)

3. Quantitative or qualitative?

1. Qualitative

2. Quantitative

3. Quantitative

4. Qualitative

5. Qualitative

6. Quantitative

4. Multiple choice questions:

4.1 a) c)

4.2 c) e) f)

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