

According quantitative and qualitative research methods vary in

[Business](#), [Marketing](#)



According to Martin Allwood, there are three different ways of distinguishing the difference between quantitative and qualitative research.

First, “to focus on one part of the research process that is then called qualitative or quantitative”. The second option was “to describe specific research methods as either qualitative or quantitative”. Finally, he believed the third option was “to distinguish between a qualitative and a quantitative research philosophy”. The truth is, when people think about quantitative, they think about something long and extensive; and when they think about qualitative, they think about something precise and accurate. However, in the end, “both quantitative and qualitative research designs seek reliable and valid results” (Park & Park, 2016). Quantitative and qualitative research methods vary in many aspects, their purpose, the type of sample they utilize, the type of data they collect, the way the data is analyzed, and more particularly the outcome of each method.

According to a research on qualitative and quantitative methods in marketing, “qualitative research aids in identifying potential hypotheses, whereas quantitative research puts hard numbers behind these hypotheses. Qualitative research seeks to find out what potential consumer perceptions and feelings exist around a given subject. This research can often be used to advise the design of quantitative research, which relies on numerical data to demonstrate statistically significant outcomes.” (Ion, Sorin, Ion, 2009). For years now many researchers have debated how to make the distinction between the two, and how or why each should be used. As of today, many believe that qualitative research methods should be used in

secondary research because it uses existing data, while quantitative research should be used when conducting primary research. In other words, some people believe that “ qualitative research isn’t so much about numbers as it is about people” (J. Fatterros).

Qualitative research is about opinions and feelings while quantitative is more about hard data and numbers. According to Gloria Barczak, “ with quantitative studies, the researcher identifies a theory that relates to the topic being studied, develops hypotheses based on this theory, and then tests those hypotheses with data that either confirms the hypotheses or not. Writing up quantitative research generally follows a logical structure that includes: introduction, theoretical framework, conceptual model and hypotheses, methods, results, discussion, implications, future research, and limitations. Most qualitative research, by contrast, typically follows an inductive approach to advance and build theory. With induction, the researcher begins with specific observations about an area or question of interest” (Barczak, 2015). In conclusion, there exists a fundamental distinction between two types of data: qualitative and quantitative. The way we typically define them, we call data ‘ quantitative’ if it is in numerical form and ‘ qualitative’ if it is not. In reality the distinction between the two and their use is much more complex and much more subjective; however, it remains an accurate way to make the distinction (McLeod S, 2007).