

Qualitative research methods applications for business marketing

This slide represents real-life applications of qualitative research in business promotion. The purpose of this slide is to showcase process and components involved in qualitative research to effective brand marketing. It covers various examples such as branding, consumer behavior insights, marketing reach and product insights.



Branding

- Gain understanding of consumer perception of brand
- Use understanding to build branding strategies and improvements
- Add text here

Consumer behavior insights

- Analyze demographic information and consumer characteristics
- Uncover the motivation, attitudes, and behavior of consumer
- Add text here

Marketing reach

- Evaluate effectiveness of marketing efforts
- Understand consumer reaction to various marketing strategies, campaigns and messages
- Add text here

Product insights

- Uncover consumer preferences, needs and expectations regarding products or services
- Identify features that resonate with consumer and areas for improvement
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Marketing Research Qualitative Methods For The Marketing Professional

M Mosston



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