

The role of Quantitative research in modern marketing research and data analysis

Definition of Quantitative research: Quantitative research is a type of method or technique that is used by researcher to investigate people's attitude and behaviours based on statistical and numerical information. Investigators collect large number of data by sampling peoples by various type of surveys.



Readings In Marketing The Qualitative And Quantitative Areas

Michal Rosen-Zvi



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The American Economic Review, 1967 Includes annual List of doctoral dissertations in political economy in progress in American universities and colleges and the Hand book of the American Economic Association

Paperbound Book Guide for Colleges, 1970

The Advanced Dictionary of Marketing Scott Dacko, 2008 This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing With over 1 000 entries ranging in length and depth it is the ideal reference guide for researchers directors managers and anyone studying marketing for a professional or academic qualification

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