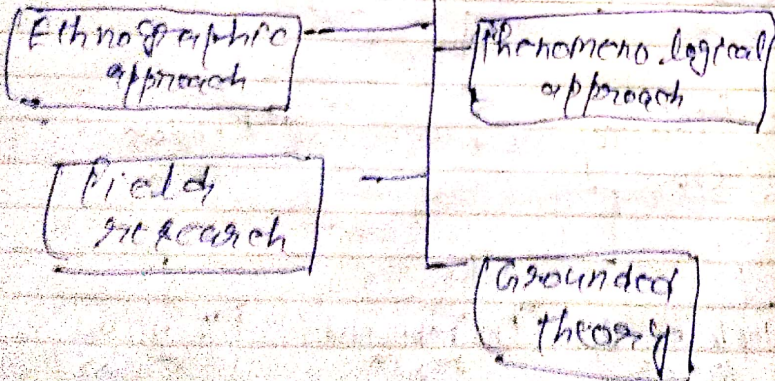


Section - 2

Q. → Differential between qualitative research and quantitative research
Ans. Qualitative research :- Qualitative research can also be considered as the prior stage of quantitative research. In this approach, the researcher generate various ideas and concepts that can be converted into logical and testable hypothesis in future.

for example - A survey can be conducted before the launch of a shampoo brand.

Classification of qualitative research approaches



quantitative research :- Quantitative approach is mostly used in scientific research. Quantitative researchers are also called as "hard science", as this approach heavily relies on mathematical and statistical research techniques to obtain the result of the research activity.

Classification of quantitative research approaches

