

Table A.9 Explorative – Conclusive research

When to use exploratory research...	When to use conclusive research...
To obtain background information when you know nothing about a research area.	To define relevant groups such as customers.
To define a problem more specifically, for use in further (conclusive) research.	To estimate how many people show a certain behaviour.
To explore the field of new products or services.	To count the frequency of particular events.
To clarify behavioural patterns, opinions, etc.	To measure changes over time.
To understand behaviours and attitudes in order to analyse quantitative data analysis.	To come to predictions.
To explore topics that are not articulated easily by individuals.	
To discover unknown relationships between variables.	

Source: based on Malhotra and Birks, 2003