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# Market Research Helping Businesses to Grow by John James

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Marketing research helps management teams of companies to get a feedback about their products according to the consumerâ€™s perspective. This is done by marketing research companies who engage consumers in various types of projects such as answering questionnaires, or conducting an interview, focus group and online methods.

## Consumer Research

If you own a business, you have to conduct a consumer research in order to have knowledge about your customerâ€™s reaction to your product. In fact almost every other day, you are unknowingly conducting surveys when you talk to your valued customers.

How you conduct your consumer research is left to you. The various methods employed and the complexity of the project depends on your planning. If itâ€™s a simple activity, you can carry out short questionnaires or interviews or even conduct a survey to know the demography of your area. Researches that require the help of others should be given to market research companies.

A marketing research is conducted to help your business grow by being aware of your consumersâ€™ preferences. With this knowledge you can discover opportunities to have better sales. With feedback from consumers you can rectify the mistakes made and plan for the future

## Qualitative Research

Qualitative research involves exploring issues and understanding peopleâ€™s attitudes, their concerns and lifestyles. In this type of research there are no numbers involved, statistics relates to quantitative research. The ways of conducting such a research is through feedback forms, e-mails, interview records, photographs etc. The formal methods employed are exhaustive interviews, content analysis, focus group, evaluation and many more.

Qualitative research consumes a lot of time as data has to be collected and analyzed. When the material is huge to evaluate and conclude, it becomes very difficult. That is why software is used to help sort and arrange data in a co-ordinated manner.

## Telemarketing in Canada

Telemarketing Canada is nothing but selling products of any kind using the telephone. Although it may be effective, consumers are caught at the wrong time. Sometimes, it may be your precious afternoon nap, or during a meeting. This makes the consumer livid.

The Canadian government has provided people with the facility to register with the â€˜National Do Not Call List or DNCL by which a particular number can be called only for a certain number of times. People in Canada can also complain if the DNCL rules are not complied by. This has reduced telemarketing Canada calls to a certain extent

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