

# What is Tracking?

Contributed by DJS Research Ltd  
Wednesday, 26 July 2006  
Last Updated Thursday, 06 January 2011

Tracking Research, as explained by DJS Research Ltd.

Tracking research allows researchers to observe customer behaviour as they go about their usual purchasing or information gathering activities. Websites are the most prominent users of this research as they track each and every customer visit. Retailers such as supermarkets and clothing stores also employ a form of tracking with the information that is gathered on store-cards at the point-of-purchase. Tracking is an ever-growing form of research, yet, the public at large had been apprehensive towards its use due to the intrusion factor that recording their every purchase and website visit poses. There is also a stealthy stigma attached to this research as many consumers are ignorant towards its existence. To see further information please visit DJS Research by clicking here: [Market Research UK](#)

Other DJS Sites: Customer Satisfaction Survey :: Business To Business Market Research :: International Market Research :: Industrial Market Research :: Branding Research :: Qualitative Research :: Online Market Research :: Market Research Manchester :: Market Research Agencies