

What is Observational Research?

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Observational Research, as explained by DJS Research Ltd.

Observational research is closely related to tracking and is used in qualitative research projects. A researcher will observe consumers while they carry out regular activities in a setting that they feel comfortable in. For example, a researcher may study the way in which a respondent makes their way around a supermarket to gain an understanding of the optimum areas for product placement and the best way to design the shop floor. Â

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