

What is Ethnographic Research?

Contributed by DJS Research Ltd.

Friday, 28 July 2006

Last Updated Thursday, 06 January 2011

Ethnographic Research, as explained by DJS Research Ltd.

Ethnographic research has evolved from observational research. It is a method whereby consumers are traced as they go about their routines to analyse their decision patterns and the way in which they use certain products. 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](#)