

## What is Exploratory Research?

Contributed by DJS Research Ltd.

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This genre of research simply allows the marketer to gain a greater understanding of something that s/he doesn't know enough about. For example, just because we know that 3G phones exist, it doesn't necessarily mean that we understand how they work. Exploratory research can help in this instance. Differing mainly in design from descriptive research, exploratory research is used principally to gain a deeper understanding of something. The design is far more flexible and dynamic than that of descriptive research.

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