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Qualitative Consumer and Marketing Research

The Asian Perspectives and Practices

 Springer

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Dominika Maison



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Qualitative Consumer and Marketing Research Russell Belk, Eileen Fischer, Robert V Kozinets, 2012-12-26 Written for students scholars and marketing research practitioners by three qualitative marketing research pioneers this book takes readers through the basics to an advanced understanding of the state of the art in qualitative marketing and consumer research The book offers readers a practical guide to planning conducting analyzing and writing up research or editing multi media presentations using both time tested and new methods skills and technologies With hands on exercises that researchers can practice and apply the book leads readers step by step through developing qualitative researching skills in creative data collection analysis and presentation using illustrations drawn from the best of recent and classic research

Qualitative Consumer and Marketing Research Kritinee Nuttavuthisit, 2019-02-13 This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia as well as approaches to research with extended viewpoints and case studies on the specific research practices identifying the distinctive characteristics and conditions of the Asian market Starting with an introduction and a rationale for qualitative consumer and marketing research which discuss interpretive research perspectives and key qualitative research traditions underlying the research it then elaborates on research design formulating research directions research questions research methods research validity and reliability as well as research ethics The book goes on to cover various key data collection techniques such as interviews focus groups observation and ethnography online observation and netnography and other alternative tools like projective techniques autodriving and diaries These include design of research setting samples and sampling strategy context time and research procedures from entry to access and completion of the research project with resources planning In addition the book also addresses data analysis and interpretation as well as presentation dissemination and sharing of research results through both academic and practical courses Lastly it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies [Qualitative Marketing Research](#) Johanna

Moisander, Anu Valtonen, 2006-05-11 Aimed at both graduate and undergraduate students majoring in business administration and in other fields of social sciences Qualitative Marketing Research unpacks the emerging cultural approach in the field of marketing and consumer research and provides an interesting and informed study for anyone interested in cultural approaches to economic and social theory The book also provides insights for MBA students and other business professionals who work in the field of marketing advertising media planning and qualitative market research offering methodological resources for keeping professional skills up to date and help with designing and conducting relevant and skillful market research which is sensitive to the cultural dynamics of the marketplace behaviour **Qualitative Consumer Research** Russell W. Belk, 2017-08-18 Using some of the latest qualitative research tools this volume highlights insights about consumption ranging from how consumers process advertising messages to how small retailers can combat the

practice of showrooming by consumers comparing online prices with mobile devices *Qualitative Marketing Research* David Carson,Audrey Gilmore,Chad Perry,Kjell Gronhaug,2001-02-01 As the importance of marketing to business grows and as new concepts and applications of marketing emerge and evolve so too does the need for up to date market intelligence This book recognizes that the contribution which qualitative research can make to market understanding and insight is immense and that statistical information flows are never enough but need to be compounded by market intelligence gained through qualitative methods Qualitative Marketing Research clearly explains the use and importance of qualitative methods clarifying the theories behind the methodology and providing concrete examples and exercises which illustrate its application to Management Studies and Marketing This book is intended for all students of marketing who are required to complete their studies with a dissertation or research project Qualitative Marketing Research Dominika Maison,2018-09-24 This is a perfect guide to understanding the core principles of qualitative marketing research It presents qualitative marketing research in the broader context of marketing and managerial decisions consumer psychology and contemporary knowledge about unconscious and automatic processes Different types of qualitative marketing research methods are examined from the classic focus group interview FGI and individual in depth interview IDI to more cutting edge methods such as ethnography or bulletin boards which enable marketing researchers to discover and understand real consumer motivations needs values and attitudes With numerous international case studies including PepsiCo Unilever Danone Nestle Aviva and Citibank the book is uniquely practical in its approach It is vital reading for advanced undergraduate and postgraduate students of marketing research consumer behaviour and consumer psychology *Marketing Research Methods* Mercedes Esteban-Bravo,Jose M. Vidal-Sanz,2021-01-28 Covering both quantitative and qualitative methods this book examines the breadth of modern market research methods for upper level students across business schools and social science faculties Modern and trending topics including social networks machine learning big data and artificial intelligence are addressed and real world examples and case studies illustrate the application of the methods This text examines potential problems such as researcher bias and discusses effective solutions in the preparation of research reports and papers and oral presentations Assuming no prior knowledge of statistics or econometrics discrete chapters offer a clear introduction to both opening up the quantitative methods to all students Each chapter contains rigorous academic theory including a synthesis of the recent literature as well as key historical references applied contextualization and recent research results making it an excellent resource for practitioners Online resources include extensive chapter bibliographies lecture slides an instructor guide and extra extension material and questions **Handbook of Research Methods in Consumer Psychology** Frank Kardes,Paul M. Herr,Norbert Schwarz,2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key

aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior **The SAGE Handbook of**

Qualitative Data Analysis Uwe Flick,2013-12-18 The wide range of approaches to data analysis in qualitative research can seem daunting even for experienced researchers This handbook is the first to provide a state of the art overview of the whole field of QDA from general analytic strategies used in qualitative research to approaches specific to particular types of qualitative data including talk text sounds images and virtual data The handbook includes chapters on traditional analytic strategies such as grounded theory content analysis hermeneutics phenomenology and narrative analysis as well as coverage of newer trends like mixed methods reanalysis and meta analysis Practical aspects such as sampling transcription working collaboratively writing and implementation are given close attention as are theory and theorization reflexivity and ethics Written by a team of experts in qualitative research from around the world this handbook is an essential compendium for all qualitative researchers and students across the social sciences **Qualitative Marketing Research** Rajagopal,2019-01-31

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