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Market Research Methodologies: Multi-Method and Qualitative Approaches



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Human inquiry has served as the impetus for a number of developments throughout history. Seeking new knowledge about the world around us helps to drive our progress and push us to discover innovative improvements. This drive lends itself to the development of qualitative research.

Market Research Methodologies: Multi-Method and Qualitative Approaches brings together innovative techniques and novel designs that aid in the development of multi-method studies and investigations. Focusing on vital concepts such as data validity, triangulation, and reliability, this book is a fundamental reference source for PhD students, graduate students, and academics within the business field who wish to understand how these methods can be employed to extract data from particular environments.

Topics Covered:

- Ethnography
- Human Inquiry
- Informant Reflexivity
- Netnography
- Observations
- Research Reflexivity
- Transformative Consumer Research
- Videography

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