Near East University

**MARKETING RESEARCH**

**MARK 401**

# Qualitative research: its nature and approaches

**SESSION 5**

Rana SERDAROGLU

Source:Malhotra and Birks, et al.

Dr. Eric Shiu lecture notes

# Qualitative research: its nature and approaches

Qualitative research helps the marketer to understand the richness, depth and complexity of consumers.

# Chapter outline

1) Primary data: qualitative versus quantitative research

2) Rationale for using qualitative research

3) Philosophy and qualitative research

4) Ethnographic research

5) Action research

6) Ethics in marketing research

7) Internet and computing application

# Qualitative practitioner Peter Cooper's caution on the meaning of 'qualitative'

*'There is much qualitative research that still hangs on the positivist model or is little more than investigative journalism. Competition also comes from the media with increasing phone-ins and debates described as "research". We need to be careful about the abuse of what goes under the title "qualitative"'.*

**Figure 6.1** A classification of marketing research data
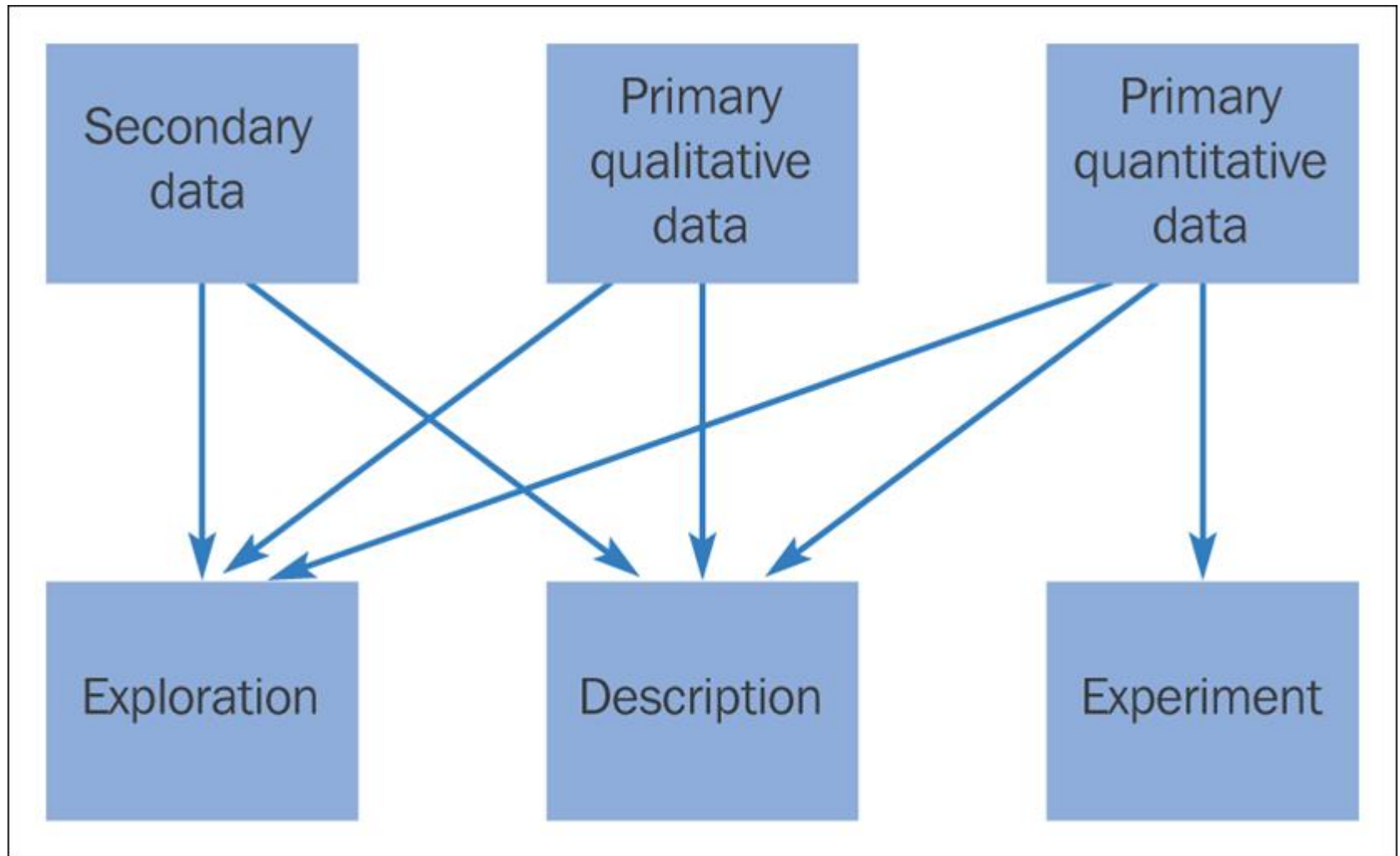
# Reasons for using qualitative techniques

1. Preferences and/or experience of the researcher
2. Preferences and/or experience of the research user
3. Sensitive information
4. Subconscious feelings
5. Complex phenomena
6. The holistic dimension
7. Developing new theory

# QUALITATIVE METHODOLOGIES

- CASE STUDY
- ETHNOGRAPHY
- ACTION RESEARCH

# 1. CASE STUDY

In a case study: 'The investigor explores a unbounded system (a case) or multiple bounded systems (cases) over time, through detailed. In-depth data collection involving multiple sources of information and reports a case description and case-based themes. Use of case study;

- How and why questions
- Unique features of a situations
- Can draw on data collected through questionnaires, interviews, observations, focus groups, documents… etc…

# QUALITATIVE METHODOLOGIES

- CASE STUDY
- ETHNOGRAPHY
- ACTION RESEARCH

# 1. CASE STUDY

In a case study: 'The investigor explores a unbounded system (a case) or multiple bounded systems (cases) over time, through detailed. In-depth data collection involving multiple sources of information and reports a case description and case-based themes. Use of case study;

- How and why questions
- Unique features of a situations
- Can draw on data collected through questionnaires, interviews, observations, focus groups, documents… etc…

# Ethnography

- **Ethnography** as a general term includes observation and interviewing and is sometimes referred to as participant observation.
- Used in the more specific case of a method which requires a researcher to spend a large amount of time observing a particular group of people, by sharing their way of life.
- Ethnography is the art and science of describing a group or culture.

# The aims of ethnographic research

- Seeing through the eyes of others
- Description
- Contextualism
- Process
- Flexible research design
- Avoiding early use of theories and concepts

# Ethnographic approaches are useful when the marketing research objectives call for

1. *High intensity situations*
2. *Behavioural processes*
3. *Memory inadequate*
4. *Shame or reluctance*

# Action research

- Action research is a team research process, facilitated by one or more professional researchers, linking with decision-makers and other stakeholders who together wish to improve particular situations.
- Together, the researcher and decision-makers or stakeholders define the problems to be examined, generate relevant knowledge about the problems, learn and execute research techniques, take actions, and interpret the results of actions based on what they have learned.
- There are many iterations of problem definition, generating knowledge, taking action and learning from those actions.
- The whole process of iteration evolves in a direction that is agreed by the team.

**Figure 6.2**  The action research approach
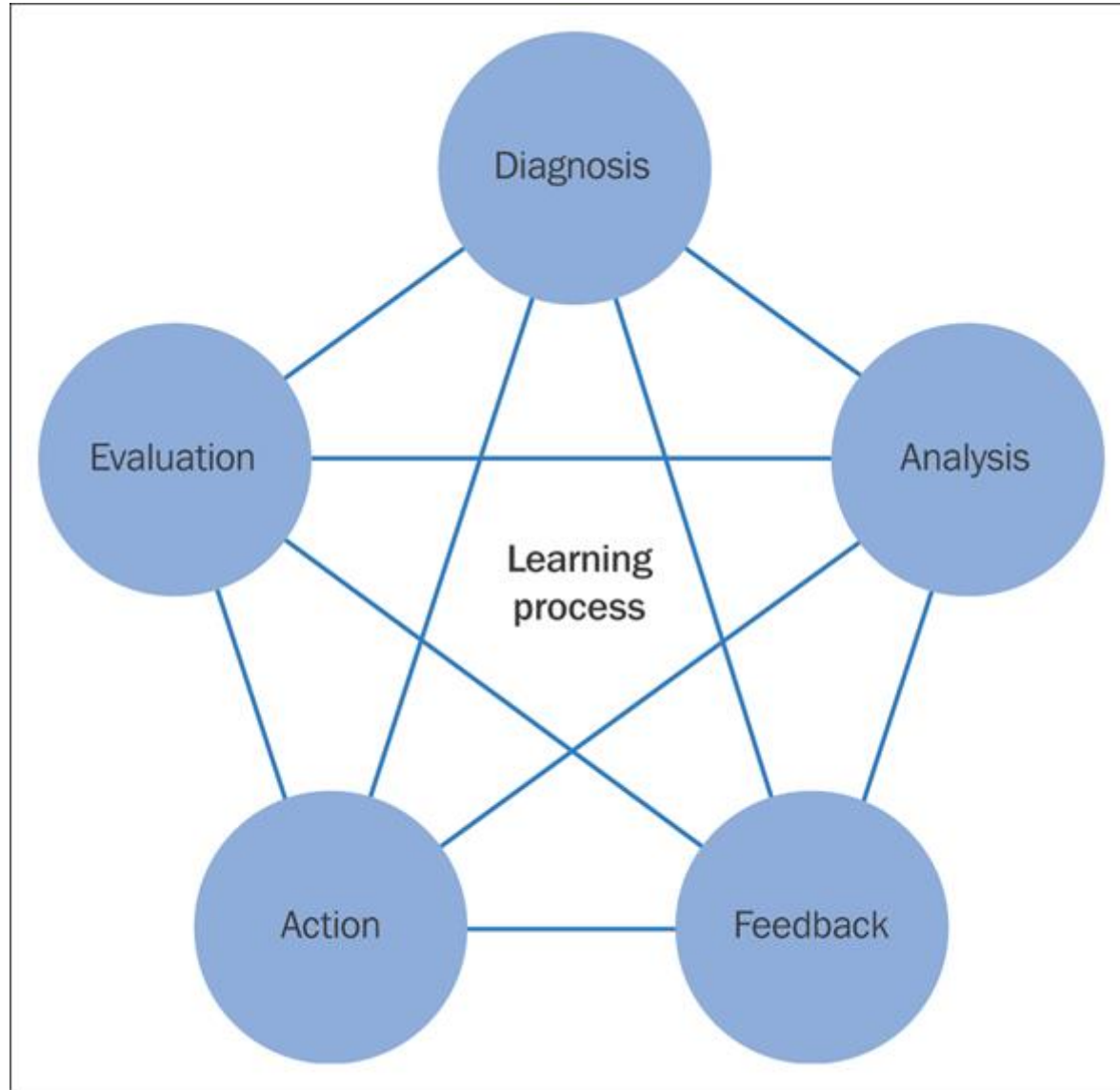
# Using the internet in qualitative research – advantages

- Extending access to participants
- Researching sensitive subjects
- Contacting interest groups
- Cost and time savings
- Handling transcripts

# Using the internet in qualitative research – challenges

- Computer literacy for the researcher
- Making contact and recruitment
- Gaining interactive skills online
- Losing access