

Qualitative Marketing Research

Understanding Consumer Behaviour

Dominika Maison

Contents

Introduction	1
1 Why we need qualitative research methods: the role of research in marketing	4
<i>Data-based marketing decisions</i>	4
<i>Qualitative vs. quantitative: choosing the right methodology</i>	6
<i>How qualitative research can help to answer marketing questions</i>	11
2 From consciousness to unconsciousness: evolution in understanding consumers and its consequences for qualitative marketing research practice	23
<i>Traditional way of understanding the consumer: a rational being aware of own attitudes and needs</i>	23
<i>New approach to the consumer: an emotional being not fully aware of own attitudes, needs, and motives</i>	26
<i>Discovering the unconscious mind and its implications for qualitative marketing research</i>	27
<i>Marketing evidence for the existence of unconscious and automatic processes</i>	34
<i>Evolution of qualitative research: from collecting information to the search for understanding</i>	36
3 Qualitative methods: the different tools in the hands of a marketing researcher	48
<i>Classic qualitative marketing research methods: focus group interviews and individual in-depth interviews</i>	48
<i>Shorter, longer, differently: variations around focus groups</i>	52
<i>Interactive methods: confrontational and creativity groups</i>	57
<i>Closer to the real experience: ethnographic research and observation in the marketing research context</i>	60
<i>Exploring new technologies: qualitative online research</i>	65

4	Projective and enabling techniques: a way to go beyond declarations	72
	<i>What are projective techniques?</i> 72	
	<i>When projective and enabling techniques can and should be used in marketing research</i> 74	
	<i>Types of projective techniques: individual vs. group, verbal vs. non-verbal, relational vs. non-relational, etc.</i> 77	
	<i>Key success factor: appropriate selection of interview stimuli</i> 81	
	<i>Projective and enabling techniques most commonly used in marketing research</i> 83	
	<i>Examples of enabling techniques</i> 94	
	<i>Analysis and interpretation of projective and enabling techniques</i> 97	
5	Step 1: defining the research questions and research schemata	104
	<i>Beyond moderation: different stages of qualitative research</i> 104	
	<i>Defining the research area: from marketing questions to research questions</i> 104	
	<i>Designing research schemata: quantitative thinking in qualitative research</i> 110	
	<i>Additional rules for selecting respondents</i> 121	
	<i>Number and type of interviews: final design of research schemata</i> 126	
	<i>Most common mistakes in planning research schemata</i> 130	
6	Step 2: discussion guide – the art of asking the right questions	136
	<i>Elementary rules for a good discussion guide</i> 136	
	<i>Question type rules</i> 145	
	<i>Question and topic sequence rules</i> 148	
	<i>Pilot interview: the last check of the discussion guide</i> 153	
7	Step 3: conducting an interview – the difference between good and bad moderators	157
	<i>Good moderation: a skill or a gift?</i> 157	
	<i>Choosing a moderator for a particular research project</i> 160	
	<i>Characteristics of a good moderator</i> 162	
	<i>Types of skills advisable for group discussion</i> 168	
	<i>Types of skills advisable for ethnographic research</i> 174	
	<i>Additional skills essential in qualitative research</i> 175	
	<i>Six major mistakes in moderation</i> 179	
8	Step 4: analysing and interpreting qualitative data	185
	<i>Why qualitative data analysis is difficult</i> 185	
	<i>Qualitative data analysis framework</i> 187	

	<i>Types of qualitative marketing research results presentation</i>	193
	<i>Principles of qualitative data analysis</i>	197
	<i>The final report</i>	200
9	Concluding chapter: future developments in qualitative marketing research	209
	<i>Why will qualitative research in marketing not disappear?</i>	209
	<i>Qualitative research of the future</i>	214
	<i>Appendix 1: Example of qualitative research guide prepared for research on seniors 60+</i>	218
	<i>Appendix 2</i>	229
	<i>Index</i>	234