



Qualitative Consumer and Marketing Research

By Russell W. Belk, Eileen Fischer, Robert Kozinets

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- How is qualitative marketing and consumer research conducted today?
- What is rigorous research in this field?
- What are the new, cutting edge techniques?

Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research 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, using illustrations drawn from the best of recent and classic research.

Whatever your background, this book will help you become a better researcher and help your research come alive for others.

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Editorial Review

Review

'From the epicentre of academic qualitative research within business schools, the advice of this seasoned Schulich team will help students and managers sharpen workbench skills and attain deeper insights in the quest to understand and influence consumers worldwide' -

John F. Sherry

Professor of Marketing, University of Notre Dame

'Qualitative Consumer and Marketing Research is an accessible, conceptually substantial and practical guide to qualitative research. Written by eminent qualitative researchers from one of the world's leading school's of Consumer Culture Theory, the book provide a substantial introduction to all elements of the research process, including design, analysis and presentation. A particular strength of the book is the advice that it gives on getting your qualitative research noticed, accepted and published' -

Andrea Davies

Senior Lecturer in Marketing, University of Leicester

'Written by three leading experts in the field of qualitative research, this book fills in a long-existing gap in the qualitative consumer and marketing research literature. It is very insightful, well structured, rich on practical applications, and written in an easy-to-read style. It successfully integrates established and innovative approaches for capturing, processing and presenting data. This is an excellent book appealing to a wide audience of readers' -

Elena Millan

Lecturer in Consumer Research and Marketing, University of Reading

About the Author

Russell Belk is Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University. He is past president of the International Association of Marketing and Development, and is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research. He also co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference, two key events in qualitative consumer research. He received the Paul D. Converse Award and the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution to Consumer Research.

Eileen Fischer is Professor Marketing and the Max and Anne Tanenbaum Chair in Entrepreneurship and Family Enterprise at the Schulich School of Business. She is past chair of the Entrepreneurship Division of the Academy of Management. Her research interests span entrepreneurship and consumer behavior topics, and she is currently an Associate Editor for both the *Journal of Consumer* and *Journal of Business Venturing*.

Robert V. Kozinets is a globally recognized expert on social media, marketing, branding and innovation. Besides inventing netnography, he has authored and co-authored over 100 pieces of research on the intersection of technology, media, brands, and consumers.

Robert V. Kozinets is widely recognized as the inventor of netnography, and a social media marketing and research authority. He has authored and co-authored over 150 pieces of research, and hundreds more Tweets (@kozinets) and blog posts (kozinets.net), usually about the intersection of technology, media, brands, methods, institutions, and social groups. This includes four books?three of them Sage Method books. Currently, Kozinets is Associate Editor of the *Journal of Consumer Research* and the *Journal of Retailing*, an Academic Trustee of the *Marketing Science Institute*, and is the Industry seat on the Board of Directors of the *Association for Consumer Research*. On the industry side, he has extensive speaking, training, and consulting experience with a range of global companies and organizations, including HSBC, TD Banking and Financial Group, American Express, Merck, Sony, Nissan, eBay, Campbell Soup, and L'Oréal. He is Professor of Marketing at York University's Schulich School of Business, where he is also Chair of the Marketing department.

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