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Qualitative Marketing Research: The State of Journal Publications


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Abstract

Qualitative methods in marketing have become essential not only for their classical advantage in consumer behavior, but also for their benefits in dealing with big data and data mining. Research from International Data Corporation (IDC) shows that when it comes to online data, unstructured content accounts for 90% of all digital information. Under these circumstances, this study provides a literature review and analysis on the role and relation of qualitative methods with quantitative methods in marketing research. The paper analyzes research articles that include qualitative studies in the top marketing journals during the last decade and focuses on their topic, domain, methods used and whether they used any triangulation with quantitative methods. Starting from this analysis, the study provides recommendations that can help better integrate qualitative methods in marketing research, academics and practice. Research from International Data Corporation (IDC) shows that when it comes to online data, unstructured content accounts for 90% of all digital information. Under these circumstances, this study provides a literature review and analysis on the role and relation of qualitative methods with quantitative methods in marketing research. The paper analyzes research articles that include qualitative studies in the top marketing journals during the last decade and focuses on their topic, domain, methods used and whether they used any triangulation with quantitative methods. Starting from this analysis, the study provides recommendations that can help better integrate qualitative methods in marketing research, academics and practice.

Keywords

Qualitative Analysis, Marketing, Triangulation

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Qualitative Marketing Research: The State of Journal Publications

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Qualitative methods in marketing have become essential not only for their classical advantage in consumer behavior, but also for their benefits in dealing with big data and data mining. Research from International Data Corporation (IDC) shows that when it comes to online data, unstructured content accounts for 90% of all digital information. Under these circumstances, this study provides a literature review and analysis on the role and relation of qualitative methods with quantitative methods in marketing research. The paper analyzes research articles that include qualitative studies in the top marketing journals during the last decade and focuses on their topic, domain, methods used and whether they used any triangulation with quantitative methods. Starting from this analysis, the study provides recommendations that can help better integrate qualitative methods in marketing research, academics and practice. Keywords: Qualitative Analysis, Marketing, Triangulation

Introduction

The black swan theory refers to events hard to predict statistically, with three main characteristics: rarity, extreme “impact,” and retrospective predictability, due to the human nature’s capacity to formulate explanations for occurrences after the fact (Taleb, 2007). There is a point where even great statistics fail and give way to the (sometimes) unpredictable human nature and alternative explanations. It is here that qualitative research finds its greatest role, in its potential to understand and explain complex phenomena and situation, in acquiring everyday knowledge and in building theories (Cooper, 2008; Gummesson, 2005; Hirschman, 1986).

While the role of qualitative research in the marketing discipline has evolved in both research and practice, there are still many topics left to debate and numerous obstacles that qualitative methods users encounter (Alam, 2005; Bailey, 2014; Barnham, 2010; Martin, 2005). Besides discussions related to paradigms and the classical comparison between positivism and interpretivism, there is also a divide regarding the formulation of objectives and the tools used in qualitative research by academics and practitioners (Bailey, 2014). For example, researchers have noted that the qualitative methods are least understood and most criticized research methods, not only because of the characteristics of the methods, but also because of the manner in which they are used and promoted in journal publications (Alam, 2005).

Qualitative methods are even more important now, with the development of online consumer communications, from blogs to social media posts and product reviews, where qualitative tools of analysis can prove beneficial for researchers and practitioners. Research from International Data Corporation (IDC; Schubmehl & Vesset, 2014) shows that when it comes to online data, unstructured content accounts for 90% of all digital information. This can include information from customer surveys, response forms, online forums, social media, documents, videos, news reports, phone calls to call centers and information gathered by the sales team. This knowledge is typically textual rather than numerical, and it is not easily quantified (Noyes, 2015; Skågeby, 2015). Practitioners note that, when connected and used

properly, this type of information can help increase revenue, reduce costs, respond to customer needs more quickly and accurately, or bring products to market faster (Schubmehl & Vesset, 2014).

The research question that guided this investigation is related to how are qualitative methods used in marketing research, how did they evolved in the past decades, and whether they are keeping up with the new technologies and market changes. In this context, this study attempts to take the pulse of the major marketing research journals in a review of articles that use qualitative methods in order to assess their current use and make recommendations based on the information collected. Overall, this study paints the current state of qualitative marketing research and practice, as well as provides recommendations and directions for future research. The results of the analysis point towards ideas that can improve and facilitate the work of marketing academics and practitioners.

Literature Review

Despite the overwhelming importance of theory testing for the scientific world, especially in the positivistic paradigm of marketing, there are other aspects important in the process of scientific inquiry, including theory development and refinements (Andriopoulos & Slater, 2013). From this point of view, we discuss shortly the characteristics of the qualitative methods and its discovery and explanation benefits, as well as its fit in the interpretivist and also the positivist paradigms.

Discovery, Explanation, Confirmation

Qualitative research, with a variety of interpretive techniques, is beneficial in describing phenomena and assessing their meaning, which is harder to do with quantitative methods. From this point of view, this type of research is essential in the discovery and explanation phases of research, even though it does not include capabilities of testing and confirmation. It includes numerous methods that can prove useful in marketing research, including observation, interview, historical research, ethnography, netnography (Alam, 2005; Golafshani, 2003; Gummesson, 2005; Kozinets, 2009; Smith & Lux, 1993). For example, qualitative methodologies such as field interviews and in-depth case studies are essential to developing theory in marketing (Alam, 2005). Qualitative methods can also help discover new variables and relationships and better extract the influence of the social context and of the human behavior (Andriopoulos & Slater, 2013; Cohen, 1999; Cooper, 2008). For example, in advertising research, qualitative analysis can provide in-depth information on how consumers see and process ads and their meaning (Belk, 2017).

Qualitative research is efficient in understanding and explaining complex phenomena and situations, in acquiring everyday knowledge, in building theories, especially in the modern world, where marketing is viewed as a socially constructed enterprise (Calder & Tybout, 1987; Cooper, 2008; Golafshani, 2003; Gummesson, 2005; Hirschman, 1986; Skågeby, 2015). In the context of international marketing, for example, researchers have noted that the lack of qualitative studies may bring limitations on the advancement of this field, because the "how" and "why" of different international marketing phenomena might remain unanswered (Andriopoulos & Slater, 2013).

The positivist paradigm is dominant in marketing, with an accent on quantitative research, numerical representation and concepts such as reliability and validity used in support of generalizations (Hanson & Grimmer, 2007; Hunt, 1994). While in recent years the use of qualitative methods has significantly increased, researchers note that the use of qualitative research in North America, Europe and the rest of the world has developed at different rates

and been informed by different traditions (Cassell, 2016). The debate on qualitative vs. quantitative data is present in the marketing discipline, as in other social sciences. Some of the main discussions focus on its weaknesses when compared to statistical data, including issues related to validity, reliability, subjectivity and rigor. Some of the challenges refer to criteria for judging the quality of studies (Kapoulas & Mitic, 2012).

Nevertheless, triangulation, as multiple methods research in which researchers use data from more than one source and employ more than one type of analysis, can also be a way to exploit the advantages of the qualitative method on its own or in combination with quantitative tools (Belk, 2017; Bryman, 2007; Davis, Golicic, & Boerstler, 2010; Hanson & Grimmer, 2007; Terrell, 2012). According to the widely accepted definition, in triangulation researchers may employ two or more qualitative methods, two or more quantitative methods, or a combination of qualitative and quantitative methods in what is called a mixed methods approach.

Qualitative research is especially used in multimethod studies in combination with quantitative methods, where triangulation can help with a more in-depth understanding of the phenomenon in question, in order to combine the rigor and validation of statistical data with the possibility of richer and more in-depth inquiry. In this context, in most cases researchers use a combination qualitative-quantitative, where qualitative methods are assigned to the exploratory phase of research (Branthwaite & Patterson, 2011; Denzin & Lincoln, 2005; Terrell, 2012). In consumer research, qualitative approaches can provide better insights regarding the context and intentions of consumers, their perceptions and motivations, not only short term reactions (Branthwaite & Patterson, 2011). Overall, the trend in articles on this topic is to call for more collaboration between qualitative and quantitative methods in order to improve discovery and better focus on complex phenomena (Stewart, 2009).

Nevertheless, even using qualitative methods alone can show significant rigor and reliability. Alam (2005) found that a theory generating idiographic research, such as field interviews, could be performed in a systematic manner, in a structured framework for data collection. Other authors focused on the reliability measurement of qualitative data by using a decision theoretic loss function and model the loss to the researcher of using wrong judgments, as well as using other types of quantitative measures that could be transposed in qualitative research (Rust & Cooil, 1994). Authors have used, for example, a proportional reduction in loss (PRL) reliability measure that has the potential for generalization for quantitative and qualitative measures (Zinkhan, 2006).

Even though qualitative studies do not deal with statistics, researchers have shown numerous techniques that maintain just as much rigor for this type of studies. For example, there are techniques to structure data, such as matrices and graphs, as well as the grounded theory approach to qualitative analysis, with very clear processes and procedures (Glaser, 1978; Strauss & Corbin, 1990). Other studies have analyzed how researchers using qualitative methods move between data and inferences, conceptualizations, and representations of data, making connections between the empirical and theoretical domains (Spiggle, 1994). With modern technologies, there is also computer software able to analyze text, provide trends, perform analytical tasks and even provide quantitative information.

Positivism vs. Interpretivism, Qualitative vs. Quantitative

As Kuhn (1962) mentioned, imposing a paradigm is a political business that manages the rapport of forces between methods. From this point of view, positivism has clearly dominated marketing research for decades and, even more, it also influenced the evolution of qualitative studies and researchers' attempts to extract statistics from qualitative data (Martin, 2005).

Research paradigms differ with regards to their ontologic assumptions (the nature of reality), epistemology (how to understand reality) and axiology (methodical access to what can be known about that reality). While positivism assumes that the world is objective and can be evaluated deductively with the ability of confirmation, interpretivism focuses on interpretations based on experiencing phenomena, exploring in order to develop theories, with a relative approach to judging which view is better (Andriopoulos & Slater, 2013; Denzin & Lincoln, 2005; Golafshani, 2003; Hudson & Ozanne, 1988).

In marketing research, the positivist and interpretive paradigms have been analyzed in terms of their ontological, axiological and epistemological assumptions (Hudson & Ozanne, 1988) and have been the key focus of the qualitative versus quantitative debates (Deshpande, 1983). In general, qualitative research is associated with the interpretive approach, with introspection, interpretation and experiences. Quantitative research is equated to empirical research in the positivistic tradition, focused on experimental design and statistical procedures such as multiple regression and structural equation modelling (Bahl & Milne, 2010; Carlson, 2008; Denzin, 2001).

Table 1

	Positive	Interpretive
Goal	Predict	Understand
Knowledge sought	General, context independent	Specific, context-dependent
Research	step by step controlled experiment with statistical significance	Descriptive evolving design derived from the natural settings
Characteristics	Objective Nomethetic Quantitative Outsider Etic	Subjective Idiographic Qualitative Insider Emic
Criticism	Leave out social context	Based on individuals experience and interpretation

As it can be seen in Table 1, there are significant differences between the two paradigms, and many criticism reasons for the qualitative methods associated with the interpretive approach (Carlson, 2008). While the differences between the two paradigms might be clear, associating quantitative to positivism and qualitative to interpretivism, with no chance of middle ground, cooperation or encounter between the two might be too simplistic (Belk, 2006; Deshpande, 1983; Hopkinson & Hogg, 2006). Some researchers have even shown that qualitative data, in certain forms, can be used in both positivist and interpretivist studies, and that validity can be assessed for qualitative work (Alam, 2005; Gummesson, 2005; Hopkinson & Hogg, 2006). In order to assess the degree of triangulation and use of both methods for their specific strengths, the study analyzes the qualitative research published in top marketing journals during the past decade.

Role of the Researchers

As researchers focused mainly on quantitative studies in the form of surveys and experiments, the interest in consumer behavior in the digital environment and social media has inevitably led us towards qualitative methods that help explain online consumer content, interactions and decisions, from interviews to content analysis, netnography and social network analysis (Alam, 2005; Kozinets, 2009; Noyes, 2015; Skågeby, 2015). These methods can prove

extremely helpful in the online environment, in social media and in the context of big data and data mining.

From this point of view, it is very helpful to understand the influence that qualitative methods have in the marketing literature, as well as their distribution in different journals and marketing areas. Therefore, our decision was to understand the current use of qualitative research methods in marketing and provide recommendations on how this can be improved, considering its importance in the digital business world (Noyes, 2015; Skågeby, 2015).

Methods

Researchers have noted that theory-testing methodologies such as surveys and experiments are the dominant methodologies in marketing, even though qualitative methods such as interviews and in-depth case studies, as well as new techniques and analysis software, can contribute to developing theory in marketing (Alam, 2005; Gummesson, 2005). Alam (2005) found only about 35 studies published based on some form of qualitative methods, between 1990-2003, in the top marketing journals (*Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of the Academy of Marketing Science*). Another study performed a content analysis of 1,195 articles published between 1993 and 2002 in three prominent marketing journals and found that 24.80 per cent of articles employed qualitative methods in some form (Hanson & Grimmer, 2007), in order to provide more insight or a deeper understanding of the phenomenon under investigation.

Under these circumstances, our objective is to analyze what happened within the last decade regarding qualitative studies in top marketing journals, the topics analyzed through this type of research, methods used, as well as if a combination with quantitative methods is present. For this purpose, we searched for qualitative studies in the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, *Marketing Science*, the *Journal of Consumer Research*, and the *European Journal of Marketing* during the period 2005-2014. The search used the keyword “qualitative” to purposefully find studies that mention qualitative methods or research in their text. While we found over 300 articles based on the search query, after reading them, many were eliminated for using the word “qualitative” in other purposes. We also removed from the analysis articles that were editorials and comments from editors or researchers, while some of these studies were taken into consideration in the literature review section. We also eliminated from our analysis a few studies that only mentioned the use of qualitative methods for scale of measurement item generation, without offering any details on what procedures they performed. Overall, 149 articles that included qualitative methods were analyzed in depth and classified, as in can be seen in the table provided in the Appendix.

Results

Overall, the presence of qualitative studies in top marketing journals has improved since the previous decade; however, one third of the studies we analyzed came from the *Journal of Consumer Research* (JCR), followed by the *European Journal of Marketing* (EJM), the *Journal of the Academy of Marketing Science* (JAMS) and the *Journal of Marketing* (JM), as it can be seen from Table 2.

Table 2

Journal	%
<i>Journal of Consumer Research</i>	32.9
<i>European Journal of Marketing</i>	24.8
<i>Journal of the Academy of Marketing Science</i>	22.1
<i>Journal of Marketing</i>	15.4
<i>Marketing Science</i>	2.0
<i>Journal of Marketing Research</i>	1.3

Topics Analyzed

The most common topics studied in these articles were related to consumer behavior (over 50%), followed by marketing strategy and business-to-business, as shown in Table 3. Most consumer behavior studies were published in the *Journal of Consumer Behavior* and included topics such as consumer identity, values and taste, as well as consumption experiences (Bahl & Milne, 2010; Tumbat & Belk, 2011). Consumer behavior topics also included analyzes focused on invisible brands (Coupland, 2005), material culture (Epp & Price, 2010; Lastovicka & Sirianni, 2011) and fetishes in contemporary consumption (Fernandez & Lastovicka, 2011). They included studies from various industries, including banking (Bernthal et al., 2005), medical services (Botti et al., 2009), arts (Chen, 2009), fashion (Phillips & McQuarrie, 2010; Scaraboto & Fischer, 2013) and gambling (Cotte & Latour, 2009; Humphreys, 2010). Consumer behavior articles published in other journals, such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science* and the *European Journal of Marketing*, have analyzed issues related to customer loyalty, claims and complaining behavior (Chiou & Droge, 2006; Voorhees et al., 2006; Wirtz & McColl-Kennedy, 2010), consumer reviews (Ludwig et al., 2013; Sridhar & Srinivasan, 2012) and word-of-mouth (Mazzarol et al., 2007) and service separation (Keh & Pang, 2010). Topics such as consumer relationships and brand communities are encountered in multiple journal articles across publications (Braun-LaTour et al., 2007; Devlin & McKechnie, 2008; Diamond et al., 2009; Gruner et al., 2013; MacLaran & Brown, 2005; Muniz Jr. & Schau, 2005; Raciti et al., 2013; Thompson & Coskuner-Balli, 2007). Marketing strategy articles include topics such as market orientation (Blocker et al., 2010; Macedo & Pinho, 2006; Ruokonen et al., 2008), product creativity (Burroughs et al., 2011), innovation Coviello & Joseph, 2012; Griffiths-Hemans & Grover, 2006; Rajala et al., 2012), and green marketing (Leonidou et al., 2013). Some of the issues analyzed in the articles that belong in the business-to-business area are related to interfirm learning (Perez et al., 2013), franchise relationships (Brookes and Roper, 2011; Doherty & Alexander, 2006; Doherty et al., 2014; Hodge et al., 2013), business reference value (Kumar et al., 2013) and crises in business markets (Grewal et al., 2007).

Qualitative Methods

Regarding the qualitative method of analysis used, the most utilized tool was the interview, in an overwhelming proportion, followed by ethnography, case studies and content analysis, as shown in Table 3. Studies used exploratory, open-ended interviews (Dahl & Moreau, 2007; Ellen et al., 2006; Viswanathan et al., 2010), phenomenological interviews (Arsel et al., 2011); Ulver & Ostberg, 2014; Wong & King, 2008), image-elicited depth interviews (Beverland & Farrelly, 2010; Cotte & Latour, 2009), as well as interviews based on

grounded theory (Batra et al., 2012; Beverland et al., 2010; Closs Speier, & Meacham, 2011; Law et al., 2012).

It is surprising that, especially when it comes to online data analysis, we did not find a more significant interest in the use of netnography, considering the popularity of this new method among young researchers and of its creator, Kozinets (2009). This might be beneficial not only for analyzing consumer sentiment, for example, but also in the context of other topics, such as brand engagement and market maven behavior. Regarding marketing strategy and business-to-business studies, the qualitative methods of preference included the interview and the case study.

The information extracted from this analysis shows that articles analyzing topics related to consumer behavior, and especially publications in the Journal of Consumer Research, are prevalent in the qualitative research field. Nevertheless, topics that can also benefit tremendously from methods such as interviews, including business-to-business, relationship marketing and sales, have a certain presence in the qualitative studies, though not nearly close to their potential positive impact for these topics. From the distribution of qualitative studies in the journals analyzed, it can be seen that some top marketing journals have less interest in qualitative research, with the exception of EJM, a journal that has a significant presence for a generalist marketing journal.

Table 3

Method	%
interviews	59.2
ethnography	8.1
content analysis	6.1
focus group	4.7
case study	4.0
grounded theory	3.4
observation	2.8
netnography	2.7
text mining	2.0
case study, interviews	1.4

Topic	%
consumer behavior	54.4
strategy	9.4
B2B	8.1
branding	6.0
sales	3.4
innovation	2.7
Relationship marketing	2.7
Services	2.7
international marketing	1.3

Triangulation with Quantitative Methods

When it comes to triangulation, we focused on analyzing and quantifying the combination of qualitative methods with quantitative methods. The objective was to see

whether journals and researchers are more open to studies that don't use qualitative methods as sole strategy of analysis, even if qualitative triangulation is employed. Some researchers have promoted the development of mixed methods research and the integration of quantitative and qualitative findings (Bryman, 2007).

After quantifying the results, they show that 65% of the 149 studies analyzed in depth did not include any type of quantitative studies. The remaining articles used triangulation mostly in combination with surveys, the most common method of quantitative research. In this case, the qualitative studies were mostly employed in exploratory purposes and as a contribution to setting up better quantitative studies. Qualitative studies were also used in combination with experiments, though in a lower proportion. Regarding triangulation, most qualitative studies are used for exploratory and descriptive purposes (mainly through interviews), followed by empirical papers using surveys or experiments. The multi-method approach and the fact that they present an empirical analysis make these papers easier to market for journals and conferences. It was also interesting to see that many articles that we eliminated from our analysis gave very little importance to the qualitative studies they performed in order to create scales of measurement, where the entire procedure was omitted. Overall, the studies using triangulation show the benefits of qualitative research and its complementary role with quantitative research.

The number of qualitative articles also shows that the situation has improved compared to decades ago, even considering similar studies performed a decade ago (Alam, 2005). Nevertheless, it still does not place qualitative research in a positive light compared to quantitative research. While many researchers consider that journal editors and reviewers, as well as the rigors of the positivist paradigm, keep qualitative studies from being published in top journals, another reason could be related to the penetration of the qualitative method in graduate and especially doctoral education. It might be that not a disdain for qualitative research keeps it at bay, but actually the lack of structured education and procedures. In this case, triangulation with quantitative methods is used by researchers not only from necessity, but also to provide reviewers' a quantitative study where rigor and the accuracy of the method are much easier to analyze and quantify (Varadarajan, 2003).

Recommendations

As our reviews of the marketing literature showed, there is no easy and simple prescription regarding the use of qualitative research in academics and in practice. However, there are a few measures that every involved party in the marketing discipline can take in order to clarify what qualitative research is, how it should be performed and when it is recommended.

One of the options of improving both quantitative and qualitative methods is to cooperate in order to improve and lead to a progress of knowledge and understanding (Carlson, 2008; Davis, Golicic, & Boerstler, 2010; Parasuraman & Zinkhan, 2002). As Gummesson (2005) noted, being quantitative can contribute to raising the scientific status of marketing from quantitative point of view, while qualitative methods can do so regarding marketing as a social science, but is not sufficient, and a combination of both worlds might add substantial synergy to research in marketing. Moreover, as the market and research show, successful practitioners are increasingly using qualitative and quantitative models in order to better determine where, when, and how to make successful business decisions (Fox & Groesser, 2016). In the same context, researchers should formulate clear standards of using qualitative methods, processes and transparency regarding information collected, so that editors or reviewers can assess its rigor. Therefore, we formulate a few recommendations that apply to academic researchers, educators and students, as well as managers and market research practitioners.

Research Recommendations

Instead of rejecting the qualitative method from the start, because of potential publication difficulties, researchers should consider its benefits in certain situations, such as when exploration, explanation and interpretation are essential for the study. Moreover, some research studies can benefit from the use of triangulation with quantitative methods, when the in-depth analysis of a qualitative study is combined with the numerical and statistical rigor of a quantitative method. For example, the analysis can combine different techniques, such as interviews or content analysis, especially in online context, with field experiments or effectiveness measures.

A major issue related to the use of qualitative research and its high rejection rate for journals is represented by criteria of evaluation of the quality of the study. Thereof, researchers can create standards of quality for processes and qualitative tools that make it easier for everybody to perform or evaluate such as study. Formulating criterions of goodness of qualitative research can also benefit future uses of the method.

Collaboration with researchers from other fields, as well as practitioners, can contribute to improving the use of the method. A better grasp on the use of qualitative techniques in practice, criteria used for evaluation, modern tools and techniques can be obtained by encouraging collaborative studies with marketing practitioners and by generating qualitative studies that present relevant information and high-quality research methods to marketers.

Academic Recommendations

Representatives of the academic world and not only researchers should maintain a flow of communication with market research companies, in order to assess the latest trends, tools and technologies in practice. This is essential in their ability to provide students with the information necessary to perform even basic market research studies when they graduate. Business schools should teach qualitative methods and standards of research at least in graduate and especially doctoral programs, given the importance awarded to these methods by the most appreciated market research companies.

Business schools could also improve the relationship between doctoral programs and market research companies from this point of view and help graduate students become more involved in market studies that also have high relevance and practical value, not also theoretical value. Nevertheless, academics can encourage doctoral students to create dissertations using triangulation and use qualitative methods for their exploration and explanation benefits.

Managerial Recommendations

Managers and market research companies could focus more on the rigor of their qualitative data analysis and on collaborating with academics to formulate standards of quality that can be used to ensure the reliability and validity of qualitative studies. Given the richness of tools and innovations used by practitioners, it is recommended for companies to enhance their efforts regarding the promotion of qualitative software tools to the academic community.

Practitioners should also be more engaged in top marketing conferences and showcase research tools and methods used in practice, especially the innovative techniques regarding big data mining and social media data analysis. Marketers can also collaborate with doctoral programs that can offer the opportunity to interact with highly trained and motivated researchers and the possibility for sharing and exchanging ideas and information.

Conclusions

The paper represents a qualitative study that paints the current state of qualitative marketing research and provides suggestions for improvement and future studies. The analysis of a decade of top marketing journals showed that qualitative studies are published much more than in previous decades; however, it still happens mostly in the field of consumer research and preferably if the articles contain some triangulation with a quantitative method. This denotes that qualitative methods are used in the exploratory purpose to prepare better quantitative studies. Publication analysis and discussions with researchers still show a divide between qualitative and quantitative researchers and the existence of the “or” instead of the “and” placed between the two methods. Given this overall situation, there are a few conclusions and future steps that can be formulated from our discussions, analysis and readings.

First, the benefits of qualitative research need to be understood, as well as its position as a complement or alternative in certain situations, not as a competitor, to quantitative research. Second, the idea of “either one or another” can be easily adapted, as it could be seen in the case of the articles presenting triangulation cases. Third, the comparison of which one is superior to the other can be easily adapted to the much more efficient approach of which method is more appropriate for the specific research situation and topic being studied. Fourth, better cooperation with the industry can help keep up to date with the latest technologies and tools, and can contribute to the formulation of standards and criteria for qualitative research methods.

Overall, this article represents an opportunity to identify potential trends, common issues and formulate solutions that can benefit the marketing discipline and improve the efficiency of marketing practice.

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Study	Journal	Topic	Area	Method	Qualitative purpose	Quantitative methods	Conclusion
Adkins & Ozanne (2005)	JCR	literacy skills and consumption activities	consumer behavior	interview	iterative hermeneutical approach of shifting back and forth between the data and the literature to identify a logical chain of evidence	no	Buying behavior is a social practice of identity maintenance and management.
Ahearne, Jelinek, & Jones (2007)	JAMS	salesperson service behavior	sales	interviews	extensive exploratory interviews across professional selling domains	yes - survey	Develops a set of behaviors, referred to as “salesperson service behaviors.”
Ahuvia (2005)	JCR	loved objects and consumers' identity	consumer behavior	interview	Interviews reveal three different strategies: demarcating, compromising	no	The roles of loved objects and activities in structuring social

Study	Journal	Topic	Area	Method	Qualitative purpose	Quantitative methods	Conclusion
					and synthesizing solutions		relationships and in consumer well-being.
Antioco et al. (2008)	JAMS	service business orientations in manufacturing companies	strategy	interviews	an exploratory study involving in-depth interviews	yes - survey	services in support of the client's action leverage relative product sales
Arnould & Mohr (2005)	JAMS	marketing opportunities in base-of-the-pyramid market	market development	ethnography	extended case with longitudinal, ethn. data collected from a leather-working cluster in W Africa	no	dynamic market-driven transformational model of BOPM clusters.
Arsel & Bean (2013)	JCR	taste	consumer behavior	interview, observation	qualitative and quantitative analysis of a home design blog, interviews with participants, and observation	no	aesthetics is linked to practical knowledge and becomes materialized through everyday consumption
Arsel & Thompson (2011)	JCR	marketplace myths	consumer behavior	interview	21 phenomenological interviews on consumption experiences in indie music, art, and fashion	no	advance theorizations concerning marketplace myths and consumer identity work
Awuah, Gebrekidan, & Osarenkhoe (2011)	European Journal of Marketing	interactive (networked) internationalization: the case of Swedish firms	international marketing	open-ended face-to-face and telephone in-depth interviews and e-mail communications	qualitative data are used to build the two case studies. when "how" and "why" questions are being posed	no	Independent actors, with their interconnected networks, are still playing a major role in internationalization processes.
Bahl & Milne (2010)	JCR	dialogical exploration of consumption experiences	consumer behavior	interview	in-depth interviews, multidimensional scaling, cluster analysis, and metaphors to distill important voices in their informants.	no	relationships involving opposition and domination reflect unresolved conflicts
Batra, Ahuvia, & Bagozzi (2012)	Journal of Marketing	brand love	consumer behavior	grounded theory	2 qualitative studies to uncover the different elements of consumer prototype of brand love	yes - surveys (SEM)	brand love models predict loyalty, word of mouth, and resistance
Berger, Cunningham, & Drumwright (2006)	JAMS	social alliances, a type of corporate societal marketing initiative.	social marketing	interviews	an interview protocol on the basis of preliminary interviews with 15 experts, conducted in a loosely structured manner.	no	Social alliances are an important means whereby employees identify more closely with their organizations

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Bernthal, Crockett, & Rose (2005)	JCR	credit cards as lifestyle facilitators	consumer behavior	interview	analyze accounts provided by consumers, credit counselors, and participants in a credit counseling seminar	no	develop a differentiated theory of lifestyle facilitation through credit card practice
Beverland & Farrelly (2010)	JCR	consumers' purposive choice of authentic cues	consumer behavior	interview	image-elicited depth interviews, to investigate whether consumers pursue the consumption of authentic objects with specific personal goals in mind	no	consumers are motivated to focus on those particular cues in objects that for them convey authenticity
Beverland et al. (2010)	JAMS	consumer conflict management in service encounters	services	grounded theory	modified grounded theory approach, with 39 informant accounts of service failures	no	model of consumer conflict management drawing
Blazevic & Lievens (2008)	JAMS	The roles customers play in knowledge coproduction	innovation	content analysis	data from three electronic service interaction channels, involving managers, engineers, and customers; case study findings	no	the importance of knowledge coproduction by customers and its ability to improve different tasks substantially during innovation activities
Blocker et al. (2010)	JAMS	proactive customer orientation	market orientation	interviews	developed a measure of provider proactive customer orientation from a customer perspective using qualitative inquiry.	yes - survey	proactive customer orientation is the most consistent driver of customer value
Botti, Orfaly, & Iyengar (2009)	JCR	autonomy and emotional responses to medical decisions	consumer behavior	observation , interviews	observations of participants from over 18 months in French and U.S. NICUs, in-depth, semi-structured interviews with 60 clinicians and 75 parents	yes - laboratory study	perceived personal causality for making tragic decisions generates more negative feelings than having the same choices externally made
Bradford (2008)	JCR	intergenerationally gifted assets	consumer behavior	interview	The qualitative methods employed provide a nuanced perspective with data from a cross section of consumption experiences across race and socioeconomic status	no	individuals employ indexical accounts to allocate assets in support of relational goals and employ prosaic accounts to achieve utilitarian goals

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Brady, Voorhees, & Brusco (2012)	Journal of Marketing	Service Sweethearting	consumer behavior	open-ended survey	An open-ended survey was administered to 40 people who were either currently employed or had previously worked in services industries within the past two months.	yes - survey	although sweethearting inflates a firm's satisfaction, loyalty, and positive word-of-mouth scores by as much as 9%, satisfaction with the confederate employee fully mediates these effects
Braun-LaTour, LaTour, & Zinkhan (2007)	Journal of Marketing	consumers' relationships to their products	consumer behavior	interviews	a study on three generations of automobile consumers to illustrate how these memories symbolize the consumer	no	people's earliest and defining product memories can be used as a projective tool to help understand consumers' relationships to their products
Brookes & Roper (2011)	European Journal of Marketing	inter-organisational processes used to control international master franchise agreements	B2B	single case study approach, semi-structured key informant interviews	a qualitative, in-depth case study in the international hotel industry, with an international master franchise agreement	no	The study identifies the inter-related nature of operational and relational control processes and how these evolve over the life of a master franchise agreement.
Brun, Durif, & Ricard (2014)	European Journal of Marketing	e-relationship marketing	Relationship marketing	exploratory cognitive mapping technique	The exploratory cognitive mapping technique employs three types of respondents: a banking expert, online banking customer and academic expert.	no	The study points up similarities with traditional relationship marketing (e.g. satisfaction, commitment by bank) and identifies several new concepts spawned by the web-based environment.
Burroughs, Dahl, Moreau, Chattopadhyay, & Gorn (2011)	Journal of Marketing	creativity	strategy	interview	A qualitative study of 20 firms senior executives	yes - experiment	product creativity was highest when the monetary reward was paired with a creative training technique
Camiciottoli, Ranfagni, & Guercini (2014)	European Journal of Marketing	to propose a new methodological approach to investigate brand associations	branding	qualitative market research techniques with quantitative text mining	applied to determine types and perceptions of brand associations among fashion bloggers.	no	consistent brand associations across the three brands, as well as substantial matching with company-defined brand associations.

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Carrigan & Szmigin (2006)	European Journal of Marketing	relationship between consumption and production evolves as women enact their roles as mothers	consumer behavior	interviews	Qualitative, individual interviews used to allow an in-depth analysis of the life stories of the respondents. An interpretive analysis reveals the purpose, patterns and rules followed by individuals.	no	Convenience consumption empowers these "mothers of invention" to autonomy through their rejection of unnecessary drudgery, and enables them to negotiate the role of caretaker within the family.
Cayla & Arnould (2013)	Journal of Marketing	ethnography	market research	ethnography	in-depth investigation of two companies with a cross-sectional study of ethnographic projects in several industries, countries, and strategic contexts	no	The authors describe how ethnographic stories give executives a unique means of understanding market realities
Cayla & Peñaloza (2012)	Journal of Marketing	foreign market adaptation	international marketing	ethnography	ethnographic fieldwork in India, where they followed several multinational companies	no	well-entrenched and enduring identities can obstruct the learning and strategic adjustments
Cayla & Eckhardt (2008)	JCR	Asian Brands and the Shaping of a Transnational Imagined Community	consumer behavior	interview	extended case method: the analytic reduction of empirical data into a set of themed materials and trying to explain the studied phenomenon in light of existing theory and the macro context	no	how brand managers create regional Asian brands and show how some of them are attempting to forge new webs of interconnectedness through the construction of a transnational, imagined Asian world
Chaplin & Lowrey (2009)	JCR	consumer-based consumption constellations in children	consumer behavior	experiment, collage methodology, interviews	experiment, collage methodology, interviews with children	no	by early adolescence, stereotypes become stronger, constellations become smaller and less flexible
Chen (2009)	JCR	consumer desires and value perceptions about contemporary art collection	consumer behavior	interview	in-depth interviews conducted with 116 informants.	no	multilevel and multifaceted perspective on art consumption behavior
Chetty & Stangl (2010)	European Journal of Marketing	network relationships are used in the internationalization and innovation of SME	B2B	semi-structured interviews	in-depth qualitative study of ten software firms in New Zealand. The unit of analysis is the firm	no	network relationships are influential in shaping the firm's future as well as sustaining the firm.

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Chiou & Droge (2006)	JAMS	consumer loyalty	consumer behavior	interviews	A preliminary qualitative study was conducted. Four consumers of XYZ were recruited for in-depth interviews.	yes - survey	an integrated framework explaining loyalty responses in high-involvement, high-service luxury product markets
Closs, Speier, & Meacham (2010)	JAMS	enterprise value chains and sustainability	ethics	content analysis: documents	an inductive approach using a grounded theory methodology to develop a framework for sustainability	no	framework to define the dimensions of sustainability and the categories of initiatives within each dimension
Combe, Rudd, Leeftang, & Greenley (2012)	European Journal of Marketing	antecedents and outcomes of strategic flexibility	strategy	case study, interviews	An exploratory qualitative research design, applying multiple data collection techniques in a branch network of a large regional retailer in the UK.	no	The number and type of strategic options developed by managers impact on the degree of strategic flexibility and on the ability of the firm to achieve competitive differentiation.
Commuri & Gentry (2005)	JCR	household resource allocation		interview	20 couples were interviewed 64 times over 2 years about their management of economic resources and consumption decision making	yes - survey	when the woman was the chief wage earner, joint pools of money were used to cover routine expenses but separate pools were also used for several reasons
Cotte & Latour (2009)	JCR	the meaning of online gambling consumption	consumer behavior	image based interviews	qualitative, image-based study of 30 Las Vegas online and casino gamblers: interviews with 30 local gamblers, using visual images and collages that the participants created	no	explore the meaning of online gambling consumption to consumers and flesh out the social welfare implications
Coupland (2005)	JCR	invisible brands	consumer behavior	ethnography	16 mo. ethnography of households and their kitchen pantries	no	the households use storage strategies that parallel camouflaging strategies in nature
Coviello & Joseph (2012)	Journal of Marketing	innovation	strategy	inductive method	inductive qualitative method that uses an open-ended and interpretive approach, biographic	no	The firms with major innovation success are distinguished by a nonconventiona

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					histories and archival documents		1 new product development process
Cron et al. (2014)	JAMS	perceptions of senior sales executives	sales	interviews	interviewed 74 senior executives responsible for their firms' selling function using the repertory grid approach	no	Research propositions for examining sales force strategy
Cross & Gilly (2014)	Journal of Marketing	cultural dynamics on decision roles and influence within the binational household	consumer behavior	interviews	60-to 90-minute in-depth interviews with spouses in binational households.	yes- survey	Cultural competence (knowledge of country of residence) as a source of expert power and as a form of cultural capital in family decision making
Dahl & Moreau (2007)	Journal of Marketing Research	constrained creative experiences	consumer behavior	interview	A qualitative study explores the diverse motivations for undertaking creative tasks; 2 experimental studies to understand the constraints in facilitating a balance between perceived competence and autonomy	yes - experiment	When consumers engage in creative activities with a sense of both autonomy and competence, they enjoy the experience more.
DeBerry-Spence (2008)	JAMS	Product meaning creation	consumer behavior	ethnography	Multisite ethnography to examine how US consumers construct product meanings and assign them to African clothing	no	consumers establish contextual product meanings through the use of interpretive frameworks
Decrop & Derbaix (2010)	JAMS	Pride in sport consumption	consumer behavior	naturalistic inquiry, symbolic interactionism; grounded theory	qualitative interpretive study on soccer fans' possessions	no	Four types of pride: introspective, vicarious, contagious, and conspicuous
Devlin & McKechnie (2008)	European Journal of Marketing	consumer perceptions on brand architecture	branding	focus groups	qualitative approach using focus groups	no	the corporate brand playing a predominant role in services markets
Diamond, Sherry Jr., Muñiz Jr., McGrath, Kozinets, & Borghini (2009)	Journal of Marketing	consumers' relationships to powerful brands	branding	ethnography	qualitative exploration of the American Girl brand that is both deep and broad	no	powerful brands are the products of multiple sources, multiple narrative representations in multiple venues.

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Doherty & Alexander (2006)	European Journal of Marketing	the control of international retail franchise networks	B2B	case study	qualitative methodology and a multiple case design: 6 UK-based fashion retailers with international franchise operations form the empirical basis of the study.	no	The franchise contract, support mechanisms, franchise partner selection, the franchise relationship and the use of master/area franchising are major methods by which international retail franchisors exert control.
Doherty, Chen, & Alexander (2014)	European Journal of Marketing	the franchise relationship in china	B2B	interviews	an interpretive approach, in-depth interviews with franchisors and franchisees in nine retail organizations in China.	no	The explanatory power of agency theory is apparent when viewed in terms of the vertical agency problem.
Du, Sen, & Bhattacharya (2008)	JCR	corporate health initiatives reactions	consumer behavior	focus groups	focus groups were conducted in Spanish by a Hispanic moderator from a qualitative research company	yes - experiment	the impact of a corporate health initiative aimed at disadvantaged Hispanic families, especially the children is high in Spanish
Ellen, Webb, & Mohr (2006)	JAMS	the influence of consumers' attributions on corporate outcomes in response to csr	consumer behavior	open-ended question	an exploratory, qualitative study undertaken to identify the range of motives consumers attribute to CSR efforts	yes - survey	consumers differentiated four types of CSR motives
Epp & Price (2010)	JCR	the role of material culture in families	consumer behavior	case study	longitudinal case study on the role of material culture in families	no	Findings from a longitudinal case study extend Kopytoff's theory of singularization
Epp & Price (2011)	Journal of Marketing	customer network identity goals	consumer behavior	interviews	depth interviews with 21 families, the focal customer network, to generate collective and relational vacation narratives	no	the resulting mix of integrated products and services, or the solution, is shaped by customer network identity goals
Epp, Schau, & Price (2014)	Journal of Marketing	long-distance family consumption practice	consumer behavior	interviews, diaries	group interviews and participant diaries to track how families' consumption practices shift in response to separation	no	framework that explains how and when colocated consumption practices reassemble through technologies across distances

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Evans, Bridson, & Rentschler (2012)	European Journal of Marketing	brand orientation	branding	interviews	A collective case study design, consisting of key informant interviews using a semi-structured interview protocol, analysis of institutional documents and observational research.	no	six attributes are presented that include brand orientation as an organizational culture and compass for decision-making and four brand behaviors (distinctiveness, functionality, augmentation and symbolism).
Fernandez & Lastovicka (2011)	JCR	fetishes in contemporary consumption	consumer behavior	interviews	23 videotaped depth interviews with 16 male informants	no	cyclical fetishization is only perpetuated when empowerment is public, sustained, and authentic
Giesler (2006)	JCR	consumer gift systems	consumer behavior	netnography	5 yr. of netnographic and ethnographic studies of Napster's peer-to-peer music file sharing network	no	a critique of the dyadic model of consumer gift giving and an extension of the classic paradigm of gift giving
Giesler (2008)	JCR	drama in marketplace evolution	consumer behavior	netnography, interviews	7-year longitudinal processual investigation of consumer performances in the war on music downloading	no	The process of marketplace drama, a fourfold sequence of performed conflict among opposing groups of consumers and producers
Glynn, Brodie, & Motion (2012)	European Journal of Marketing	manufacturer brand and retailers	branding	interviews	develop a conceptual framework, from a literature review and qualitative interviews; survey of supermarket category buyers	yes - SEM	Manufacturers' brands deliver four benefits to retailers: financial, manufacturer support, meeting customers' expectations and brand equity.
Grewal, Johnson, & Sarker (2007)	JAMS	Crises in business markets	B2B	interviews	qualitative data from 27 interviews with executives in 13 firms	no	a process model of crisis that consists of five phases
Griffiths-Hemans & Grover (2006)	JAMS	idea fruition process	innovation	interviews	in-depth interviews with idea originators and individuals who were involved with the development and filtering of new product ideas	yes - survey	idea fruition process consists of three subprocesses: idea creation, idea concretization, and idea commitment
Gruner, Homburg, & Lukas (2013)	JAMS	online brand communities	innovation	content analysis	Cross industry analysis of 81 firm-hosted	yes - survey	firm-hosted online brand communities can be a

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					online brand communities		predictor of new product success
Hauser, Toubia, Evgeniou, Befurt, & Dzyabura (2010)	Journal of Marketing Research	consumer product selection	consumer behavior	interview	Drawing on qualitative research, the authors propose disjunctions-of conjunctions (DOC) decision rules that generalize well-studied decision models	yes	For the validation data, the cognitively simple DOC-based methods predict better than the ten benchmark methods on an information theoretic measure and on hit rates.
Hennig-Thurau, Wiertz, & Feldhaus (2014)	JAMS	movie adoption	consumer behavior	content analysis, open-ended survey questions	Studying the four million MWOM messages sent via Twitter concerning 105 movies on their opening weekends, incident study of 600 Twitter users who decided not to see a movie based on negative MWOM, open-ended survey questions	yes - survey	insights to position MWOM in the word-of-mouth landscape
Henry (2005)	JCR	the role of (dis)empowerment as a central phenomenon of social class	consumer behavior	interviews	23 depth interviews conducted in informants' homes, lasting from 1 hr. to over 2 hr; interpretive analytic stance to identify systematic patterns of difference	no	Experience of power is found to shape self-concept, which affects everyday consumption practices
Hirschman, Ruvio, & Touzani (2010)	JAMS	The role of cultural context on the interaction between religion and marketing	cross-cultural marketing	interviews	Depth interviews with Christians, Muslims and Jews in dominant, minority and diasporic settings	no	exploring the relationship religion-marketing
Ho & O'Donohoe (2014)	European Journal of Marketing	volunteering	consumer behavior	focus groups, interviews	Grounded in consumer culture theory, uses mixed qualitative methods, incorporating focus groups, paired and individual interviews and a projective drawing task.	no	Five volunteering-related stereotypes were identified
Hodge, Civilai, & Terawatanavong (2013)	European Journal of Marketing	franchise relationships	B2B	interviews	a qualitative phase followed by a scenario experiment held among 415	yes - experiment	The qualitative findings reveal a predominantly calculative attitude towards

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					Australian business format franchisees across six industries		the franchise relationship.
Hoffmann (2011)	European Journal of Marketing	participation in consumer boycotts	consumer behavior	content analysis	a mixed-method approach of qualitative and quantitative methods. Internet postings of 790 boycott supporters are analyzed by content analysis. The relevance of different motives is examined via frequency analysis. Contingency analysis is applied to explore segment-specific motives.	Yes - content analysis with qual. and quant. methods	the study identifies several idiosyncratic motives that are contingent to the boycott cause
Homburg, Wilczek, & Hahn (2014)	Journal of Marketing	indirect customer marketing approaches	B2B	interviews, archive data	a combination of literature analysis and a qualitative field study to develop a grounded model of B2B suppliers' marketing approaches to indirect customers	no	three indirect customer marketing approaches: direct customer downstream support, cooperative indirect customer marketing, and independent indirect customer marketing.
Humphreys (2010)	Journal of Marketing	Markets as a Social Process	strategy	content analysis	a quantitative and qualitative content analysis of 7211 newspaper articles from 1980 to 2007	no	crime, business, and regulation change over time and frames are used by multiple stakeholders to structure normative conceptions
Humphreys (2010)	JCR	How do changes in public discourse and regulatory structure affect the acceptance of a consumption practice	consumer behavior	discourse analysis	a discourse analysis of newspaper articles about casino gambling from 1980–2007 was conducted	no	the regulatory approval of gambling is accompanied by a shift in the semantic categories used to discuss casinos
Iglesias, Sauquet, & Montaña (2011)	European Journal of Marketing	the role of corporate culture in relationship marketing	Relationship marketing	interviews - grounded theory	Interviews and grounded theory in order to build a conceptual model	no	The two key shared values required for relationship marketing are client orientation and a high degree of concern for employees.

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Johnson & Bharadwaj (2005)	JAMS	digitization of and sales force performance	sales	interview	observation of the implementation of Web sites to perform selling activities	yes - survey	digitization has the paradoxical effect of improving salesperson effectiveness and heightening job insecurity
Karabara & Ger (2011)	JCR	early modern ottoman coffeehouse culture	consumer behavior	historical analysis	multiple historical data sources and analysis techniques	no	multiparty resistance, enacted by consumers and marketers, first challenged the authority of the state and religion and then changed them
Keh & Pang (2010)	Journal of Marketing	service separation	consumer behavior	interviews	a series of qualitative and quantitative studies across different services	yes - experiments	Service separation increases customers' perceptions of not only access convenience and benefit convenience, but also performance risk and psychological risk.
Keinan & Kivetz (2011)	JCR	consumption of collectable experiences	consumer behavior	netnography	Netnography and analyze online comments on 43things.com	yes - experiments	choices of collectable (unusual, novel, extreme) experiences lead consumers to feel productive
Kjeldgaard & Askegaard (2006)	JCR	the glocalization of youth culture	consumer behavior	interview, content analysis	Consumption diaries, Photographic life description, In-depth interviews	no	glocal structural commonalities in diverse manifestations of youth culture
Klanac (2012)	European Journal of Marketing	website use in B2B	B2B	case study	qualitative case study in the context of website use in B2B relationships	no	Six types of linkages between characteristics of a service and customer consequences
Krishen, Raschke, Kachroo, LaTour, & Verma (2014)	European Journal of Marketing	marketing communications for policy messages	consumer behavior	grounded theory	a qualitative content analysis process based on grounded theory and two 2x2 quantitative factorial experiments	yes - experiment	If messages are framed to address the collective losses of the political tribe for collective good, then they generate more favorable attitudes towards the policy.
Kumar, Petersen, & Leone (2013)	Journal of Marketing	business reference value	B2B	interviews	qualitative interviews with 26 executives who play a key role in the	yes - econ.	An average client that is high on BRV has distinct characteristics

Study	Journal	Topic	Area	Method	Qualitative purpose	Quantitative methods	Conclusion
					purchase decision making.		
Lastovicka & Fernandez (2005)	JCR	the movement of meaningful possessions to strangers	consumer behavior	observation , open-ended questions	participant-observation data from 11 garage sales; consumer reports on the meaning of objects	no	identify a new iconic transfer divestment ritual, deepen and reinterpret other divestment rituals
Lastovicka & Sirianni (2011)	JCR	material possession love	consumer behavior	interviews	depth interviews with 11 car enthusiasts	yes - survey	consumers nurture their possessions by buying complementary products
Law, Wong, & Yip (2012)	European Journal of Marketing	the relationship between visual merchandising elements and consumer affective response	consumer behavior	grounded theory	A qualitative approach with the grounded theory method: 8 focus group interviews are conducted with 64 subjects.	no	participating subjects have two points of view when evaluating visual store displays, which include utilitarian and hedonic aspects.
Leigh, Peters, & Shelton (2006)	JAMS	search for authenticity	consumer behavior	ethnography	Ethnographic approach, with participant observation, photo and document reviews, informal conversations, and formal, in-depth interviews	no	MG owners gain a sense of authenticity in the consumption context via the object and its ownership, consumer experiences, and identity construction and confirmation.
Lemke, Clark, & Wilson (2010)	JAMS	customer experience quality	consumer behavior	interview	the repertory grid technique in 40 interviews in B2B and B2C contexts	no	customer experience quality is judged with respect to its contribution to value-in-use
Leonidou, Katsikeas, & Morgan (2013)	JAMS	green marketing	strategy	interviews	exploratory qualitative fieldwork	yes - survey	green product and distribution programs positively affect firms' product market performance
Ludwig, de Ruyter, Friedman, Brüggem, Wetzeis, & Pfann (2013)	Journal of Marketing	online reviews and conversion rates	consumer behavior	text mining	text mining to extract changes in affective content and linguistic style properties of customer book reviews on Amazon	no	managers should identify and promote the most influential reviews in a given product category
Lukas, Whitwell, & Heide (2013)	Journal of Marketing	The capability level of a product	strategy	interviews	Interviews for item generation and measurement in the initial phase	yes - survey	how a supplier firm's organizational culture can cause overshooting scenarios

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Luna, Ringberg, & Peracchio (2008)	JCR	bicultural individuals and consumer identity	consumer behavior	interviews	semistructured in-depth interviews	yes, survey, experiment	Language triggered frame switching occurs only with biculturals, not with bilinguals who are not bicultural
Macedo & Pinho (2006)	European Journal of Marketing	the market orientation construct within the context of the non-profit sector	strategy	interview	complementing a quantitative study of a sample of Portuguese non-profit organizations	yes - survey (ANOVA)	Portuguese NPOs favors a market orientation towards users/beneficiaries
MacLaran & Brown (2005)	JCR	the study of place and space and the analysis of consumer/marketer relations	consumer behavior	ethnography	individual interviews, group discussions, introspective essays, long periods of participant observation	no	three interlinked conceptual categories: sensing displace, creating playspace, and performing artscape
Malshe & Sohi (2009)	JAMS	sales-marketing interface	strategy	interview, focus groups	a grounded theory approach: data collected from 58 interviews with sales and marketing professionals and a focus group with 11 marketing pros	no	successful strategy creation and execution requires marketing and sales functions to be equally invested
Marcoux (2009)	JCR	gift behavior	consumer behavior	ethnography	a group of informants who participated in an ethnographical study of house moving in Montreal	no	the unattractiveness of the gift economy can incite people to turn to the market as an escape
Mascio (2010)	Journal of Marketing	service models of frontline employees	services	interviews	interviews and a pilot survey of FLEs	yes - surveys	Service models are related to frontline employees' customer orientation, competence, acting and values
Mathwick, Wiertz, & Ruyter (2008)	JCR	relational norms that determine social capital	consumer behavior	content analysis	archived community conversations of a particular P3 community	yes - survey	social capital as an index of normative influences of voluntarism, reciprocity, and trust
Mazzarol, Sweeney, & Soutar (2007)	European Journal of Marketing	WOM	consumer behavior	focus groups	A series of six focus groups were undertaken with consumers, these were supplemented by more than 100 critical incident questionnaires.	no	Two key WOM themes, termed "richness of message" and "strength of implied or explicit advocacy," were identified

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McAlexander, Dufault, Martin, & Schouten (2014)	JCR	the marketization of religion	consumer behavior	interviews	depth interviews with people who self-identify as former Mormons	no	Consumers face severe crises of identity in an unfamiliar marketplace of identity resources
McFarland, Bloodgood, & Payan (2008)	Journal of Marketing	supply chain contagion	B2B	interviews	qualitative depth interviews	yes - surveys	how intermediaries treat end customers is explained by how their suppliers treated them
Meunier-FitzHugh & Piercy (2007)	European Journal of Marketing	the antecedents and implications of collaboration between sales and marketing	sales	case study	Three exploratory case studies and a review of the literature	no	three types of factor influencing collaboration between sales and marketing: integrators, facilitators, and management attitudes towards coordination.
Miller & Mobarak (2015)	Marketing Science	new technology learning	social learning	focus groups	conducting focus groups with rural women, talking to sector experts in Dhaka, and directly observing cooking episodes.	yes - survey, modelling	external information and marketing campaigns can induce initial adoption and experiential learning about unfamiliar technologies
Moisio & Beruchashvili (2010)	JCR	the role of the spiritual-therapeutic model in a support group	consumer behavior	content analysis	nonparticipant observation at weekly Weight Watchers meetings, 51 long interviews with members	no	the support group acts as a venue for angst-alleviating therapeutic confession
Moisio, Arnould, & Gentry (2013)	JCR	(DIY) Home Improvement in Men's Identity Work	consumer behavior	interviews	Interviews with informants varying in cultural capital endowments	no	productive consumption shapes domestic masculinity in relation to class-mediated identity conflicts and ideals
Montgomery, Moore, & Urbany (2005)	Marketing Science	competitive reactions	strategy	interviews	interviews with managers and executives	yes - survey	little incidence of strategic competitive reasoning
Muniz Jr. & Schau (2005)	JCR	Religiosity in the Abandoned Apple Newton Brand Community	consumer behavior	netnography	netnographic method and data from participant observation and member interviews	no	motifs invest the brand with powerful meanings and perpetuate the brand and the community, its values, and its beliefs
Netzer et al. (2012)	Marketing Science	market-structure surveillance	consumer behavior	text mining	a text-mining approach and semantic network analysis tools of user reviews	no	convert the user-generated content to market structures and competitive

Study	Journal	Topic	Area	Method	Qualitative purpose	Quantitative methods	Conclusion
							landscape insights
Nyilasy, Canniford, & Kreshel (2013)	European Journal of Marketing	advertising mental models of creativity	strategy	interview - grounded theory	30 in-depth interviews among top-level advertising agency executives	no	a multi-dimensional system of practitioner mental models was discovered.
Paul et al. (2009)	JAMS	repeat purchase drivers	consumer behavior	interview	188 face-to-face laddering interviews in two countries	yes - survey	set of hierarchical repeat purchase drivers
Perez, Whitelock, & Florin (2013)	European Journal of Marketing	Interfirm learning with customers	B2B	case study, interviews (dyad)	a qualitative case-based approach	no	learning cycles: alliance inception, joint-learning, specialization and discovery
Phillips & McQuarrie (2010)	JCR	narrative and persuasion in fashion advertising	consumer behavior	interview	The transcribed interviews were analyzed by the first author using line-by-line analysis to develop provisional explanatory themes	no	As routes to persuasion, transportation and immersion work by intensifying brand experience rather than boosting brand evaluation
Punjaisri & Wilson (2011)	European Journal of Marketing	internal branding	branding	interviews	30 in-depth qualitative interviews with customer-interface employees and a quantitative survey with 680 employees	yes- survey	Corporate service brands need to coordinate internal branding activity to enhance their employees' identification with, commitment to, and loyalty to, the brand.
Raciti, Ward, & Dagger (2013)	European Journal of Marketing	relationship desire	consumer behavior	focus groups, interviews	examine the degree to which this desire of the consumer to engage in a relationship impacts on their perceived cognitive-state gains	yes- survey (SEM)	consumers desire to participate in a relationship influenced their level of motivation, degree of confidence
Raggio, Walz, Godbole, & Garretson Folse (2014)	European Journal of Marketing	gratitude in commercial relationships	Relationship marketing	interviews	exploratory and in depth interviews for grounded theoretical foundation	no	Gratitude is a fundamental component of buyer-seller relationships
Rajala, Westerlund, & Moller (2012)	European Journal of Marketing	Strategic flexibility in open innovation	strategy	case study	a qualitative research approach through a longitudinal case study in the field of open source software	no	combines market orientation with the principles of open innovation increases profitability
Reimann, Schilke, & Thomas (2010)	JAMS	CRM	strategy	interview	in-depth field interviews	yes - survey	CRM does not affect firm performance directly

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Ringberg, Odekerken-Schröder, & Christensen (2007)	Journal of Marketing	service recovery	services	interviews - grounded theory	semistructured, in-depth interview format that focuses on uncovering informants' deep-seated beliefs	no	three embodied cultural models— relational, oppositional, and utilitarian—that consumers apply to goods or service failures
Roper, Caruana, Medway, & Murphy (2013)	European Journal of Marketing	luxury brand consumption	consumer behavior	interviews - discourse analysis	Discourse analysis is used to examine how consumers construct their luxury brand consumption amidst countervailing cultural discourses	no	respondents construct an ostensibly distinct and stable version of luxury expressing its subjective, experiential, moral and artistic constructs
Round & Roper (2012)	European Journal of Marketing	consumer brand name equity	branding	interviews	25 semi-structured qualitative interviews, exploring functions performed by brand name for established products and services	no	a material proportion of the equity from a brand name was determined by the consumer
Ruokonen, Nummela, Puumalainen, & Saarenketo (2008)	European Journal of Marketing	market orientation in the internationalization of small software firms	strategy	case study	qualitative case studies with quantitative data from the firms in question	yes	Market orientation in the internationalization of knowledge-intensive small firms consists of three elements: customer orientation, competitor orientation and value-network coordination.
Sabri (2012)	European Journal of Marketing	taboo imagery in advertising	advertising	interviews	22 in-depth individual qualitative interviews in Morocco and France were subjected to two-stage formal content analysis.	no	the importance of normative social influence, the properties of the taboo, contagion from the content of the ad to the brand and to customers
Sandikci & Ger (2010)	JCR	female veiling	consumer behavior	ethnography	ethnographic study of fashion consumption practices of urban Turkish covered women,	no	an attractive choice for some middle-class women and then transformed into a fashionable clothing practice for many
Scaraboto & Fischer (2013)	JCR	frustrated fatshionistas	consumer behavior	observation , content analysis	A qualitative study of the Fatshionista bloggers' and followers' quest	no	diverse market change dynamics that are likely when consumers are

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					to change the plus-size fashion market		more versus less legitimate in the eyes of mainstream marketers
Schau, Gilly, & Wolfenbarger (2009)	JCR	retirement as a life stage centered on consumption	consumer behavior	interview, observation	a multidisciplinary perspective: in-depth interviews with retired informants, naturalistic and participant observation of senior centers and a rehabilitation facility, and monitoring of public online forums	no	retirement can be a time of extensive identity work with multiple revived and emergent inspirations
Spyropoulou, Skarmas, & Katsikeas (2011)	European Journal of Marketing	branding advantage in export ventures	branding	interviews	a series of qualitative interviews with export managers was conducted.	yes - survey (SEM)	Both export venture financial and experiential resources promote export venture communication capabilities
Sridhar & Srinivasan (2012)	Journal of Marketing	consumer reviews	consumer behavior	content analysis	7499 consumers' online ratings and reviews of 114 hotels in Boston and Honolulu, posted on a third-party travel website between 2006 and 2010 in automated text analysis and human coders	yes - logit	Other consumers' online ratings weaken the effects of positive and regular negative features of product experience
St. James, Handelman, & Taylor (2011)	JCR	magical thinking and consumer coping	consumer behavior	interviews	analysis of interview and blog narratives of consumers attempting to lose weight	no	Magical thinking allows participants to construct a space that transforms impossibilities into possibilities
Steward et al. (2010)	JAMS	coordination strategies of high-performing salespeople	sales	interview	depth interviews with salespeople and survey sales managers from a Fortune-100 company	yes - survey	the reputation of a salesperson's internal working relationships and the diversity and strength of their relationship ties are central in explaining effective coordination of expertise
Stock, Boyer, & Harmon (2010)	JAMS	supply chain management	SCM	content analysis	qualitative analysis of 166 unique definitions of SCM	no	Identified three major themes associated with the supply chain and SCM

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Thelen, Yoo, & Magnini (2010)	JAMS	consumer sentiment toward offshored services	consumer behavior	interview	twelve in-depth interviews with informants drawn from those who had personally experienced having services provided to them from offshore, for scale development	yes - survey	consumer sentiment toward offshored services is instrumental in explaining consumers' commitment to and global attitudes toward firms that offshore services
Thompson & Coskuner-Balli (2007)	JCR	ideological recruitment of consumption communities	consumer behavior	interview, observation	in-depth interviews with CSA farmers and consumers and also engaged in observation and participant observation	no	Tacit political ideologies structure consumption communities
Tian & Belk (2005)	JCR	extended self and possessions in the workplace	consumer behavior	interview	interviews with photo-elicitation technique known as auto-driving	no	Employees must decide which aspects of the self belong to the domain of work and which belong elsewhere
Tumbat & Belk (2011)	JCR	extraordinary consumption experiences	consumer behavior	interviews, observation	Ethnographic study of commercialized climbing expeditions on Everest	no	experiences, when bought in the marketplace, can be very individualistic and competitive
Gottlieb, Brown, & Ferrier (2014)	European Journal of Marketing	develop and estimate a model to measure consumer perceptions of trade show effectiveness	scale development	interviews	Interviews for qualitative item generation and content analysis	yes - SEM and factor analysis	A three-dimensional factor structure for assessing consumer visitors' perceptions of trade show effectiveness
Ulver & Ostberg (2014)	European Journal of Marketing	consumer experience of identity and status incongruence	consumer behavior	interviews	phenomenological and ethnographic interviews with 35 urban middle-class consumers (Sweden, Turkey and the USA).	no	The importance of a consumption strategy to resolve the status-identity incongruence relates if it is mainly a vertically or horizontally determined transition.
Varman & Belk (2009)	JCR	nationalism and ideology in an anticonsumption movement	consumer behavior	interview, content analysis	Examine over a period of 1 year the discursive practices of some of the key organizations participating in the well-publicized struggle against Coca-Cola, interview	no	an interpretation of this consumer movement involving spatial politics, temporal heterogeneity, appropriation of existing ideology, the use of consumption in ideology

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Venable et al. (2005)	JAMS	brand personality	branding	interview, focus groups	three qualitative methods: nominal groups, focus groups, and depth interviews of donors and nonprofit pros	yes - survey	develops and refines a parsimonious measure of brand personality specifically for the nonprofit context
Vincent & Webster (2013)	European Journal of Marketing	relationship marketing in membership associations	Relationship marketing	focus groups	exploratory, qualitative research draws on existing relationship marketing constructs, six focus groups	no	satisfaction of membership benefits and confidence in the association's expertise are essential in strong relationships
Visconti, Sherry Jr., Borghini, & Anderson (2010)	JCR	consumption of public goods	consumer behavior	ethnography	multisited ethnography, explore the ways in which consumers negotiate meanings about the consumption of a particular public good, public space	no	the common nature of space both stimulates dialectical and dialogical exchanges across stakeholders and fuels forms of layered agency
Viswanathan, Rosa, & Ruth (2010)	Journal of Marketing	subsistence consumer-merchants	relationship marketing	interviews	A qualitative study of subsistence consumer-merchants in Chennai, India	no	relationships in three interdependent relationship domains: vendor, customer, and family.
Voorhees, Brady, & Horowitz (2006)	JAMS	complaining behavior	consumer behavior	critical incident (CIT) survey	The qualitative study explored reasons why customers do not complain after experiencing service failures	yes - survey	noncomplainers are significantly more likely to repurchase than consumers who complained
Wang, Beatty, & Liu (2012)	Journal of Marketing	employee service behavior	services	interviews	script and motivated reasoning theories, as well as qualitative interviews	yes - survey	employees with higher customer orientation and higher conflict avoidance tend to handle fuzzy return requests in a friendlier, more effortful manner
Ward & Ostrom (2006)	JCR	consumer protest sites	consumer behavior	frame analysis,	Exploratory, hundreds of complaint sites.	no	Consumers "frame" their corporate betrayal to the public to demonstrate their power to influence others and gain revenge
Weerawardena et al. (2014)	JAMS	market sub-system and the socio-technical sub-system in innovation	innovation	interviews	in-depth interviews with founding managers and CEOs of 14 early internationalizin	yes - survey	a complex interplay of capabilities driving innovation and early

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		and firm performance			g firms in Australia		internationalization
Wirtz & McColl-Kennedy (2010)	JAMS	opportunistic customer claims	consumer behavior	interviews	Customer claims, in depth customer interviews explored opportunistic customer claiming behavior during service recovery	yes - experiment	When experiencing lower distributive, procedural and interactional justice, respondents were more likely to be opportunistic
Wong & King (2008)	JCR	the cultural construction of risk understandings through illness	consumer behavior	phenomenological	in-depth interviews with 12 participants in a phenomenological approach	no	risk understandings contribute to the consumption of health-care interventions that exceeds medical guidelines
Wooten (2006)	JCR	adolescents exchange information about consumption norms and values	consumer behavior	interviews	Semistructured interviews about their adolescent shopping experiences, relatively fixed questioning structure	no	adolescents use ridicule to ostracize, haze, or admonish peers who violate consumption norms
Xing, Grant, McKinnon, & Fernie (2011)	European Journal of Marketing	The interface between retailers and logistics service providers in the online market	B2B	interviews	The research study employed qualitative interviews with retailers, logistics service providers and experts	no	As purchases over the internet grow the matter of delivering the right products at the right time to consumers also grows in importance
Yim et al. (2013)	JAMS	hedonic shopping motivation and co-shopper influence	consumer behavior	ethnography	observation using video ethnography to observe shoppers' in-store behavior	yes - survey	Hedonic shopper motivation affects purchases in a utilitarian shopping environment
Zhao & Belk (2008)	JCR	politicizing consumer culture	consumer behavior	semiotic analysis	A semiotic analysis of advertisements in the People's Daily to investigate the ideological transition from communism toward consumerism as represented in advertising	no	advertising reconfigures both key political symbolism and communist propaganda strategies

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