

Consumer Research Methods

Master
Winter Term 2023/24

--- last updated 19.06.2023 ---

Application			
	Application submission deadline Monday 16.10. >>> notifications of acceptance Tuesday 17.10.	3 pm via Moodle 3 pm via Email	https://moodle.europa-uni.de LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)
Review lecture materials online (narrated powerpoint presentations, videos and articles)			
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Thursday 19.10. Friday 20.10.	approx. 4 hours approx. 2,5 hours	Asynchronous, provided in Moodle Review at your convenience before 23.10.!
Introductory Meeting: Clarifying questions of lecture materials; Introduction and allocation of research projects*			
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Monday 23.10.*	9 am - 12 pm	AM 233
Students present their research question*			
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Wednesday 8.11.*	10 am - 3 pm	AM 233
Individual research project consultations**			
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Monday 13.11.** Request appointment in advance	10 am – 3 pm	In presence or online
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Monday 27.11.** Request appointment in advance	10 am – 3 pm	In presence or online
Prof. Dr. Katja Brunk M.Sc. Dominika Niewiadomska	Monday 11.12.** Request appointment in advance	10 am – 3 pm	In presence or online
Examination: Research paper submission			
Paper submission	Deadline: Sunday 17.12.	End of day (midnight) via Moodle	

* Attendance is compulsory

** One-to-one consultations by appointment

Relevance

Today we live in a consumer society, a society in which the buying and selling of goods and services is the most important social and economic activity. For any commercial business, the end consumer of its goods and/or services is a vital stakeholder. Understanding consumer behavior is an important cornerstone of effective marketing and, as a consequence, an essential strategic tool for overall business success.

Learning how consumers think, feel, perceive and behave is also relevant from a societal perspective. Governments' control over corporations and businesses is steadily diminishing. On the one hand, this can be attributed to increasing corporate influence in politics, e.g. through lobbying activities and party funding. On the other hand, this is a result of ever-increasing globalizing business activities and thus complex international supply chains which complicates holding companies accountable. It has therefore become the consumers' role and responsibility to function as a social and environmental control of business. Thus, bringing about societal and environmental change related to consumption (e.g. reducing carbon emission or plastic waste; banning unethical corporate practices such as slave labor) strongly hinges upon mobilizing and convincing consumers to make ethically motivated purchase decisions and therefore 'vote' with their consumption choices, e.g. by means of boycotts and buycotts or changing habitual practices.

Understanding and influencing consumer behavior at the individual, social and cultural level is therefore a vital challenge of our time and of interest to businesses, governmental

organizations, NGOs and overall society alike.

Objective

This course aims to introduce the topic of consumer research to students at the Master level. Participants will:

- 1) acquire an overview of the most commonly applied methods of qualitative and quantitative consumer research
- 2) understand each method's strengths and weaknesses
- 3) learn to apply one of these methods by engaging in a small research project.

For students unfamiliar with empirical data collection, this course can serve as a suitable introduction and practice exercise for writing a Master thesis.

Course Format

This course uses a blended learning approach. Learning objectives shall be achieved through a mixture of online lecture materials, explanatory videos, interactive Q&A video conferences, individual consultations with the lecturers, as well as an independent data collection project. For the research project, one of the following three data collection techniques will be allocated to students by the course organizers: (1) Interviews; (2) netnography; and (3) surveys. The research topic will be announced during our course meeting on **Monday, 23rd of October 2023**. Students are free to develop and empirically answer their own specific research question within the provided topic.

Overview of content

Asynchronous lecture material to review before 23.10.	In-presence meetings* (attendance compulsory)
<p>Thursday 19.10. (plan approx. 4-5 hours to review material)</p> <p>Introduction to consumer research</p> <ul style="list-style-type: none">- Importance of consumer research- Background to philosophy of science- Key assumptions and differences between qualitative and quantitative research <p>Qualitative research</p> <ul style="list-style-type: none">- Setting up qualitative research- Analytical procedures (coding, interpretation, data triangulation) <p>Specific qualitative data collection methods</p> <ul style="list-style-type: none">- Interviews- Ethnography and digital ethnography (netnography)- Other methods (focus groups, observations, projective techniques) <p>Writing up qualitative research</p> <p>Friday 20.10. (plan approx. 2.5 hours to review material)</p> <p>Quantitative research</p> <ul style="list-style-type: none">- Setting up quantitative research (design considerations, measurement, scaling)- Survey research (questionnaire design, sampling)- Key concepts in experimental research (lab and field experiments)	<p>Monday 23.10.</p> <p>Welcome and introduction to the course</p> <ul style="list-style-type: none">- Clarifying questions and reiterating most important points regarding the reviewed lecture material <p>Introduction to the research project</p> <ul style="list-style-type: none">- Presenting the research topic- Allocation of data collection methods to course participants- Outline expectations and other logistics <p>Wednesday 8.11.</p> <ul style="list-style-type: none">- Students present their research question and key considerations for their planned data collection (5 min max!)- Fellow students and lecturers will provide feedback

Slides and all other relevant materials for the course will be uploaded on Moodle (<https://moodle.europa-uni.de>).

Mode of Communication

Communication for any course-related matters will exclusively take place in Moodle. We will not answer individual email requests. Instead, we will open a communication thread for general questions in Moodle, where we can reply directly to your posts and all course members can benefit from the information we provide in our answers.

Literature

The lecture part of the seminar will be oriented along the following sources (some of these sources will be uploaded in Moodle):

Qualitative research

- **Textbooks:**

Hackley, C. (2019). *Qualitative Research in Marketing and Management, Doing Interpretive Research Projects*, 2nd edition, Routledge (available in the library).

Belk, R. (2006). *Handbook of qualitative research methods in marketing*, Cheltenham, Northampton: Edward Elgar.

- **Interviews:** Arsel, Zeynep (2017). Asking questions with reflexive focus: A tutorial on designing and conducting interviews. *Journal of Consumer Research*. 44(4), 939-948.

McCracken, Grant (1988), *The Long Interview* (Qualitative Research Methods, Vol. 13), Newbury Park: Sage.

- **Netnography/online ethnography:**

Heinonen, K., & Medberg, G. (2018). Netnography as a tool for understanding customers: Implications for service research and practice. *Journal of Services Marketing*, 32 (6), 657–679.

Langer, R., & Beckman, S. C. (2005). Sensitive research topics: Netnography revisited. *Qualitative Market Research: An International Journal*, 8(2), 189–203.

Kozinets, R. V. (2010). Netnography 2.0. In R. Belk (Ed.), *Handbook of qualitative research methods in marketing* (pp. 129-142), Cheltenham, Northampton: Edward Elgar.

- **Projective methods/collage technique:**

Herz, M., & Brunk, K. H. (2017). Conceptual advances in consumers' semantic and episodic brand memories: A mixed methods exploration. *Psychology & Marketing*, 34(1), 70-91.

Rook, D. W. (2006). Let's pretend: Projective methods re-considered. In R. Belk (Ed.), *Handbook of qualitative research methods in marketing* (pp. 143–155), Cheltenham, Northampton: Edward Elgar.

Boddy, C. (2005). Projective techniques in market research: valueless subjectivity or insightful reality? A look at the evidence for the usefulness, reliability and validity of projective techniques in market research. *International Journal of Market Research*, 47(3), 239-254.

- **Focus groups:**

[Chapter 16] In Hoyle et al. (2002), *Research Methods in Social Relations*, 7th edition, Wadsworth Publishing.

Caterall, M., & MacLaren, P. (2006). Focus groups in marketing. In R. Belk (Ed.), *Handbook of qualitative research methods in marketing* (pp. 255-267), Cheltenham, Northampton: Edward Elgar.

- **Data analysis (thematic analysis for digital data):** Ferreira, C., & Scaraboto, D. (2022), Qualitative insights for digital marketing. In A. Hanlon and T.L. Tuten (Eds.), SAGE Handbook of Digital Marketing, Sage Publications (in print).

- **Writing and positioning in general:** Fernandez, K. (2020), Prove it! A Practical primer to positioning theoretically, *Australasian Marketing Journal*, 28, 57-64.

- **Research article examples:**

General example for writing up qualitative research: Hartmann, B.J., & Brunk, K.H. (2019). Nostalgia marketing and (re-) enchantment. *International Journal of Research in Marketing* 36 (4), 669-686.

Ethnography and interviewing: Maciel, A.F., & Wallendorf, M. (2016), Taste Engineering: An Extended Consumer Model of Cultural Competence Constitution. *Journal of Consumer Research*, 43 (5), 726-46.

Sandikci, Ö., & Ger, G. (2010), Veiling in Style: How Does a Stigmatized Practice Become Fashionable? *Journal of Consumer Research*, 37 (1), 15-36.

Quantitative research

- De Vaus, D. (2001), *Research Design in Social Research*, Sage.

- Hoyle, R., Harris, M., Judd, C. (2002), *Research Methods in Social Relations*, 7th edition, Wadsworth Publishing.

- Groves, R., Fowler, F., Couper, M., Lepkowski, J., Singer, E., Tourangeau, R. (2009), *Survey Methodology*, 2nd edition, Wiley.

- Shadish, W., Cook, T., Campbell, D. (2002), *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*, Houghton Mifflin.

- Hair, J., Black, B., Babin, B., Anderson, R. (2013), *Multivariate Data Analysis*, International Edition, 7th edition, Pearson.

Examination

The final grade will be based on the final paper, the one-page summary (see below) and data collection materials provided. No alternative examination procedures will be offered. To receive 6 ECTS course credits, submit your work no later than the deadline (17.12.2023 at midnight via Moodle). No exceptions will be made, and late submissions will be evaluated with a grade of 5.0.

Expectations for the seminar paper:

Please carefully read the thesis manual provided on the website of the chair of marketing II: https://www.wiwi.europa-uni.de/en/lehrstuhl/mm/marketing/Dokumente/Thesis_Seminar-Manual_March2023.pdf. General guidelines for writing a seminar paper will apply and can be found in the thesis manual. However, please note that for this seminar **you will be writing an empirical** (not just a theoretical) **seminar paper**. Thus, additional requirements above and beyond a theoretical paper are as follows:

- The final paper must not exceed 10 pages including references/bibliography. In addition, please develop a one-page summary visualization (a figure/graph that illustrates your conceptualization/summary of the key research findings)
- Since this is a *research methods* course, we expect a thorough description of the data collection method you applied and a reasoning for the study design choices made.
- *Interviews*: provide the interview protocol and coding scheme in the appendix of the paper (does not count towards the 10-page limit) and upload data (visuals, audio files, transcripts) to Moodle in a separate file.
- *Netnography*: reason your choice of the particular online community/interactive webpage and your approach to data collection clearly. Please provide your coding scheme in the appendix of the paper (does not count towards the 10-page limit).
- *Survey*: provide the final questionnaire and scales used in the appendix (does not count towards the 10-page limit) and upload the data to Moodle in a separate file.
- **In summary**, the submission files to be uploaded are: **one file with your data**, **one file with your final thesis paper** consisting of maximum 10 pages of text including references/bibliography; *plus* the **one-page summary visualization**; *plus* **appendix of the data** collection information requested above.

Prerequisites

- This course is reserved for **students at the Master level** (Bachelor level applicants cannot be considered)
- The course will be taught and evaluated in English, i.e. all lecture materials, consultations and seminar papers will be in English. The collection of the data for your research project may also take place in German, in which case the data that is presented for illustration in the seminar paper needs to be translated into English. **No other languages for data collection are admissible.**
- A basic understanding of statistical methods and quantitative data analysis is assumed (e.g. a previously taken Quantitative Methods course or equivalent knowledge).
- Successful completion of the/a Consumer Behavior course is a benefit, but not a requirement.
- The number of students that can participate in this seminar is limited. If the number of applicants exceeds the spaces available, students will be selected based on their motivation letter and their grades in previous marketing classes.
- **Attending the meetings on 23.10. and 8.11. is compulsory.** No exceptions will be made and absence will lead to failing the course.

Application Procedure

In order to apply, please fill in the **application form** adding a record of your grades (“Notenausdruck” for bachelor and master; only records in German or English accepted; convert grades to German grading system if necessary) and upload it on Moodle (LS Marketing (Brunk & Eisend) (Bewerbungsverfahren) by October 16, 2023, 3 pm.

Contacts

- M.Sc. Dominika Niewiadomska, Niewiadomska@europa-uni.de, Consultations by appointment (HG, Room 049/050)
- Prof. Dr. Katja H. Brunk, Brunk@europa-uni.de, Consultations by appointment (HG, Room 033)