

**DEPARTMENT:** .... : MARKETING (MCD)  
**COURSE** ..... : MASTER & PHD  
**SUBJECT** ..... : MULTI-METHOD APPROACH FOR CONSUMER BEHAVIOR  
**LECTURER**..... : TÂNIA MODESTO VELUDO-DE-OLIVEIRA

**2<sup>ND</sup> SEMESTER /2017**

## SYLLABUS

### OBJECTIVE

The main objectives of this course are:

- a) To present contemporary views on multi-method and mixed method research, taking into account the foundational knowledge and terminology of the field and the concept of triangulation.
- b) To define and distinguish multi-method and mixed method research.
- c) To discuss paradigmatic assumptions of multi-method and mixed method research.
- d) To illustrate how qualitative and quantitative strands can be integrated, considering different data sources and stages of the research process.
- e) To discuss the current status quo of the use of multi-method and mixed method research in Consumer Behavior studies.
- f) To present the major mixed methods designs and discuss how they can be applied in Consumer Behavior studies.
- g) To provide a solid basis for critical thinking on the use of multi-method and mixed method approaches in Consumer Behavior studies and discuss situations where these approaches may be suitable or the best choice.
- h) To acknowledge the advantages and challenges of applying mixed method research in Consumer Behavior studies.
- i) To provide the tools to design a multi-method or mixed method research in a Consumer Behavior study, by making the student familiar with various methods of data collection that can be combined in a single Consumer Behavior project.
- j) To enable the student to develop his/her own ideas on a Consumer Behavior research topic as well as his/her ability to conceptualize and plan a research, applying a multi-method or mixed method research design.

### SUMMARY CONTENT

The subject includes the following content:

- a) Definitional issues in multi-methods and mixed methods research
- b) The major mixed method designs
- c) Multi-methods and mixed-methods in Marketing and Consumer Behavior studies
- d) Advantages and challenges of multi-methods and mixed methods research in Consumer Behavior studies
- e) Quantitizing and qualitzing

### METHODOLOGY

The course is totally centred on the student. The students should prepare pro-actively for all their classes. They should read the recommended material (articles and book chapters) and seek additional bibliography that will help them to understand the theories and methods presented in the reading material. It is expected that the students should be prepared to discuss the content of the recommended texts in class. We shall address various research methodologies during the course. These will be presented as part of the discussion of the conceptual themes addressed during the course. Apart from the multi-method and mixed method research designs, there will be no lessons on specific methodological content. Students should

seek additional information about the methodology which they wish or need to investigate. There is a project to be developed over the period covered by the course. It should be undertaken individually by each student and the students should organise their studies from the first lesson day to complete it on time. The professor will be at their disposal to solve doubts and exchange ideas on the project and the methodology involved.

#### EVALUATION CRITERIA

Activity	Weight
Homework (1 + 2)	30%
Group activities (Activities 1 + 2 + 3 + 4)	10%
Exam	30%
Individual research project	30%

#### THE ETHICS OF THE LECTURER/STUDENT RELATIONSHIP

- Punctuality.
- Due preparation for the lectures.
- The fulfillment of the tasks given within the relevant deadlines.
- The honest undertaking of all activities.
- Mutual respect.

#### CONTACT AND OFFICE HOURS

Appointment should be made by email: [tania.veludo@fgv.br](mailto:tania.veludo@fgv.br)

#### BIBLIOGRAPHY

- Arnould, E.; Price, L. (1993). River magic, extraordinary experience and the extended service encounter. *Journal of Consumer Research*, v. 20, p. 24-45.
- Bahl, S.; Milne, G. R. (2006). Mixed methods in interpretive research: An application to the study of the self-concept. In: Belk, R. *Handbook of Qualitative Research Methods in Marketing* (Chapter 15), pp. 198-218. Cheltenham: Edward Elgar.
- Bryman, A. (2007). Barriers to integrating quantitative and qualitative research. *Journal of Mixed Methods Research*, v. 1, n. 1, pp. 8-22.
- Creamer, E. G. (2017). *An Introduction to Fully Integrated Mixed Methods Research*. Sage: Los Angeles.
- Creswell, J. W. (2014). Mixed methods procedures. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Chapter 10), pp. 215-240. Los Angeles: Sage.
- Creswell, J. W. (2014). The selection of a research approach. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Chapter 1), pp. 1-22. Los Angeles: Sage.
- Creswell, J.; Clark, V. (2011). The nature of mixed methods research. In: Creswell, J.; Clark, V. *Designing and Conducting Mixed Methods Research* (Chapter 1), pp. 1-18. Thousand Oaks: Sage.
- Guest, G. (2012). Describing mixed methods research: An alternative to typologies. *Journal of Mixed Methods Research*, v. 7, n. 2, pp. 141-151.
- Hanson, D.; Grimmer, M. (2007). The mix of qualitative and quantitative research in major marketing journals, 1993-2002. *European Journal of Marketing*, v. 41, n. 1/2, pp. 58-70.
- Harrison, R. L.; Reilly, T. M. (2011). Mixed methods designs in marketing research. *Qualitative Market Research: An International Journal*, v. 14, n. 1., p. 7-26.
- Hausman, A. (2000). A multimethod investigation of consumer motivation in impulse buying behavior. *Journal of Consumer Marketing*, v. 17, n. 4-5, p. 403-419.
- O'Guinn, T. C.; Faber, R. (1989). Compulsive buying: A phenomenological exploration. *Journal of Consumer Research*, v. 16, n. 2, p. 147-157.

- Hesse-Biber, S. (2010). Qualitative approach to mixed methods practice. *Qualitative inquiry*, v. 16, n. 6, pp. 455-469.
- Johnson, R. B. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, v. 33, n. 7, pp. 14-26.
- Johnson, R. B.; Onwuegbuzie, A. J.; Turner, L. A. (2007). Toward a definition of mixed method research. *Journal of Mixed Methods Research*, v. 1, n. 2, p. 112-133.
- Mason, J. (2006). Mixing methods in a qualitatively driven way. *Qualitative Research*, v. 6, n. 1, pp. 9-25.
- Maxwell, J. A. (2010). Using numbers in qualitative research. *Qualitative Inquiry*, v. 16, n. 6, p. 475-482.
- McAlexander et al. (2002). Building brand community. *Journal of Marketing*, v. 66, n. 1, p. 38-54.
- Milne et al. (1996). Environmental organization alliance relationships within and across nonprofit, business, and government sectors. *Journal of Public Policy and Marketing*, v. 15, n. 2, p. 203-215.
- Saunders, M.; Lewis, P.; Thornhill, A. (2009). Formulating the research design. *Research Methods for Business Students* (Chapter 5), pp. 106-135. 5th ed. Harlow: Prentice Hall.
- Saunders, M.; Lewis, P.; Thornhill, A. (2009). Understanding research philosophies and approaches. *Research Methods for Business Students* (Chapter 4), pp. 106-135. 5th ed. Harlow: Prentice Hall.

Additional bibliography:

- Coupland, J. C. (2005) Invisible brands: An ethnography of households and the brands in their kitchen pantries. *Journal of Consumer Research*, v. 32, p. 106-118.
- Feilzer, M. Y. (2010). Doing mixed methods research pragmatically: Implications for the rediscovery of pragmatism as a research paradigm. *Journal of Mixed Methods Research*, v. 4, n. 1, p. 6-16.
- Hesse-Biber, S. (2010). Emerging methodologies and methods practices in the field of mixed methods research. *Qualitative Inquiry*, v. 16, n. 6, p. 415-418.
- Mertens, D. M. (2007). Transformative paradigm: Mixed methods and social justice. *Journal of Mixed Methods Research*, v. 1, n. 3, p. 212-225.
- Scaraboto, D.; Fischer, E. (2012). Frustrated fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. *Journal of Consumer Research*, v. 39, p. 1234-1257.
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**COURSE OUTLINE**


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Date	Topic	Recommended reading material	Student activity
05/10	Definitional issues in multi-methods and mixed methods research	<p>Creswell, J. W. (2014). The selection of a research approach. <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i> (Chapter 1), pp. 1-22. Los Angeles: Sage.</p> <p>Johnson, R. B.; Onwuegbuzie, A. J.; Turner, L. A. (2007). Toward a definition of mixed method research. <i>Journal of Mixed Methods Research</i>, v. 1, n. 2, p. 112-133.</p> <p>Maxwell, J. A. (2010). Using numbers in qualitative research. <i>Qualitative Inquiry</i>, v. 16, n. 6, p. 475-482.</p> <p>Saunders, M.; Lewis, P.; Thornhill, A. (2009). Formulating the research design. <i>Research Methods for Business Students</i> (Chapter 5), pp. 106-135. 5th ed. Harlow: Prentice Hall.</p> <p>Saunders, M.; Lewis, P.; Thornhill, A. (2009). Understanding research philosophies and approaches. <i>Research Methods for Business Students</i> (Chapter 4), pp. 106-135. 5th ed. Harlow: Prentice Hall.</p> <p><u>Additional reading:</u></p> <p>Feilzer, M. Y. (2010). Doing mixed methods research pragmatically: Implications for the rediscovery of pragmatism as a research paradigm. <i>Journal of Mixed Methods Research</i>, v. 4, n. 1, p. 6-16.</p> <p>Hesse-Biber, S. (2010). Emerging methodologies and methods practices in the field of mixed methods research. <i>Qualitative Inquiry</i>, v. 16, n. 6, p. 415-418.</p> <p>Mertens, D. M. (2007). Transformative paradigm: Mixed methods and social justice. <i>Journal of Mixed Methods Research</i>, v. 1, n. 3, p. 212-225.</p>	<p><b>Activity 1</b> – Group activity: “The Metaphorical Symbol” (at class)</p>
19/10	The major mixed method designs	<p>Bahl, S.; Milne, G. R. (2006). Mixed methods in interpretive research: An application to the study of the self-concept. In: Belk, R. <i>Handbook of Qualitative Research Methods in Marketing</i> (Chapter 15), pp. 198-218. Cheltenham: Edward Elgar.</p> <p>Creswell, J. W. (2014). Mixed methods procedures. <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i> (Chapter 10), pp. 215-240. Los Angeles: Sage.</p> <hr/> <p>Please observe the methodology of the following articles (be prepared to discuss the methodologies of these articles in the class):</p> <p>Article 1: Milne et al. (1996)</p> <p>Article 2: Hausman (2000)</p> <p>Article 3: O’Guinn &amp; Faber (1989)</p> <p>Article 4: McAlexander et al. (2002)</p> <p>Article 5: Arnould &amp; Price (1993)</p> <p>Article 1: Milne et al. (1996). Environmental organization alliance relationships within and across nonprofit, business, and government sectors. <i>Journal of Public Policy and Marketing</i>, v. 15, n. 2, p. 203-215.</p> <p>Article 2: Hausman, A. (2000). A multimethod investigation of consumer motivation in impulse buying behavior. <i>Journal of Consumer Marketing</i>, v. 17, n. 4-5, p. 403-419.</p> <p>Article 3: O’Guinn, T. C.; Faber, R. (1989). Compulsive buying: A phenomenological exploration. <i>Journal of Consumer Research</i>, v. 16, n. 2, p. 147-157.</p> <p>Article 4: McAlexander et al. (2002). Building brand community. <i>Journal of Marketing</i>, v. 66, n. 1, p. 38-54.</p>	<p><b>Activity 2</b> – Group activity: “Flip Charts &amp; Post-its” (at class)</p>

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		Article 5: Arnould, E.; Price, L. (1993). River magic, extraordinary experience and the extended service encounter. <i>Journal of Consumer Research</i> , v. 20, p. 24-45.	
26/10	Multi-methods and mixed methods in marketing and consumer behavior Studies	<p>Guest, G. (2012). Describing mixed methods research: An alternative to typologies. <i>Journal of Mixed Methods Research</i>, v. 7, n. 2, pp. 141-151.</p> <p>Harrison, R. L.; Reilly, T. M. (2011). Mixed methods designs in marketing research. <i>Qualitative Market Research: An International Journal</i>, v. 14, n. 1., p. 7-26.</p> <p>Hanson, D.; Grimmer, M. (2007). The mix of qualitative and quantitative research in major marketing journals, 1993-2002. <i>European Journal of Marketing</i>, v. 41, n. 1/2, pp. 58-70.</p> <p><u>Additional reading:</u></p> <p>Scaraboto, D.; Fischer, E. (2012). Frustrated fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. <i>Journal of Consumer Research</i>, v. 39, p. 1234-1257.</p> <p>Coupland, J. C. (2005) Invisible brands: An ethnography of households and the brands in their kitchen pantries. <i>Journal of Consumer Research</i>, v. 32, p. 106-118.</p>	<b>Homework 1</b> – “Mixed Methods in Marketing and CB” (Student’s short presentation in English)
09/11	Quantifying words and Qualifying numbers	N/A	<p><b>Homework 2</b> – “Quantifying Words and Qualifying Numbers” (Student’s reading their text to the class)</p> <p><b>Activity 3</b> – Group activity: “Helping your colleague to choose a multi-method or mixed-method design” (at class)</p>
16/11	Advantages and challenges of mixed methods research in Consumer Behavior studies	<p>Bryman, A. (2007). Barriers to integrating quantitative and qualitative research. <i>Journal of Mixed Methods Research</i>, v. 1, n. 1, pp. 8-22.</p> <p>Creswell, J.; Clark, V. (2011). The nature of mixed methods research. In: Creswell, J.; Clark, V. <i>Designing and Conducting Mixed Methods Research</i> (Chapter 1), pp. 1-18. Thousand Oaks: Sage.</p> <p>Hesse-Biber, S. (2010). Qualitative approach to mixed methods practice. <i>Qualitative inquiry</i>, v. 16, n. 6, pp. 455-469.</p> <p>Johnson, R. B. (2004). Mixed methods research: A research paradigm whose time has come. <i>Educational Researcher</i>, v. 33, n. 7, pp. 14-26.</p> <p>Mason, J. (2006). Mixing methods in a qualitatively driven way. <i>Qualitative Research</i>, v. 6, n. 1, pp. 9-25.</p>	<p><b>Exam</b> – Individual activity: “Critique about advantages and challenges of mixed methods research to CB” (at class)*</p> <p>*Bring your notebook to class</p> <p>The lecture will organize a schedule for next class meeting</p>
23/11	Choosing a multi/mixed method design for your own project	N/A	<b>Activity 4</b> – Individual meeting with the lecturer (at class) – Meeting with the lecturer to discuss a multi-method or mixed-method proposal for your own research

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30/11	Presenting your research project's proposal for a multi/mixed method design	N/A	<b>Research project –</b> Student's final presentation in English
07/12	Debriefing and feedback	N/A	Final insights

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