Foreword

Market Research has gained increasing attention both in academic and corporate environments. Importantly, market research needs to be conducted under a holistic and critical perspective. Hence, it follows that market researchers must be more reflexive when drawing conclusions from their studies. Nevertheless, recent scientific studies indicate an important gap in the literature regarding the lack of both qualitative and multi-method studies in the field of market research. Considering researchers as the main actors in the knowledge construction process, they should use the best possible approaches to explain quantitatively and to understand qualitatively their phenomenon of study, preserving the objectivity and measurement guaranteed by quantitative research, but emphasizing the development and interpretation favored in the qualitative perspective as well. Thus, I would like to congratulate Dr. Ghorbani and Dr. Takhar-Lail for editing this very timely and unique book *Market Research Methodologies: Multi-Method and Qualitative Approaches* that fills with excellence this relevant gap in the literature by proposing effective contemporary qualitative and multi-method approaches for the market research through 14 chapters organized in two sections of a soft, illustrative and very practical text. The first section, titled “Qualitative Approaches” introduces the role of reflexivity as an innovative qualitative research method, the grounded theory assumptions in the market research context, the philosophical foundations of the interpretivist and positivist paradigms that beget the qualitative and quantitative methodologies, and the importance of creativity and innovation in qualitative research by highlighting the need of innovative research methodologies in a knowledge economy. Section one also introduces the internet optimized ethnographic research technique, named netnography, and ends discussing the observational technique as a multidisciplinary scientific method that might contribute indeed to the market research. The second section of the book titled “Multi-Method Approaches” visits essential concepts of qualitative research such as triangulation in organizational research, the contribution of blogs to market research, and the similarities and differences between quantitative and qualitative marketing research projects focusing on the possibilities of combining them in triangulation. Moreover, it explores the multi-method research design of qualitative communication research methodology associated with a case study in Greece, the qualitative response regression modeling for qualitative research variables, and the synergy effect obtained by using multi-method analysis as an combination of the quantitative (survey research) and qualitative (in-depth interviews) analysis through a case study in the insurance industry in Poland. Finally, the second generation of the laddering methodology, a meaning-based qualitative approach, is presented and discussed in order to help scholars and managers better understand preferences, motivations, and other general determinants of consumer and organizational choices. I really find this book very beneficiary to readers, since the content is of great advantage in an effort to allow them to become familiar with important and necessary concepts and new trends of the multi-method techniques in market research as
well as its application to the organizational practice. Therefore, I highly recommend the book to both academicians and practitioners who wish to develop successful qualitative and multi-method research that will bring long-term benefits for clients, businesses, and the increasingly global society. I wish you all a very productive reading!

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