

Qualitative consumer research

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469484&lokasi=lokal>

Abstrak

This volume provides a good illustration of the sorts of insights that qualitative and conceptual analysis can provide. Using some of the latest qualitative research tools, this volume highlights insights about consumption ranging from how consumers process advertising messages, how skiers consume a ski resort, and how small retailers can combat the practice of "showrooming" by consumers comparing online prices with mobile devices to the nature of consumer "presence, rethinking the meanings of prices, and buying counterfeit luxuries with friends. These and other practices provide eye-opening insights of their own. But they also spark the imagination by demonstrating what qualitative research can do and why it is an increasingly popular set of techniques.