

WORKSHOP 1

ETHNOGRAPHY & NETNOGRAPHY IN MARKETING RESEARCH

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ABSTRACT

Building marketing strategies without enough information is difficult enough for marketers, but doing it with wrong or hidden information is even more difficult. Understanding the difference between what is said and what really happens or what consumers even do not know about their behavior makes consumer research more complicated.

Ethnography is usually linked with sociology or anthropology studies. With the need of understanding the experiences, culture and unspoken facets of consumer behavior, widely used qualitative and quantitative research techniques might not be the tool that the researcher needs. For this reason, marketing academicians and practitioners consider ethnography and netnography (for online research) as a more suitable tool for investigating.

This paper aims to note the main applications of ethnographical and netnographical marketing studies and make a short review of the approach that marketing researchers choose. The study is focused on the conceptual side of the ethnographical research used in marketing topics.

Key-words: qualitative research, marketing, ethnography, netnography

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