



# **RESEARCH TOOLS AND ORIGINAL THEORIZATIION**

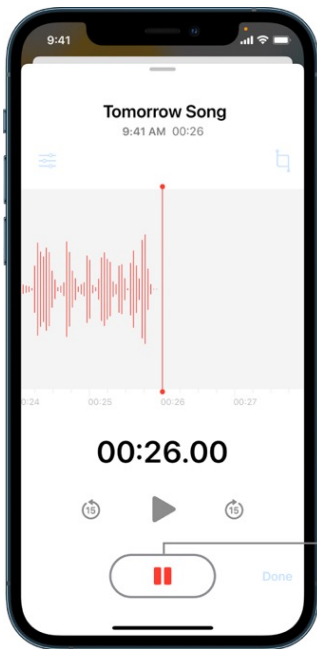
# **AGENDA**

1. Briefly about research tools and other tips for conducting research
2. What is "original theorizing"
3. Continuing with our overall project

***CREATING YOUR  
OWN RESEARCH  
SYSTEM***

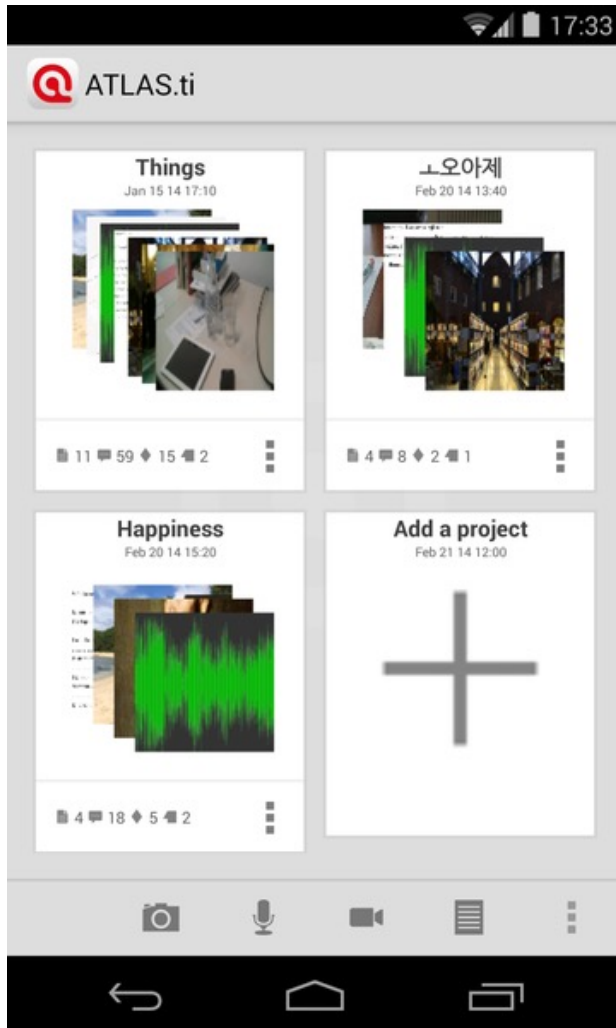
# ***KEY ISSUES FOR A GOOD SYSTEM***

- 1. The ability to store, sort, and analyze data**
- 2. Ability to review literature**
- 3. Ability to reflect your own research contributions vis-a-vis the literature**



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## STRENGTHS

## SCREENSHOTS

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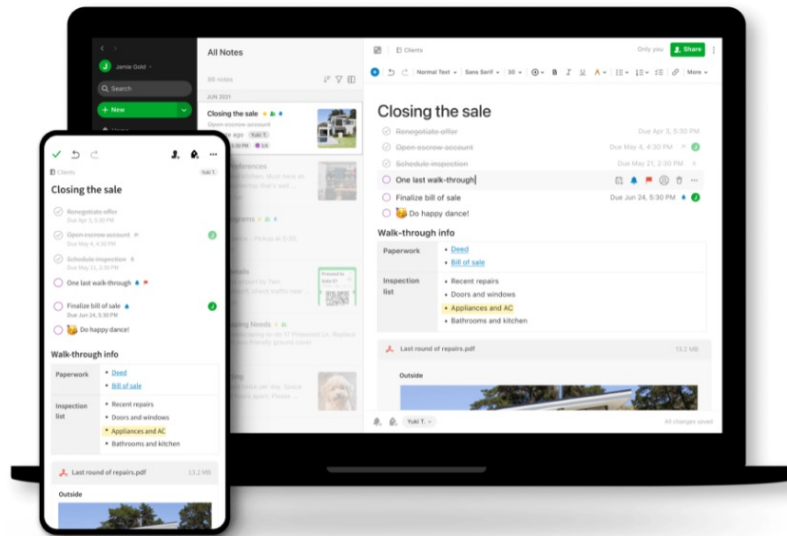
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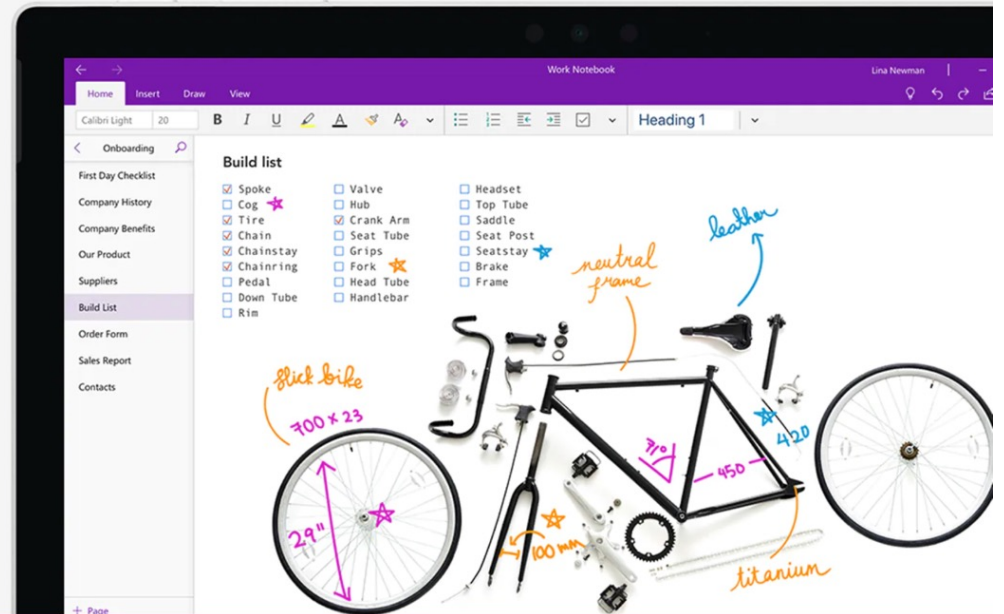
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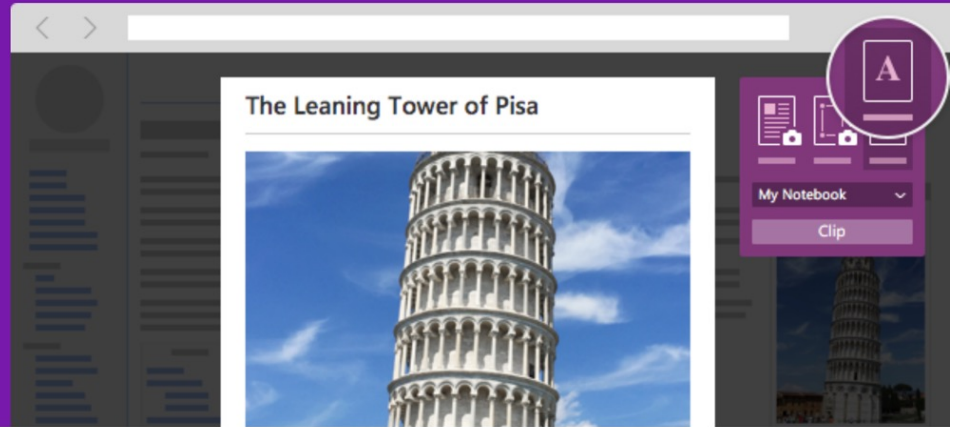
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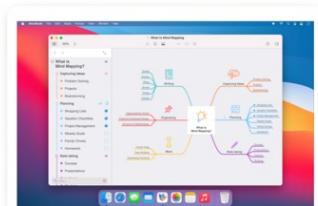
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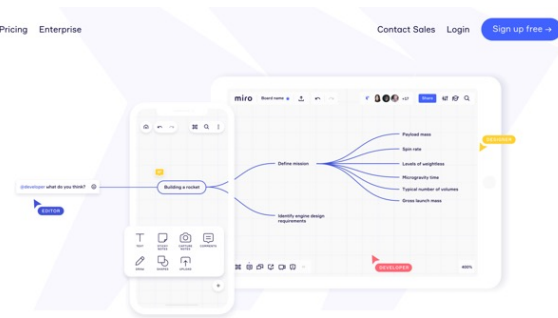



OUTLINING

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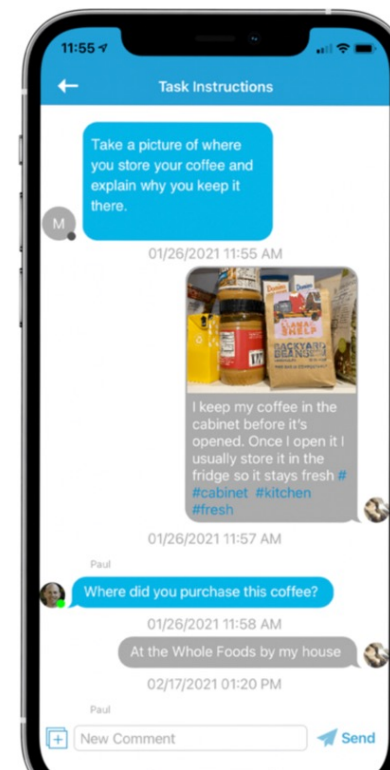


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The EthOS app turns mobile devices into world class ethnography tools

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- ✔ Notify respondents with email and in-app push notifications
- ✔ Probe respondents with our skype-like interface for live chat discussions
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## Citation Guide: Reference management software

Search this Guide

Search

Using information resources

Citation techniques

Reference systems ▾

Making a bibliography

Reference management software

RefWorks

Export References from RefWorks

### Reference management software

Examples of reference management software:

- RefWorks (web-based, [Learning Centre provides this for Aalto University students and staff. Access to RefWorks will end by 31 December 2021.](#))
- Mendeley, Zotero, CiteULike, JabRef (free software)
- Citavi, EndNote, ProCite, RefManager, (commercial software)

See comparison of reference management software in [Wikipedia](#).

### Using computer programs

Special computer programs have been developed for managing references. These reference managers allow users to import, organize and format the references. Using computer programs is recommended when there are hundreds of references in your work. However, before you begin to use reference management software you should know the citation techniques, because you often have to check program-produced references manually.

### Benefits of computer programs

- You can save search results in one place where you can edit them, make notes and attachments.
- Computer programs create in-text citations and bibliographies automatically.
- A bibliography can be created automatically according to several different systems, for example APA, Harvard and Vancouver.

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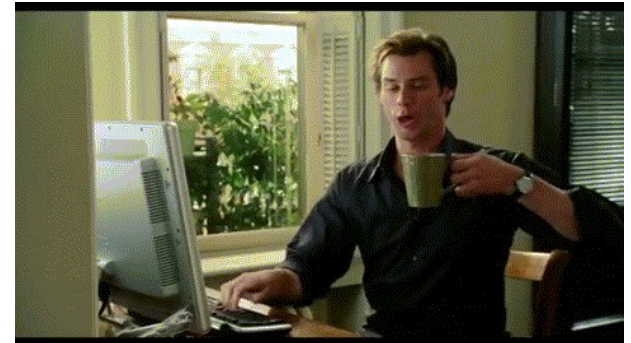
## ***THESIS TIP #17:***

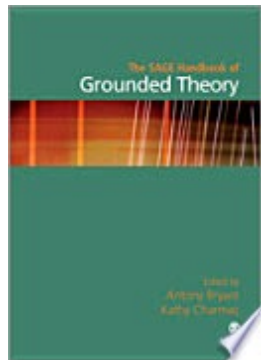
Make use of tools at your disposal! Many are free for students, especially Aalto students!



## ***THESIS TIP #18:***

Your research system should feel natural and comfortable to you; make use of best practices but always modify!

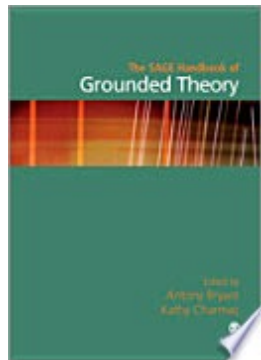




12

## Asking Questions of the Data: Memo Writing in the Grounded Theory Tradition

Lora Bex Lempert



12

Asking Questions of the Data:  
Memo Writing in the Grounded  
Theory Tradition

Lora Bex Lempert

# Memos

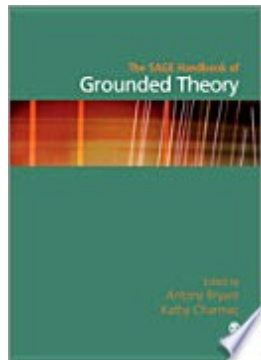
“An adaptive narrative tool for developing ideas”

Writing to yourself; thinking through writing

Turning “raw data” into “creative artefacts”

Various levels of abstraction and coherence





### Box 12.1 What Memos Do

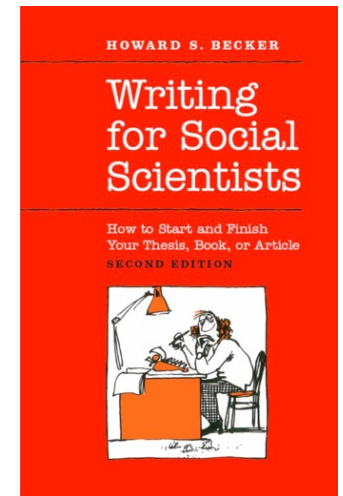
- Provide a means for the researchers to engage in and record intellectual conversations with themselves about the data
- Clarify processes by explaining and defining properties and characteristics
- Allow researcher to gain the analytical distance that enables movement away from description and into conceptualization
- Record research and analytical progress, as well as thoughts and feelings, about data and directions for further collection and/or analysis
- Distinguish between major and minor codes and categories
- Maintain a 'storehouse of analytical ideas' (Strauss & Corbin 1998: 220) available for sorting, ordering, re-ordering, and retrieval
- Do what people in research situation probably cannot do, that is, identify patterns and their properties for both general and specific situations (Strauss & Corbin 1998)
- Facilitate the generation of theory

### Box 12.2 Memo Don'ts

- Don't start out with the burden of thinking that you have to generate theory. (It will come, in the interim, think 'generate'.)
- Don't force the data. (Aim for diversity and lots of levels of generalization.)
- Don't worry about the coherence of the memos. (If you know what you mean, that's sufficient. You can 'clean them up' in your final presentations.)
- Don't force the process by imposing linearity. (Forget cause and effect for a bit; look for convolution, complexity, and indirection.)
- Don't reinvent the wheel. (Use the literature.)

Writing as a form of thinking (Flower 1979; Flower & Hayes 1981)

“If [writing indeed is a form of thinking], the advice often given to writers—first get your thought clear, and only then try to state it clearly — is wrong.”



“People ask me what I think about a given topic and I say ‘Well, I don’t know what I think about that because I haven’t written about it yet.’”

**John van Maanen** (paraphrased)





## No assemblage required: On pursuing original consumer culture theory

**Russell Belk**

York University, Canada

**Rana Sobh**

Qatar University, Qatar

### Abstract

Our title plays with the promise on certain consumer goods packages of “no assembly required,” but in fact we call upon the reader to assemble new theories rather than rely on existing ones like assemblage theory. We argue that consumer culture theory (CCT), also known as interpretive consumer research, has thus far not fulfilled its potential as a theory-generating discipline. Our reluctance to attempt creative theorizing is institutionalized by calls for theory-enabled research rather than truly emergent theory. This retreat has recently been strengthened by the rise of Big Data and correlational approaches that eschew theory altogether. In order to change this situation, we recommend a three-stage approach: (1) original phenomena-driven inquiry, (2) combining grounded theory and abductive reasoning, and (3) generating and comparatively analyzing alternative theoretical explanations. We briefly conceptualize the first two stages and illustrate the third using an example of consumer brand masking and bluffing in Africa. We demonstrate the use of two criteria for comparative theoretical analysis: (a) fit with the data and (b) potential usefulness in other contexts. We also argue that sometimes multiple theories are needed. CCT researchers are uniquely positioned to pursue original theory, and in this article, we offer some ideas as to how this can be done.



## Something old, something new: Enabled theory building in qualitative marketing research

**Pierre-Yann Dolbec**

Concordia University, Canada

**Eileen Fischer**

York University, Canada

**Robin Canniford**

University of Melbourne, Australia

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***THEORY-ENABLED  
RESEARCH***

***THEORY-ENFOLDED  
RESEARCH***

***EMERGENT RESEARCH***



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...we argue that grounded theory approaches need to go beyond this vision of theory emerging from the data by embracing abductive logic (Peirce, 1935). While abductively derived theory in an empirical/theoretical study must be *consistent* with the data, it *emerges* from the mind of the researcher/theorist.



### Subcultures of Consumption: An Ethnography of the New Bikers

JOHN W. SCHOUTEN  
JAMES H. MCALEXANDER\*

This article introduces the subculture of consumption as a specific concept through which to better understand consumption and the manner in which that practice has been understood. It provides a theoretical and conceptual framework for the study of the subculture of consumption as a distinctive and identifiable form of consumption. The subculture of consumption is defined as a form of consumption that is distinct from other forms of consumption. A key feature of the subculture is a process of progressive consumption that is characterized by a series of consumption practices that are distinct from other forms of consumption. The subculture of consumption is characterized by a series of consumption practices that are distinct from other forms of consumption. The subculture of consumption is characterized by a series of consumption practices that are distinct from other forms of consumption.

The most powerful organizing forces in modern life are the activities and associated interpretations to which people undertake to give their lives meaning. In choosing how to spend their money and their time, people do not randomly choose to satisfy their desires. They take part in the creation of their own categories. As consumer researchers we are uniquely positioned to identify and understand the organizing forces that people bring to their own lives through their consumption choices. In so doing we discover indicators of consumption. In our discussion, we define a subculture of consumption as a distinctive subculture of society that reflects on the basis of a shared commitment to a particular product class, brand, or consumption activity. Other characteristics of subcultures of consumption include an identifiable, hierarchical social structure, a unique ethos, or set of shared beliefs and values, and unique jargon, rituals, and modes of self-identification.

\*John W. Schouten is assistant professor of marketing, School of Business Administration, University of California, Berkeley. James H. McAlexander is assistant professor of marketing, College of Business Administration, University of California, San Diego. He most recently published in the Journal of Consumer Research. The authors would like to thank the following individuals for their helpful comments: James H. McAlexander, University of California, San Diego; and the anonymous reviewers of the Journal of Consumer Research.



### Brand Community

ALBERT M. MUNIZ, JR.  
THOMAS C. O'GUINN\*

This article introduces the idea of brand community. A brand community is a social structure consisting of individuals who share a common identification with a particular brand. Brand communities are characterized by a sense of community, a shared consciousness, and a sense of belonging. Brand communities are characterized by a sense of community, a shared consciousness, and a sense of belonging. Brand communities are characterized by a sense of community, a shared consciousness, and a sense of belonging.

Community is a core concept in social thought. Its definition, however, is hazy and abstract. Some scholars have attempted to define community in terms of geographical characteristics, others in terms of social characteristics, and others in terms of psychological characteristics. The definition of community is a complex and multifaceted one. The definition of community is a complex and multifaceted one. The definition of community is a complex and multifaceted one.

The concept of community is historically related to religious and political communities. Early sociologists saw community as a social structure characterized by a sense of community, a shared consciousness, and a sense of belonging. The concept of community is historically related to religious and political communities. Early sociologists saw community as a social structure characterized by a sense of community, a shared consciousness, and a sense of belonging.

# Consumers and Their Brands: Developing Relationship Theory in Consumer Research

SUSAN FOURNIER\*

Although the relationship metaphor dominates contemporary marketing thought and practice, surprisingly little empirical work has been conducted on relational phenomena in the consumer products domain, particularly at the level of the brand. In this article, the author (1) argues for the validity of the relationship proposition in the consumer-brand context, including a debate as to the legitimacy of the brand as an active relationship partner and empirical support for the phenomenological significance of consumer-brand bonds; (2) provides a framework for characterizing and better understanding the types of relationships consumers form with brands; and (3) inducts from the data the concept of brand relationship quality, a diagnostic tool for conceptualizing and evaluating relationship strength. Three in-depth case studies inform this agenda, their interrelationship guided by an integrative review of the literature on person-to-person relationships, insights offered through application of inductive concepts to two relevant research domains—brand loyalty and brand personality—are advanced in closing. The exercises are intended to urge fellow researchers to refine, test, and augment the working hypotheses suggested herein and to progress toward these goals with confidence in the validity of the relationship premise at the level of consumers' lived experiences with their brands.

Relationship principles have virtually replaced short-term exchange notions in both marketing thought (Webster 1992) and practice (Peppers and Rogers 1993), precipitating what has been considered a paradigm shift for the field as a whole (Deighton 1996). Despite increased acceptance and relevance, it can be argued that the relationship perspective has been vastly underutilized in the marketing literature. The limited work that exists largely informs relationship marketing practice as opposed to the development of relationship marketing theory (Sheth and Parvatiyar 1995). In a sense, the field has kept ahead to application of relationship ideas and the assumption of relationship benefits without proper development of the core construct involved.

Particularly lacking are relationship-inspired studies in consumer as opposed to business markets, especially those concerning the consumer product domain (Sheth and Parvatiyar 1995). Empirical research concerning relationships formed at the level of the brand has been especially scant. Understandably, relationship research

has focused on bona fide partnerships formed between persons, with the bulk of published studies concerning manufacturer-supplier and service-provider partnerships as a result (Berry 1983; Dwyer, Schurr, and Oh 1987).

The brand loyalty literature is perhaps most capable of informing theory concerning consumer-brand relationships. This research stream has stagnated of late, however (Lehmann 1996), with the majority of insights and contributions generated before the emergence of methods capable of truly informing the phenomenology of consumer-brand bonds (Sherry 1987). Although "loyalty" itself is a fertile relationship concept, its nuances have been lost in traditional brand loyalty research. Operationalizations relying on sequence or proportion of purchase perhaps better reflect a notion of inertia than loyalty with its full relational significance. Even well-intentioned attempts to consider loyalty as more than repeat purchase (Jacoby and Chestnut 1978) reduce the process to "narrowly cognitive utilitarian decision-making," thus failing to capture "the talismanic relationships consumers form with that which is consumed" (Belk, Wallendorf, and Sherry 1990, p. 31). Conceptualizing loyalty as a long-term, committed, and affect-laden partnership has also constrained relationship-inspired insight by implicitly encouraging ignorance of the many other potentially valuable relationship forms that may characterize consumer-brand bonds.

As a result, the basic questions of whether, why, and in what forms consumers seek and value ongoing relationships with brands remain largely unanswered (Webster



## BUSINESS This Is Why You Fall in Love With Brands

HANS VILLARICA APRIL 13, 2012

Advertising veteran and marketing expert Susan Fournier reflects on her seminal 1998 study on brand relationship theory and asserts that it's not just a metaphor.



Shutterstock.com/Andriy Tyshko An Apple store in downtown

In science, size is everything. Studies that boast large samples are more likely to get accepted for publication, while research papers with few participants are usually snubbed out, purportedly because their findings can't be projected onto the population with "confidence."

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ROBBERSON NETER



The Professional Women Who Are Leaving Ohio

OLGA KHAZAN



TABLE 1  
A TYPOLOGY OF CONSUMER-BRAND RELATIONSHIP FORMS

Relationship form	Definition	Case examples
Arranged marriages	Nonvoluntary union imposed by preferences of third party. Intended for long-term, exclusive commitment, although at low levels of affective attachment.	Karen's adoption of her ex-husband's preferred brands (e.g., Mop 'n Glo, Palmolive, Hellman's); Jean's use of Murphy's Oil soap as per manufacturer recommendation. Karen and her household cleaning brands.
Casual friends/buddies	Friendship low in affect and intimacy, characterized by infrequent or sporadic engagement, and few expectations for reciprocity or reward.	
Marriages of convenience	Long-term, committed relationship precipitated by environmental influence versus deliberate choice, and governed by satisficing rules.	Vicki's switch to southern regional Friend's Baked Beans brand from favored B&M brand left behind in the northeast.
Committed partnerships	Long-term, voluntarily imposed, socially supported union high in love, intimacy, trust, and a commitment to stay together despite adverse circumstances. Adherence to exclusivity rules expected.	Jean and virtually all her cooking, cleaning, and household appliance brands; Karen and Gatorade.
Best friendships	Voluntary union based on reciprocity principle, the endurance of which is ensured through continued provision of positive rewards. Characterized by revelation of true self, honesty, and intimacy. Congruity in partner images and personal interests common.	Karen and Reebok running shoes; Karen and Coke Classic; Vicki and Ivory.
Compartmentalized friendships	Highly specialized, situationally confined, enduring friendships characterized by lower intimacy than other friendships forms but higher socioemotional rewards and interdependence. Easy entry and exit attained.	Vicki and her stable of perfumes.
Kinships	Nonvoluntary union with lineage ties.	Vicki's brand preference for Tetley tea or Karen's for Ban, Joy, and Miracle Whip, all of which were inherited from their mothers.
Rebounds/avoidance-driven relationships	Union precipitated by desire to move away from prior or available partner, as opposed to attraction to chosen partner per se.	Karen's use of Comet, Gateway, and Success Rice.
Childhood friendships	Infrequently engaged, affectively laden relation reminiscent of earlier times. Yields comfort and security of past self.	Vicki's Nestle's Quik and Friendly's ice cream; Jean's use of Estée Lauder, which evokes memories of her mother.
Courtships	Interim relationship state on the road to committed partnership contract.	Vicki and her Musk scented brands during initial trial period.
Dependencies	Obsessive, highly emotional, selfish attractions cemented by feeling that the other is irreplaceable. Separation from other yields anxiety. High tolerance of other's transgressions results.	Karen and Mary Kay; Vicki and Soft 'n Dry.
Flings	Short-term, time-bounded engagements of high emotional reward, but devoid of commitment and reciprocity demands.	Vicki's trial size shampoo brands.
Enmities	Intensely involving relationship characterized by negative affect and desire to avoid or inflict pain on the other.	Karen and her husband's brands, post-divorce; Karen and Diet Coke; Jean and her other-recommended-but-rejected brands (e.g., Jif peanut butter, Kohler stainless steel sinks).
Secret affairs	Highly emotive, privately held relationship considered risky if exposed to others.	Karen and the Tootsie Pops she sneaks at work.
Enslavements	Nonvoluntary union governed entirely by desires of the relationship partner. Involves negative feelings but persists because of circumstances.	Karen uses Southern Bell and Cable Vision because she has no other choice.

\*Susan Fournier is assistant professor of business administration at Harvard University Graduate School of Business Administration, Cambridge, MA 02138. This article evolved from the author's dissertation at the University of Florida. Special thanks are extended to the author's thesis committee (Richard J. Lata, chair; Greg Swenseyer, Alan Sawyer, and Brian Weisz), to David Mick, to the JCR reviewers and editors who helped shape the manuscript, and, above all, to the three women who shared the stories that inspired this work.





Enabled theorizing can be contrasted with inductive forms of theorizing that are more purely “grounded” in data (e.g. Gehman et al., 2018; Gioia et al., 2013). More often than not, however, observations grounded in data are counterposed with preexisting theoretical ideas to update “old” theory and generate new ideas (Burawoy, 2009).

Article



Marketing Theory

1–19

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## Something old, something new: Enabled theory building in qualitative marketing research

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Doing the work of combination, application, and invention requires considerable knowledge and confidence in weighing-up how contributions can be made. Let us be clear, however, that such efforts have always been key to advancements in social theory.... It is worth noting that, despite their opposition to enabled theorizing, Belk and Sobh (2019) cite brand relationship theory (Fournier, 1998) and brand community (Muniz and O'Guinn, 2001) as examples of original developments. Notwithstanding their originality within our field, however, it should be acknowledged that preexisting ideas of animism (e.g. Gilmore, 1919) informed Fournier's work and extant theory of community informed notions of brand community (e.g. Anderson, 1983).

Article



Marketing Theory

1-19

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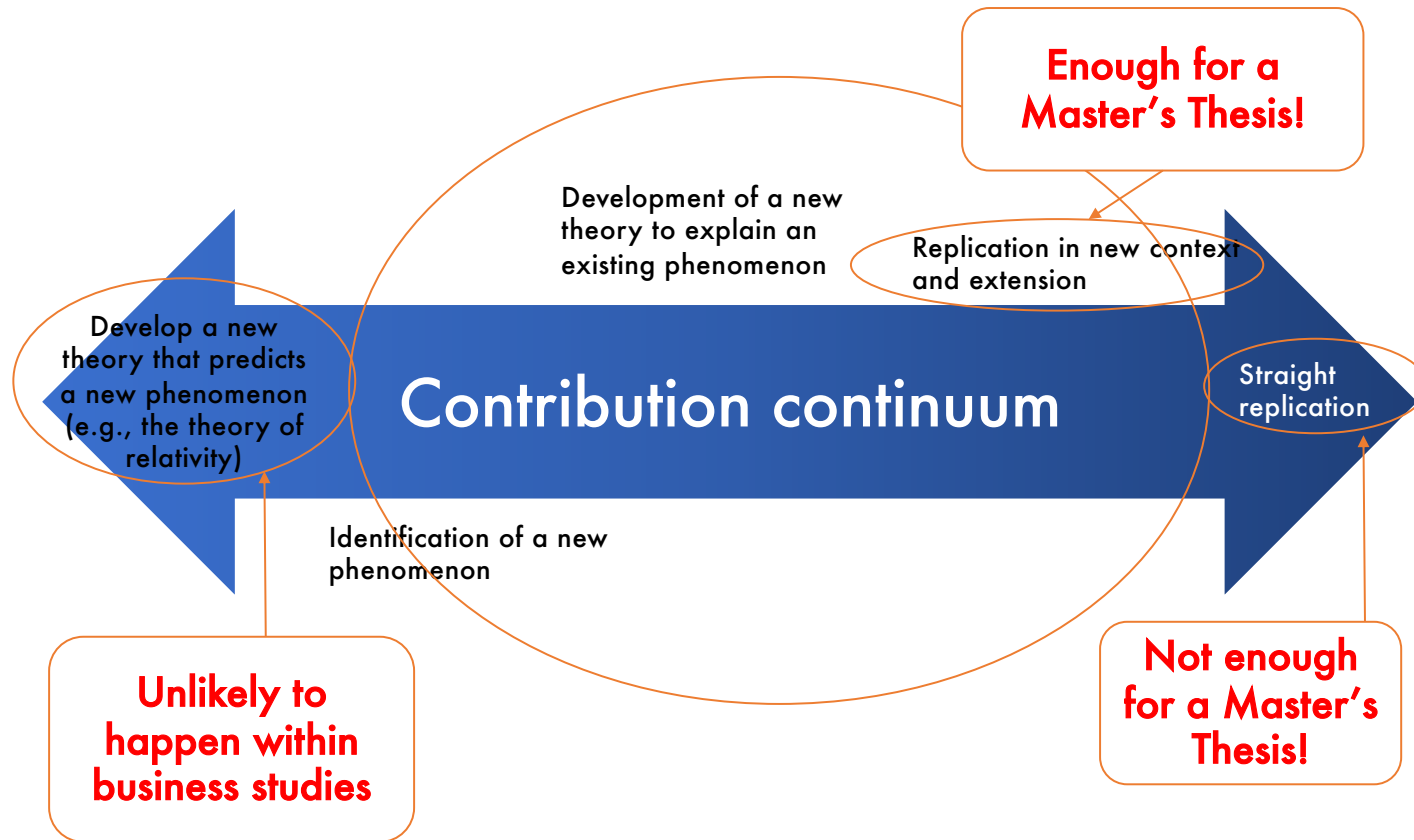
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### Abstract

Our title plays with the promise on certain consumer goods packages of “no assembly required,” but in fact we call upon the reader to assemble new theories rather than rely on existing ones like assemblage theory. We argue that consumer culture theory (CCT), also known as interpretive consumer research, has thus far not fulfilled its potential as a theory-generating discipline. Our reluctance to attempt creative theorizing is institutionalized by calls for theory-enabled research rather than truly emergent theory. This retreat has recently been strengthened by the rise of Big Data and correlational approaches that eschew theory altogether. In order to change this situation, we recommend a three-stage approach: (1) original phenomena-driven inquiry, (2) combining grounded theory and abductive reasoning, and (3) generating and comparatively analyzing alternative theoretical explanations. We briefly conceptualize the first two stages and illustrate the third using an example of consumer brand masking and bluffing in Africa. We demonstrate the use of two criteria for comparative theoretical analysis: (a) fit with the data and (b) potential usefulness in other contexts. We also argue that sometimes multiple theories are needed. CCT researchers are uniquely positioned to pursue original theory, and in this article, we offer some ideas as to how this can be done.

At the most rudimentary level, a concept represents something, usually at an abstract or metaphoric level (e.g. brand loyalty, a concept derived from interpersonal loyalty). A theory provides an understanding of some phenomenon in terms of a small set of concepts (e.g. a consumer relates to a brand like a person—casual friend, romantic fling, marriage—Fournier, 1998). Thus, a theory orders concepts in a way that produces useful and interesting insights. More precisely, Zaltman et al. (1982: 71) specify:

Theories are defined as explanations—as opposed to descriptions—of events in terms of a set of at least partially interrelated propositions. The propositions consist of a stated relationship between two or more concepts. Thus a theory may also be viewed as a system for ordering concepts in a way that produces understanding or insight.

**OUR CHALLENGE  
TO YOU:**

**WE DARE YOU TO  
PROPOSE A NEW  
CONCEPT IN YOUR  
GROUP PROJECT!**



***BREAKOUT ROOMS!***

***THINK OF METAPHORS THAT  
RELATE TO YOUR CONTEXT; OR  
STEM FROM YOUR INTERVIEWS***