Qualitative and Quantitative Methods in Consumer Research

Instructor: Prof. Dr. Frank-Martin Belz, Prof. Dr. Jutta Roosen

Module Description: Qualitative research has become an established method of inquiry in human and social sciences, including management and consumer research. In this module you will learn about the nature, designs, and methods of qualitative research.

Quantitative Research Methods: Explorative data analysis (Process of a statistical analysis, Identifying appropriate sample sizes, Scales of measurement, Organisation of data sets, descriptive statistics); Confirmatory data analysis (non-parametric and parametric hypothesis testing); Multivariate data analysis (Correlation analysis, Anova, Regression analysis).

This module is offered for the Master in Consumer Science at the TUM School of Management.

Objectives: At the end of the module you will be able to:

1. Understand what theory is and why we need it.
2. Reflect the basic assumptions of research.
3. Define and differentiate variance and process studies.
4. Develop qualitative research designs.
5. Collect qualitative data for consumer research employing interviews, documents and visuals.
6. Code and analyse qualitative data for consumer research.

The seminar objectives will be achieved by reading the assigned materials, attending and participating actively in class, as well as taking the final exam.

Upon successful completion of this module, students will have achieved a basic knowledge of quantitative and qualitative research methods and will be able to apply these for future research. Moreover students are able to weigh and to decide if quantitative or qualitative methods are appropriate to solve related research questions. They can recommend which way of data collection (quantitative, qualitative, a combination) will be the best for a present study or research question. Distinguished between the two main ways of empirical research methods, students will have the following competencies: Quantitative Methods – students will be able to:

1. Name the theoretical background of statistical analyses;
2. Summarize and apply basic descriptive methods;
3. Study and describe data (e.g. graphically and by means of statistical parameters);

4. Discuss and apply inductive methods to draw significant conclusions from sample data, e.g. hypothesis testing, and multivariate methods up to regression analysis;
5. Apply the descriptive and inductive methods in the software package SPSS.

Location: TUM School of Life Science, Campus Weihenstephan, 85354 Freising