

# Preface

“Mixed Method Research Design: An Application In Consumer-Brand Relationships (CBR)” is a comprehensive guide to design and conduct the research in management-related field, such as marketing management and human resources management. This book provides an overview of the real research conducted by the authors in their career as researchers and thereby explains one of the important and growing research designs used in management research—mixed method research design. It starts with the introduction which shows the background of the study. This is followed by a detailed literature review in the areas of consumer-brand relationships, which helps the authors to show how research questions and research objectives can be formulated for the mixed method study. This is further followed by a detailed explanation of the methodology, which establishes the ground rule for the study. Finally, it ends with the analysis and results of mixed method research study. In addition, the book also examines the procedures of mixing of qualitative and quantitative paradigms in research both in terms of hypothesis development and testing. It also helps the reader to understand how to design their research studies using mixed method design. The book concludes with managerial implications, which helps the reader to understand how mixed research design could be used to infer contribution to the theory and practice.

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