RICERCHE DI MARKETING

ANALISI TEMATICA
THEMATIC ANALYSIS

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Analisi tematica

- L'analisi tematica è un metodo di analisi dei dati qualitativi che implica la lettura di un insieme di dati (come le trascrizioni di interviste in profondità o di focus group, articoli di quotidiani, contenuti di siti internet, ecc.), e l'identificazione, attraverso l’analisi e l’interpretazione dei dati - di modelli di significato, per lo studio considerato.
- L'analisi tematica è stata ampiamente utilizzata nel campo della psicologia e può essere applicata anche alle ricerche di marketing.

- L'analisi tematica è una delle forme più comuni di analisi all'interno della ricerca qualitativa.
- Essa enfatizza l'identificazione, l'analisi e l'interpretazione dei modelli di significato (o "temi") all'interno dei dati qualitativi.
- L'analisi tematica può essere considerata come un termine «ombrello» per una varietà di approcci diversi, piuttosto che un singolo metodo.
- Il principale riferimento all’analisi tematica è dato dagli studi delle psicologhe Virginia Braun e Victoria Clarke*

*Braun, Virginia; Clarke, Victoria (2006). "Using thematic analysis in psychology". *Qualitative Research in Psychology*. 3 (2): 77–101

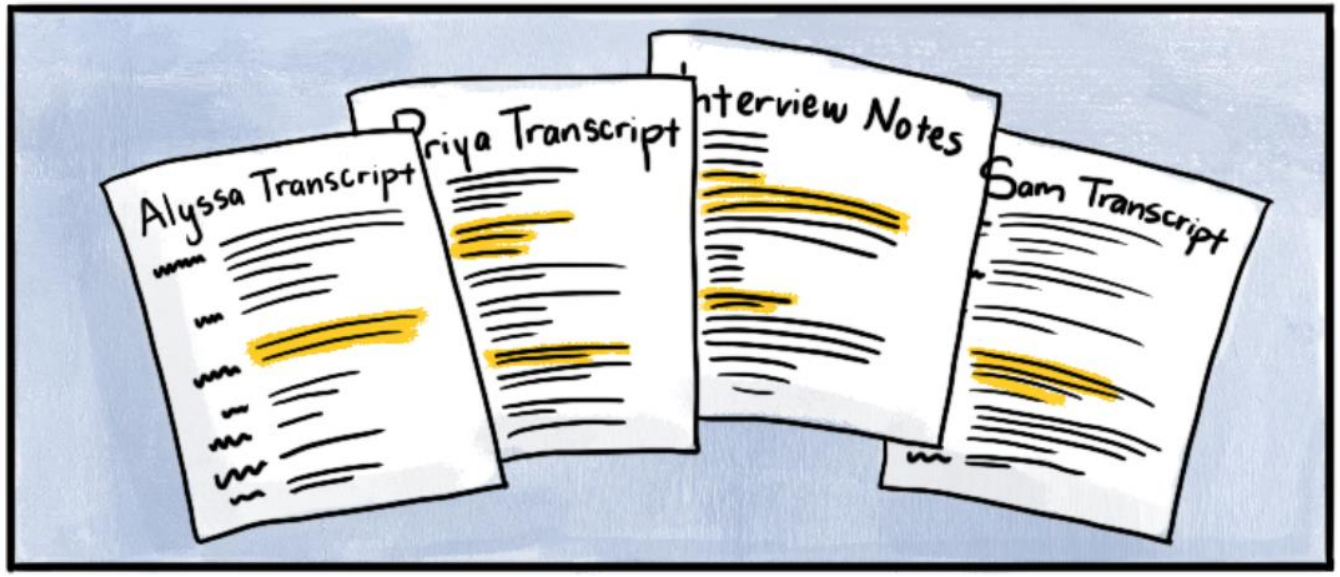
Vantaggi dell'analisi tematica

L'analisi tematica è un approccio flessibile all'analisi qualitativa che permette ai ricercatori di generare nuove intuizioni e concetti basati sui dati.

Svantaggi dell'analisi tematica

La flessibilità dell'analisi tematica comporta la possibilità di interpretare il significato dei dati in diversi modi.
Questo può rendere difficile comprendere quali dati sono o non sono importanti da evidenziare.

1. Familiarize yourself with the data

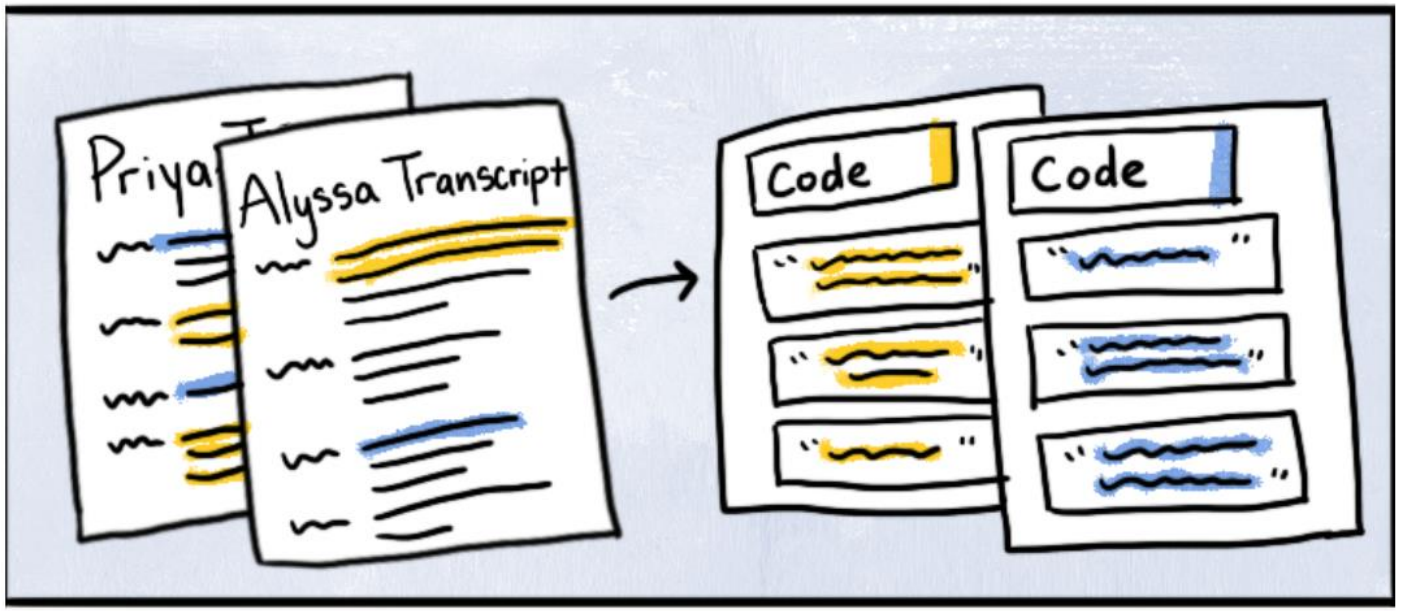


Get familiar with the data. If your data is in the form of audio files, transcribe them yourself or get them transcribed (see how to transcribe interviews). Read through the transcripts and actively observe meanings and patterns that appear across your data set. You won't be formally creating codes yet, but you should jot down thoughts and memos about potential codes to create.

2. Create your initial codes

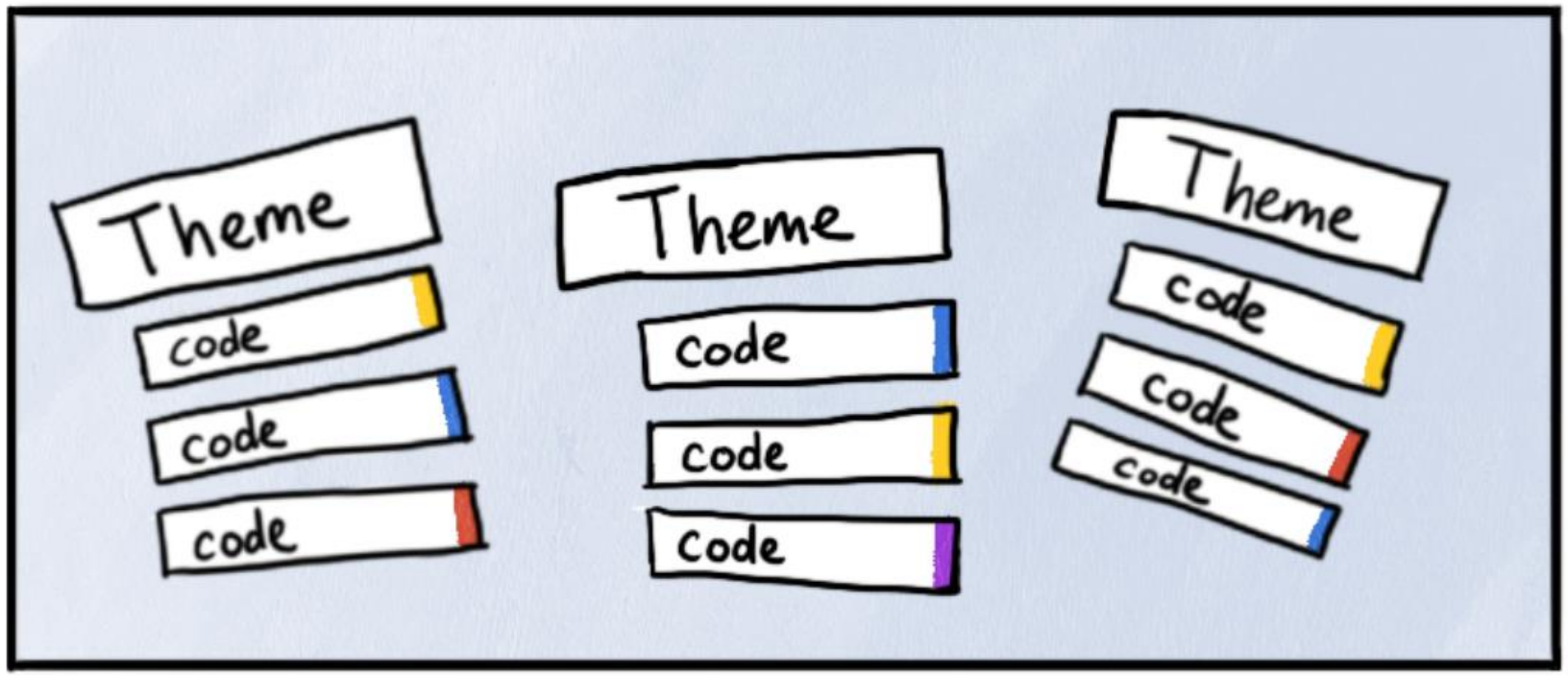
Now that you're familiar with the data, create a set of initial codes that represent the meanings and patterns you saw in the data. Create a codebook to keep track of the codes. Read through your data again, and identify interesting excerpts and apply the appropriate codes to them. Excerpts that represent the same meaning should have the same code applied.

3. Collate codes with supporting data



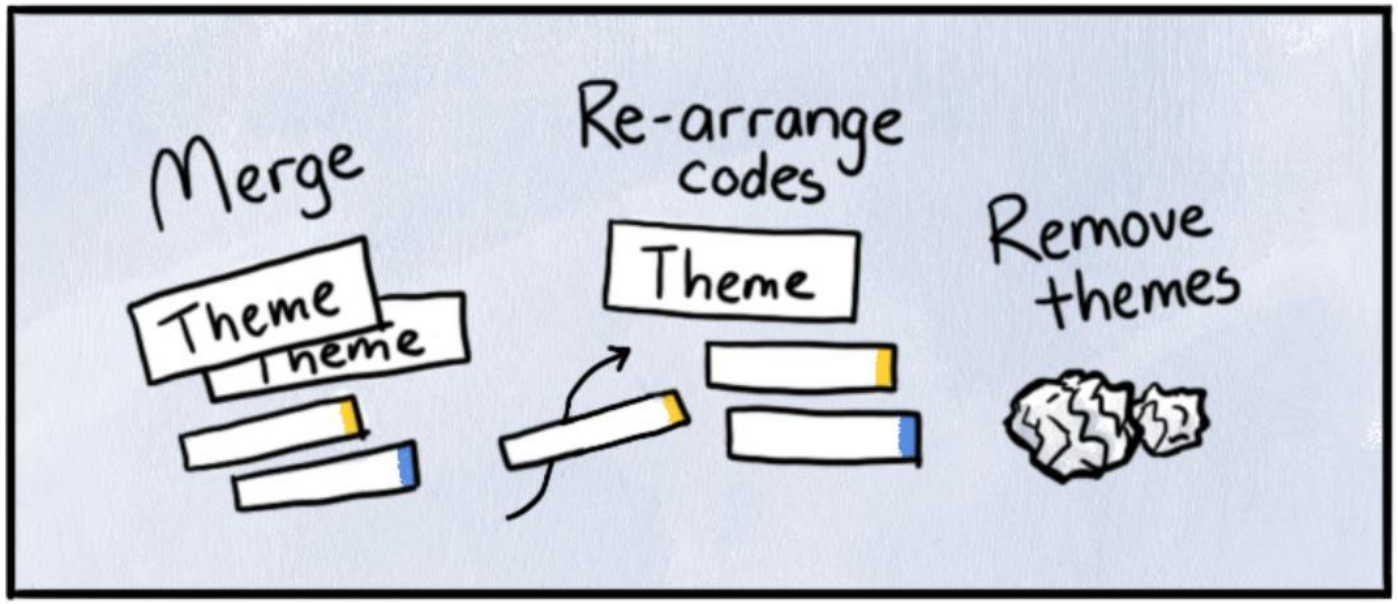
Now, group together all the excerpts associated with a particular code. If you're using pen and paper, cut out the excerpts and group them together by code. If you're using CAQDAS software like Delve, the software will automatically collate them together for you.

4. Group codes into themes



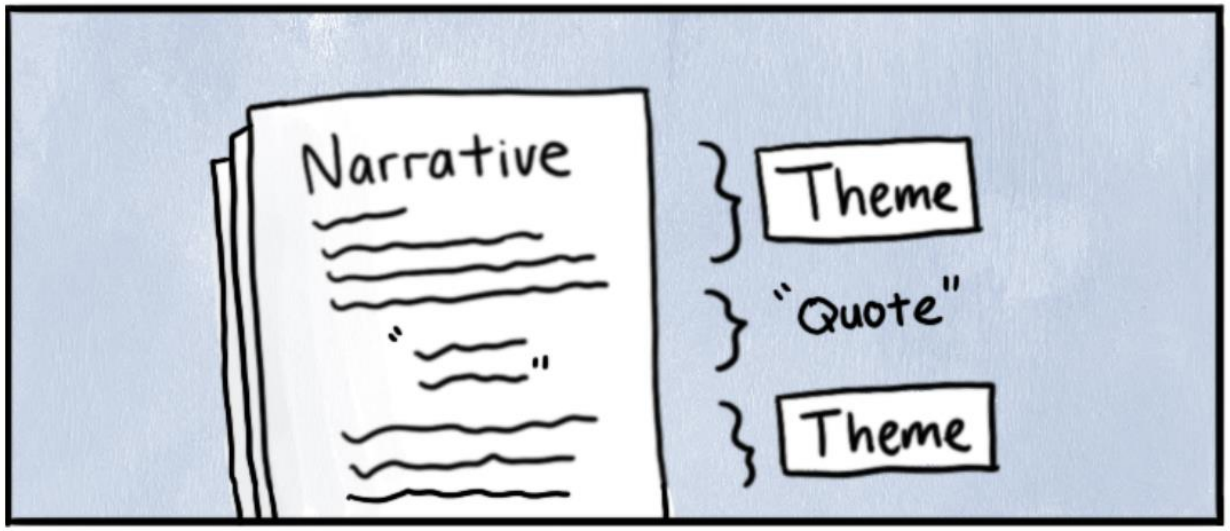
Now that you have a set of initial codes, sort the codes into potential themes. See how various codes can be combined, and see if there are themes that can be made into sub-themes.

5. Review and revise themes



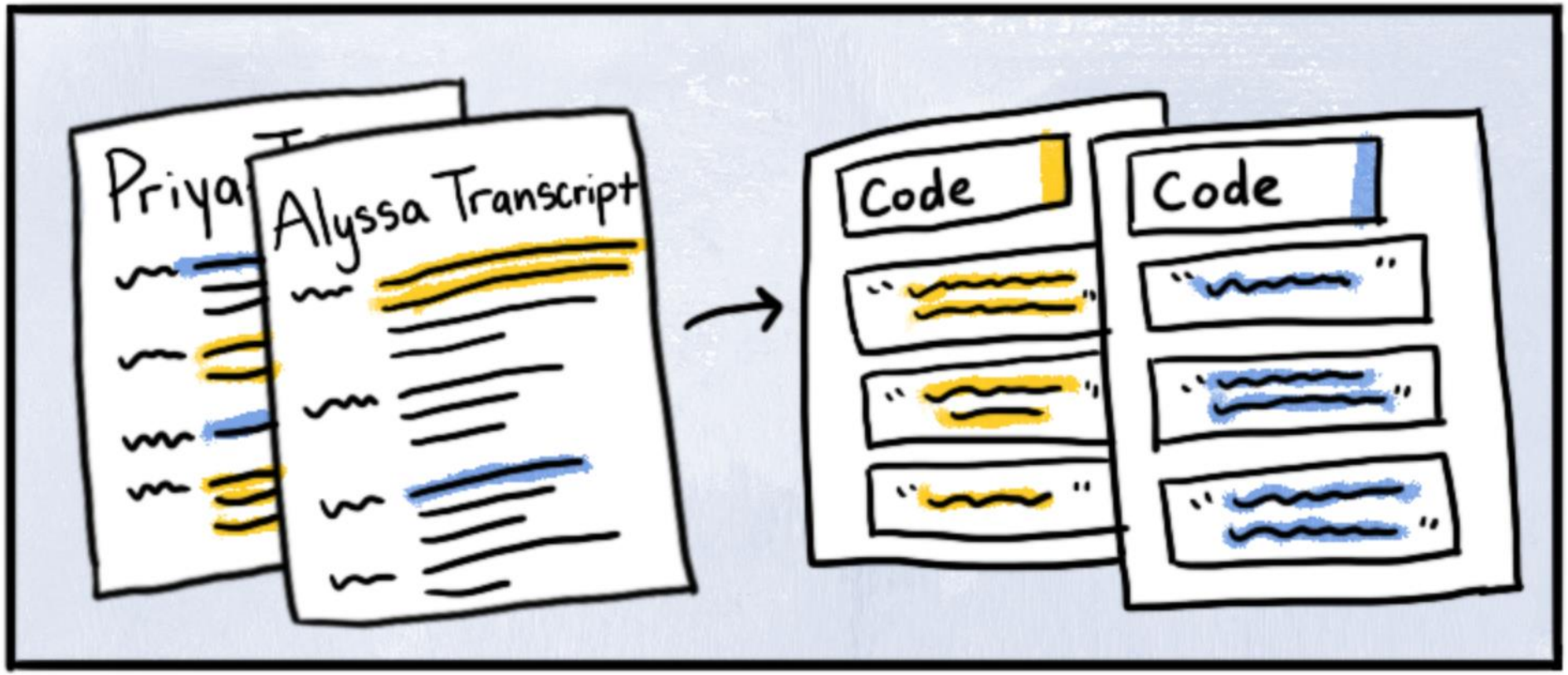
Now that you have your initial set of themes, review and revise your themes. Ensure that each theme has enough data to support them and is distinct. Consider merging together themes that are similar, and removing themes that don't have enough data to back them up. Begin formulating how your themes can come together into a narrative.

6. Write your narrative



Writing the narrative is the final step to tell the story of your data. You should have fully thought out themes, and now it's your chance to communicate to your readers about the validity or your analysis. Make sure that your narrative tells a coherent story about your data, and choose vivid quotes from your data that help back up your points. Your narrative should go beyond just describing your data and should include your own interpretive analysis and make an argument for the claims you present.

How to Do Thematic Analysis



https://delvetool.com/blog/thematicanalysis

Un esempio di *thematic analysis*

(Fiestas & Tuzovic, 2021)

An interview guide was prepared that consisted of three sections: (1) showrooming motivations, (2) in-store offline shopping practices, and (3) use of mobile devices during in-store shopping journeys. The use of an interview protocol facilitates the interview process in a systematic, consistent, and comprehensive manner (Patton, 2015). The in-depth personal interviews lasted between 45 and 60 min. Table 2 shows the demographic characteristics of the sample. Two-thirds were female. The average age was 29, which means that the sample was skewed towards a younger age group. More than half of the participants had a Master's degree. Furthermore, the sample consisted of participants of different nationalities and cultural backgrounds. The majority were Australian with Western backgrounds, followed by Asian. All participants practiced showrooming and used their mobile phones while they were shopping inside a brick-and-mortar retail store. Electronics and fashion were the two main product categories that attracted showrooming.

4. Data analysis

All interviews were audio-recorded and transcribed verbatim, resulting in 650 pages of transcripts containing more than 220,000 words. Transcripts were read to ensure their correctness and then exported to MAXQDA (https://www.maxqda.com), a qualitative data analysis software platform. Similar to prior qualitative showrooming research (e.g. Kokho Sit et al., 2018), the interview data was subject to thematic analysis (Braun and Clarke, 2006), which began with one of the authors independently coding the raw data. Thematic analysis is suitable to discover emerging themes within the raw data, and it helps to describe the data in detail (Braun and Clarke, 2006). While single coder research can produce biased results that affect measurement reliability (Roh et al., 2013), scholars have argued that the reality of many

qualitative research projects, particularly in early-career contexts, is that a single coder codes the majority of the data (Campbell et al., 2013; O'Connor and Joffe, 2020).

Adopting an integrative inductive/deductive research approach, the thematic analysis involved three phases. In Phase 1 (open coding) the textual data was analyzed line-by-line to identify relevant concepts based on the actual language that the participants used. Phase 2 (axial coding) involved contextualizing the open codes with supplementary literature into pre-defined codes. In Phase 3, selective coding was used to group axial codes into broader themes. The coding structure was developed in the context of critical discussion and reflection with the second author. This involved regular meetings to check reliability and consistency and to resolve discrepancies. External validity was enhanced by drawing analytical conclusions based on the literature review. Table 3 provides a snapshot of our coding activities.

Table 3
Overview of coding activities.

Sample of open codes	Axial codes	Selective codes
"Every time I want to buy electronic goods, for example, a laptop or a digital camera, I always showroom." (P6)	*Attitudes and motivations* (Arora et al., 2017)	*Predispositions towards mobile-assisted showrooming*
"When I am showrooming I feel that I am being a smart consumer, a savvy one, that is getting the best benefit." (P20)	*Perceived benefits* (Arora and Sahney, 2018; Gensler et al., 2017)	
"Using my smartphone while I am experiencing a product, I make my shopping journey more efficient." (P27)	Shopping productivity (Voropanova, 2015)	
"I need to see the product, touch it, turn it on and understand how can I use it properly; like when you are doing a test run of a car, you feel it, and then you buy it." (P22)	*Physical channel interaction* ('touch and feel') (Arora and Sahney, 2018; Arora et al., 2017)	*Mobile-assisted showrooming behavior*
"After testing a product, I will use my smartphone to watch YouTube reviews of the product I am looking [at] inside the store, convince myself it is the correct choice, and then I will compare the offline price with the online ones, without leaving the store." (P26)	*Mobile channel interaction* (price comparison) Kang (2018)	
"When I have a doubt, I prefer to text my partner, or friends, to ask them about products that I do not know." (P11)	*Social interactions* (Kang, 2018)	
"Every time I want to buy electronic goods, for example, a laptop or a digital camera, I always showroom. I also do it when I am buying fashion, such as shoes or jackets." (P6)	*Product-related* (Gensler et al., 2017)	*Contextual factors*
"[It] Is stressful to interact with them. They only want to be friendly with you to sell you something." (P16)	*Shopping-related* (Gensler et al., 2017)	

Fig. 1 summarizes the overarching framework that illustrates the shopping journey of mobile-assisted showroomers.

5.1. *Predispositions towards mobile-assisted showrooming*

some

The results show that all participants had positive attitudes towards the practice of showrooming. For example, ~~71 percent of~~ respondents said they 'liked' showrooming, almost half of them 'enjoyed' showrooming, and ~~29 percent~~ 'loved' showrooming. All of the participants had vast experience with showrooming, and they agreed that the practice of showrooming is an integral part of their purchase journey ("I always do it", P30). Furthermore, participants enjoy showrooming because it makes them feel *savvy* (~~74%~~), *smart* (~~65%~~), and *intelligent* (~~35%~~).

> *When I am showrooming I feel that I am being a smart consumer, a savvy one, that is getting the best benefit. (P20)*

Participants indicated several benefits of showrooming. While some are similar to the practice of desktop showrooming (e.g. finding a better value), others are unique to mobile-assisted showrooming. For example, showrooming provides "peace of mind" (P9), increases perceived purchase assurance (mentioned by one-third of participants), and it helps "to make the best [purchase] decision" (P13). There was considerable agreement among participants (almost nine of ten) that mobile-assisted showrooming is useful to find the best *value-for-the-time-and-money* deal.

> *For me, is getting the best of the offline and online channel; product experience from the brick-and-mortar store and financial benefits and convenience from the online retailers. (P30)*

While these financial and emotional benefits motivate showrooming intentions in general, the data shows that the use of smartphones increases participants' motivations to practice competitive showrooming

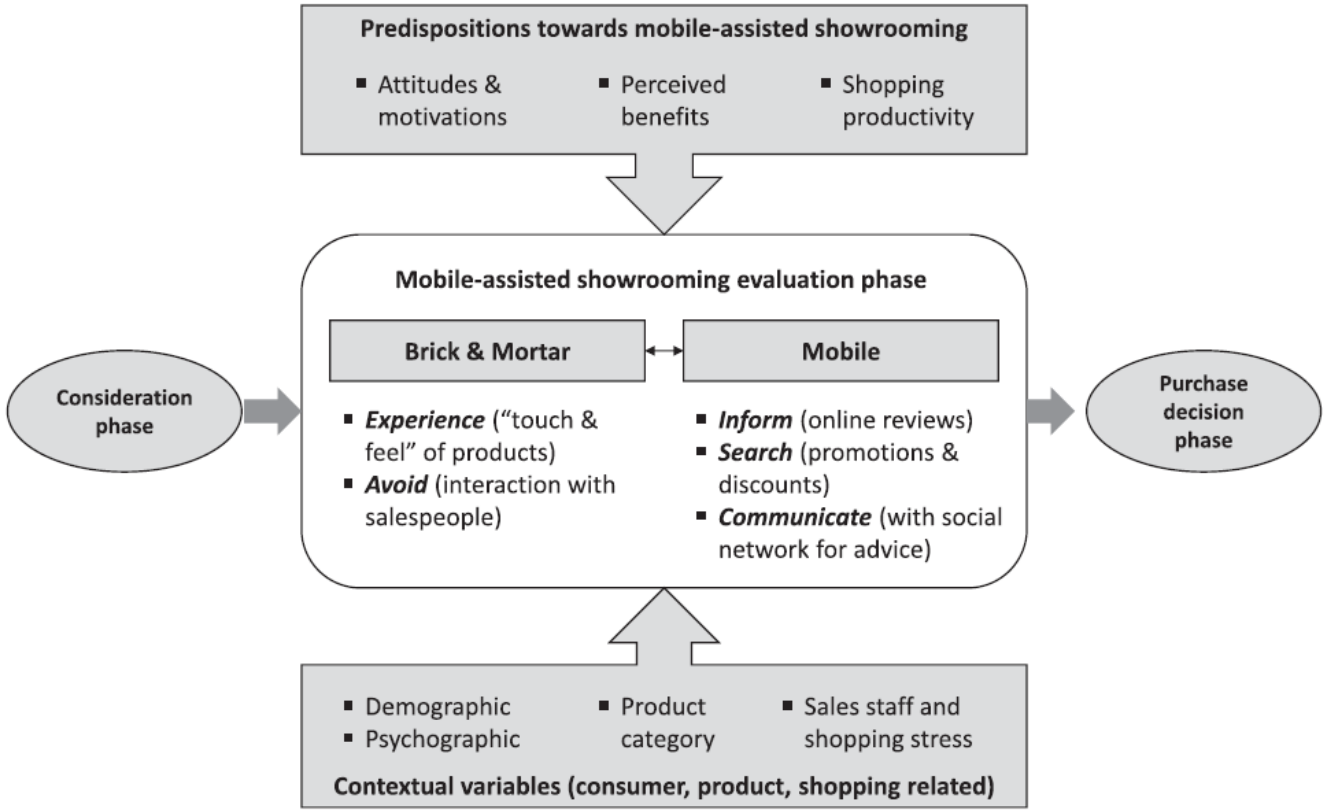


Fig. 1. Framework of shopping journey of mobile-assisted showroomers.

NB – Non commentare nel testo con dati quantitativi riferiti al gruppo di intervistati.

even further. In particular, showroomers referred to the convenience of using their smartphone simultaneously during the physical product evaluation. The results support prior research that the use of mobile devices for shopping increases *shopping productivity* (e.g., Voropanova, 2015).

> *When I am using my smartphone for showrooming inside the store, I feel I am getting all the information I need to make the best product decision. I can check reviews from YouTube or compare prices on Google Shopping or eBay. Using my smartphone while I am experiencing a product [in-store], I make my shopping journey more efficient. I compare the product information and prices at the same time I am looking, touching, or wearing the product I want to buy. Before, I needed to go to my home or office and remember all my experience inside the store to browse the internet and make a purchase decision. (P27)*

This study demonstrates that the showrooming process has evolved. Smartphones are now the primary shopping tool ('mobile concierge') in the evaluation stage of their purchase journey.

5.2. *Mobile-assisted showrooming behaviors*

The data shows that participants actively use their smartphones for assistance during their purchase journey, integrating physical (e.g., touch and feel) and mobile (e.g., consumer reviews) channels in a unified, seamless shopping experience. Participants state the first thing they do when they are inside a brick-and-mortar retail store is to 'touch, feel, and try out' products they intend to buy.

> *I need to see the product, touch it, turn it on and understand how can I use it properly; like when you are doing a test run of a car, you feel it, and then you buy it. (P22)*

Per ulteriori approfondimenti si rinvia all'articolo (Fiestas & Tuzovic, 2021)

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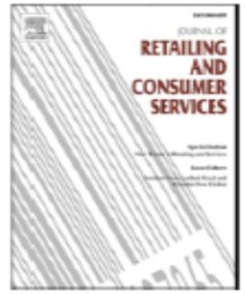

Check for updates

Mobile-assisted showroomers: Understanding their purchase journey and personalities

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