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**GROUNDING THEORY, GIOIA, CASE STUDY: A COMPARATIVE  
ANALYSIS OF THREE QUALITATIVE METHODOLOGIES FOR  
THEORY BUILDING IN MARKETING**

**Abstract:**

The paper aims to look at some of the problems associated with methodologies for theory building, suggesting that there is a need for a more rigorous application in order to develop theory and aid effective decision making. This paper examines three qualitative methodologies: grounded theory, case study, and Gioia. It compares and contrasts their approaches to data collection and interpretation and highlights some of the strengths and weaknesses associated with each one. The paper suggests that, while qualitative methodologies, as opposed to qualitative methods, are not an accepted feature of consumer research, their application in the truest sense is still in its infancy within the broader field of marketing. It proposes a number of possible contexts that may benefit from in-depth qualitative enquiry.

**Keywords:**

Marketing theory, qualitative research, grounded theory, Gioia, case study

**JEL Classification:** C18, M31