



## Article Title

The evolution of marketing research.

## Citation

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## Abstract

The purpose of this study is to provide a domain statement for hospitality marketing research. The objectives of the study are to analyze the evolution of hospitality marketing research over the past 25 years, determine how the research paradigms changed over time in hospitality marketing relative to mainstream marketing and provide scholars with suggestions for developing and managing a marketing research agenda. The findings of this study help not only scholars involved in marketing research but also hospitality scholars across all disciplines.

## Methodology

- A content analysis of > 1,700 marketing articles is provided, with articles published in three leading hospitality journals and one mainstream marketing journal over a 25-year period. Additionally, the authors consulted leading hospitality scholars to solicit their views and suggestions on hospitality marketing research.

## Findings

- The results show the evolution of hospitality marketing over a 25-year period. This provides insights into how hospitality has unique aspects, which can lead to contributions in mainstream marketing.

## Originality/value

- Due to its longitudinal nature and breadth (e.g., number of journals covered), this is the most comprehensive study of hospitality marketing research. The findings of the study provide direction for all hospitality scholars as well as those involved in hospitality marketing research.

## Conclusion

This study found that the rigor of hospitality research has increased greatly over the past 25 years. This trend will require researchers to continually update their skills to remain relevant. The use of mixed-method methodologies has increased and is expected to increase in the future. Given the interaction of the consumer with the environment, there is an opportunity to conduct more qualitative research. Geographically, opportunities exist outside of traditional research areas (USA, UK) in areas characterized by the strong growth of the industry (Asia,

Middle East, and Eastern Europe). The design, production, and delivery of guest experiences that create positive memories shared with others is an important research area. Understanding the complex, interdisciplinary development of service scopes will continue to be an important area for researchers. Social responsibility of corporations will increase in importance as the new consumers (e.g. generation) place more emphasis on ethical business practices. Service delivery systems and service recovery are receiving increased attention, as social media are increasingly used as evaluation platforms for consumer experiences. Mediated by technology and presented more publicly than ever, the communications between consumers and businesses have changed dramatically, as new tools (e.g. text messages, social media, two-way audio-video streaming, scanning devices) and new social norms govern such communications. There has never been a better time to be involved in hospitality marketing research. Rather than replicating mainstream marketing studies in the hospitality environment, hospitality marketing research is expected to extend the mainstream marketing literature. Concepts that originated in hospitality are being applied to other industries. Hospitality marketing will continue to evolve, shaped by a complex set of factors, originating with the topics offered by the industry, the operationalization of such topics, the methodological approaches that put those topics under rigorous examination and culminating with the value that it adds to the industry practice and academic community.