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MIXED METHODS IN AUDIENCE RESEARCH AS A RESOURCE FOR THE ANALYTICAL CAPABILITIES AND RESILIENCE OF BUSINESS AND CIVIL SOCIETY ORGANISATIONS

Abstract. *The article substantiates the role of mixed methods in strengthening the analytical capabilities and resilience of business and civil society organisations in wartime and digitally fragmented environments. The study is relevant because war, migration, limited access to some audiences, digital inequality, online data, artificial intelligence tools and sensitive topics complicate the collection, verification and interpretation of audience data. The aim of the article is to justify mixed methods as a resource for analytical capabilities and to develop a framework for their integrated use in organisational decision-making under uncertainty. The contribution of the article lies in bringing together three applied research optics – marketing, advertising and communication, and sociological – into a single logic for supporting managerial and communication decisions. The scientific novelty consists in interpreting mixed methods as a means of working with fragmented data, combining scale with context, examining contradictions between sources, and accounting for online data quality, ethical risks and the limits of evidence. The article shows that this logic supports business decisions concerning segmentation, products, services, pricing, advertising creative, media channels and brand trust. For civil society organisations, it is relevant to needs assessment, programme evaluation, work with internally displaced persons, veterans, young people and vulnerable groups, advocacy campaigns and donor reporting. The study concludes that quantitative methods provide scale and comparability, qualitative methods reveal motives, barriers, audience language and lived context, while advertising and communication research helps assess message perception, emotional response, trust and the ethical acceptability of communication. The proposed framework may be used by research agencies, enterprises, civil society organisations, universities and professional associations for planning research in wartime and post-war settings.*

Keywords: *mixed methods, analytical capabilities, organisational resilience, marketing research,* *advertising and communication research, sociological research, qualitative research, quantitative research, war, business, civil society organisations.*

ЗМІШАНІ МЕТОДИ ДОСЛІДЖЕННЯ АУДИТОРІЙ ЯК РЕСУРС АНАЛІТИЧНИХ СПРОМОЖНОСТЕЙ І РЕЗИЛЬЄНТНОСТІ БІЗНЕСУ ТА ГРОМАДСЬКИХ ОРГАНІЗАЦІЙ

Анотація. *У статті обґрунтовано роль змішаних методів маркетингових, рекламно-комунікаційних і соціологічних досліджень у формуванні аналітичних спроможностей та резильєнтності бізнесу і громадських організацій у воєнному й цифрово-фрагментованому середовищі. Актуальність дослідження зумовлена тим, що війна, міграція, недосяжність частини аудиторій, цифрова нерівність, поширення онлайн-даних, розвиток інструментів штучного інтелекту та соціальна чутливість тем ускладнюють збирання, перевірку й інтерпретацію інформації про аудиторії. Мета статті полягає в обґрунтуванні змішаних методів як ресурсу аналітичних спроможностей бізнесу та громадських організацій, а також у розробленні авторської рамки їх інтегрованого використання для підтримки організаційної стійкості в умовах невизначеності. Авторський внесок полягає у поєднанні трьох прикладних дослідницьких оптик – маркетингової, рекламно-комунікаційної та соціологічної – в єдину логіку підтримки управлінських і комунікаційних рішень. Наукова новизна дослідження полягає в обґрунтуванні змішаних методів як ресурсу аналітичних спроможностей, що дає змогу організаціям працювати з фрагментованими даними, поєднувати масштаб і контекст, перевіряти суперечності між джерелами, враховувати якість онлайн-даних, етичні ризики та межі достовірності висновків. У статті показано, що для бізнесу така логіка підтримує рішення щодо сегментації, продукту, сервісу, ціни, рекламного креативу, медіаканалів і довіри до бренду. Для громадських організацій вона важлива у проведенні оцінювання потреб, аналізі програм, роботі з внутрішньо переміщеними особами, ветеранами, молоддю, вразливими групами, адвокаційними кампаніями та донорською звітністю. Основні висновки дослідження засвідчують, що кількісні методи забезпечують масштаб і порівнюваність, якісні методи розкривають мотиви, бар'єри, мову аудиторій і життєвий контекст, а рекламно-комунікаційні дослідження дають змогу перевіряти сприйняття повідомлень, емоційну реакцію, довіру й етичну прийнятність комунікації. Практичне значення результатів полягає у можливості використання запропонованої рамки дослідницькими агенціями, підприємствами, громадськими організаціями, університетами та професійними асоціаціями для планування досліджень у воєнному й післявоєнному середовищі.*

Ключові слова: *змішані методи, аналітичні спроможності, організаційна резильєнтність, маркетингові дослідження, рекламно-комунікаційні дослідження, соціологічні дослідження, якісні дослідження, кількісні дослідження, війна, бізнес, громадські організації.*

Formulation of the problem. War changes the conditions under which organisations acquire knowledge about audiences. For business, wartime realities mean that familiar assumptions about the stability of consumer practices, the accessibility of respondents and the predictability of communication channels lose their reliability. For civil society organisations, the same problem takes a different practical form: community needs, levels of trust, willingness to discuss sensitive issues and the safety of contact with vulnerable groups depend on respondents' experiences of forced displacement, loss, occupation, security risks and digital inequality [1, pp. 2-4; 2, pp. 2128-2131].

The digitalisation of social and communication processes strengthens the need for mixed methods, since the digital environment is no longer a neutral channel for transmitting messages. It is important to test the effectiveness of digital contact and the social reception of the message. Digital media and social networks enable rapid crisis response, mobilise financial and human resources and expand civic participation; at the same time, targeting algorithms may deepen social stratification, while social messages in advertising can turn civic participation into a commercialised symbolic gesture [3]. The contemporary research environment is digitally fragmented, as audiences, communication channels and data on people's behaviour are distributed across different platforms, modes of interaction, levels of digital accessibility and sources of measurement. Information technologies operating under conditions of information warfare and conflicts of interpretation [4, pp. 105–107] further complicate the understanding of socio-economic and socio-cultural discourse. In a wartime environment, marketing, advertising and communication, and sociological data need to be integrated, as digital audience reactions provide material for the simultaneous analysis of behavioural actions, message interpretation, levels of trust, possible manipulative effects and the social context of communication.

Operational data have considerable managerial value in such an environment, yet the speed with which information is obtained does not itself ensure the quality of a decision. An online survey, an omnibus, a metric of advertising contact or a dashboard of internal data may provide an important signal, but that signal does not explain behavioural motives, the boundaries of trust, the acceptability of message language or the groups that remain outside measurement [5, pp. 50-53; 6]. Mixed methods support an organisation's capacity to maintain the quality of audience understanding, the usefulness of managerial conclusions, ethical responsibility, trust in data and the ability to make adaptive decisions under incomplete, fragmented, sensitive and rapidly changing information conditions.

This article distinguishes marketing, communication, and sociological research as three applied optics through which business and civil society organisations work with audiences. Marketing research focuses on the market, audience behaviour, segments, product, service, price, interaction channels and customer experience. For business, it reduces uncertainty in decisions concerning priority segments, product propositions, service models, sales channels and messages that need to be intelligible to consumers. For civil society organisations, the marketing logic also has applied significance: it helps to define programme target groups more precisely, assess service accessibility, understand participation barriers, shape a value proposition for donors, partners and beneficiaries, and build communication that corresponds to actual audience practices. In this sense, marketing research works not only with commercial demand but also with the broader question of the relevance of organisational action for the groups at which it is directed [7; 8].

Advertising and communication research belongs to the wider field of marketing and communication measurement, but it requires separate consideration because of the specificity of its object: it analyses not only audience behaviour or needs, but also how audiences perceive a message, advertising creative, channel, tone and media contact. Advertising research focuses on attention, awareness, emotional response, creative perception, message comprehension, media-contact effectiveness, brand tracking, pre-test, post-test and digital metrics. For business, it makes it possible to check whether advertising supports the brand, whether it conveys the product or service promise accurately, whether it creates unwanted associations and whether it actually affects purchase or interaction intentions. For civil society organisations, advertising and communication research is needed to test social campaigns, advocacy messages, donor appeals, information materials for vulnerable groups and public calls to action. In wartime, both commercial and social messages should be tested for effectiveness and ethical acceptability: whether they activate traumatic experience, stigmatise groups, simplify complex social experiences into an advertising effect, or undermine trust in the organisation that disseminates them [9; 10].

Sociological research works with public opinion, social needs, trust, identities, social change, vulnerable groups and programme evaluation. For civil society organisations, it provides a basis for needs assessment, assistance planning, advocacy, programme monitoring, donor reporting and evaluation of community impact. For business, a sociological optic is also important, because the consumer does not act in a market vacuum but within a specific social environment: trust, expectations of fairness, attitudes towards brands, sensitivity to themes of war, displacement, support for the army, charity or social responsibility are connected with broader public moods. In the wartime context, sociological research helps both business and civil society organisations to see majority demands alongside the needs of those poorly represented in standard samples: internally displaced persons, people abroad, residents of frontline territories, veterans, people with experience of loss, and socially vulnerable groups [1, pp. 2–4; 11, pp. 9–12].

For civil society organisations, work with young people, internally displaced persons and socially vulnerable groups requires a research logic that combines needs assessment, analysis of programme action, ethical sensitivity and testing of communication with target audiences. Youth policy should be considered across several spheres of social influence – health, education, decent work, rights protection, gender equality, participation, partnership, peace, justice, innovation and infrastructure – and such multidimensionality accords well with the need for mixed methods, since no single indicator can fully describe the social condition of young people, their participation and barriers to access to support [12, pp. 20–26; 13, pp. 8–13]. Civil society organisations often work with people whose experiences of displacement, loss, adaptation, participation and trust require a combination of quantitative assessment of the scale of the problem, qualitative understanding of lived context and advertising and communication testing of messages that should be safe, intelligible and non-stigmatising.

Despite their different research traditions, these three fields are converging. Business and civil society organisations work with audiences living in a shared wartime, digital and socially sensitive environment, although they make different decisions. For business, these are decisions about product, service, segmentation, sales channels, advertising creative and brand trust. For civil society organisations, they concern assistance programmes, advocacy, communication with communities, donor reporting and safe interaction with vulnerable groups. For this reason, mixed methods need to operate at the intersection of three logics: the marketing logic helps to understand behaviour and the value of the offer; the sociological logic explains trust, needs and social context; the advertising logic tests how a message is perceived, remembered and whether it produces unwanted effects. An organisation's analytical capability is strengthened when these sources do not remain separate, but are integrated according to the decision that needs to be made [14; 7; 9].

For the same reason, mixed methods need to work at the intersection of three logics. The marketing logic helps to measure the market and behaviour; the sociological logic explains social conditions, trust and vulnerability, and the advertising logic tests how messages are perceived, remembered and how they change intentions or behaviour. Analytical resilience emerges when an organisation does not confine itself to a single field of data, but integrates them in relation to the decision that must be made.

Analysis of recent research and publications. Research on mixed methods in recent years has consistently shifted attention from the mechanical combination of methods to integration. P. Bazeley treats integration as the conceptual core of mixed methods research, because it transforms different types of data into a shared analytical judgement [14]. M. Hirose and J. Creswell identify quality criteria for mixed methods: justification of the rationale for the design, separate handling of qualitative and quantitative components, the use of joint displays and the formulation of meta-inferences [15]. T. Guetterman, J. Molina-Azorin and S. Fàbregues emphasise that transparent reporting rules are necessary for the verifiability of conclusions and for the reproducibility of the logic of integration [16].

Sequential and parallel designs have methodological meaning when there is a clear relationship between components. T. Haynes-Brown shows that explanatory sequential design can be built around a theoretical model that sets the logic of quantitative measurement, the selection of the qualitative stage and the final explanation [17].

S. Bolman stresses that a single method is increasingly insufficient for answering a research question in full, and that numbers do not explain behavioural motives, while rich context without quantitative measurement does not give an understanding of the scale of a phenomenon [5, pp. 50-51]. The author links mixed methods with triangulation, complementarity, the sequential development of research, the identification of contradictions and the expansion of the analytical focus, emphasising the interaction of data as the source of their value [5, pp. 51-53].

Studies of wartime and crisis environments add questions of accessibility, safety and response bias to this methodology. K. Rickard, G. Toal, K. Bakke and J. O'Loughlin identify two key problems of surveys in countries at war: undercoverage in national samples and response bias associated with the sensitivity of political positions and the uneven territorial impact of violence [2, pp. 2128-2132]. Ukrainian Analytical Digest shows that, in the first year of the full-scale war, Ukrainian polling organisations worked under methodological, logistical, staffing, financial and technical difficulties, and that survey results should be interpreted with regard to occupation, displacement, returns, emigration and the inaccessibility of some groups [1, pp. 2-4].

The purposes of the article is to substantiate mixed methods in marketing, sociological and advertising research as a resource for the analytical resilience of business and civil society organisations, and to develop a model for their integrated application under conditions of wartime uncertainty, fragmented data, social sensitivity and the digital transformation of research practices.

The study was conducted within a theoretical and conceptual approach. Its methodological basis comprises secondary analysis of academic and professional sources, the comparative-analytical method, systematisation of approaches to mixed methods, methodological reconstruction of the role of marketing, communication, and sociological research in work with audiences, and conceptual modelling. Sectoral materials on the Ukrainian market research market, expert assessments by research companies, provisions on data quality, online research, AI-assisted tools and ethical requirements for work with respondents were examined separately.

The concept of the article, as well as the overall logic of the proposed model, was developed by Y. V. Shkurov. O. P. Severynchyk contributed to deepening the sociological dimension of the article and to clarifying the role of the digital environment, information technologies and hybrid conflicts in audience research. O. Yu. Bakhanov, as a sociologist, contributed to the development of the section concerned with civil society organisations, young people, internally displaced persons, socially vulnerable groups, needs assessment and programme-based support for communities in the wartime environment.

The main material presentation. A managerial decision is based not on an isolated indicator, but on a system of interrelated financial and non-financial indicators [18], and organisational resilience depends on the capacity to integrate data into decisions. The analytical capabilities of business and civil society organisations are formed through the combined analysis of different types of data – market, behavioural, communication, operational and social, among others – because their integration makes it possible to see the causes behind the level of a given indicator, explain contradictions between sources, test managerial assumptions and transform fragmented information into decisions concerning a product, service, assistance programme, advertising message, interaction channel or work with a specific audience.

Wartime uncertainty affects research mainly at three interrelated levels: respondent accessibility, the stability of the sampling frame and the interpretability of the responses obtained. The UAM review records that, in 2025, the Ukrainian market research market operated under conditions of prolonged war, uncertainty of the target population, geographical dispersion of teams, disruptions to communication and electricity supply, low temperatures, curfew, mobilisation processes, the outflow of student youth abroad and the constant threat of missile attacks [19, pp. 4-6]. These conditions directly affect who can be surveyed, when the fieldwork stage is possible, which channel is safer for contacting a person, and how the respondent's willingness or refusal to answer should be interpreted. In a broader socio-economic perspective, this need is intensified by the general digital fragmentation of the contemporary world, in which markets, communities, media channels, service infrastructures and people's everyday practices are distributed across different platforms, digital services, communication channels and unequal modes of access to technology.

Ukrainian Analytical Digest shows that, after the start of the full-scale invasion, representative surveys in Ukraine became significantly more difficult because of large-scale population displacement, occupation, hostilities, technical disruptions, staff losses and financial pressure on research institutions [1, pp. 2-4]. In the first months after the invasion, one third of the population left their homes, large parts of the south and east became war zones, and about 25% of Ukraine's territory was occupied; as of May 2024, almost 20% of the territory remained under occupation [1, pp. 2-3]. These facts demonstrate that the sampling problem in a wartime environment is linked to changes in the country's social geography, not simply to a technical recruitment error.

Undercoverage and response bias are especially difficult in public surveys during wartime. On the Ukrainian case, K. Rickard and co-authors show that the baseline wave of a panel study in 2019 contained 2212 respondents, whereas the follow-up telephone wave in 2022 included 429 respondents, slightly more than 25% of those who had agreed to be recontacted [2, pp. 2130-2131]. The authors note that KIIS did not contact people in areas of active hostilities, in occupied territories or those who had gone abroad, and that the highest panel attrition occurred in regions more severely affected by violence and occupation [2, pp. 2130-2131].

Digital uncertainty adds another layer of complexity. Online surveys and panels make it possible to collect data quickly, but they depend on digital accessibility, panel quality, respondent motivation, the level of fraud and the ability to distinguish real audiences from automated or inauthentic responses [6; 20]. Under wartime conditions, online channels often replace unsafe or costly face-to-face methods, while telephone contact is complicated by communication disruptions, spam filters, distrust and survey fatigue [21, pp. 46-49; 22, pp. 5-8].

The dynamics of the advertising and communication market intensify this methodological problem. According to the assessment of the Ukrainian Advertising Coalition, the Ukrainian advertising media market grew by 12% in 2025 compared with 2024 and reached 33 410 million UAH, while further growth to 37 769 million UAH, or by 13%, is forecast for 2026 [23]. The most notable growth was recorded in segments where media contact becomes more technological, fragmented and dependent on accurate interpretation: Digital TV grew by 27%, OOH Media by 26%, DOOH by 37%, and Digital (Internet) Media advertising by 13% [23]. For business, this means a higher cost of error in the choice of creative, channel and message; for civil society organisations, it means greater responsibility in social, advocacy and fundraising communications. These data show that communication decisions are increasingly made in an environment of multiple channels, digital metrics and varied audience reactions. Advertising and communication research therefore needs to combine pre-test and post-test, digital metrics, analysis of semantic perception, qualitative audience reactions, social listening and ethical testing of messages, particularly in the wartime context.

According to the Ukrainian Marketing Association, in 2025 own continuous studies accounted for 61% of the market, while commissioned studies accounted for 39% [19, p. 15]. In the market structure by type of design, ad hoc studies accounted for 35,4%, omnibus and syndicated studies for 35,2%, panel studies for 18,9%, other continuous studies for 7,9%, and other types for 2,7% [19, p. 16]. This configuration demonstrates demand for regularity and speed, while also raising the question of how operational datasets can be combined with qualitative explanation, verification of audience shifts and ethical communication about the limits of conclusions.

According to UAM, in the market structure by methods in 2025, quantitative research dominated: it accounted for 89,0% of turnover, whereas qualitative research accounted for 7,5%, other methods for 3,4%, and research using AI as a separate type for 0,1% [19, p. 19-20]. Within quantitative research, retail audit accounted for 55,3%, online/mobile quantitative research for 22,1%, face-to-face PAPI/CAPI for 8,8%, CATI/IVR for 6,9%, and other quantitative methods for 6,4% [19, p. 20]. These figures show that scale and comparability remain dominant, although the explanatory power of such data in a crisis needs contextual analysis.

The qualitative segment in 2025 also demonstrates the digitalisation of methods. Within qualitative research, online in-depth interviews accounted for 37,1%, online focus groups for 35,6%, offline focus groups for 17,6%, offline in-depth interviews for 1,0%, monitoring and analysis of social media and online research communities for 3,7%, and other methods for 4,9% [19, p. 20]. This structure is important for civil society organisations and advertising research, as online qualitative methods provide access to geographically dispersed participants, but require careful attention to digital inequality, the safety of the conversation, privacy and possible respondent fatigue [6; 10].

Mixed methods should begin with the research question. Where the question concerns the scale of a phenomenon, the quantitative component provides comparability and an assessment of prevalence. Where the question concerns causes, motivations, meanings or sensitive contexts, the qualitative component reveals layers that are poorly visible in a standardised questionnaire. The problem arises when these components exist side by side without creating a shared logic of inference [14; 15].

In marketing, sociological and advertising research, mixed methods perform four key functions. The first is reducing the blind spots of a single-method approach, where one data channel misses hard-to-reach groups, context or motives of behaviour [2; 5, pp. 50-53]. The second is combining the scale of a phenomenon with an explanation of its causes, such as the share of an audience with trust barriers, understanding of an advertising message or readiness to participate in an assistance programme [17; 14]. The third is checking contradictions between data sources, including surveys, social listening, internal sales data, media metrics and interviews [15; 5, pp. 52-53]. The fourth is translating data into a managerial or communication decision with transparent indication of the limits of reliability [9; 24].

Explanatory sequential design is appropriate when the quantitative stage identifies a result that requires explanation. A sharp fall in trust in a service, an unexpected response to advertising creative or uneven needs among internally displaced persons across regions may be measured through a survey and then explained through in-depth interviews or focus groups with relevant segments [17; 5, pp. 51-52]. Exploratory sequential design works in the reverse logic: the qualitative stage helps to form hypotheses, questionnaire language and a set of variables that are then measured quantitatively [15; 5, pp. 51-52].

A parallel or convergent design is useful under time constraints, when an organisation needs a rapid decision but cannot rely on one type of data alone. In this logic, a survey, social listening analysis, rapid in-depth interviews and an advertising pre-test can take place almost simultaneously, with integration occurring at the joint display stage [14; 15]. It is important here that the independence of the components does not turn into a scattering of conclusions. If the results are placed in different parts of a report without a shared judgement, the mixed design loses its analytical function [16].

A joint display, that is, the joint presentation of different types of data, is one of the key instruments of integration. In applied research, it may take the form of a table in which a quantitative indicator, a qualitative insight, a digital indicator, an advertising metric, an interpretive risk and a recommended action are placed side by side [15]. Such forms generate a meta-inference: an integrated conclusion that does not merely repeat separate results, but explains what different sources together allow us to state about an audience, a market or a communication situation [14; 15].

S. Bolman rightly emphasises that discrepancies between the results of different methods do not automatically indicate poor research; they may become a source of new insights [5, pp. 52-53]. This is especially important in a crisis environment. If an online panel shows one picture, CATI another, and in-depth interviews reveal a third, the researcher's task is to explain which groups, channels, formulations or contexts produced the difference [2; 6].

For business, analytical resilience appears as the capacity to make decisions in a situation where consumer behaviour changes faster than stable data can accumulate. War changes purchasing power, criteria of choice, trust in brands, price sensitivity, attitudes towards service, responses to social responsibility and tolerance for communication tone. For that reason, quantitative sales tracking or brand health without qualitative explanation may show a fall in an indicator, but it will not reveal whether this is related to price, security, distrust, inappropriate advertising or changes in the everyday route of the consumer [7; 8].

A mixed business design may begin with qualitative research methods that help to form hypotheses and the language of the questionnaire. In-depth interviews with buyers, service clients or product users make it possible to see new compromises, barriers and meanings that were not built into earlier tracking studies [5, pp. 50-53]. The quantitative stage then measures scale: the share of segments, the prevalence of barriers, the strength of the relationship between trust and purchase intention, or the response to price or channel [15]. A repeated qualitative or analytical stage explains anomalies, checks contradictions and refines decisions for specific segments [17].

For segmentation, mixed methods help avoid a situation in which the market is divided only by demographics or a behavioural indicator. In wartime, important factors may include experience of displacement, the level of security anxiety, access to digital channels, changes in income, household structure, participation in volunteering or attitudes towards the Ukrainian origin of a brand. Some of these changes can be measured quantitatively, but their managerial weight becomes clear through qualitative explanations and verification in the real context of interaction with a product or service [5, pp. 50-53; 7].

For advertising decisions, mixed methods are particularly valuable because visible contact differs from meaningful influence. Digital metrics may show reach, clicks or views, but they do not explain whether a message generated trust, whether it was read in line with the brand's intention or whether it produced unwanted associations. Therefore, creative pre-testing, qualitative discussion of stimuli, quantitative measurement of response and post-campaign analysis of behavioural data should be integrated into one cycle rather than placed in separate reports [15; 19, pp. 21-22].

Small and medium-sized enterprises often lack the budget for large-scale research programmes, yet they are precisely the organisations that need analytical resilience because of limited resources and the high cost of error. H. Hokmabadi, S. Rezvani and C. de Matos show that, for SMEs and start-ups, digital transformation, marketing capabilities, adaptability and knowledge are interrelated elements of business resilience [25]. For such enterprises, a mixed design can be compact: several in-depth interviews to clarify the language of the problem, a short online survey or omnibus to assess scale, analysis of reviews and CRM for monitoring, and a brief advertising pre-test to check the message.

For civil society organisations, analytical resilience is linked with effectiveness and ethical responsibility. CSOs work with community needs, assistance programmes, advocacy, donor reporting, communication campaigns and trust. In such projects, a research error may lead to incorrect prioritisation of assistance, the stigmatisation of a group, an inappropriate public message or loss of trust in the organisation [10; 9].

Needs assessment in a wartime environment cannot rely solely on a rapid online survey if part of the target audience has unequal access to the internet, is in unsafe conditions or avoids contact because of fatigue and distrust. A mixed design makes it possible to combine short quantitative needs measurements with qualitative conversations, consultations with local experts, analysis of administrative data, social listening and repeated checks with vulnerable groups [1, pp. 2-4; 11, pp. 9-12].

In work with internally displaced persons, veterans, people with experience of loss, young people or communities that have survived occupation, the qualitative component has particular importance. It helps to collect information and understand which topics are unsafe, which formulations may be traumatic, which channels of communication are acceptable and where the boundary lies between research interest and intrusion into private experience [10]. At the same time, the quantitative component is necessary for assessing the scale of needs, comparing groups, setting funding priorities and donor reporting [11, pp. 9-12].

Programme evaluation in civil society organisations also requires mixed methods. Quantitative indicators can show coverage, frequency of service use, the share of satisfied participants or changes in self-assessed needs. Qualitative interviews, open-ended responses and field observations explain why a programme works or fails to work, which barriers are invisible in the questionnaire and what unexpected consequences arise for participants [14; 10]. For donors, such integration matters because it reduces the risk of reporting built on persuasive numbers without lived context.

Communication campaigns by CSOs have a distinct analytical specificity. They often appeal to compassion, solidarity, responsibility, human rights or civic mobilisation, and therefore require testing of creative, tone, visual imagery and potential stigmatisation. An advertising pre-test, qualitative discussion of messages, analysis of digital response and a short measurement of changes in knowledge or intention may work as a single mixed cycle [9; 5, pp. 50-53].

Online panels, CAWI, social listening, automated coding of open-ended responses and AI-assisted tools substantially accelerate the research cycle. UAM materials state that almost all companies use AI for transcribing focus groups and in-depth interviews, preparing summaries, editing video, proofreading texts, translation, desk research, coding open-ended questions, forming hypotheses and diarisation [19, p. 12]. This indicates that AI is moving from an experimental novelty into a routine element of operational work.

In the sectoral review, Kantar Ukraine describes a wider set of AI solutions: LINK AI for the automated evaluation of advertising materials, NeedScope AI for identifying the needs segment, Trend AI for analysing trends in tracking studies, Text AI for processing open-ended responses and LIFT ROI for modelling media effectiveness [19, p. 13]. The same material stresses that synthetic and new data sources in Kantar's approach do not replace real measurements but strengthen them, especially when real data are limited or expensive [19, p. 13]. This formulation captures well the boundary between productive use of AI and the methodological substitution of an audience by simulation.

The academic literature confirms the need for caution. M. Estevez, M. Ballestar and J. Sainz compared the results of a traditional survey on beer consumption in Spain with responses from four LLMs and concluded that large language models may be useful proxies for certain market research tasks, but cannot fully reproduce traditional methods; variability in results creates risks for decisions made without a human benchmark [26]. M.-H. Huang and R. Rust warn that GenAI may lead consumer research towards averaged responses and model collapse if research begins to learn from machine-generated outputs rather than real consumer behaviour [27]. M. Sarstedt, S. Adler, L. Rau and B. Schmitt discuss silicon samples as synthetic participants created by LLMs to imitate human respondents [28]. Their study shows that synthetic respondents may be useful in pre-testing or hypothesis generation, but should not replace real audiences without validation [28].

Online survey fraud is becoming no less important a challenge than the methodological limits of AI. N. Pinzón and co-authors found a substantial decline in the share of usable responses in open online surveys: in the literature they analysed from the period before 2019, usability above 75% was typical, whereas after 2019 only 10% of studies using open online surveys could expect this level of usability [20]. In two agricultural surveys in California, the authors tested 31 fraud indicators and six ensembles, emphasising the need for multi-stage control and verified recruitment channels [20]. W. Ng and co-authors propose viewing online survey control as a full cycle, from questionnaire design and recruitment to metadata and post-collection data cleaning [6]. The tools include CAPTCHAs, honeypot questions, attention checks, domain-specific questions, hidden eligibility criteria, two-stage screening, incentive control, checks of IP, email and VPN, completion duration, duplicates, implausible open-ended responses and inconsistent patterns [6]. None of these tools should be treated as absolute protection, since fraudulent practices adapt to research protocols [20; 29]. A. Schuster and co-authors add important evidence from researchers themselves: 59,76% of those who had encountered fraudulent responders noticed the problem at the data-cleaning stage rather than during recruitment or data collection [30]. Researchers most often used analysis of start, finish and completion time (78,23%), analysis of illogical open-ended responses (66,13%), location checks through IP address (56,85%), attention checks (52,42%) and searches for patterns in the data (50,40%) [30]. For analytical resilience, this means that data quality does not end at the fieldwork stage; it must be built into the entire research cycle.

Mixed methods do not guarantee the automatic truth of results. They can strengthen research, yet they may also produce methodological eclecticism if the quantitative component, qualitative insights, advertising metrics and digital traces are combined without a shared logic of the research question and integration [14; 16]. The risk of superficial combination is particularly high in applied projects with short deadlines, when qualitative quotations are reduced to illustrations of a ready-made quantitative conclusion rather than being used as a source of explanation or verification [5, pp. 50-53].

In a wartime environment, business and civil society organisations have to make decisions when data are incomplete, audiences are mobile, contact channels are unstable and the social sensitivity of topics increases the risk of misinterpretation. An enterprise may lose its familiar understanding of the buyer because of migration, changes in income, the reorientation of needs, distrust of communication or new sensitivity to images of war. A civil society organisation encounters a similar instability, although in another plane: beneficiaries' needs change faster than programme documents are updated, some groups become hard to reach, and a careless question or message may traumatise, stigmatise or undermine trust. Under such conditions, organisations need a way of conducting research that helps them remain resilient in their decisions: to see the limits of available data, check signals by different methods, explain contradictions and act without feigned certainty where the empirical basis is fragmented.

The logic proposed below is intended to support an organisation's analytical capabilities, understood as the capacity to formulate a research question, select relevant data sources, combine scale with context, verify the quality of empirical signals, interpret audience reactions to messages, work ethically with sensitive topics and translate conclusions into managerial or communication action. Methodologically, this framework rests on the logic of mixed methods, in which integration of data is decisive, rather than the mere addition of a qualitative component to quantitative measurement [14; 15]. From the perspective of organisational resilience, it is consistent with approaches in which marketing, digital and analytical capabilities are considered a condition of adaptation to a turbulent environment [7; 25; 8].

Such a research cycle should begin with a diagnosis of uncertainty. Under crisis conditions, the research question is often disguised as an available indicator: falling sales, the number of requests, campaign reach, the share of satisfied clients, views of an advertising video or the number of programme participants. These indicators are useful, but they rarely explain what exactly has changed in the audience. For business, the same figure may indicate loss of trust, a change in price sensitivity, communication fatigue, client relocation or the emergence of a stronger competitor in another channel. For a civil society organisation, a similar signal may point to a real decrease in need, loss of access to some groups, unsafe contact, distrust of a survey or a mismatch between the language of a programme and beneficiaries' experience. The first step is therefore to clarify what should be measured, what needs explanation, which groups may remain invisible and which topics require ethical caution [9; 24].

Diagnosis should be accompanied by audience and stakeholder mapping. In the wartime context, an audience ceases to be a stable population that can be described only by demographic or behavioural characteristics. A client, beneficiary, donor, volunteer, service user or programme participant acts in a specific situation in which behaviour is connected with security, trust, digital access, media habits, and experiences of displacement or loss. For an enterprise, this means the need to see the consumer also as a participant in a socio-cultural environment in which criteria of choice, attitudes towards brands and the boundaries of an acceptable advertising message are changing.

For a civil society organisation, this optic helps to distinguish between a formally defined target group and the people who are actually reachable, while also recording those who are weakly represented in standard samples: internally displaced persons, people abroad, veterans, residents of frontline territories, young people, people with experience of loss and groups with low digital access. Audience research cannot be limited to demographic profiles, contact frequency or a general trust indicator. In work with audiences that have experience of migration, displacement or life in transnational environments, quantitative indicators provide only part of the explanation. For example, the study by I. Ots, devoted to married couples in which one spouse is a migrant, shows that social behaviour in such families is formed through a complex interaction of gender perceptions, division of labour, emotional ties, cultural resources and digital practices, and the author uses in-depth interviews with couples and women, as well as ethnography of virtual communities, for the analysis [31]. Mixed methods make it possible to combine measurement of scale with analysis of lived contexts, social roles and meanings through which people explain their decisions, respond to messages, and accept or reject assistance, a service or a communication offer. Analyses of wartime surveys in Ukraine show that undercoverage and response bias intensify because of population displacement, occupation, hostilities, response sensitivity and unequal access to respondents [1, pp. 2–4; 2, pp. 2129–2132; 11, pp. 9–12].

After the sources of uncertainty have been clarified, the research moves to qualitative methods, which help to form hypotheses, select meaningful question wording and prepare communication stimuli for subsequent quantitative and advertising-communication testing. In-depth interviews, focus groups, diary formats, open-ended responses and qualitative discussion of advertising or social messages make it possible to understand how people themselves describe need, trust, risk, barrier, service, assistance, participation in a programme, an advertising message or their own experience. For business, these methods reveal hidden criteria of choice, new consumer compromises, changes in service perception, reactions to a brand and sensitivity to certain images in advertising. For civil society organisations, they help to understand how people speak about assistance, dignity, security, communication fatigue, stigmatisation or distrust of institutions. At this stage, research is directly connected with the ethics of contact: a conversation with a respondent should not force a person to relive traumatic experience or disclose sensitive details that are not needed for decision-making [10].

Results obtained through qualitative research methods create a substantive basis for subsequent quantitative measurement, advertising and communication testing, and the integration of different data sources. S. Bolman emphasises that numbers do not always explain behavioural motives, while rich context without quantitative measurement does not provide an understanding of the scale and significance of a phenomenon [5, pp. 50–53]. For practice, this means that questionnaire language, the set of variables, question wording, segmentation logic and stimuli for testing should grow out of a prior understanding of the audience. A questionnaire written in the language of a client or donor may be technically correct but lose substantive validity. In advertising and communication research, this error appears when a formally well-prepared communication message does not match audience experience: it may be perceived as inappropriate, insensitive, manipulative or as simplifying complex social experiences.

The quantitative component adds scale, comparability and dynamics. It makes it possible to assess segment shares, the prevalence of barriers, levels of trust, response to price, readiness to use a service, intention to act, programme satisfaction or the effect of a communication campaign. In business, this may involve CATI, CAWI, online panels, omnibuses, brand tracking, customer surveys, retail audit or analysis of behavioural data. In the civil society sector, quantitative measurement supports needs assessment, evaluation of programme coverage, comparison of needs across groups, donor reporting and monitoring of changes in knowledge, attitudes or practices. The weak point at this level is the temptation to accept a rapidly obtained share as sufficient knowledge. It shows how many respondents answered in a certain way, but it does not explain who remained outside the measurement, how the sample was formed and why the answer acquired that particular meaning [2; 6].

Advertising and communication testing requires separate attention, although it belongs to the wider field of marketing and socio-communication measurement. Its specific object is the message, creative, tone, channel, media contact, attention, emotional response and trust. For business, such testing helps to understand whether the advertising promise is read according to the brand's intention, whether the creative fits the segment, whether media contact has a meaningful effect and whether communication creates no reputational risk. For civil society organisations, the same logic concerns social campaigns, advocacy appeals, donor communications, information materials for vulnerable groups and public calls to action. In a wartime environment, message effectiveness needs to be assessed together with ethical acceptability: a strong emotional audience response does not yet mean that the communication is appropriate if it stigmatises, activates traumatic experience or reduces complex social experiences to an emotional stimulus [9; 10].

Data on digital behaviour, online panels and AI-assisted tools expand the possibilities of such a research cycle, but they do not remove questions of data quality, provenance and interpretation. They accelerate transcription, coding of open-ended responses, hypothesis generation, pretesting, social listening and monitoring, yet they require control of data provenance and procedural transparency. Online research faces fraud, repeated responses, bots, inauthentic self-identification, the influence of incentives and AI-assisted interviews [6; 20; 32]. Within this framework, digital data do not acquire the status of automatically more accurate knowledge. They are one aspect of the evidential base and need to be compared with surveys, qualitative explanations, internal data and ethical analysis. Similar caution is required with synthetic respondents and silicon samples: they may be useful for preliminary testing, hypothesis generation or checking formulations, but they require a human benchmark and must not quietly replace real audiences [27; 28; 26].

The central part of the proposed logic is the integration of results. If the qualitative, quantitative, digital and advertising-communication components remain in different parts of a report, the study does not in fact fulfil the function of mixed methods. Integration should show what different sources together provide grounds to state, and what remains a hypothesis, a weak signal or a question for repeated verification. For this, a joint display is appropriate: an analytical matrix in which a quantitative indicator, qualitative insight, digital indicator, advertising metric, sample limitation and possible managerial consequence are considered in one field [15]. In business, such a form can bring together sales, CRM, brand tracking, client interviews, digital metrics and a customer journey map. In a civil society organisation, it can bring together quantitative needs assessment, beneficiary experience, programme reporting, community response and risks of public messaging. The result should be a meta-inference as an integrated conclusion that explains the decision situation [14; 15].

Contradictions between sources within the logic of such research should be analysed rather than hidden or eliminated by choosing the most convenient indicator. An online panel may give one picture, CATI another, social listening a third, while in-depth interviews may explain why an audience behaves differently in different channels. For business, such a discrepancy may reveal a gap between declared loyalty and actual purchase, between a positive response to creative in a test and a weak behavioural response after a campaign, or between internal data and clients' self-descriptions. In the civil society sector, it may show a difference between declared needs, actual access to assistance, public community response and beneficiaries' experience. Analysis of discrepancies helps to clarify segments, channels, wording, contexts and the boundaries of conclusions. At this point, the organisation gains a stronger analytical position: it sees not only the outcome of activity, but also the conditions and factors under which that outcome emerged [5, pp. 52–53; 2].

Ethical review should take place before a result is used in management, advertising, advocacy or donor reporting. For business, this means an honest description of the sample, correct handling of personal data, responsible use of images of war and vulnerability, caution with personalisation and transparency in the use of AI. For civil society organisations, it means safe questions, confidentiality, avoidance of stigmatisation, minimisation of harm and accurate public communication of results. The ICC/ESOMAR Code 2025 emphasises transparency, duty of care, protection of vulnerable persons, researcher responsibility and human oversight in the use of AI and synthetic data [9]. ISO 20252:2019 and Global Data Quality further underline the importance of process quality, description of sample sources, quality metrics and documented verification procedures [24; 33].

The transition from insight to action is critical for organisational resilience. A research result should be linked to a managerial or communication choice: adjusting segmentation, changing a service model, revising price, refining a media plan, rewriting a message, changing programme logic, correcting an advocacy campaign or reorienting work with a community. For small and medium-sized enterprises, this logic can take a compact form: brief qualitative probing, limited quantitative measurement, analysis of reviews, message testing and regular monitoring of key signals. For civil society organisations, it makes it possible to combine audience needs, programme data, communication risks and donor requirements without losing attention to the people whom the conclusions concern. For research agencies, it is a framework for designing complex studies; for universities and professional associations, it provides a basis for teaching applied methodology and developing standards of transparency.

The final link is monitoring and repeated verification. The wartime and digital environment changes audiences, channels, trust and risks quickly; a one-off report under such conditions rapidly loses explanatory power. An organisation should regularly check whether needs, behaviour, media habits, audience accessibility, message effectiveness and data quality have changed. In business, this may involve repeated brand tracking, CRM analysis, social listening, testing of advertising response, monitoring of customer experience and short waves of surveys. In the civil society sector, it may include pulse surveys, repeated needs assessment, analysis of requests, interviews with critical groups, programme reporting and checking of communication effects. Each cycle should end with recording the limits of conclusions: what is proven, what is a well-founded assumption, which groups remain weakly represented, and which data require cleaning or repeated verification.

The practical suitability of the proposed approach depends on budget, timing, audience accessibility, security context, topic sensitivity, quality of data sources and team competence. It should not be treated as a universal protocol for every study. Rather, it is a way to organise research thinking so that enterprises and civil society organisations avoid dependence on a single method, see different levels of data, work honestly with contradictions and turn conclusions into action while taking ethical limits into account. Further development of this framework requires empirical testing on cases of Ukrainian businesses and civil society organisations that combine surveys, online panels, CATI, social listening, in-depth interviews, focus groups, advertising and communication testing and internal data. The model may be used by research agencies as a framework for designing complex studies in which the client receives not a set of methods, but a coherent logic for moving from uncertainty to decision. For agencies, it is also an instrument of communication with the client: it helps explain why a cheaper or faster single-method design may not provide conclusions of sufficient quality in a sensitive environment.

The conceptual scheme proposed in Figure 1 summarises the logic of using mixed methods in audience research under conditions of wartime and digital fragmentation. It demonstrates how marketing, advertising and communication, and sociological research optics may be integrated into a single analytical framework to support managerial and communication decisions. At the centre of the model is the integration of different data sources, data quality control, ethical review and the formulation of a coherent organisational inference.

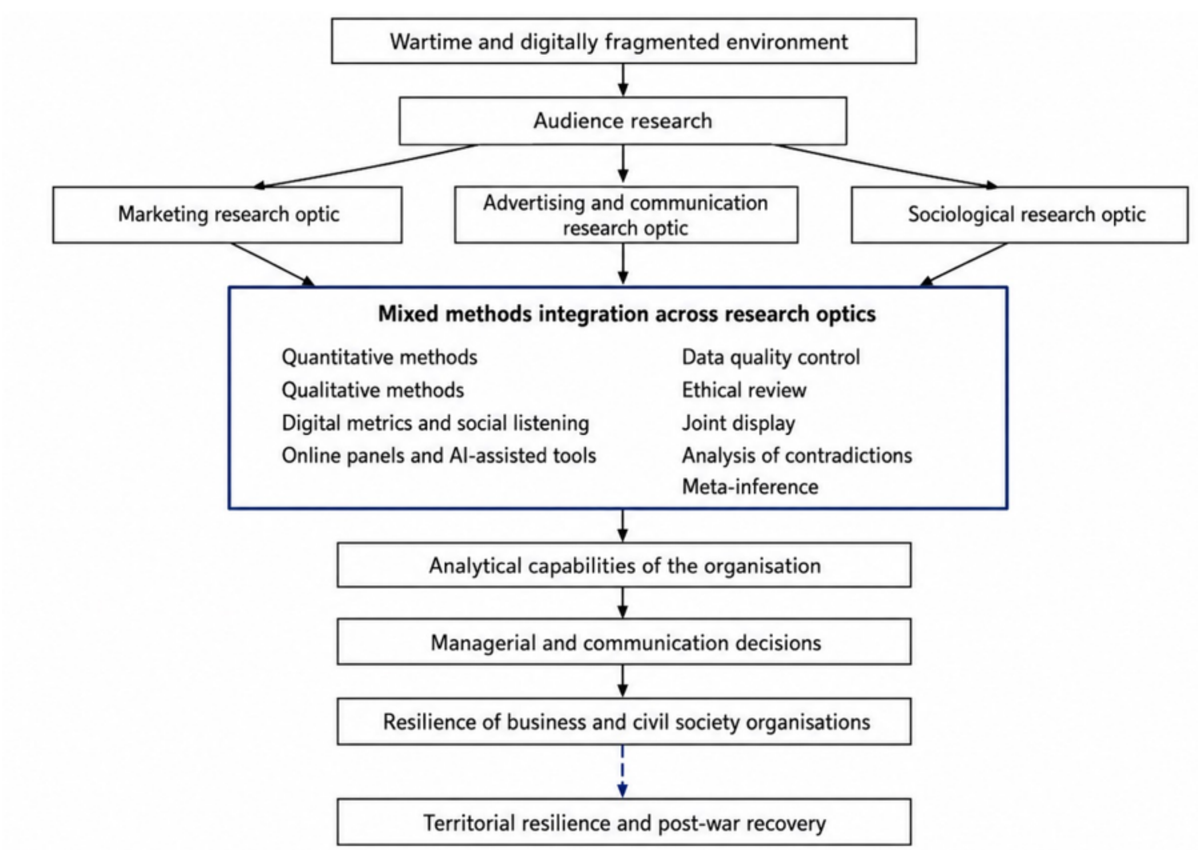

Fig. 1. Mixed Methods in Audience Research as a Resource for the Analytical Capabilities and Resilience of Business and Civil Society Organisations

Source: developed by the authors based on [1; 2; 5; 6; 7; 9; 14; 15; 24; 25; 34]

The analysis conducted shows that mixed methods become part of analytical resilience when they help an organisation avoid confusing a rapid signal with sufficient knowledge. In a wartime and digital environment, a rapid signal can be valuable for an initial response, but it requires verification through other sources, contextual explanation and honest communication of limits. Without this, analytics becomes a set of convenient indicators that creates a sense of control but does not always support a high-quality decision [5, pp. 50-53; 9]. UAM data for 2025 demonstrate the professional adaptability of the Ukrainian market: marketing research for Ukraine grew to 1 342,78 million UAH, quantitative methods remain financially dominant, and digital and online instruments are actively entering research processes [19, pp. 6-7, 19-20]. At the same time, these same data show that the dominance of quantitative turnover does not solve the problem of explaining behaviour, trust, advertising response and social sensitivity. The need for mixed approaches is also supported by professional forecasts from Kantar, Umbrella, SOCIOPOLIS, Info Sapiens and Yasno Research & Consulting Group, although these forecasts should be treated as expert expectations without being granted the status of representative statistics [19, pp. 23-27].

For civil society organisations, including youth organisations and volunteer initiatives, analytical capabilities are of particular importance, since their activities during wartime take place at the intersection of social support, civic participation, crisis communication and work with groups whose experiences are often unstable, traumatic or insufficiently visible in standard measurements. Young people, volunteers, internally displaced persons, veterans, local activists and recipients of assistance may perceive needs, security, trust, participation, communication appeals and forms of support in different ways. Organisations therefore require analytics capable of combining quantitative assessment of the scale of a problem with a qualitative understanding of lived context, motivations and barriers to participation. In a conflict setting, such capability becomes a condition for responsible decision-making: it helps to define assistance priorities more accurately, avoid the stigmatisation of vulnerable groups, test the safety of messages, identify those who fall outside digital or organisational channels, and adjust programmes in line with real changes within communities. For volunteering, this is especially important, as volunteer action often relies on rapid resource mobilisation, trust and moral legitimacy; an error in needs assessment or communication may reduce the effectiveness of assistance, exhaust participants and weaken support from the community. In a broader perspective, youth and volunteer organisations also contribute to the resilience of territories and their post-war recovery, because they sustain horizontal networks, local solidarity, community trust and the capacity for collective action. Their analytical capabilities therefore matter for understanding which territorial needs are urgent, which groups remain under-supported, how local communities respond to recovery initiatives, and how social energy can be transformed into long-term reconstruction, reintegration and civic renewal.

Thus, analytical capability is not reducible to a larger quantity of data. It presupposes an organisation's ability to integrate different types of data into a responsible decision, to understand which sources speak about scale, which about causes, which about communication response, and which signal a quality risk or an ethical limitation [14; 15; 9]. For brand communication research, in turn, it is important to take into account that trust in a particular brand is also formed through a broader image of the territory, organisation or environment with which the audience associates its decision [34]. Mixed methods should combine measurement of attitudes towards a brand, analysis of communication messages, qualitative understanding of trust and the social context in which a business, civil society organisation, territory or initiative is perceived by audiences.

Conclusions. Wartime and digital uncertainty increase the risk of fragmented and methodologically one-sided knowledge, as audiences become mobile, some territories and groups are inaccessible, and online data may contain undercoverage, response bias and fraud. Quantitative research remains financially dominant in the Ukrainian market research market: in 2025 it accounted for 89,0% in the structure of methods; however, its descriptive power requires qualitative and contextual explanation. Qualitative methods provide motives, context, audience language and interpretive depth, but they should be combined with measurement of scale so that an insight is not mistakenly transferred to an entire audience or market. Advertising and communication research under conditions of information noise should integrate creative testing, media data, qualitative reactions and behavioural indicators, because reach or click does not explain trust, emotional response or the ethical acceptability of a message.

Mixed methods provide triangulation, complementarity, analysis of contradictions and reduction of blind spots, but their value arises through thoughtful data integration, joint display and meta-inference rather than through a mechanical increase in the number of instruments. Business and civil society organisations need different managerial results, yet they require a common methodological discipline: sample transparency, quality checks, fraud control, ethical interpretation and honest communication of limitations. AI and online panels can strengthen research through speed, scaling, coding of open-ended responses, pretesting and monitoring, but they require quality control, validation, human oversight and the prevention of the substitution of real audiences by synthetic models without a benchmark.

The proposed mixed methods model can be used for planning marketing, sociological and advertising and communication research in wartime and post-war environments, since it combines diagnosis of uncertainty, audience mapping, data integration, analysis of contradictions, ethical review and the transformation of insights into decisions. A promising direction for further research is the empirical testing of the model on cases of Ukrainian businesses and civil society organisations that combine surveys, online panels, CATI, social listening, in-depth interviews, focus groups, advertising testing and internal data.

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