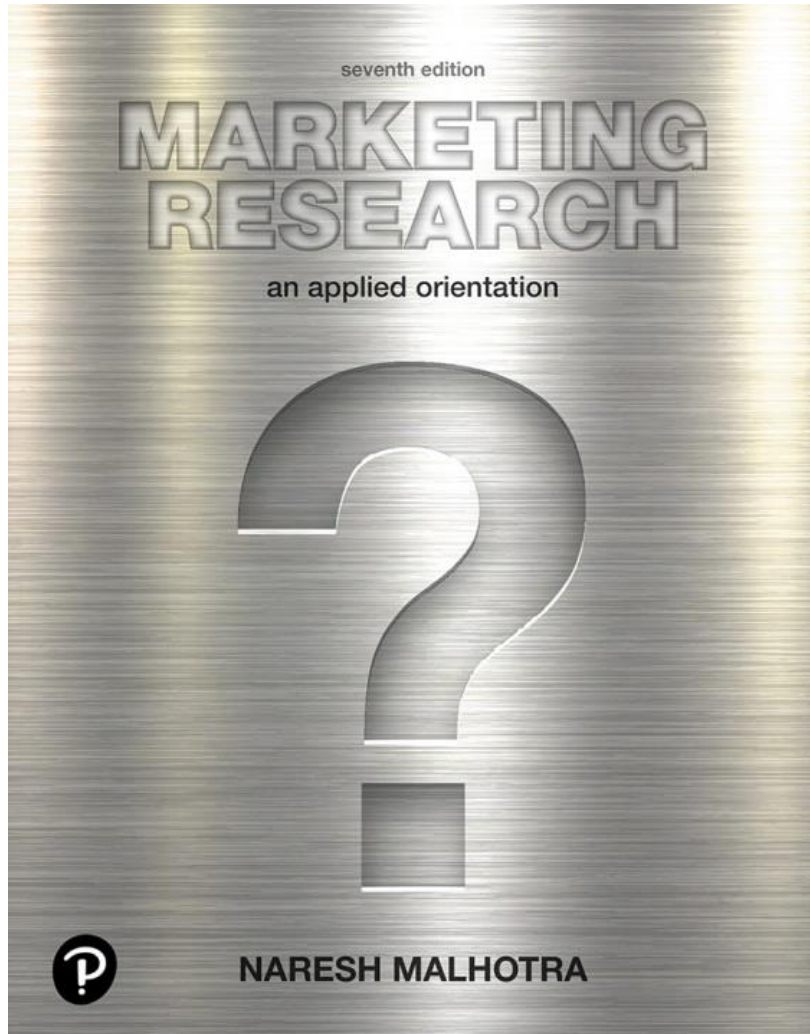


Marketing Research: An Applied Orientation

Seventh Edition



Chapter 4

Exploratory Research
Design: Secondary and
Syndicated Data

Primary Vs. Secondary Data

- **Primary data** are originated by a researcher for the specific purpose of addressing the problem at hand.
- **Secondary data** are data that have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively.

A Comparison of Primary & Secondary Data

Table 4.1 A Comparison of Primary and Secondary Data

	Primary Data	Secondary Data
Collection purpose	For the problem at hand	For other problems
Collection process	Very involved	Rapid and easy
Collection cost	High	Relatively low
Collection time	Long	Short

Uses of Secondary Data

- Identify the problem
- Better define the problem
- Develop an approach to the problem
- Formulate an appropriate research design (for example, by identifying the key variables)
- Answer certain research questions and test some hypotheses
- Interpret primary data more insightfully

Criteria for Evaluating Secondary Data (1 of 3)

- **Specifications:** Methodology Used to Collect the Data
- **Error:** Accuracy of the Data
- **Currency:** When the Data Were Collected
- **Objective(s):** The Purpose for Which the Data Were Collected
- **Nature:** The Content of the Data
- **Dependability:** Overall, How Dependable Are the Data?

Criteria for Evaluating Secondary Data (2 of 3)

Table 4.2 Criteria for Evaluating Secondary Data

Criteria	Issues	Remarks
Specifications/ methodology	Data collection method Response rate Sampling technique Sample size Questionnaire design Fieldwork Data analysis	Data should be reliable, valid, and generalizable to the problem at hand.
Error/accuracy	Examine errors in: approach, research design, sampling, data collection, data analysis	Assess accuracy by comparing data from different sources.

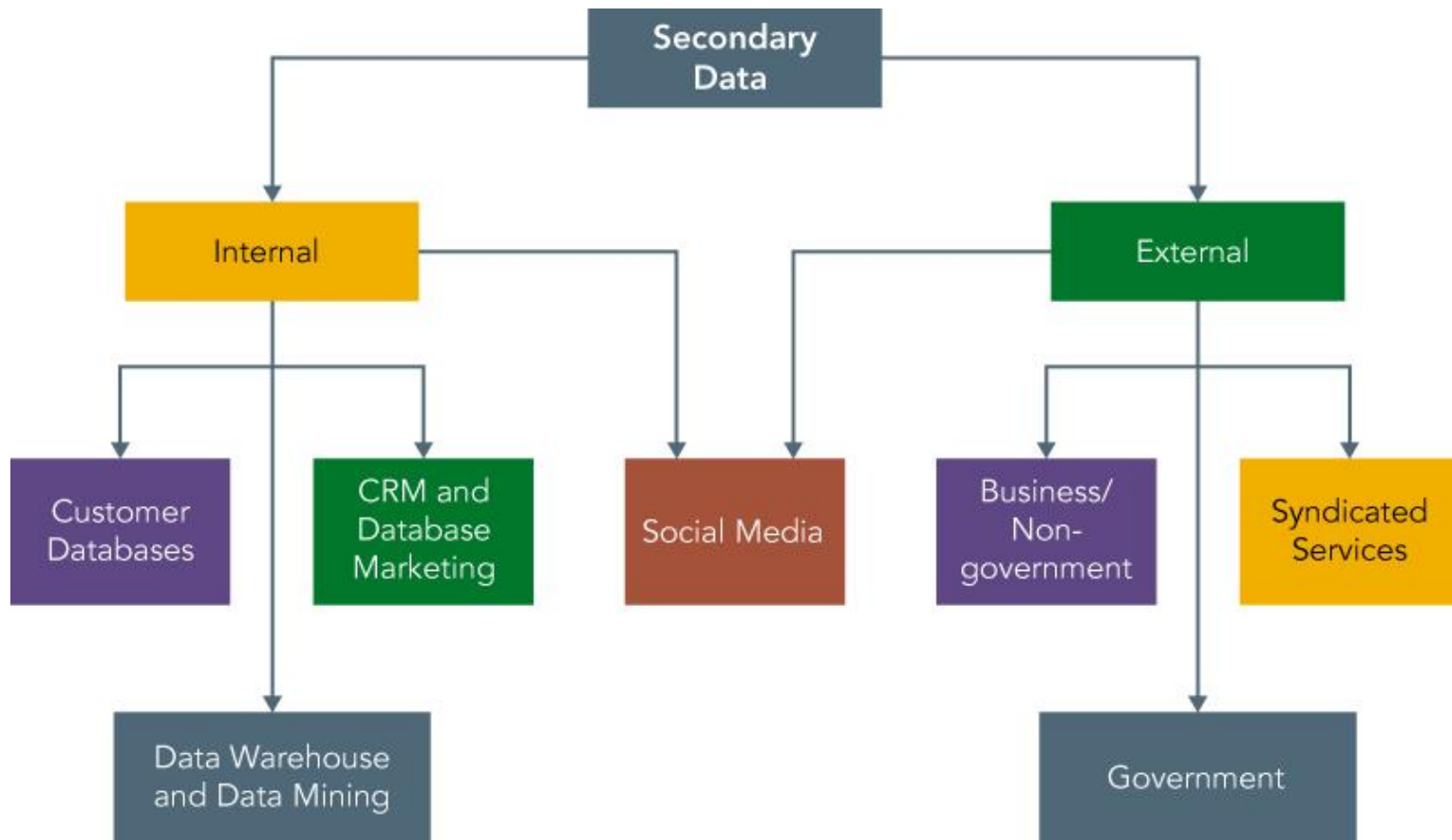
Criteria for Evaluating Secondary Data (3 of 3)

[Table 4.2 Continued]

Criteria	Issues	Remarks
Currency	Time lag between collection and publication Frequency of updates	Census data are periodically updated by syndicated firms.
Objective	Why were the data collected?	The objective will determine the relevance of the data.
Nature	Definition of key variables Units of measurement Categories used Relationships examined	Reconfigure the data to increase their usefulness, if possible.
Dependability	Expertise, credibility, reputation, and trustworthiness of the source	Data should be obtained from an original rather than an acquired source.

Classification of Secondary Data

Figure 4.1 A Classification of Secondary Data



Business/Nongovernment Data

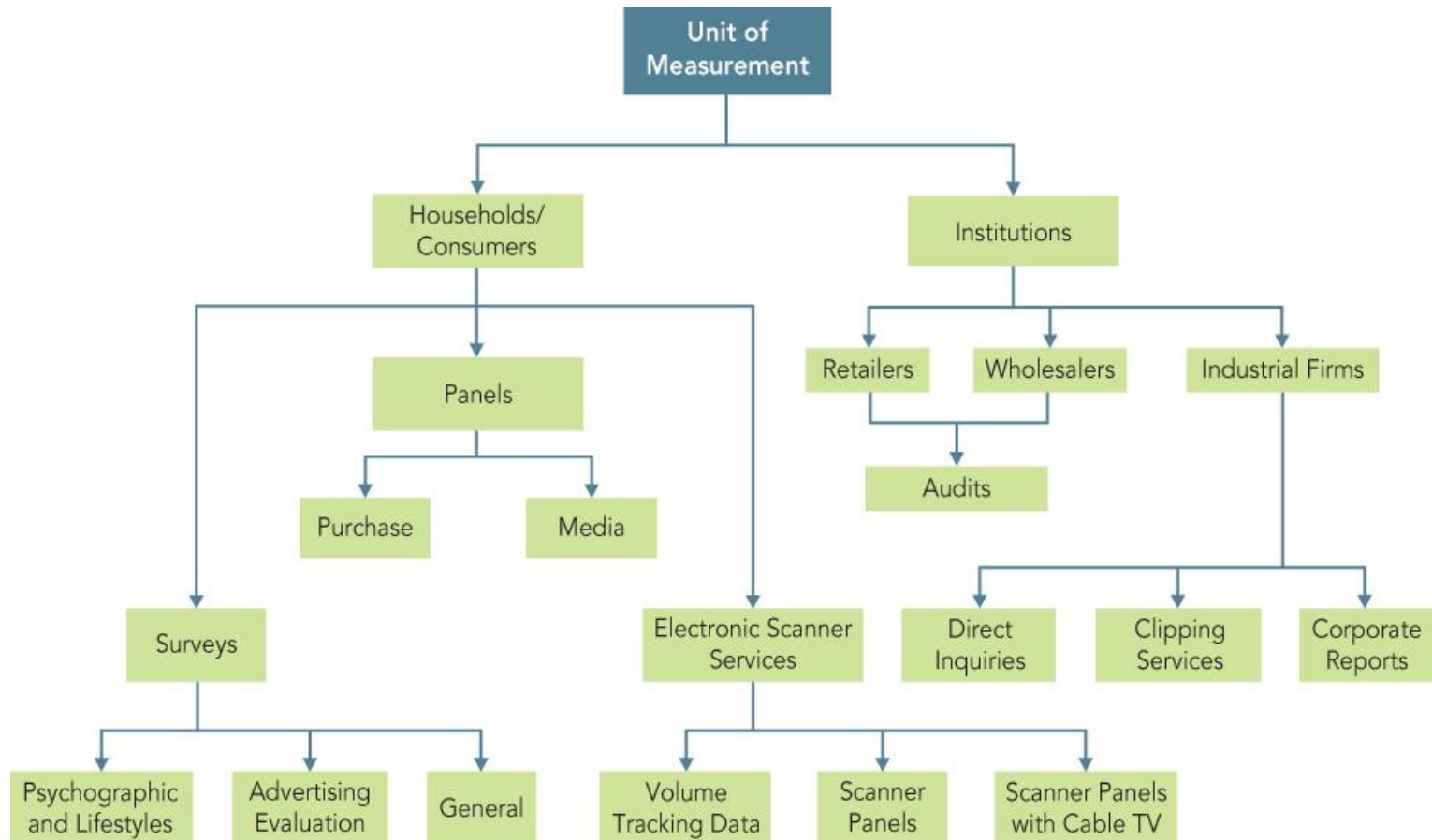
- **Bibliographic databases** organized alphabetically or chronologically, and composed of the citations to relevant articles (Google Scholar, EBSCO)
- **Numeric databases** contain numerical and statistical information (ADR)
- **Full-text databases** contain the complete text of the source documents comprising the database (Lexis Nexis)
- **Directory databases** provide information on individuals, organizations, and services (Dun & Bradstreet)
- **Wikipedia**

Syndicated Services

- **Syndicated services** are companies that collect and sell common pools of data of known commercial value designed to serve a number of clients
- Syndicated sources can be classified based on the unit of measurement (households/consumers or institutions)
- Household/consumer data may be obtained from surveys, diary panels, or electronic scanner services
- Institutional data may be obtained from retailers, wholesalers, or industrial firms

A Classification of Syndicated Services

Figure 4.2 A Classification of Syndicated Services



Overview of Syndicated Services (1 of 2)

Table 4.3 Overview of Syndicated Services

Type	Characteristics	Advantages	Disadvantages	Uses
Surveys	Surveys conducted at regular intervals	Most flexible way of obtaining data; information on underlying motives	Interviewer errors; respondent errors	Market segmentation; advertising theme selection, and advertising effectiveness
Purchase panels	Households provide specific information regularly over an extended period of time; respondents asked to record specific behaviors as they occur	Recorded purchase behavior can be linked to the demographic/psychographic characteristics	Lack of representativeness; response bias; maturation	Forecasting sales, market share, and trends; establishing consumer profiles, brand loyalty, and switching; evaluating test markets, advertising, and distribution
Media panels	Electronic devices automatically recording behavior, supplemented by a diary	Same as purchase panel	Same as purchase panel	Establishing advertising rates; selecting media program or air time; establishing viewer profiles
Scanner volume tracking data	Household purchases recorded through electronic scanners in supermarkets	Data reflect actual purchases; timely data; less expensive	Data may not be representative; errors in recording purchases; difficult to link purchases to elements of marketing mix other than price	Price tracking, modeling; effectiveness of in-store promotion

Overview of Syndicated Services (2 of 2)

[Table 4.3 Continued]

Type	Characteristics	Advantages	Disadvantages	Uses
Scanner panels with cable TV	Scanner panels of households that subscribe to cable TV	Data reflect actual purchases; sample control; ability to link panel data to household characteristics	Data may not be representative; quality of data limited	Promotional mix analyses; copy testing; new-product testing; positioning
Audit services	Verification of product movement by examining physical records or performing inventory analysis	Relatively precise information at the retail and wholesale levels	Coverage may be incomplete; matching of data on competitive activity may be difficult	Measurement of consumer sales and market share; competitive activity; analyzing distribution patterns; tracking of new products
Industrial product syndicated services	Data banks on industrial establishments created through direct inquiries of companies, clipping services, and corporate reports	Important source of information on industrial firms; particularly useful in initial phases of the project	Data are lacking in terms of content, quantity, and quality	Determining market potential by geographic area; defining sales territories; allocating advertising budget

Type of Individual/Household Level Data Available from Syndicated Firms (1 of 2)

- **Demographic Data**

- Identification (name, address, email, telephone)
- Sex
- Marital status
- Names of family members
- Age (including ages of family members)
- Income
- Occupation
- Number of children present
- Home ownership
- Length of residence
- Number and make of cars owned

Type of Individual/Household Level Data Available from Syndicated Firms (2 of 2)

- **Psychographic Lifestyle Data**

- Distinctive patterns of living that are described by the activities people engage in, the interests they have
 - Interest in golf
 - Interest in snow skiing
 - Interest in cable television, etc.

Single-Source Data

Single-source data provide integrated information on household variables, including media consumption and purchases, and marketing variables, such as product sales, price, advertising, promotion, and in-store marketing effort

- Recruit a test panel of households and meter each home's TV sets
- Survey households periodically on what they read
- Grocery purchases are tracked by UPC scanners
- Track retail data, such as sales, advertising, and promotion

International Marketing Research (1 of 2)

- **Agency for International Development**
(<http://www.usaid.gov>)
- **Pew Research** (<https://www.pewresearch.org/>)
- **SEC Edgar** (<https://www.sec.gov/edgar.shtml>)

International Marketing Research (2 of 2)

- **United Nations** (<http://www.un.org>)
- **Organization for Economic Cooperation and Development** (<http://www.oecd.org>)
- **International Monetary Fund** (<http://www.imf.org>)
- **World Bank** (<http://www.worldbank.org>)
- CIA World Factbook
- Country specific data sources

A Classification of International Sources

Figure 4.3 Sources of International Secondary Data

