

Data

Focus on secondary data

Data types

Types

- Data are the inputs of a research study
- Primary data
 - Collected for the specific requirements of the study in hand*
- Secondary data
 - Data that have been collected for a purpose other than the study in hand but happens to be useful in it*

Secondary data

Types

- Internal data
 - Any internally available data*
- External data
 - Published data
 - Available from libraries and other such sources*
 - Syndicated data
 - Data syndicated by suppliers to multiple subscribers*

Secondary data

Advantages

- Ready availability
- Less expensive than primary data
- Quickly obtained
- Does not require access to subjects
- Enhances primary data
- May provide information otherwise unavailable

Secondary data

Rule-of-thumb

- Whenever possible, use the primary source of secondary data

Primary source is the original document that published the data

Secondary source is any other source that uses and cites the original document

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Secondary data

Disadvantages

- Units of measurement may not match
- Class intervals may be different
- May be out of date
- Difficult to judge its validity and reliability

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Secondary data

Before using secondary data

- Ask some critical questions about:

The purpose of the study

Time of research

Collecting organization

Group studied

Information collected

Units of measurement

Research methodology

Validity

Availability from its primary source

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Secondary data

Computer support

- CDROM databases
- Online databases

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Secondary data

Database types

- Bibliographic
- Numeric
- Directory
- Full text

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Secondary data

Government sources

- Census of the Population
- Standard Industrial Classification (SIC)

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Secondary data

Private sources

- Many sources, prominent ones include
 - Survey of Buying Power, BPI
Not suitable for every product-market
 - Dun's Marketing Services
Variety of secondary data

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Syndicated data

Defined

- A form of external, secondary data that is supplied to subscribers for a service fee
- Usually, it is detailed information that is of value to firms in a given industry
- Syndicated data is not available in libraries and other similar sources

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Syndicated data

Advantages

- **Shared costs**
The generally high cost of collecting this type of data is shared by many subscribers and thus becomes affordable
- **High quality**
Typically collected by research companies with high level of expertise and know-how
- **Current information**
Collected on an ongoing basis. Periodically updated

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Syndicated data

Disadvantages

- **Standardized format**
All the subscribers receive information in the same format
- **Commitment costs**
Although costs are reduced by sharing, many require a minimum period of commitment
- **Availability to competitors**
The same information is available to all thereby reducing the strategic edge

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Syndicated data

Application areas

- **Defining market segments**
 - Consumer
 - Industrial

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Syndicated data

Application areas

- **Conducting market tracking**
 - Retail level
 - Household level

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Syndicated data

Application areas

- Monitoring media usage and promotion effectiveness
 - Television
 - Radio
 - Print
 - Multimedia

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Syndicated data

Single source data

- Single source data are recorded continuously from a panel of respondents to measure their exposure to promotional materials and subsequent behavior

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Syndicated data

Single source data

- Single source databases are made possible by:
 - Uniform Product Code (UPC)
 - Check-out scanners
 - Computer and information technology
 - MIS

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Assignment

Individual work

- Find three sources of secondary data that you may use in your research project. Make sure that no one else in your group has your sources.

Write your answer in an email message (not an attachment) and send it to me no later than one week from today. Explain why each source is important in your research, be brief.

(Hint: You will likely need this kind of information in your research project.)

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