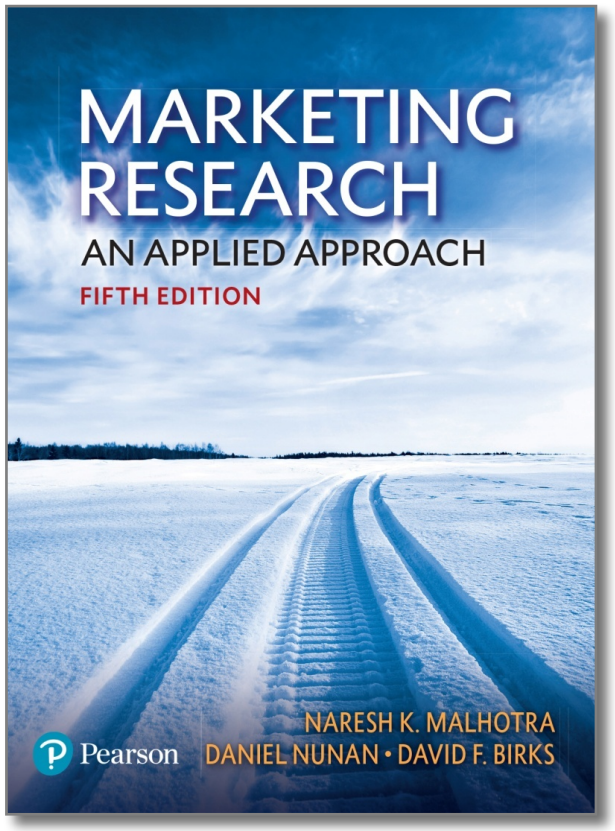
Marketing Research
An Applied Approach
5th edition



Chapter 4
Secondary data collection and analysis

The act of sourcing, evaluating and analysing secondary data can realise great insights for decision makers. It is also vital to successful problem diagnosis, sample planning and collection of primary data.

Chapter outline

1) Defining primary data, secondary data and marketing intelligence
2) **Advantages** and uses of secondary data
3) **Disadvantages** of secondary data
4) Criteria for evaluating secondary data
5) Classification of secondary data
6) Published external secondary sources
7) Databases
8) Syndicated sources of secondary data.

Overview

- The collection and analysis of **secondary data** is important because they help to define/explore the marketing research problem.
- **Secondary data** are an essential part of successful research design.
- Secondary data can help in sample designs and in the details of primary research methods.
- The aim is to identify the differences between **primary data**, **secondary data** and **marketing intelligence**.

Defining primary data, secondary data and marketing intelligence

- **Primary data** are data originated by a researcher for the specific purpose of addressing the problem at hand. They are realized to answer **specific research questions** of decision makers who pay for well-focused and exclusive support.
- **Secondary data** are data that have already been collected for purposes other than the problem at hand [*trends in terms of competition, economic trends in international markets, information about demographics, lifestyle and purchasing habits, etc.…*]
- **Marketing intelligence** are defined as **"qualified observations of events and developments concerning competitors in the marketing environment"**. The use of the word "**observations**" include a variety of types of data, broadly concerned with "**environmental scanning**". Marketing intelligence is based upon **data** that in many instances are collected through the involvement of **internal employees**. Business publications, websites and advertisements concerning competitors are explored.

Defining primary data, secondary data and marketing intelligence

Characteristic	Secondary data	Marketing intelligence
Structure	Specifications and research design tend to be apparent	Can be poorly structured; no universal conventions of reporting
Availability	Tend to have regular updates	Irregular availability
Sources	Generated in-house and from organisations with research prowess	Generated in-house and from unofficial sources, especially through social media
Data type	Tend to be quantitative; many issues need qualitative interpretation	Tends to be qualitative; many issues difficult to validate and quantify
Source credibility	Tend to be from reputable and trustworthy research sources	Questionable credibility; can be generated from a broad spectrum of researchers and authors
Terms of reference	Tend to have clear definitions of what is being measured	Ambiguous definitions; difficult to compare over different studies
Analysis	Mostly conventional quantitative techniques	Opinion based, interpretative
Ethics	In-company data gathering may be covered by Data Protection Acts; externally generated data may be covered by research codes of conduct, e.g. ESOMAR	Some techniques may be seen as industrial espionage – though there is an ethical code produced by the Society of Competitive Intelligence Professionals

- There are clear criteria for evaluating the accuracy of **secondary data** which tend to be of a **quantitative nature**.
- **Marketing intelligence** is more difficult to evaluate but this does not mean that it has less value to decision makers or researchers.

Gathering marketing intelligence in China

The very nature of **marketing intelligence** gathering means that much of what researchers discover is often **new** and **surprising**.
This is particular true in case of **gathering marketing intelligence** in China where the rapid changes in the commercial landscape mean changes to commercial structures and processes.
Which are the challenges that are faced in gathering marketing intelligence in China?

- **Access to Western Internet Services within China**, including Facebook and Google is restricted or blocked by China's Golden Shield Project which controls access to **internet traffic in and out** of China. China has developed its own social media ecosystem and marketing researchers should be careful to understand the effective local sources of data.
- **Protecting information is part of the culture**. People do not tend to provide information to external party. Since marketing research is relatively new in China, interviewers have to be more reassuring about how "normal" the process is in order to facilitate meeting, interviews and information responses.
- **Research participants** can have a wide variety of social and educational backgrounds even if they work in the same district (Beijing, Shanghai, Shenzhen, Guangzhou). There are people who have money but not international experiences, those with little money and no experiences, those with money and international experiences. It emerges specific challenges to researchers. The progression from very low knowledge and awareness of international influences on an industry to full awareness happens very fast.

Defining primary data, secondary data and marketing intelligence

- Many major organizations invest huge amounts in the use of "**shadow teams**". A shadow team is a small, cross-functional, **boundary-spanning group** that learns everything about a *competitive unit*.
- A competitive unit can be a competitor, product line, supply chain or prospective partner in a strategic alliance.
- The objective of a shadow team is to learn everything possible about its target through published data, personnel and network connection and organization knowledge or hearsay.

ADVANTAGES and uses of secondary data

- **Secondary data** offer several advantages over **primary data**.
  - Secondary data are **easily accessible**, **relatively inexpensive** and **quickly obtained**.
  - Some secondary data sources can be accessed **free of charge**, but many sources **do charge fees** to reflect the investment made to gather, analyse and present accurate information.
- Even if it is rare for secondary data to provide all the answers to a non-routine research problem, such data can be useful in a **variety of situations**.

- *Diagnose* the research problem
- *Develop* an approach to the problem
- Develop a sampling plan
- Formulate and appropriate *research design* (by identifying the key variables to measure and understand)
- Answer certain *research questions* and test some hypotheses
- Interpret primary data with more insight
- Validate qualitative research findings.

Examination of available secondary data is a prerequisite to the collection of **primary data**. Proceed to primary data only when the secondary data sources have been exhausted or yield marginal returns.

DISADVANTAGES of secondary data

- Because **secondary data** have been collected for purposes other than the problem at hand, their **relevance** and thus their **usefulness** to the current problem may be limited.

- The objectives, nature and methods used to collect the secondary data may not be **appropriate** to the present situation.
- Before using secondary data, it is important to **evaluate** them according to a series of factors:

Criteria	Issues	Remarks
Specifications and research design	• Data collection method • Response rate • Population definition • Sampling method • Sample size • Questionnaire design • Fieldwork • Data analysis	Data should be reliable, valid and generalisable to the problem at hand
Error and accuracy	Examine errors in: • Approach • Research design • Sampling • Data collection • Data analysis • Reporting	Assess accuracy by comparing data from different sources

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CRITERIA for evaluating secondary data

- **Specifications: research design and how the data were collected**. Specifications of the research design such as *size*, *nature* of the sample, *response rate* and *quality*, *questionnaire design* and *administration*, procedures used for *fieldwork* and *data analysis* and *reporting approach*. These checks **provide information** on the **reliability** and **validity** of the data and help to understand if they can be **generalised** to the problem at hand.

- **Error: accuracy of the data**. The researcher must determine if the data are **accurate** for the purpose of the present study. Secondary data can have sources of error or inaccuracy, including **errors** in the approach, research design, sampling, data collection, analysis and reporting stages of the project. It is difficult to evaluate the **accuracy of secondary data** because the researchers did not participate in the research. One approach is to find **multiple sources of data** and compare them using standard statistical procedures.

CRITERIA for evaluating secondary data

- **Currency: when the data were collected**. Secondary data **may not be current**, and the time lag between data collection and publication may be long. The data may not be updated frequently enough for the purpose of the problem at hand. Decision makers require current data; therefore the value of secondary data is diminished as they become older.

Criteria	Issues	Remarks
Currency	Time lag between collection and publication; frequency of updates	Census data are periodically updated by syndicated firms
Objective	Why the data were collected	The objective will determine the relevance of data
Nature	• Definition of key variables • Units of measurement • Categories used • Relationships examined	Reconfigure the data to increase their usefulness, if possible
Dependability	Source: • Expertise • Credibility • Reputation • Trustworthiness	Preference should be afforded to an original rather than an acquired source

- **Objective: the purpose for which the data were collected**. Data are collected with some objective in mind. Data collected with a **specific objective** in mind may not be appropriate in another situation.
  - Suppose that the magazine Inside Flyer conducted a survey where the sample was made up of "frequent flyers". The objective was to "uncover the airline characteristics consumers consider most important".
  - Virgin wants to investigate "**target business class**" to uncover **perceptions** related to **trade-offs** made in customer service-price-safety. Even though the questions used are identical, the target participants may be different for the study.

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- **Nature: the content of the data.** The nature (or content) of the data should be examined with special attention to the definition of the ***key variables***, ***the units of measurement***, ***the categories used*** and the **relationships examined**.

- Secondary data on **consumer preferences** for TV programmes. To use this information, it is important to know how **preferences for programmes (key variable)** were defined: most needed, most enjoyable, most informative, etc.....
- Secondary data may be **measured in units** that may not be appropriate for the current problem. **Income** may be measured by individual, family or spending **unit**. It is important to define the **measurement of variable** and thus the "**income**" has to be defined in a correct way (it could be gross or net after taxes and deductions).

CRITERIA for evaluating secondary data

- **Dependability: how dependable are the data**. Indications of the dependability of data may be obtained by examining the expertise, credibility, reputation and trustworthiness of the source.

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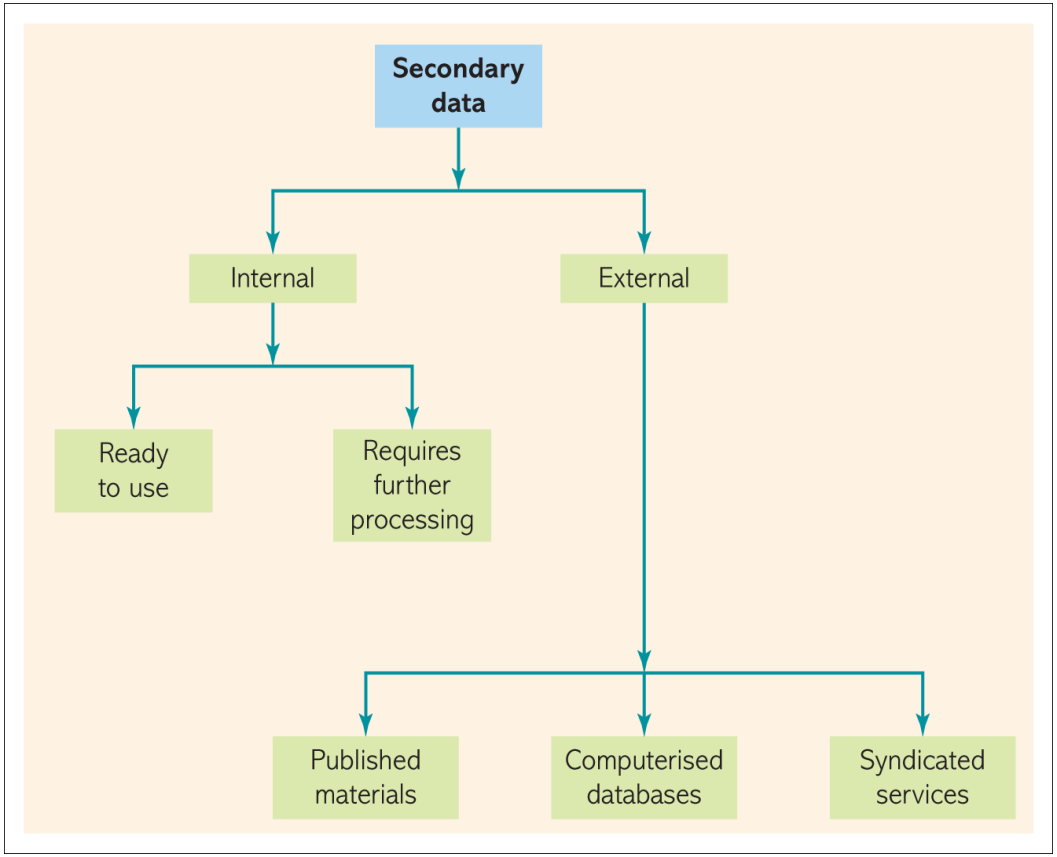
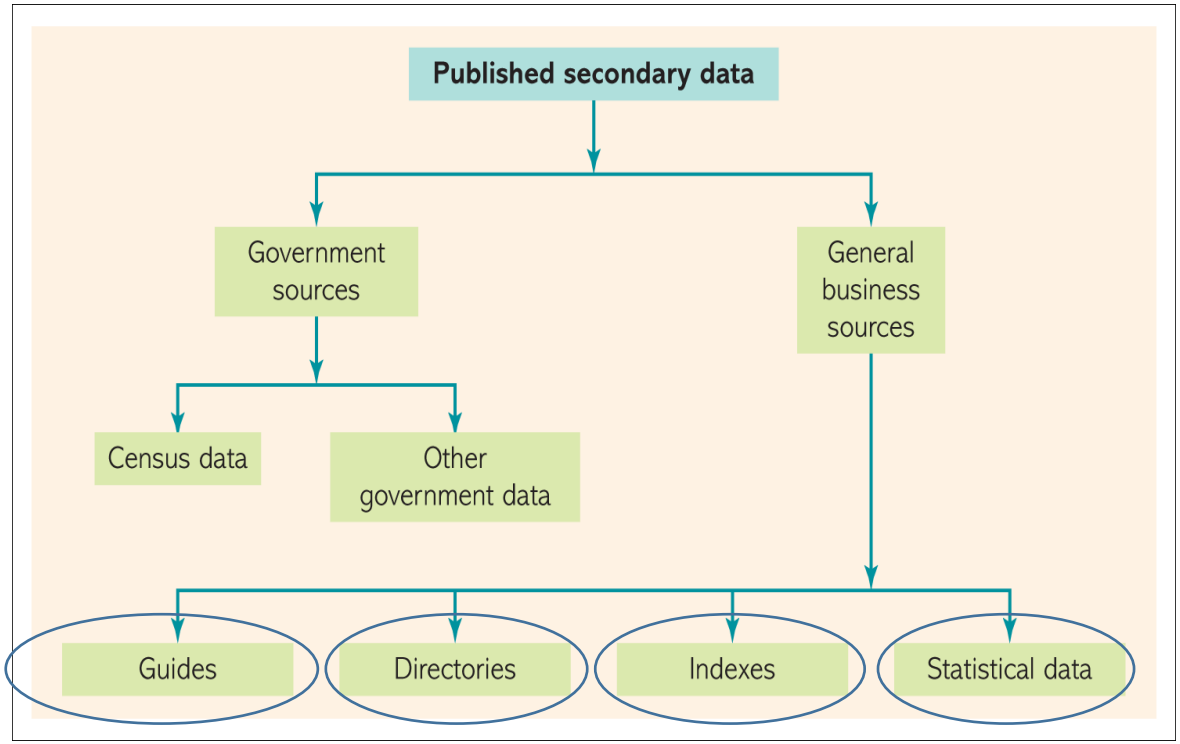
- Data publish to promote sales, to advance specific interests, or to carry on propaganda should be viewed with suspicious.
- The same may be said of *data published anonymously* or in a form that attempts to hide the details of the data collection research design and process.
- It is also relevant to examine if the secondary data came from an *original source* (one that generated the data) or an *acquired source* (one that procured the data from an original source).

CLASSIFICATION of secondary data



- **Internal data**: are those generated within the organization for which the research is being conducted [corporate revenue ledger]
- **External data**: are those generated by sources outside the organization [published material, online databases, information available by syndicated services]

PUBLISHED SECONDARY DATA – GENERAL BUSINESS SOURCES



- **General business sources**

Businesses publish a lot of information in the form of books, periodicals, journals, newspapers, magazines, reports and trade literature.

PUBLISHED SECONDARY DATA – GENERAL BUSINESS SOURCES

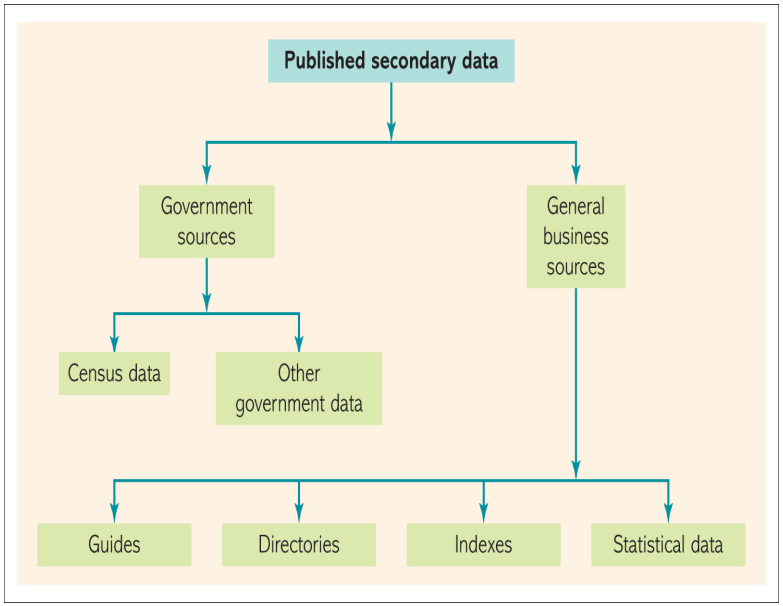
GUIDES: are an *excellent source* of standard or recurring information.

- A guide may help i**dentify** other important sources of directories, trade associations and trade publications.
- Libraries (public, universities, within businesses) are a **guide** to classify **the resources** they provide.
- **Commercial guides** can be used to assist decision makers or researchers to uncover issues and sources regarding individual industries and countries.
  - **Datamonitor guide**: www.datamonitor.com

    Datamonitor is an international company providing market intelligence, data analysis, and opinion via a worldwide network of in-house analysts. The company tracks Automotive, Consumer Markets, Energy & Utilities, Financial Services, Logistics & Express, Pharmaceutical & Healthcare, Retail, Technology, Sourcing and Telecommunications markets. Its website claims to have over 6,000 clients, which it helps make strategic and operational decisions. Datamonitor was acquired in 2007 by Informa for £513 million in cash.[1]

  - **@BRINT guide: www.brint.com**: guides to business technology management and knowledge management sites with editorial comments.

PUBLISHED SECONDARY DATA – GENERAL BUSINESS SOURCES

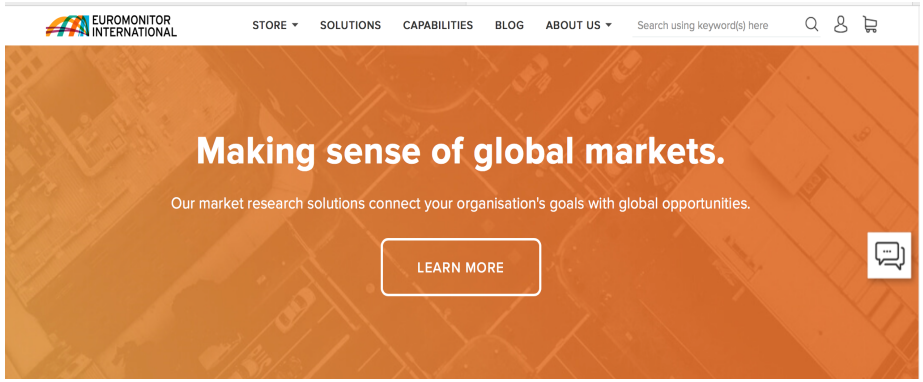


DIRECTORIES: are helpful for identifying individuals or organizations that collect **specific data**.

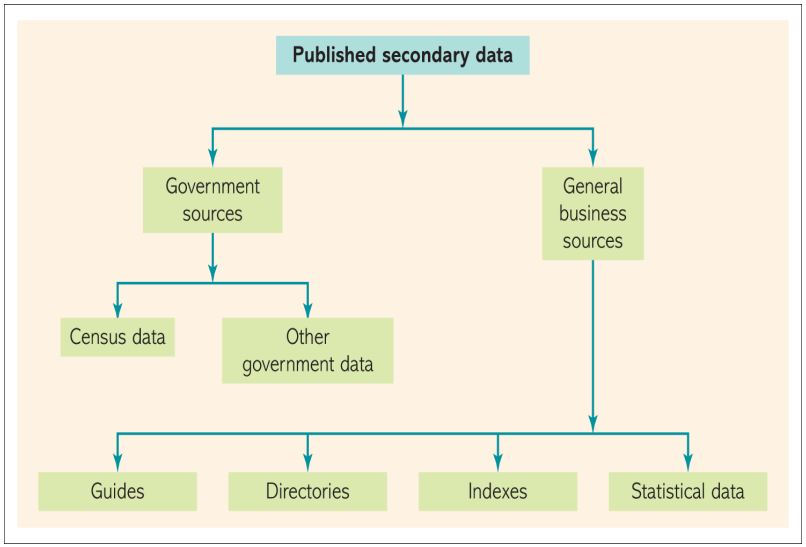
- **Hollis directories** that support the industries of sponsorship and public relations - www.hollis-sponsorship.com-

NON-GOVERNMENTAL STATISTICAL DATA: **market statistics** related to population demographics, purchasing levels, TV viewership and product usage are some of the types of non-governmental statistics available for **secondary data**

- **Euromonitor– www. Euromonitor.com**: publishes monthly market research journals covering a great breadth of industries and countries across the world.



PUBLISHED SECONDARY DATA – GOVERNMENT SOURCES

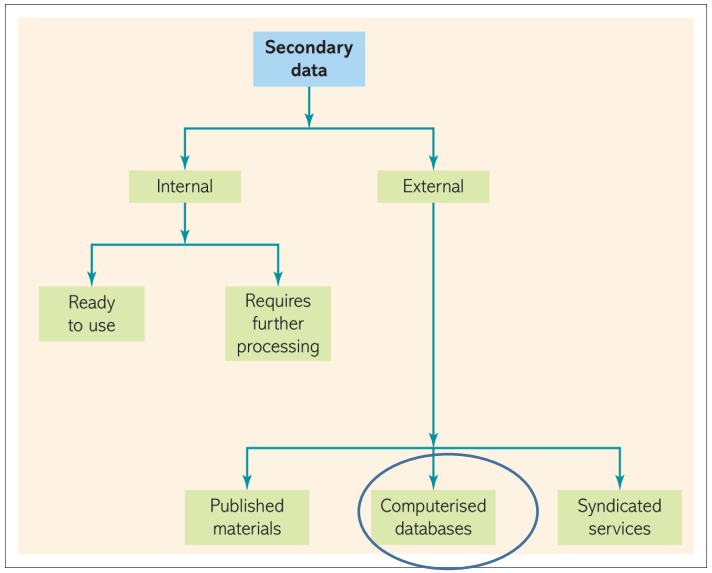


- **European governments** also produce large amounts of **secondary data**. Each European country has its own statistical office, which produces lists of the publications available (and the costs involved).
- Examples of national statistical offices include the Central Bureau voor de Statistiek Nederlands (www.cbs.nl), the French Institut National de la Statistique et des Etudes Economiques (www.insee.fr) and the British Office for National Statistics (www.statistics.gov.uk).
- Their pubblications may be divided into:

- General and regional studies
- Economy and Finance
- Population and social conditions
- Industry trade and services
- Agriculture and fisheries
- External trade
- Transport
- Environment and energy
- Science and technology

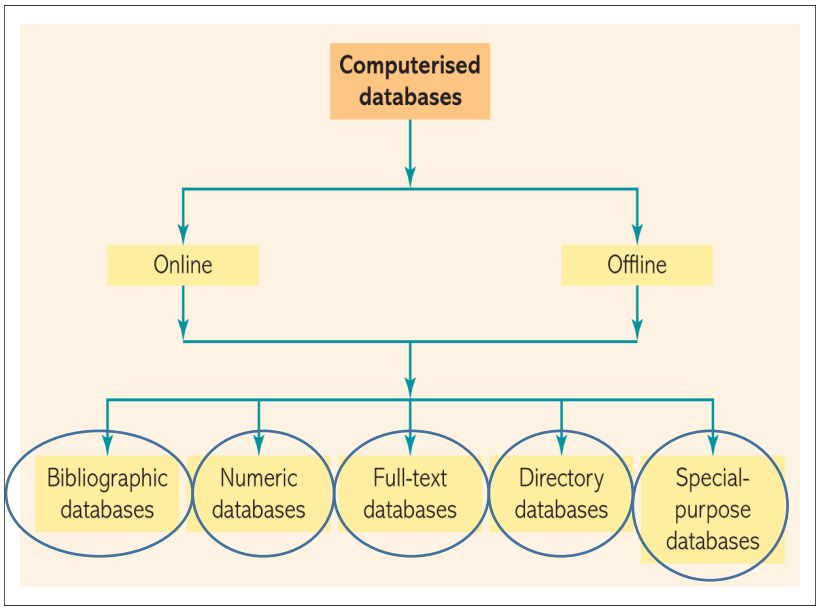
- **CENSUS DATA:** most European countries produce either catalogues or newsletters that describe the array **of census publications** available and the plans for any forthcoming census.
- **OTHER GOVERNMENT PUBLICATIONS**: national statistical offices collect and publish a great of statistical data. In EU statistics and opinion polls are published by the **Statistical Office of the European Community** in a series called **Eurostat**. Eurostat divides its publications into themes which are:

Computerized DATABASES



Browsable **online databases** offer a number of advantages:

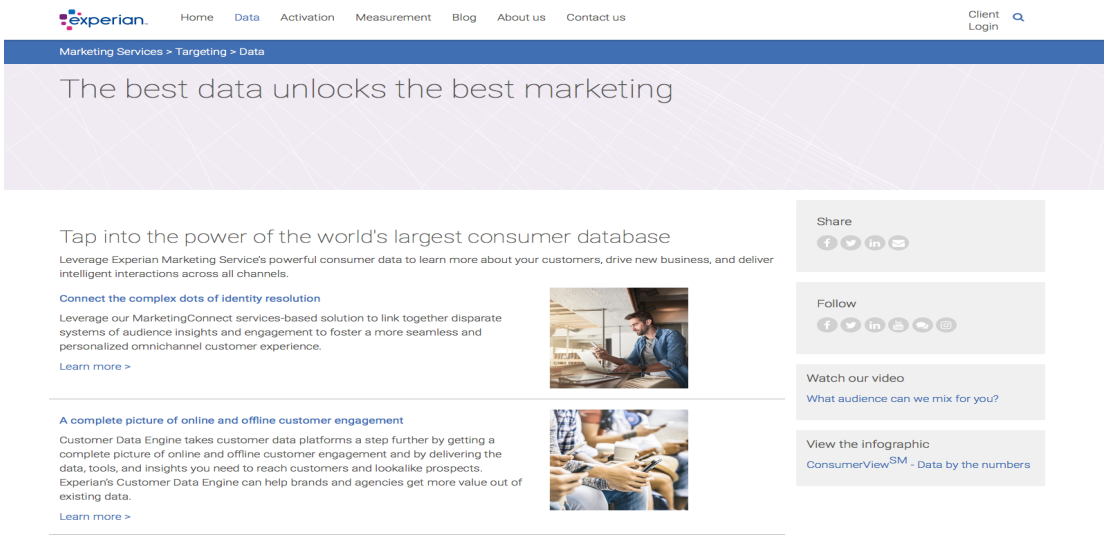
- **Data** are current
- The **search of information** is quicker and simpler [through mobile devises]
- The **cost of accessing** is relatively low



Computerized DATABASES

- **Bibliographic databases**: are composed of citations to articles in journals, magazines, newspapers, marketing research studies, technical reports, government documents and the like.
  - The IMRI database includes over 50,000 abstract of market research reports and souces (including journals, databases, audits, etc…)

- **Numeric databases:** contain numerical and statistical information.
  - The **Experian MOSAIC database** (www.experia.co.uk/marketing-services) includes *business* and *consumer demographics* and classifications, mapping, economic forecasts and statistics, local area data and retail and business information.



Computerized DATABASES

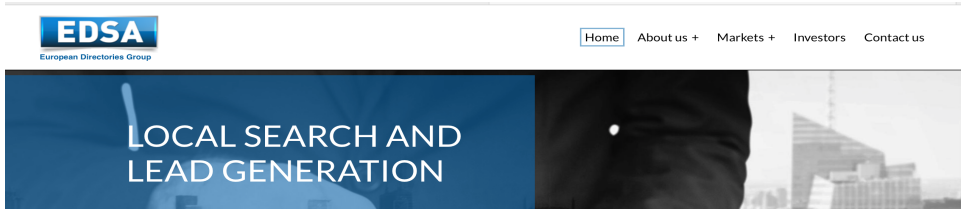
- **Full-text databases:** contain the **complete text** of the source documents held in the database.
  - Examples include Emerald Insight (www.emeraldinsight.com) and the Gale Newspaper Database (www.gale.cengage.com).
  - Emerald is an independent publisher of global research with an impact in business, society, public policy and education.

It provides more than 68,000 articles some dating back as far as 1898.

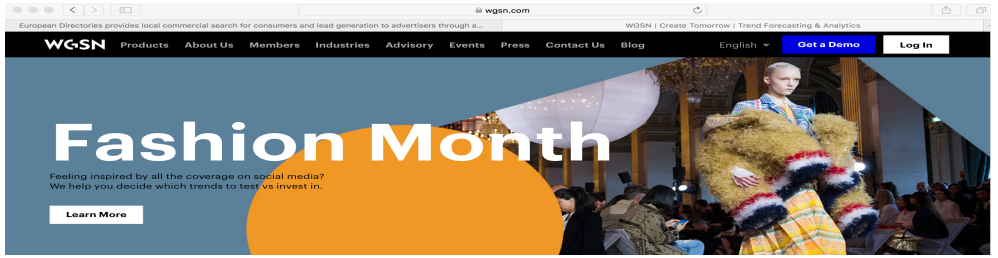
It provides articles form Financial Times, The Guardian, the Independent, the Observer, the Times

Computerized DATABASES

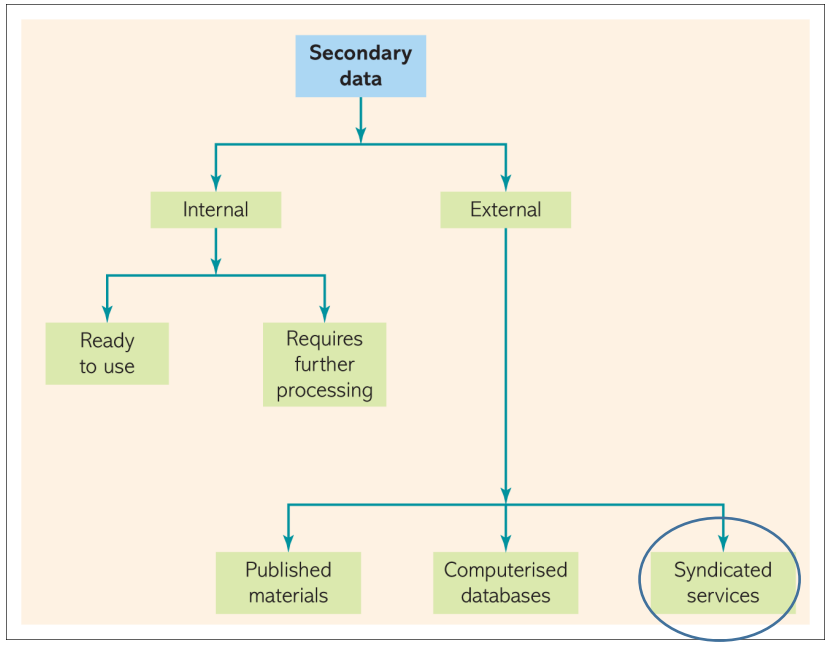
- **Directory databases:** provide information on individuals, organizations and services.
  - *European Directories* (www.europeandirectories.com) is a pan-European local search-and-lead generation company. It provides **local search services** to help customers find, evaluate and connect with local businesses across multiple media.



- **Special-purpose database**. An example of special-purpose database is the fashion-trend forecasting service WGSN (www.wgsn.com). It is a leading online trend analysis and research service, providing creative and marketing intelligence for the apparel, style, design and retail industries.

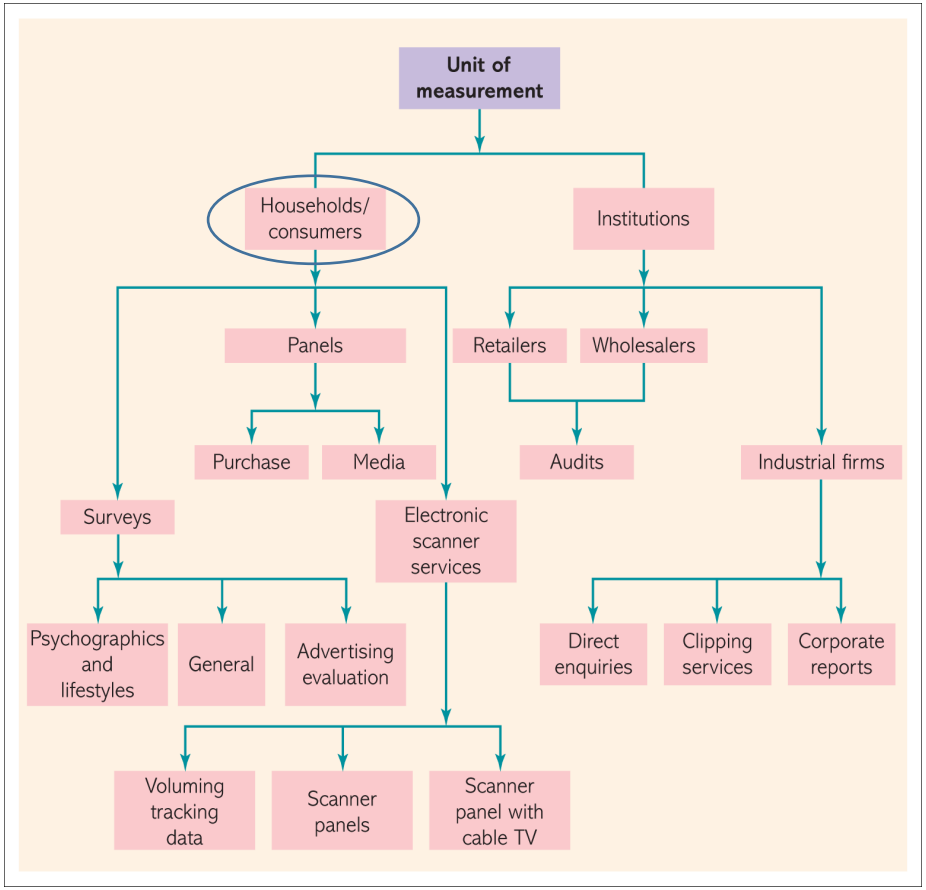


SYNDICATED SOURCES of secondary data



- **Syndicated services** are information services offered by *marketing research organizations* that collect and sell common pools of data designed to serve information needs shared by a number of clients.
  - These data are not collected with a focus on a **specific marketing problem** [reports could be organized based on the clients' sales territories or product lines]
  - Using syndicated services is **less expensive** than commissioning tailored primary data collection.
  - Syndicated sources can be classified based on the unit of measurement: **household, consumers or institutions.**

SYNDICATED DATA from Households/Consumers -SURVEY



Syndicated services are offered by conducting **survey** and **omnibus services**.

- **Survey**: The process involves interviews with a large **number of participants** using a pre-designed questionnaire.

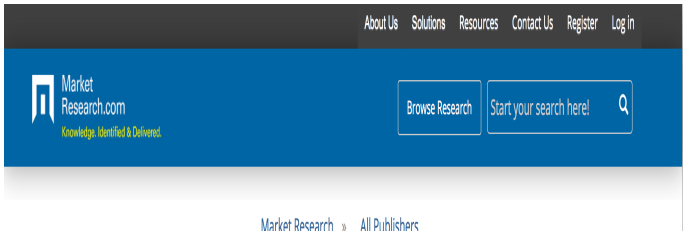
Rather than designing a survey for the specific needs of a client company, the **syndicated survey** is designed for a **number of client companies**.

The **disadvantage** may be that not all the information needs of an individual client **may be met**, and additional primary data may need to be collected.

- **Omnibus surveys**: a distinctive form of survey that serves the needs of a syndicate group. They target particular ***types of participants*** [consumers of particular types of products, consumers living in a specific location].

SYNDICATED DATA from Households/Consumers -SURVEY

- **Psychographics and lifestyles**: modes of living of a society or some of its segments. These measures are referred to as *activities*, *interests* and *opinions.*
  - An example of marketing research agency that work upon the measurement and marketing applications of lifestyle is the Natural Marketing Institute (www.nmisolution.com).



- **Advertising evaluation**: Surveys that are useful to evaluate the effectiveness of advertising that may be delivered through print, broadcast, online, outdoors and social media. An example of a marketing research agency specializing in advertising evaluation is **Harvey Research** (www.harveyresearch.co.uk).

- **General surveys**: Syndicated surveys are also conducted for a variety of other purposes such as product image, measurement and positioning and conducting price perception analysis.

SYNDICATED DATA from Households/Consumers -SURVEY

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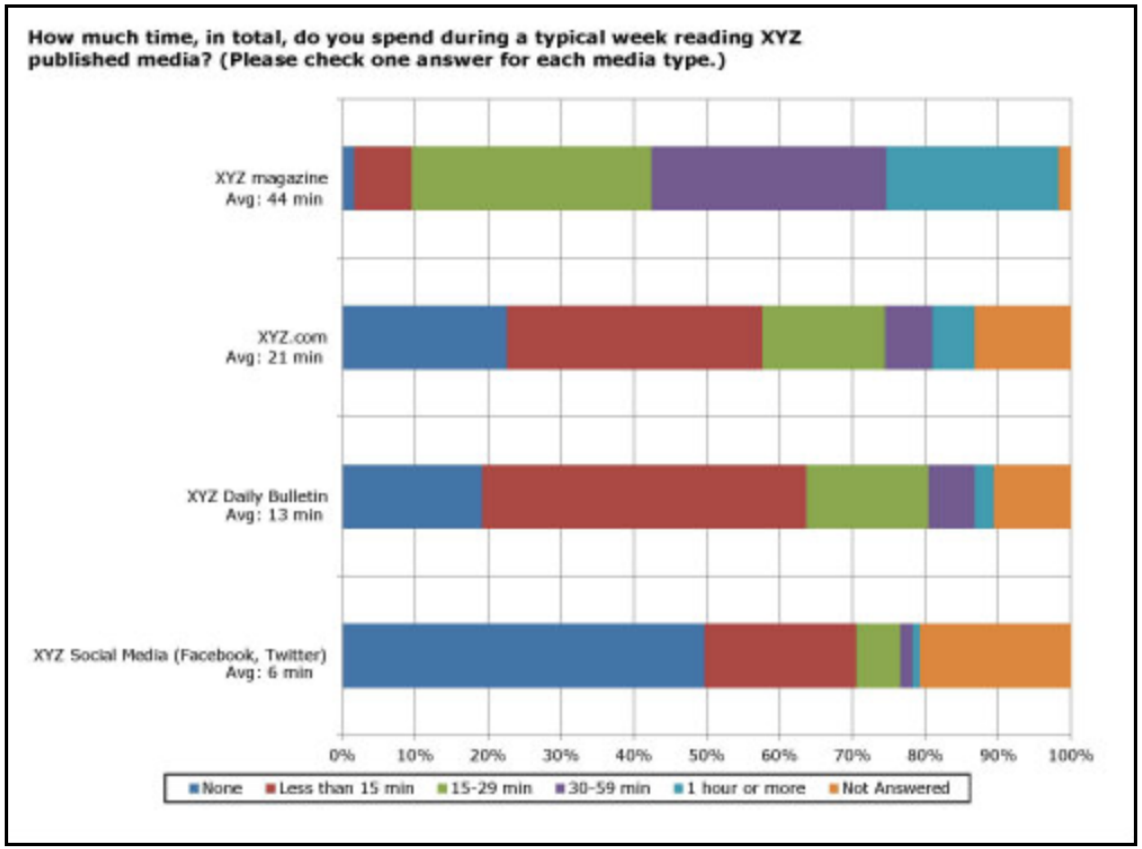
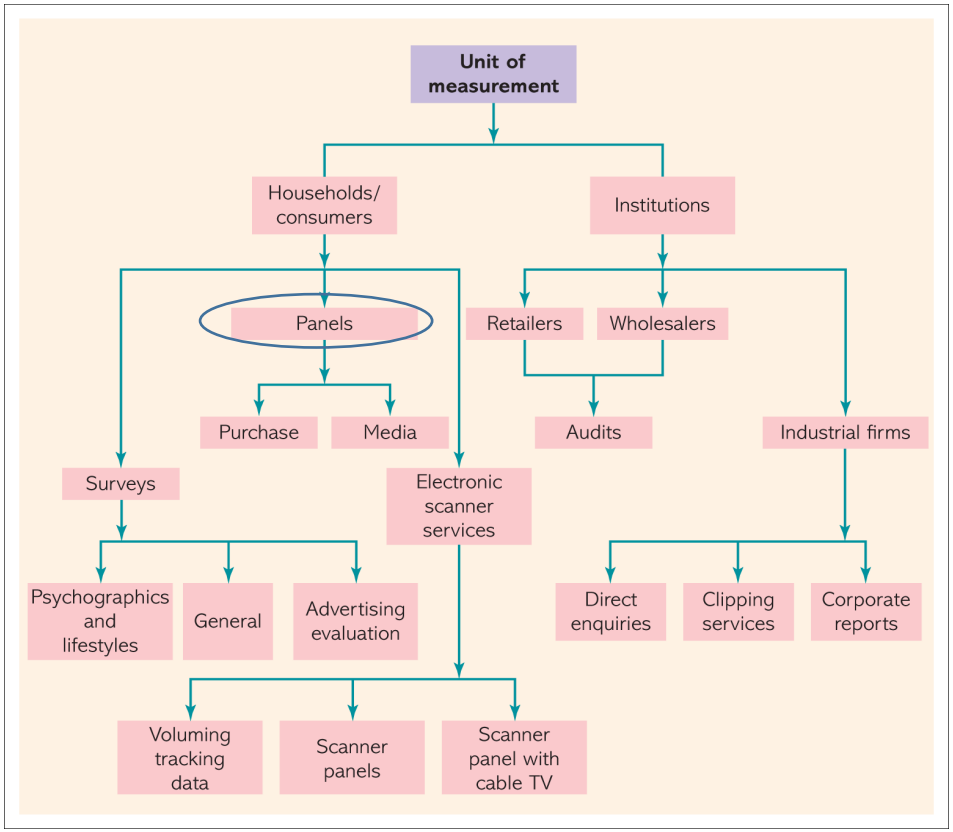
SYNDICATED DATA from Households/Consumers -SURVEY



SYNDICATED DATA from Households/Consumers - MEDIA AND PURCHASE PANELS



- **Panel**: samples of participants who provide specified information at ***regular intervals*** over an extended period of time.
  - Behaviours are recorded in a handwritten diary and the diary returns to the research organization one to four weeks.

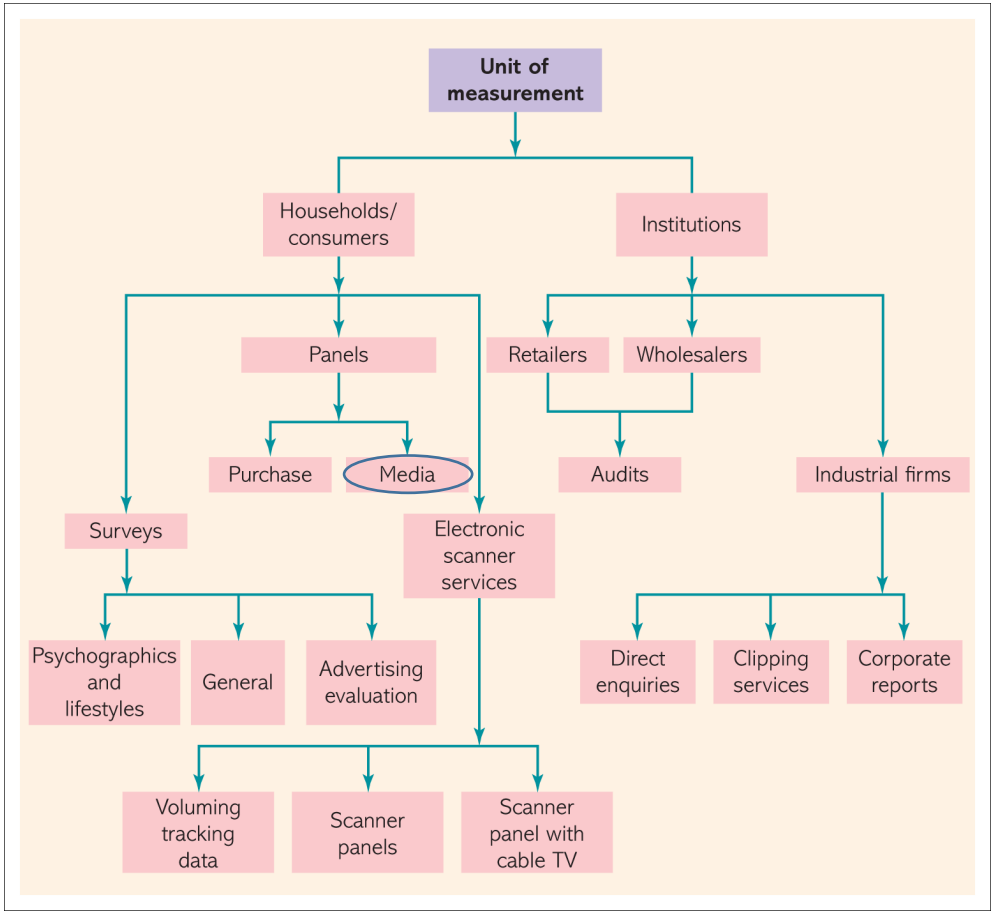
- **Media panel**: *electronic devices* automatically record viewing behaviour, thus supplementing a diary.
  - Media panels generate information helpful for *profiling viewer* or *listener subgroup*, establishing *advertising rates* by radio and TV networks and selecting appropriate *programming*.

https://surveys.google.com/google-opinion-rewards/audience-measurement/

TARGETING AD RESPONDERS

- The **skyview panel** conceived and developed by BSkyB (www.sky.com) and TNS (www.tnsglobal.com) comprises **33,000 sky households**, from which detailed second-by-second TV viewing data covering all TV channels is collected via a **set-top box**.
- Of these homes, **6,000 are also members of Worldpanel**, the service operated by TNS, which provides details on each household's purchasing of grocery products on a continuous basis.
- Sky Media, the media sales arm of BSkyB wanted to use data from Worldpanel to identify **which households are the most responsive to advertising**.
- Sky Media identified the "**high responders**" and investigated their viewing patterns: it found ways in which advertising could be more effectively targeted at the most responsive buyers through the better use of timing advertisements throughout the day, on certain channels and specific programs.
- Worldpanel data reveal **when** each household makes a purchase of a product category and **whether** the advertised brand or another brand was bought.

SYNDICATED DATA from Households/Consumers - MEDIA AND PURCHASE PANELS



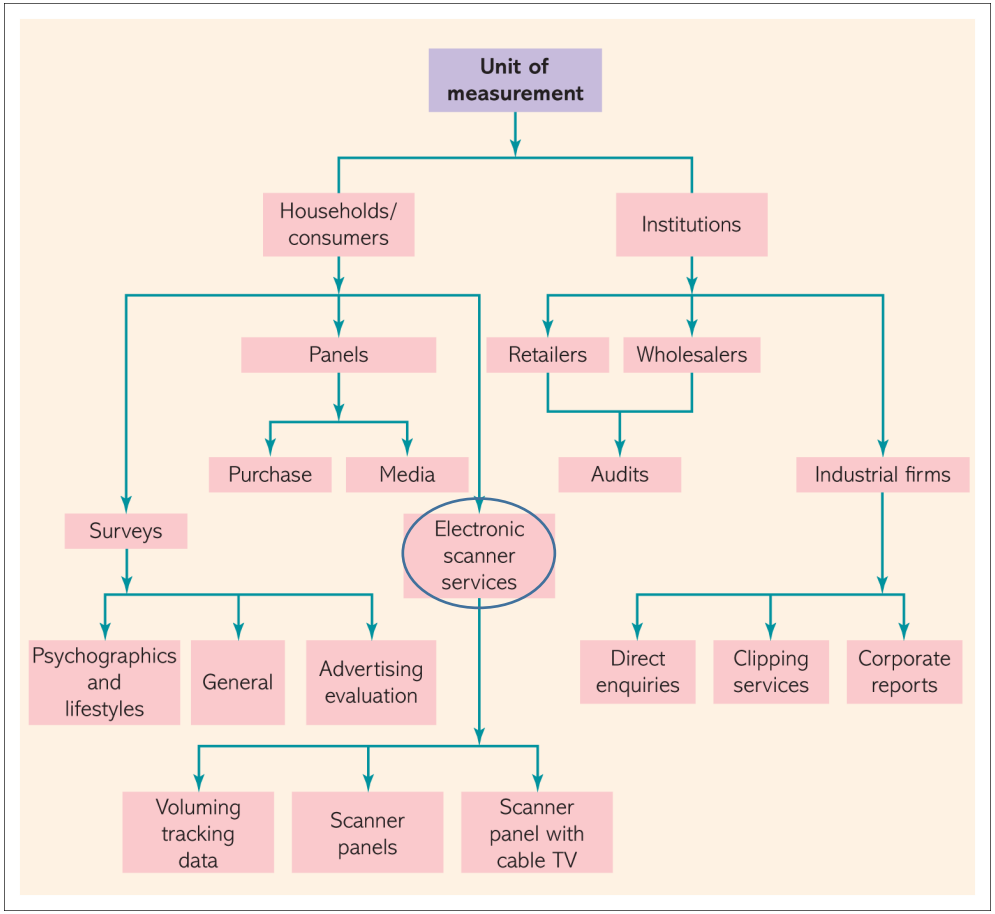
- **Purchase panels:** a data-gathering technique in which participants record their purchases, either online or in a diary or blog. **The information is recorded at the time of purchase**. If it is recorded by electronic devices it is generally more accurate as it eliminates recall errors.

- They provide information useful for **forecasting sales**, estimating **market shares**, **assessing brand loyalty** and **brand switching behaviour**, establishing **profiles of specific user groups**, measuring promotional effectiveness and conducting controlled **store tests**.

SCI INTAGE - A Japonese nationwide retail panel survey

- In Japan (1960) Marketing Intelligence Corporation (MiC) was established as Japan's first true comprehensive marketing research organization. Its first business was **SCI** a nationwide drug-store **panel research**.
- SCI was based upon a **sample of 12,000 two-or more member households**. Data from this study were used by Japanese retailers.
- On the basis of this study, retailers decided to make **short-term discount promotions** and **rotate them through products frequently**.
- According to SCI data on **housewife purchasing behaviors**, it emerged that Japan's consumers shopped **every few days** and at **different stores** rather than always shopping at the same stores. Thus, retailers wanted to offer novel experiences to attract customers to their stores on as many shopping occasions as possible.

ELECTRONIC SCANNER SERVICES

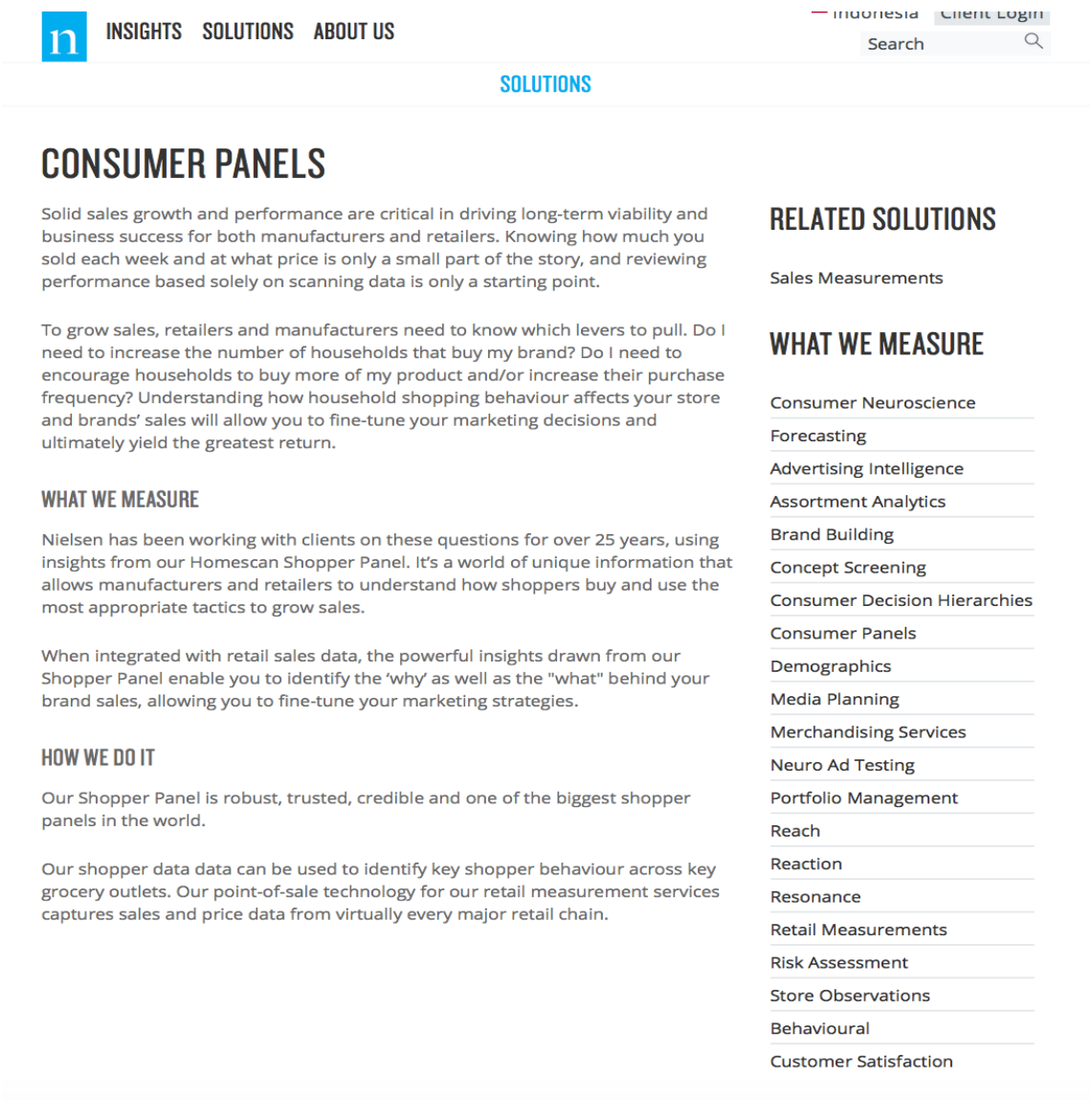


Electronic scanner service is a service undertaken by market research agencies. One is A.C.Nielsen. A.C.Nielsen's Panel Services operates in **27 countries** based on consumer **purchase information** from over **210,000 households**.

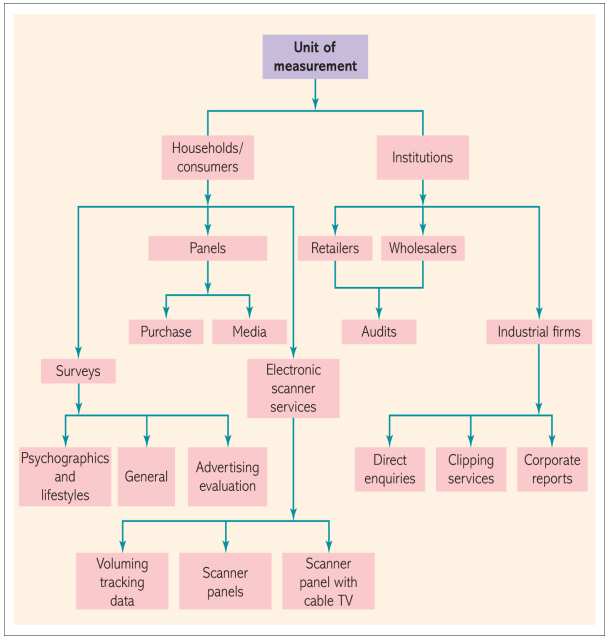
A.C. Nielsen Worldwide Consumer Panel Services

- A.C. Nielsen was launched in **1989**. It is the first continuous consumer panel in Europe to use **in-home bar code scanner to collect data**.
- Collected in a continuous basis, these data allow to obtain information on purchaser attributes, purchase behavior, market penetration, share of category, brand loyalty, brand switching and parallel consumption.

ELECTRONIC SCANNER SERVICES



ELECTRONIC SCANNER SERVICES

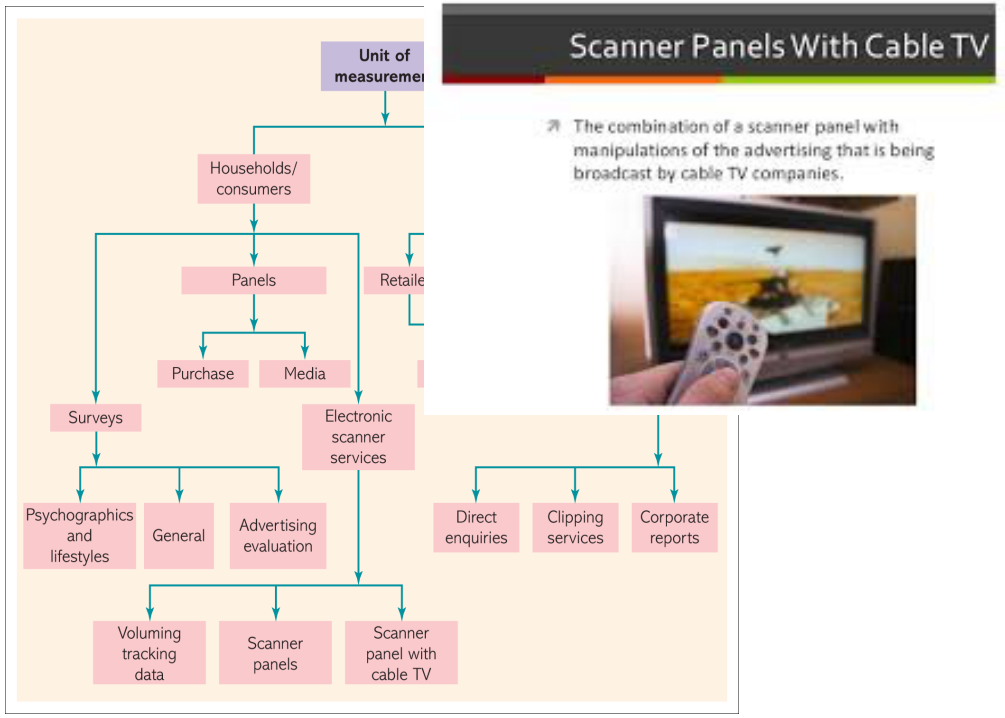


Scanner data relate to retail data collected by bar codes at electronic checkouts. The data are obtained by passing merchandise over a laser scanner that reads the UPC from the packages. Three types of scanner data are available:

(1) **Volume-tracking data**: provide information on purchases by *brand*, *size*, *price* and *flavour* of formulation based on sales data collected from the checkout scanner. This information is collected nationally from a sample of supermarkets with electronic scanner [rather than individual supermarkets tracking their customers' purchase using loyalty cards].

(2) **Scanner panel**: in this case each household member is given an *ID card*. Panel members present their ID card at the checkout counter each time they shop. The checker scans their ID and each item of that customer's order.

ELECTRONIC SCANNER SERVICES



(3) **Scanner panel with cable TV**: combination of scanner panel with manipulations of the advertising that is being broadcast by cable TV companies.

- By means of a cable TV split the researcher targets different advertisements into the homes of the panel members.
- Half the households may see test advertisement A during 6 pm newscast while the other half see test advertisement B.
- These panel allows to conduct experiments in a relatively natural environment.
- It is possible to combine store-level scanner with scanner panel with cable TV to do integrated analysis of consumer behaviour.

ELECTRONIC SCANNER SERVICES

- National volume-tracking data can be used for **tracking sales**, prices and distribution
- Scanner panels with cable TV can be used for **testing** new products, **repositioning** products, analysing promotional mixes and making adverting decisions, including budget, copy and media and pricing.

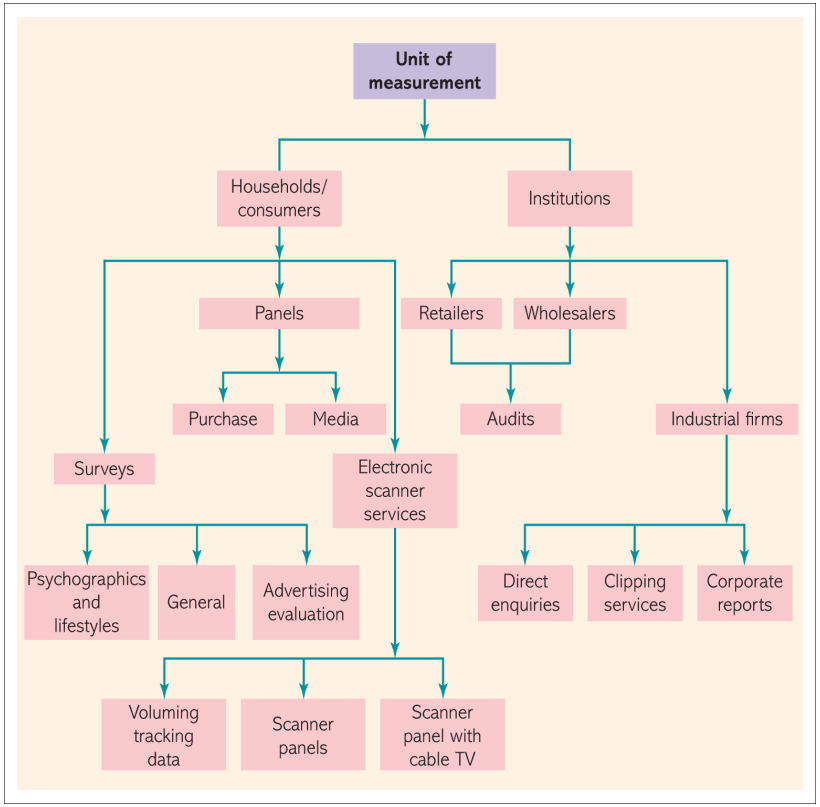
Scanner data have an obvious advantage:

- They reflect *purchasing behaviour* that is not subject to interviewing, recording, memory and expert biases
- They are current and can be obtain *quickly*
- They provide a *highly controlled testing environment*

Scanner data have some elements of weakness.

- A *lack of representativeness*
- Many types of *retail and wholesale outlets* where consumer may physically and virtually shop may be excluded
- Scanner data do not provide information on underlying attitudes and preferences and the reasons for specific choices.

SYNDICATED DATA from Institutions – Retailers/Wholesalers



Secondary data are available from **RETAILERS** and from **INDUSTRIAL FIRMS**.

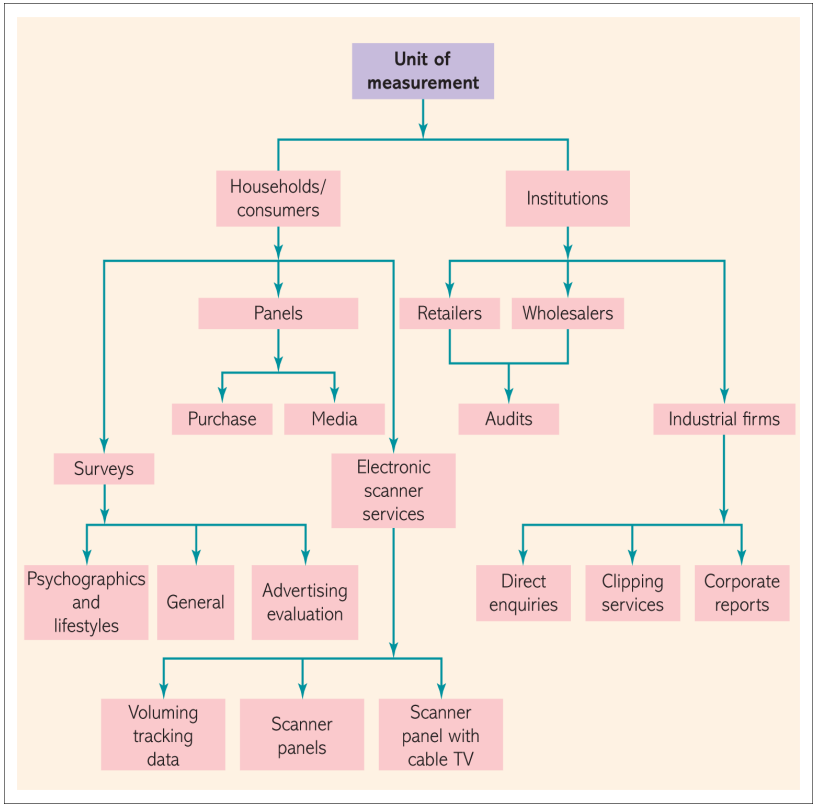
The most popular means of obtaining data from retailers is **an AUDIT**. This is a formal examination and verification of product movement carried out by examining **physical records** or **analysing inventory**.

Retailers who participate in the audit receive basic reports and cash payments from the audit service, but the main beneficiary is the **brand owner** who wishes to monitor the sales of the brand through many retail outlets.

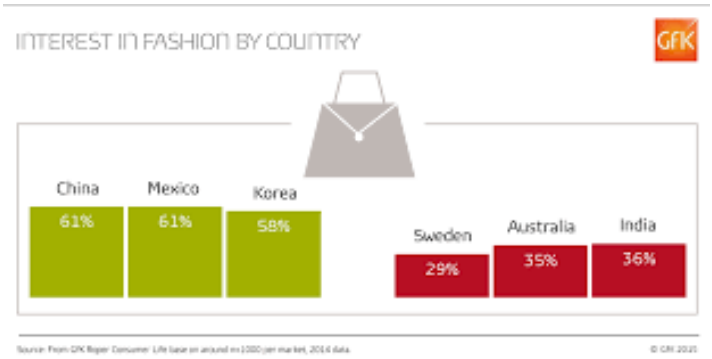
The use of retail audit data include:

1. Determining the size of the total market and the distribution of sales by type of outlet, region or city.
2. Assessing brand shares and competitive activity.
3. Identifying shelf space allocation and inventory problems
4. Analysing distribution problems
5. Developing sales potentials and forecasts
6. Developing and monitoring promotional allocations bases on sales volume

SYNDICATED DATA from Institutions – Retailers/Wholesalers



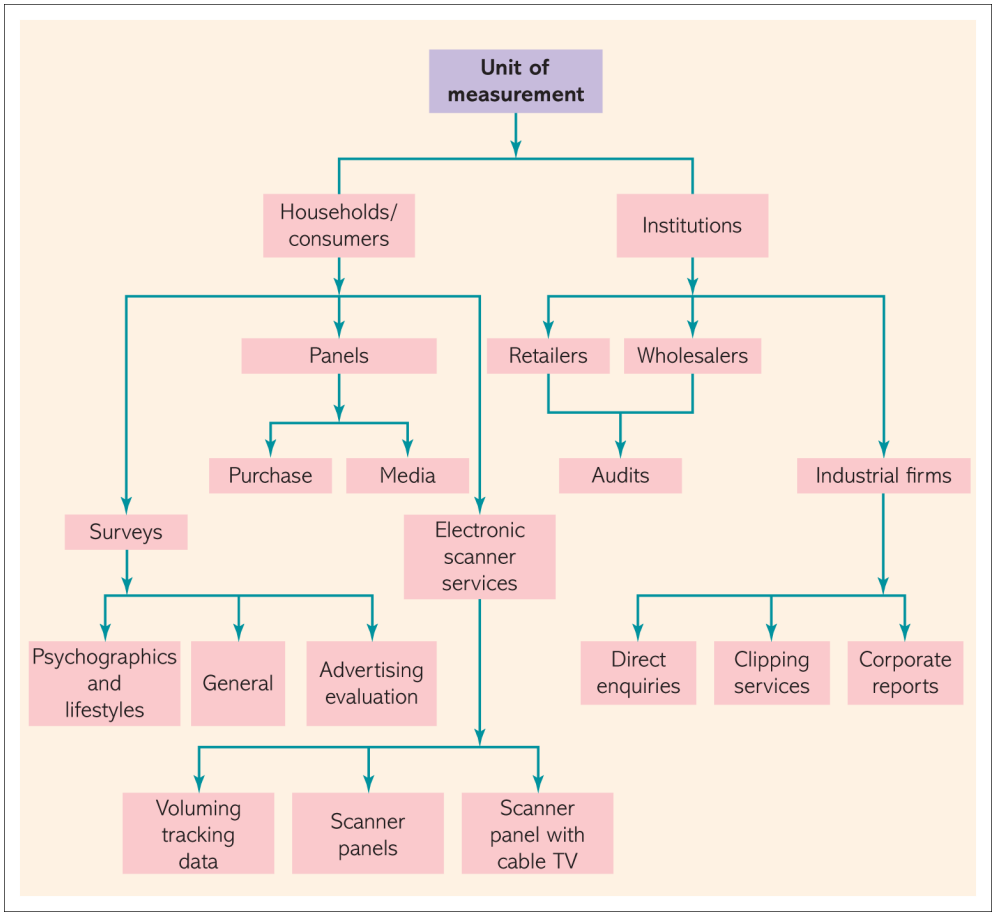
- Audits provide **accurate information** on the movement of many different products.
- Audits may have **limited coverage [**not all categories of particular products or brands are necessarily included].
- Audit information **may not be timely or current** [there could be a 2 month gap between the completion of the audit cycle and the publication of reports].
- Audit data cannot be linked to **consumer characteristics.**
- Some of these limitations are overcome in **online audit panels.**



Gfk Fashion Line

- Gfk FashionLine offers detailed information to allow companies to steer their performance accordingly.
- Reporting includes information on sales volume, sales value and average prices and forms the basis for a continuous service for both retailers and suppliers within the fashion industry.
- Fashion producs tracked by GfK Fashion Line are : watches, luggage, jewellery, clothing and shoes, leisure and home textiles.

SYNDICATED DATA from Institutions – Industrial firms



- **Industrial services**: provide *secondary data* about industrial firms, businesses and other institutions.
- Datamonitor (www.datamonitor.com) is a provider of global business information delivery data, analysis and opinion across the automotive, consumer packaged-goods, energy and sustainability, financial services, logistics, pharmaceutical, technology, etcc..
- Bureau van Dijk (www.bvdinfo.com) provides a range of company information products that are co-published with many renowned information providers

Questions

- What are the differences between primary data, secondary data and marketing intelligence
- What are the relative advantages and disadvantages of secondary data
- At what stages of the marketing research process can secondary data be used
- What is the difference between internal and external secondary data
- By what criteria may secondary data be evaluated
- List and describe the main types of syndicated sources of secondary data
- What is an audit? Describe the uses, advantages and disadvantages of audit