

Secondary Data, Literature Review, and Hypotheses

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Secondary Data:

- Data not gathered from the immediate study at hand but for some other purpose. Sometimes called “desk research.”
 - **Internal Secondary Data:** Data collected by the individual company for accounting purposes or marketing activity reports, marketing programs, inventory management, and so forth.
 - **External Secondary Data:** Data collected by outside agencies such as the federal and state government, trade associations, nonprofit organizations, marketing research services, academic researchers, or periodicals.
 - **Popular Sources**
 - **Scholarly Sources**
 - **Government Sources**
 - **Commercial Sources:**
 - **Syndicated (or Commercial) Data:** Data that have been compiled according to some standardized procedure; provides customized data for companies, such as market share, ad effectiveness, and sales tracking. **Ex: below!**
 - **Consumer Panels:** Large samples of household that provide specific, detailed data on purchase behavior for an extended period of time. **Ex:** NPD Group (Consumer Report on Eating Share Trends, National Eating Trends), TNS Global, Synovate ViewsNet, Youthbeat
 - **Media Panels:** Similar to consumer panels but the information focuses on media usage behavior. **Ex:** Nielsen Media Research Arbitron, Inc.

- **Store Audits:** Formal examination and verification of how much of a particular product or brand has been sold at the retail level. **Ex:** product/brand sales in relation to competition, effectiveness of shelf space and POP display, sales at various price points and levels, effectiveness of in-store promotions and point-of-sale coupons, direct sales by store type, product location, territory, and region.
 - **North American Industry Classification System (NAICS):** A system that codes numerical industrial listings designed to promote uniformity in data reporting procedures for the U.S. government.
- Secondary research approaches are increasingly used to examine marketing problems because of the relative speed and cost-effectiveness of obtaining the data.
- Secondary data research has gained substantial importance in marketing research with the increase emphasis on business and competitive intelligence and the ever-increasing availability of information from online sources.
- Examples of Secondary Data Sources: www.usaspending.gov and www.opensecrets.com.

Primary Data:

- Information collected from a current research problem or opportunity. Also called “field research.”
- Example: linking purchase data collected in-store and online with customer profiles already in company databases so companies can enhance their ability to understand shopping behavior and better meet their customer needs.

Literature Review:

- A comprehensive examination of available information that is related to your research topic. This section of the report typically is labeled “background research” or “literature review.”

- **Purpose:**
- Even if researchers are planning on conducting primary research, literature review can be helpful because it provides:
 - Background and contextual information for the current study
 - **Clarifies thinking about the research problem and questions that are the focus of the study**
 - Reveals whether information already exists that addresses the issue of interest
 - Helps to define important constructs of interest to the study
 - **Can suggest research hypotheses to investigate**
 - **Can identify scales to measure variables**
 - **Suggests sampling and other methodological approaches that have been successful in researching similar topics**
- **Synthesizing Secondary Research for the Literature Review:**
 - Divergent perspectives and findings need to be included
 - Differences between findings and studies include estimates of descriptive data
 - Three major cause of discrepancies in online retail estimates
 - Inclusion (or not) of travel spending
 - Methodological differences
 - Some degree of sampling error

Conceptual Model:

- Literature reviews can also help conceptualize a model that summarizes the relationships you hope to predict. *If you are performing purely exploratory research, however, you will not need to develop a model before conducting your research.
- **Elements Needed to Conceptualize a Model:**
 - **Variable:** An observable item that is used on a questionnaire. They have **concrete properties** and are **measured directly**.