

(1) Introduction and Early Phases of Marketing Research

Marketing Research Definition:

- **AMA Definition of Marketing Research:** The function that links the consumer, the customer, and public to the marketer through **INFORMATION**.

INFORMATION objectives:

1. Used to identify and define market opportunities and problems
 2. Generate, Refine, and evaluate marketing performance
 3. Monitor Marketing performance
 4. Improve understanding of marketing as a process
- **Marketing Research** is the systematic and objective process of **identification, collection, analysis, dissemination, and use of information** for the purpose of improving decision making related to the **identification and solution of problems and opportunities in marketing**.

Marketing Research Outcomes:

- Specifies the information necessary to address these issues
- Manages and implements the data collection process
- Analyzes the results
- Communicates the findings and their implications
- Helps managers use this information to make decisions

Classification of Marketing Research:

- i. **Problem-Identification Research:** Research undertaken to help identify problems which are not necessarily apparent on the surface and yet exist or are likely to arise in the future.

Examples:

- Market potential research
- Market share research
- Market characteristics research
- Sales analysis and forecasting research.
- Business Trends research.

- ii. **Problem-Solving Research:** Research undertaken to help solve specific marketing problems. **Examples:**

- Segmentation Research
- Product Research
- Promotional Research
- Pricing Research
- Distribution Research

Marketing Research Process (STEPS):

- 1- Defining the Problem (**Most Important Step**)
 - 2- Development of an Approach to the Problem
 - 3- Formulation of a Research Design
 - 4- Fieldwork or Data Collection
 - 5- Data Preparation and Analysis
 - 6- Report Preparation and Presentation
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(2)

The Role of Marketing Research is based on:

- **Customers Groups**
 - Consumers
 - Employees
 - Shareholders
 - Suppliers
- **Controllable Marketing Variables**
 - Product
 - Pricing
 - Promotion
 - Distribution
- **Uncontrollable Environmental Factors**
 - Economy
 - Technology
 - Laws & Regulations
 - Social & Cultural Factors
 - Political Factors
- **Marketing Managers** (Asses Information Needs - Provide Information – Make Decisions)
 - Market Segmentation
 - Target Market Selection
 - Marketing Programs
 - Performance & Control

Marketing Information Flow:

A Continues Process of **Data Gathering → Providing Information → Data Gathering** Again

Communications before Production: Needs, Wants, Preferences. →

Communications in and After Production: Provide of Information →

Communication After Consumption: Satisfaction level, Suggestions, adoption level, Loyalty.

The Decision to conduct a Marketing Research:

- ❖ Is **not** an automatic decision
- ❖ It should be guided by many considerations (costs VS the benefits, availability of the resources to conduct research and to implement the expected findings, the manager's attitude toward research...)
- ❖ **In Addition**, the most important considerations which managers face are the **value of information** to obtain, not exceed **the cost**, and **budget** to be available in the adequate time.
- ❖ The Management may rely on marketing research suppliers and services to obtain information needed.
- ❖ The Suppliers of marketing research may be **internal** or **external**.

Power Decision's Methodology (Look up Fig 1.3 in Book!)

Marketing Research Suppliers & Services (Look up Fig 1.4 in Book!)

Marketing Research Suppliers & Services:

- **Internal Suppliers** (From within the Organization)
- **External Suppliers:**
 - o **Full Service:** Syndicate Services, Standardized Services, Internet Services, Customized Services, etc...
 - o **Limited Service:** Field Services, Technical and Analytical Services, Focus Groups and Qualitative Services, Other Services...

Criteria for Selecting a Research Supplier:

- What is the reputation of the supplier?
- Do they complete projects on schedule?
- Are they known for maintaining ethical standards?
- Are they flexible?
- Are their research projects of high quality?
- What kind and how much experience does the supplier have? Has the firm had experience with projects similar to this one?
- Do the supplier's personnel have both technical and non-technical expertise?
- Can they communicate well with the client?

Competitive bids should be compared on the basis of quality as well as the price.

The Marketing Information System

- A **MKIS** is a structure consisting of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

Components of MKIS:

- Internal Reports & Records: Ex, Accounting Information System, etc...
- **MDSS** (Marketing Decision Support System): Ex, Database with analytical tools.
- Marketing Intelligence: Ex, Information from outside the Firm.
- Marketing Research

The Marketing Research System has a role in MKIS because:

- It gathers information not gathered by the other MKIS component subsystems.
- Marketing research studies are conducted for a specific situation facing the company.
- Marketing research projects unlike other MKIS components are not continuous – They have a beginning and an end.

Decision Support System DSS:

- Is an information system that enables the decision makers to interact directly with both databases and analysis models.

DSS Components: The important components of a DSS include:

- Hardware
- Communications Network
- Database
- Model Base
- Software Base
- User Interface (DSS User, Decision Maker)

- ❖ A Decision Support System combines the use of analytical models and techniques with the traditional models and techniques with the traditional access and retrieval function of an MKIS.
- ❖ DSS is easier to use in an interactive mode and can adapt to change in the environment as well as to the decision making approach of the user.

Management Information System vs. Decision Support Systems

MKIS:

- Structured Problems
- Use of Reports
- Rigid Structure
- Information Displaying Restricted
- Can improve Decision Making by Clarifying Data.

DSS:

- Unstructured Problems
- Use of Models
- User Friendly Interaction
- Adaptability
- Can Improve Decision Making by Using "What if" Analysis.

Rigid = Not Flexible

Marketing Research Associations Online International

- **ESOMAR:** European Society for Opinion and Marketing Research (www.esomar.nl)
- **MRS:** The Market Research Society (www.marketresearch.org.uk)
- **MRSA:** The Market Research Society of Australia (www.mrsa.com.au)

Overview of Ethical Issues in Marketing Research :

Table 1.3

- i. Problem Definition**
 - Never use surveys as a guise for selling or fundraising
 - Personal agendas of the researcher or client
 - Conducting unnecessary research
- ii. Developing an Approach**
 - Using Findings and Models developed for specific clients or projects for other projects.
 - Soliciting proposals to gain research expertise without Pay.
 - Inaccurate reporting.
- iii. Research Design**
 - Formulating a research design more suited to the researcher's rather than the client's needs.
 - Using secondary data that are not applicable or have been gathered through questionable means.

- Disguising the purpose of the research.
- Soliciting unfair concessions from the researcher.
- Not maintaining anonymity of respondents.
- Disrespecting privacy of Respondents.
- Misleading Respondents.
- Disguising observations of Respondents.
- Embarrassing or putting stress on Respondents.
- Using Measurement scaled of questionable reliability & Validity.
- Designing overly long/sensitive questionnaires.
- Using inappropriate sampling procedures and sample size.

iv. Field Work

- Increasing discomfort level of respondents.

(READ BOOK FOR REST)

**Read and Understand Figure 1.7A in Book (Important)
Concept Map for the Marketing Research Process**

Chapter 2: Defining the Marketing Research Problem and Developing an Approach

The Importance of Problem Identification:

- Properly defining the problem is **the most important** step in the marketing research process.
- If the wrong problem is defined, all the remaining steps in the marketing research process are wrong.

Two Sources of Problem:

- A problem exists when a gap exists between what was **supposed** to happen and what **did** happen. Ex, failure to meet the objective.
- An opportunity occurs when there is a gap between what **did** happen and what **could** have happened... Called an *Opportunity*.

(Lookup Table 4.1 in Book: Problem Recognition)

The Role of the Researcher in Problem Definition:

- Researchers should ensure managers are defining the problem correctly.
- This is particularly true when the manager has already defined the problem in very specific terms.
- Researchers sometimes take additional investigations, known as a "Situation Analysis". To ensure the problem is adequately defined.

Impediments to Problem Definition:

- Failure to change behavior for problem definition situations:
 - Managers deal with outside suppliers efficiently with little interaction.
 - Marketing research requires a great deal of interaction and communication.

- There are differences between managers and researchers backgrounds.
 - o Traditionally researchers were technicians and managers were trained in general decision making.
 - o Today, managers are much more aware of technical software such as using **SPSS**.

The Role of Symptoms in Problem Recognition:

"We have a problem... We are losing Money"

"We have a problem... We are losing a great part of our market-share"

(The Two above are not Problems... They are results for problems or Symptoms for a problem)

- Managers must be careful to avoid confusing symptoms with problems.
- Symptoms are changes in the level of some key monitor that measures the achievement of an objective.
- The Role of the Symptom is to alert management to a problem; there is a gap between what **should** be happening and what **is** happening.

Assess the Background and the Manager's Situation

- The researcher should first understand the industry, the competitors, and the company.
- The Researcher must understand the manager's unique situation...
 - o Does the manager have a particular objective?
 - o What constraints is the manager operating under?

Identify Suspected Causes of the Symptom

- There's always some cause or causes for a change.
- It is important to determine **all possible** causes.
- Researchers should narrow possible causes to a small set of **probable causes**.

Specify Possible Solutions that May Alleviate the Symptoms

- Possible Solutions include any marketing action that the marketing manager thinks may solve the problem, such as price changes, product modification, etc...

Speculate on Anticipated Consequences of the Solutions

- "What if" questions should be made regarding possible consequences etc...

Identify Manager's Assumptions about Solutions Consequences:

- Assumptions are assertions that certain conditions exist or certain reactions will take place if considered solutions are implemented.

If the Manager is completely certain of Assumptions there is no need for research.

Defining the Problem & Establishing Research Objectives

A Process:

- There is no universally accepted, step-by-step approach used by marketing researchers to define the problem and establish research objectives.
- "Defining problems accurately is an art of science"

(Lookup Fig 2.1 in Book: The Problem Definition Process)

Tasks Involved In Problem Definition:

- Discussions with Decision Markers
- Interviews with Industry Experts
- Secondary Data Analysis
- Qualitative Research

Discussion with Decision Markers:

- Is an important step to discuss with DM about the limitations and capabilities of the research.
- The Decision Makers should know how the expected information obtain from the research can help them.
- Especially that the researches can provide important information but they.....
- (READ BOOK.....)

In Many failed cases we can observe complicity in the interaction between the researcher and DM.

Problem Audit:

- The problem Audit is defined as a **comprehensive examination of the marketing problem** to understand its origin and nature.
- It provides a useful **framework for interact with the decision makers** to identifying and highlighting the main causes of the problem.

The Problem Audit in Marketing research as well as any other types of audit involves the following issues:

- **(The History of the problem).** The event that led to decision that action is needed.
 - o **Ex:** The influence of the competitor's actions, environmental changing or any other event which may cause the problem
- **The availability of alternative action course for DM. the qualitative research can help here to identify the innovative courses of action for DM.**
 - o **Ex:** It refers to reduce pricing, introduce a new product, expanding the geographic coverage, launching special offers...
- **The Criteria that will be used to evaluate the alternative courses of action:**
 - o **Ex:** the new product offering might be evaluated on one or more of the following basis: Sales, ROI, market share, profitability.
- **The potential actions that are likely to be suggested on the research findings.**
 - o **Ex:** the research finding may conduct strategically marketing responds.
- **The information that is needed to answer DM questions:**
 - o **Ex:** the exploring of situational analysis and the comparison with competitors
- **The manner in which DM will use each item of information in making decision:**
- **The Corporate Culture as it relates to decision making:**
 - o The Dominant and the personality of decision-making.

Why Does Problem Audit Important:

- The decision makers focusing on symptoms more than the cause of the problem.
- The Decision makers may see the effect or the result of the problem, but they may don't know why it happened.
- The researcher should understanding and highlighting the causes and not merely address the symptoms.

The Cs of Interaction:

The interaction between the DM and the researcher should be characterized by the seven C's:

- 1- **Communication:** open and free exchange of ideas between DM & Researcher.
- 2- **Cooperation:** Between DM & Researcher to identify the problem
- 3- **Confidence:** Which guide to mutual trust
- 4- **Candor:** the honesty and the openness
- 5- **Closeness:** and what warmth will guide to trust & friendly relationship between DM & researcher
- 6- **Continuity:** the interact must be continuously
- 7- **Creativity:** the interact should be creative rather than formulaic.

Interviews with Experts:

Individuals knowledgeable about the firm and industry may help formulate the marketing research problem. Those experts may be found both inside and outside the firm.

- The Researcher can obtain information from experts by unstructured personal interviews.
- He makes list of topics to be covered by interviews. Without designing a formal questionnaire.
- Interviews should be flexible to capture the insights of firms.
- Expert Information is helpful if product is of technical nature.

The Coca Cola (Example)

The causes of declining sales of "Diet Cherry Coke" were identified by industry experts.

- The problem was that diet cherry coke was not positioned correctly.
 - Experts emphasized that brand image was a key factor influencing soft drink sales and diet cherry coke was perceived as conventional and old fashioned. An image inconsistent with existing cherry coke.
 - The Research was undertaken and the product was repositioned to align it more closely to the image of cherry coke.
 - The aim was to target younger drinkers. So the packaging and promotion programs were done accordingly.
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PROBLEM:

P: Past info and forecasts

R: Resources and constraints

O: Objectives

B: Buyer Behavior

L: Legal Environment

E: Economic ...

M: Marketing and.....

Environmental Factors to be considered in the Research:

- Past Information & Forecasts: Should be carried out at industry and firm levels.
 - o Ex: if firm's sales have decreased but industry increased, then the problem will be very different from when the industry sales also decreased.
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Management Decision Problem & Marketing Research Problem

- The **Management Decision Problem** asks what the decision makers need to do.
 - The **Marketing Research Problem** asks what information is needed and how it can be best obtained.
 - **Management Decision Problem** is ACTION ORIENTED.
 - **Marketing Research Problem** is INFORMATION ORIENTED
 - **Management Decision** focuses on SYMPTOMS
 - **Marketing** focuses on (Read Book)
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Examples for Management D. & Marketing R.:

Management D.: Should a new product be introduced?

Marketing R.: To determine consumer preference and purchase intention for the product.

Management D.: Should the advertising campaign be changed?

Marketing R.: To determine the effectiveness of the current ads campaign

Proper Definition of the Research Problem:

Marketing Research Problem → Broad Statement → **Variations** of Specific Components.

Components of an Approach:

- Objective/Theoretical Foundations
 - Analytical Model
 - Research Questions
 - Hypothesis
 - Specification of the information Needed.
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The Role of Theory in Applied Marketing Research:

(READ BOOK)

The Role of Hypothesis in Defining the Problem:

- When a manager makes a statement or an assumption that he/she believes to be true and wants research to determine if there is support for that statement, we call this statement hypothesis.

Development of Research Questions and Hypotheses:

Components of Marketing R. Problem + Objective or Theoretical Framework = **Research Questions** + Analytical Model = **Hypotheses**.

- **Research Questions (RQs)** are refined statements of the specific components of the problem.
- A **hypothesis (H)** is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher. Often, a hypothesis is a possible answer to the research question.

Examples:

RQ: Do the customers of sears exhibit store loyalty?

H1: Customers who are store-loyal are less knowledgeable about the shopping environment.

H2: Store-Loyal customers are more risk-averse than are non-loyal customers.

E-Airlines Services (IMPORTANT)

RQ: Do Airlines working in Saudi Arabia adopt full e-reservation?

RQ: Do the travelers from kingdom of Saudi Arabia through Saudi Airlines companies are satisfied with the e-services provided?

RQ: What is the customers' perception about the current e-services of Saudi Airlines companies?

H1: Travelers in Kingdom of Saudi Arabia using E-booking services are more satisfied than travelers using traditional booking service.

At United Airlines, Food is Uniting the Airline with Travelers

- United Airlines, as other major, had to deal with passenger loyalty (management decision problem: how to attract more and more loyal passengers). The broad **marketing research problem** was to identify the factors that influence loyalty of Airline Travelers.
- The basic answer is to **improve service**. Exploratory research, theoretical framework, and empirical evidence revealed that the consumer's choice of an airline is influenced by: **Safety, price of the ticket, frequent flyer programs, convenience of scheduling, and brand name**.
- A graphical model stipulated that consumers evaluate competing airlines based on factors of the choice criteria to select a preferred airline. The problem was that major airlines were quite similar on these factors. Indeed, "airlines offer the same schedules, the same service, and the same fares." Consequently, United Airlines had to find a way to differentiate itself. Food turned out to be the solution.

- Secondary data, like the J. D Power & Associates' survey on "current and future trends in airline food industry," indicated that "food service is a major contributor to customers' loyalty." This survey also emphasized the importance of food brands.
- The airline's Marketer survey told United Airlines that "customers wanted more varied and up-to-date food."

The following research questions and hypotheses may be posed:

- RQ1 How important is food for airline customers?
 - H1: Food is an important factor for airline travelers.
 - H2: Travelers value branded food.
 - H3: Travelers prefer larger food portions, but with consistent quality.
 - H4: Travelers prefer exotic food.
- Characteristics which influence the research design included the identification of competing airlines (Delta, American, etc.), factors of the choice criteria (already identified), measurement of airline travel, and loyalty.
 - This kind of research helped United Airlines to define their marketing research problem, and develop the approach. Focus groups and surveys were conducted to check customers' perceptions of food in United Airlines' aircraft. The results provided support for all the hypotheses (H1 to H4). United Airlines then made a few changes: new "culinary menus," larger portions of food, new coffee, and branded products (e.g., Godiva chocolates). This resulted in better service, increasing customer satisfaction and fostering loyalty.

Assess the Adequacy of Information on Hand:

To Specify research Objectives:

- The Information State should be assessed
- The Information state refers to the quantity and quality of evidence a manager possesses for each of his or her assumptions.
- Information gaps are differences between the current information between the current information level and the desired information level.
- Information gaps are the basis for establishing research objectives.
- Research Objectives are set to gather the specific bits of knowledge that need to be gathered in order to close information gaps.

Review!

How to get research objectives from management questions:

- 1- State the marketing management question
- 2- List the specific pieces of information needed to answer the question.
- 3- Do this for **each and every** management questions.

The Marketing Research Proposal

Three Functions:

- It states the problem
- It specified the research objectives
- It details the research method proposed

Proposals also contain a timetable and a budget.

Parts of Research Proposal:

Any Research Proposal should comprise the following parts:

- **Introduction**
 - **Study Important**
 - **R. Problem Description**
 - **R. Objectives**
 - **R. Questions**
 - **Methodology:** Literature review, Operational Definition, R. framework & model adopted, variables, hypothesis, Methods to be used, and instrument.
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Research Objectives:

- Precise
- Detailed
- Clear
- Operational

(Lookup Figure 2.5A Concept Map for Problem Definition)

Chapter 3: Research Design

Research Design: Definition

- A **research design** is a framework blueprint for conduction the marketing research project.
- It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

Three Types of Research Approaches:

- Exploratory
- Descriptive
- Causal

Each approach got a unique choice of data collection methods:

- Secondary and standardized data
- Qualitative methods
- Surveys
- Experiments

Role of Research Supplier:

- Project Design
- Raw Data Collection

Research Tactics: (Choose the suited tactics depending the research type)

- Develop measures of interest
- Construct questionnaire
- Design experiments
- Design Sampling plan
- Anticipate analysis

Classification of Research Design:

Research Design:

- Exploratory Research Design
- Descriptive Research Design
 - o Descriptive
 - o Causal

(MISSING DATA: CHECK BOOK!!!)

Types of Research Design: "Important"

The choice of the most appropriate design depends largely on:

1. Type of needed information
2. How much is known about the problem
3. Expected and desired results
4. Research Objectives
5.??

Types of Research Design: (Exploratory, Descriptive, or Causal)

CAUTION: it should not be implied that research design is a step-by-step process in terms of the order in which design should be carried out. Many research projects **SHOULD** use only one design.

Exploratory Research:

- Exploratory Research is most commonly **unstructured and informal research** that is undertaken **to gain background information** about the general nature of the research problem.
- By unstructured, we mean **there is no formal set of objectives, sample plan, or questionnaire.**
- It is usually conducted **when the researcher does not know much about the problems.**
- Exploratory research is **usually conducted at the outset of research projects**

Uses of Exploratory Research:

- Gain background Information
- Define Terms
- Clarify problems and hypothesis (Refine research objectives)
- Establish Research Priorities

(CHECK TABLE 3.2 in Chapter 3 in Book)

Exploratory: To gain background Information, to define terms, etc...

Descriptive: To describe and measure marketing phenomena

Causal: To Determine causality, to make "if-then" statements

Exploratory Research:

- The primary objective of the exploratory research is to provide insights into, and an understanding of, the problem confronting the research.
- Exploratory Research is **used in cases when the researcher must define the problem more precisely**, identifying relevant courses of action, or again additional insights before an approach can be developed.

Exploratory Research:

- A variety of methods are available to conduct exploratory research:
 - o Secondary Data Analysis
 - o Experience Surveys
 - o Case Analysis
 - o Focus Groups
 - o Projective Techniques

Exploratory & Conclusive Research Differences:

Table 3.1	Exploratory	Conclusive
Objective:	To provide insights and understanding	To test specific hypotheses and examine relationships
Characteristics:	Information needed is defined loosely. Research process is flexible and unstructured. Sample is small and non-representative. Analysis of primary data is qualitative.	Information needed is clearly defined. Research process is formal and structured. Sample is large and representative. Data analysis is quantitative.
Findings / Result:	Tentative	Conclusive
Outcome:	Generally Followed By Further Exploratory or Conclusive Research.	Findings used as input into decision.

A Comparison of Basic Research Design:

Table 3.2	Exploratory	Descriptive	Causal
Objective:	Discovery of Ideas and Insights	Describe market characteristics or functions	Determine cause and effect relationships.
Characteristics:	Flexible, Multitalented Often the front end of total research design.	Marked by the prior formulation of specific hypotheses Preplanned and structured design.	Manipulation of Independent variables, effect on dependent variables
Methods	<ul style="list-style-type: none"> - Expert Surveys - Pilot Surveys - Case Studies - Secondary Data: Qualitative Analysis or Research 	<ul style="list-style-type: none"> - Quantitative Analysis - Surveys - Panels - Observation and Other Data 	<ul style="list-style-type: none"> - Experiments

Uses of Exploratory Research:

- Formulate a problem or define a problem more precisely
- Identify alternative courses of action
- Develop Hypotheses
- Isolate Key variables and relationships for further examination
- Gain insights for developing an approach to the problem
- Establish something..... ""Missing Text"".

(WAS ABSENT IN SUNDAY 20 MARCH)

Potential Sources of Error in Research Designs:

Fig 3.2

Total Error:

- **Random Sampling Error**
- **Non-Sampling Error**
 - o Response Error
 - Researcher Error
 - Xxxxx
 - xxxxx
 - o Non-Response Error
- **Random Sampling Error:** imperfect representation of the population of interest.
- **Non-Sampling Error:** attributed to sources other than sampling, they may be random and non-random resulting from errors in problem definition, approach, scales, etc...
- **Non-Response Error:** When the respondents included in the sample did not respond.
- **Response Error:** Respondents give inaccurate answers or their answers are misreported or misanalysis.

Researcher Errors:

- **Sampling Frame Error:** variation between the population defined by the researcher and the population as implied by the sampling frame used.
- **Data Analysis Error**
- **Surrogate Information Error:** the variation between the information needed for the marketing research problem and the information sought by the researcher
- **Measurement Error:** variation between the information sought and information generated by the measurement process employed by the researcher
- **Population Definition Error:** Variation between the actual population relevant to the problem at hand and the population as defined by the researcher.

Interviewer Errors:

- **Respondent Selection Error:**
 - **Questionnaire Error**
 - **Recording Error**
 - **Cheating Error:** When the interviewer fabricates answers to a part or whole of the interview.
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Respondent Error:

Response errors include inability error and unwillingness error.

Budgeting the Research Project:

Two approaches for budgeting Research

1. **Estimate the costs associated with each research activity**
 - Used for **unusual** or **expensive projects**
 2. **Determine the activities to be performed in hours and apply standard cost estimates to these hours**
 - Used for **routine projects** or when the researcher has knowledge of research activity costs.
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Marketing Research Proposal:

- Executive Summary
 - Background
 - Problem Definition / Objectives of the Research
 - Approach to the Problem
 - Research Design
 - Fieldwork / Data Collection
 - Data Analysis
 - Reporting
 - Cost and Time
 - Appendices
-

Chapter 4: Exploratory Research Design: Secondary Data

External

Primary vs. Secondary Data

- **Primary Data:** Information that is developed or gathered by the researcher specifically for the research project at hand
- **Secondary Data:** Information that has previously been gathered by someone other than the researcher and/or for some other purpose than the research project at hand.

Uses of Secondary Data:

Secondary data has many uses in marketing research and sometimes the entire research project may depend on the use of secondary data.

- Applications include: economic-trend forecasting, corporate intelligence, international data, public opinion, and historical data.
- See: <http://www.secondarydata.com/>

More Details: Uses of Secondary Data:

- May provide enough information to resolve the problem being investigated
- Can be a source of new ideas that can be explored later
- Acts as a prerequisite to collecting primary data and can help in designing the primary data collection process.
- Helps to define the problem and formulate hypotheses about its solution
- Helps in defining the population / sample / parameters of primary research.
- Can serve as a reference base to compare validity of primary data.

Advantages of Secondary Data:

1. Clarify the problem
2. May provide a solution
3. May provide primary data research method alternatives.
4. May Alert the marketing researcher to potential problems or difficulties
5. May provide necessary background information and build creativity

Disadvantages & Limitations of Secondary Data:

1. Lack of Availability
 2. Lack of Relevance
 3. Inaccuracy:
 - a. Who gathered the data?
 - b. What was the purpose of the study?
 - c. What and when was the information collected?
 - d. How was the information collected?
 - e. Is the information consistent with other information?
 4. Insufficiency
-