



Collecting The Data

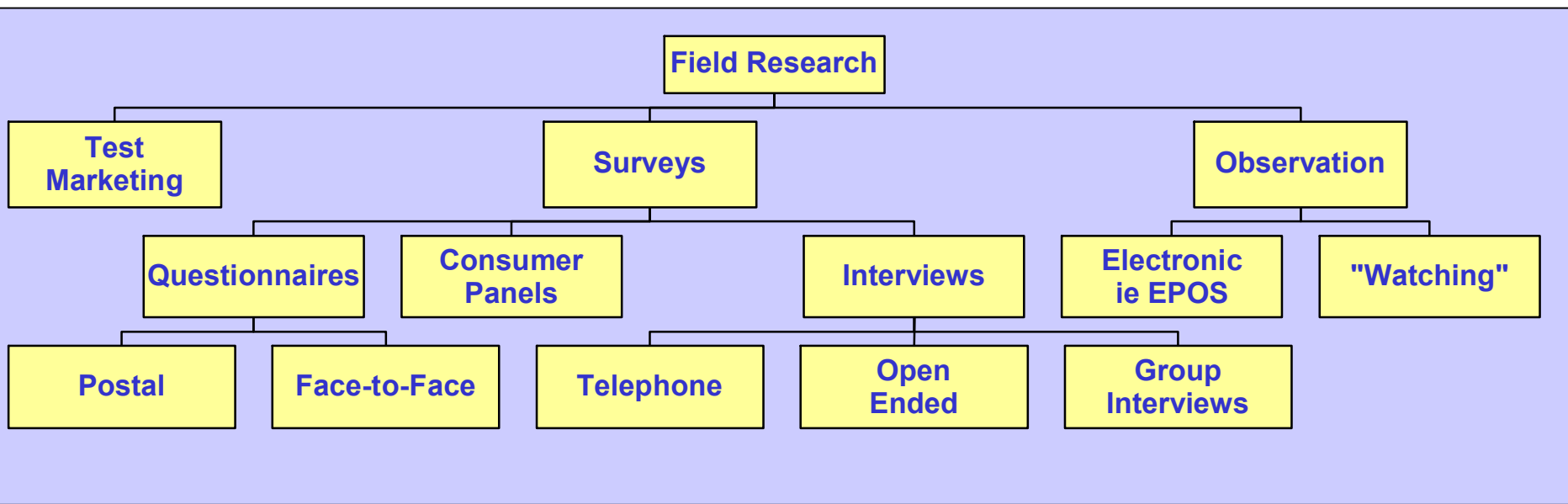
- Next a business must decide how it is going to collect the data
- This will depend upon 2 factors:
 - **The Section of the Marketing Mix Being Addressed**
 - E.g. for price a firm might ask customers, but for promotion they may look at what their competitors are doing
 - **The Type of Market**
 - E.g. A business in a competitive market is more likely to consider competitor's actions
- Data can be collected in 2 ways:
 - **Primary Research**
 - **Secondary Research**





Primary Data

- Also known as “**field research**”
- Information that is newly created
- Can be collected by research firms, ie Gallup, Mori etc, or by the firm itself
- There are a number of methods:





Reasons For Using Primary Data

- You get the information you want
- The information is up-to-date and exclusive
 - This gives a **competitive advantage** over other firms who may not have the information
- It allows both quantitative and qualitative data to be collected

➤ Quantitative

- Factual data, often in numerical form

➤ Qualitative

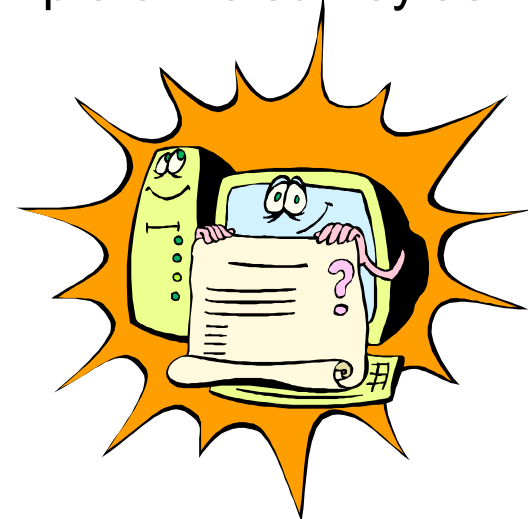
- subjective opinions about why people behave as they do





Problems of Using Primary Data

- It's expensive!
- Information will take time to collect and analyse
- Accurate sampling **must** be undertaken
- May not be able to access target market
- Possibility of inaccurate responses
 - People “can't be bothered” to complete questionnaires
 - People may give any answer just to complete the survey as quickly as possible





Secondary Data

- Sometimes called “**desk research**”
- Involves using information that has already been collected
- It can be obtained from 2 main sources

Internal Sources

- Existing research data
- Past promotional data
- Sales records
- Stock records
- Financial records
- Customer database

External Sources

- Government statistics
- Commercial firms
 - E.g. Mintel
- International publications
 - E.g. World Bank
- Competitors annual reports
- The media
 - E.g. newspapers



Reasons For Using Secondary Data

- Information is readily available
- It is relatively cheap
- Internal data helps focus on the firms capabilities
- External data helps put internal data into context





Problems With Using Secondary Data

- Information may not be relevant
- Information may be out of date
- Must be careful not to take information out of context
 - May be problematic if context is not known
- Data should not necessarily be taken at face value!

