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Chapter 3

Secondary Data, Literature Reviews, and Hypotheses

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Learning Objectives

- Understand the nature and role of secondary data.
- Describe how to conduct a literature review
- Identify sources of internal and external secondary data.
- Discuss conceptualization and its role in model development.

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Nature, Scope, and Role of Secondary Data

- **Secondary data:** Data not gathered for the immediate study at hand but for some other purpose
 - **Internal secondary data:** Data collected by the individual company for accounting purposes or marketing activity reports
 - **External secondary data:** Data collected by outside agencies such as the federal government, trade associations, or periodicals

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Nature, Scope, and Role of Secondary Data

- Secondary data research has gained substantial importance in marketing research with:
 - Increased emphasis on business and competitive intelligence
 - Ever-increasing availability of information from online sources
- Used to examine marketing problems because of relative speed and cost-effectiveness of obtaining the data

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What is a Literature Review?

- It is a comprehensive examination of available information that is related to your research topic
 - Can help clarify and define the research problem and research questions
 - Can suggest research hypotheses to investigate
 - Can identify scales to measure variables and research methodologies that have been used successfully to study similar topics

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Criteria Used to Evaluate Secondary Data Sources

- Purpose
- Accuracy
- Consistency
- Credibility
- Methodology
- Bias

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External Sources of Secondary Data

- Primary sources of external secondary data:
 - Popular sources
 - Scholarly sources
 - Government sources
 - **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

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Exhibit 3.5 - Common Government Documents Used as Secondary Data Sources

U.S. Census Data

Census of Agriculture
Census of Construction
Census of Government
Census of Manufacturing
Census of Mineral Industries
Census of Retail Trade
Census of Service Industries
Census of Transportation
Census of Wholesale Trade
Census of Housing
Census of Population

U.S. Census Reports

Guide to Industrial Statistics
County and City Data Book
Statistical Abstract of the U.S.
Fact Finders for the Nation
Guide to Foreign Trade Statistics

U.S. Department of Commerce Data

U.S. Industrial Outlook
County Business Patterns
State and Metro Area Data Book
Business Statistics
Monthly Labor Review
Measuring Markets: Federal and State
Statistical Data

Additional Government Reports

Aging America: Trends and Population
Economic Indicators
Economic Report of the President
Federal Reserve Bulletin
Statistics of Income
Survey of Current Business

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External Sources of Secondary Data

- Commercial sources
 - **Syndicated (or commercial) data**
 - **Consumer panels**
 - **Media panels**
 - **Store audits**

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Synthesizing Secondary Research for the Literature Review

- Divergent perspectives and findings need to be included
 - Differences between findings of studies include estimates of descriptive data
- Three major causes of discrepancies in online retail estimates
 - Inclusion (or not) of travel spending
 - Methodological differences
 - Some degree of sampling error

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The end!

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