Advanced Research Skills – Marketing Research

MARK 1027: Marketing Management
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George Brown College
Educational Resources
Library Learning Commons

This document is available in alternate formats upon request.

(Slide 2) Agenda

Library Research
  • Introduction / Review

Library Databases
  • Reports
  • Data & Statistics
  • Articles

Tips & Hints
  • Library Login
  • Assignment Tips
  • Citing Sources
  • Research Help

This document is available in alternate formats upon request.

(Slide 3) Welcome to the Library!

In Person: Help Desk, Research Desk
Phone: Phone: 416-415-5000
Email: Research Questions – askgbclibrary@georgebrown.ca
Online Chat: AskON Chat
TTY: 1-877-515-5559
(Slide 4) Library Card

If you are a full-time student, your student card is also your library card. This card is required to:
- sign out books/dvds;
- check out reserves;
- book a laptop; ipads
- book a study room;
- off-campus access

(Slide 5) Off-Campus Access

If you are not on campus, when accessing databases, you will be asked to log in.

Barcode = your student # (Can be found on your student card.)
PIN = last 4 digits of your telephone #

(Slide 6) Access 24/7

You can find information on how to access the library databases 24/7, in the left column of the library homepage, at: georgebrown.ca/llc. There is a link to click if you are having trouble.

(Slide 7) Library Login

If you have any issues logging in please email your name and student # to: llc@georgebrown.ca.

Or visit the Help Desk, thank you!

(Slide 8) Research Skills Review

Find Information.
Evaluate Sources.
Ask Questions.
Be Critical.
Keep track of your sources!

(Slide 9) Start your Research

Think about your topic:
- What questions do you want to answer?
- What type of information do you need?
- What are the best sources that provide that information?

...And where is the best place to find them?
(Slide 10) Research Tip

Create realistic research goals.

It is unlikely you will find the “perfect” report.

To create a comprehensive picture and/or to develop a marketing plan, you will have to look in more than one place.

When doing research, it is important to find and analyze relevant (and related) reports, articles and statistics.

(Slide 11) Use the Library

- Articles – News, Magazines, Trade Publications, Journals
  - New Trends, Products
  - Public Perception
  - Industry Perspective
  - In-depth Coverage
- Reports
  - Industry / Country / Market Analysis / SWOT
- Websites
  - Financial Data
  - Annual Reports
  - Statistics (Canada/Toronto)

(Slide 12) Library Databases

- Proquest Canadian Newsstand Major Dailies, CBCA Business, LexisNexis
  - Articles: Canadian & International News & Trades
- Business Source Complete
  - Trade Publications, Industry & Market Research Reports
- Passport GMID (NEW)
  - Reports, Statistics & Analysis
- PMB Print Measurement Bureau
  - Consumer Behaviour by Products, Services

(Slide 13) MARK Assignment

Part I
Business Source Complete

(Slide 14) Reports
• by company
  ▪ Example: Apple Inc.
• by country
  ▪ Example: India
• by industry
  ▪ Example: Soft Drinks in Canada

(Slide 15) Market Research Reports

Questions to Consider...

Who writes syndicated research reports?

Are there any errors in the report?
  • Research a company you know well…
  • Does the report reflect your knowledge of the corporation?

(Slide 16) Library Homepage

Find the library homepage at: georgebrown.ca/llc

(Slide 17) Find Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

(Slide 18) Business Source Complete

Find in the list “Business Source Complete (EBSCO)” and click on it. (This is a database containing magazine and journal articles on all aspects of business and management. It also includes company and industry profiles, SWOT analyses and market, country and product reports. Links to tutorials on how to find Industry Profiles, Country Reports, and Market Research Reports are listed below the database description.)

(Slide 19) Business Source Complete

When you arrive at the main page, there are search boxes at the top, search options below, and a “Browse” column on the right.

(Slide 20) Verify Title & Dates

Begin your search by typing in your search term in the top left search box. For example, “confectionary in canada”, then click on the “SEARCH” button. You’ll be brought to the “Search
Results” page. Find “Confectionary Industry Profile: Canada” in the list. Check the date of publication, in the line below the title.

(Slide 21) Industry Reports: Open PDF

Click on “PDF Full Text” at the bottom of the entry you are interested in.

(Slide 22) Industry Reports

You will be brought to a page where you can read the report. Click on “Email” (the envelope icon) in the right side column.

(Slide 23) Email & Citation

Once you click on “Email”, a form will pop up. Fill out your email in the “E-mail to:” box, and choose APA or MLA (depending on your assignment) in the “Citation Format” dropdown menu, before clicking Send.

(Slide 24) Industry Reports

- Market Overview
- Research highlights
- Market Value (*emphasized)
- Market Segmentation (*emphasized)
- Competitive Landscape
- Market Distribution
- Macroeconomic Indicators
- Market definition
- Market analysis
- Market Volume (*emphasized)
- Market Share
- Leading Companies
- Market Forecasts

(Slide 25) Search by Company

Investigating a particular company? It is often helpful to look at leading companies in your industry…

SWOT analyses on related businesses can provide important data regarding the industry, product or service you are investigating.
(Slide 26) Search by Company

Search Tips…

If you can’t find the company you are looking for remember to check for Parent Companies.

Example: If you were looking for a company report in Business Source Complete for Oreo, you wouldn’t find one. But if you knew to look for Mondelez you would be successful.

(Slide 27) Print, Email, Cite!

When viewing the PDF, there is a menu in the right column. From here, you can click on “Print” (the printer icon), “Email” (the envelope icon), or “Cite” (the paper icon).

(Slide 28) MARK Assignment

Part II
Passport GMID

(Slide 29) Library Homepage

Find the library homepage at: georgebrown.ca/lc

(Slide 30) Find Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

(Slide 31) Passport GMID

You will be brought to a webpage containing a list of databases related to the subject of marketing. Scroll down to “Passport GMID (Euromonitor)” and click on it. (This is an international database that provides access to market reports that analyze consumer and service industries across 80 countries. It also includes company profiles. Industries covered include Apparel, Consumer Finance, Consumer Foodservice and Travel & Tourism.)

(Slide 32) Use Drop Down Menus: Industries -> Services -> Retailing

When you arrive at the main page, click on “Industries” in the main menu bar. Then click on “Retailing” from the submenu.
(Slide 33) Choose a category: Internet Retailing

In the “Rank Countries” section, choose “Internet Retailing” from the “Choose a category” dropdown menu.

(Slide 34) Select parameters: Size, Historic (for example)

In the “Rank Countries” section, underneath the dropdown menu, are extra parameters you can choose. In this example select “Size” and “Historic”. Then hit, Go!

(Slide 35) View Results: Where is Canada? Are you surprised?

A chart of countries and statistics will be displayed.

(Slide 36) Use the icons to access different stats / details

To the left of each country, are a number of icons you can click on, in order to access these features:

- Related Analysis (paper icon)
- Chart this Row (barchart icon)
- Company Shares (red square icon)
- Brand Shares (blue square icon)
- Mobile Internet Retailing (green triangle icon)

(Slide 37) Research Tip for future project: Check Consumers for Trends

You can go back to the main page of passport, and click on “Country & Consumers” in the main menu bar, in order to research “Trends”.

(Slide 38) MARK Assignment

Part III
Print Measurement Bureau

(Slide 39) Consumer Behaviour

Canadian Data by Products, Services.

PMB (Print Measurement Bureau) – statistics such as “Coffee Type(s) Personally Drink in Past 7 Days”.

(Slide 40) Library Homepage
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(Slide 41) Find Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

(Slide 42) PMB

You will be brought to a webpage containing a list of databases related to the subject of marketing. Scroll down to “PMB: Print Measurement Bureau)” and click on it. (This is a database containing information on the Canadian market and consumer behavior with profile data for over 3,500 products and services in the Product Data section. Below the database description, there is a link to a PDF guide on how to use PMB.)

(Slide 43) PMB

You will be asked to choose your language preference. Click on “English”.

(Slide 44) PMB

Once you get to the main page, choose “Product Data” from the main menu bar.

(Slide 45) PMB

Then click on the “Demographics – Click here” button.

(Slide 46) PMB

A survey will load up, in this case: “PMB 2014 2-year Spring Database”. Check the fieldwork period. In this case it ranges from October 2011 to September 2013.

(Slide 47) PMB

Click on the plus sign next to each category in order to expand and select an item within. In this example, click on the plus sign next to “Alcohol”, then click on “Vodka”.

(Slide 48) PMB: Sample Size

A chart will load up. There is a column labeled “(000)”. This column indicates population numbers
IMPORTANT REMINDER: to use data of this nature, you must always report the numbers in relation to the sample size (i.e. the # of people who gave a response in this survey).

(Slide 49) PMB: light, medium, heavy

Second chart… Segmentation by # of drinks/glasses: “# of Drinks/Glasses Drank In Past 30 Days

(L) = Light (1 to 2 drinks)
(M) = Medium (3 to 5 drinks)
(H) = Heavy (6 to 9 drinks)

(Slide 50) PMB

Click blue links to generate demographic profile report. For this example, click on the “Most Often” column links, for the vodka “Finlandia”.

(Slide 51) PMB Reports

The % vert shows that 14.4% of the people who drank Finlandia Vodka most often are 35 to 44 years old.

(Slide 52) PMB Guide Online!

How to read a PMB report – (Adapted from PMB – How to Read a Typical Product Profile.)

In this sample report, “Chocolate/Candy Bars Personally Ate in Past 6 Months”:

- 000 column indicates that 3,366,000 25 to 45 year olds have eaten chocolate/candy bars in the past 6 months
- Total indicates the total number of participants aged 25 to 43 year olds is 4,524,000.
- Small Samples PMB indicates cells with with small samples by a single or double asterisk, depending on the unweighted sample count.
- Unweighted Indicator cell count on cross tabs:
  - 21 to 40 * Indicated by Single Asterisk
  - Less than 21 ** Indicated by Double Asterisk
- The Horizontal Percentage (% HORZ) shows that 74.4% of the 4,524,000 people aged 25 to 34 have eaten chocolate or candy bars in the past 6 months.
- The Vertical Percentage (% VERT) shows that 16.7% of the people who have eaten a chocolate bar in the last 6 months are in the 25 to 34 age group.
- The Index Is actually a percentage, with 100 reflecting the average. Scores above 100 represent intersections that are more likely to happen while scores below 100 represent intersections that are less likely to occur. People in clerical/secretarial field were slightly more likely to have eaten chocolate/candy bars in the last 6 months (108%) than the average person. Senior managers/owners were slightly less likely (91%) to have eaten chocolate/candy bars in the past 6 months.
APA Citation (for this report):

(Slide 53) MARK Assignment

Part IV
LexisNexis

(Slide 54) LexisNexis

**LexisNexis is a great source of news, particularly international news, and includes publications such as:
- Guardian (London)
- New York Times
- Bangkok Post
- International Herald Tribune
- Moscow News
- USA Today
- Washington Post

(Slide 55) Library Homepage

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(Slide 56) Find Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

(Slide 57) LexisNexis

A list of database related to marketing will load onto the screen. Scroll down to “Lexis-Nexis Academic (+ QuickLaw) in the list, and click on it. (This is a database that gives access to 5,600 news, business, legal, medical and reference sources. It also includes QuickLaw with access to Canadian Court cases, tribunals and arbitration decisions.)

(Slide 58) Search Screen
You will be brought to the main search screen. Go to the “Search the News” section.

(Slide 59) Search Screen

Enter your keywords into the search box.

(Slide 60) Use “Search the News”

For this example, enter “Hapi Foods” and enter “New York Times” into the “Or by Source Title” search box. Then hit go.

(Slide 61) Email Document

A results page will load, filled with articles. Click on “Email” (the envelope icon) to email yourself the articles. A form will pop up. Enter your email address, then click “Send”.

(Slide 62) Cite your Sources!

Citing your sources is an essential part of college research which allows you to acknowledge and use the works of others in your essays, research and assignments.

Any information (including ideas!) that you did not create yourself must be credited using a citation method – such as MLA.

(Slide 63) Ask GBC Library

On the library homepage, at georgebrown.ca/llc, you can click on the “Ask GBC Library” button in the top right corner for access to live chats with a librarian, FAQ, and more.

(Slide 64) Ask GBC Library

On the Ask GBC Library page, you can search FAQ and ask questions. On the “Need More Help” column, you can also access a live chat service, the library contact info, or research guides.

(Slide 65) Questions? Ask Us!

In Person: Help Desk, Research Desk
Phone: Phone: 416-415-5000
Email: Research Questions – askgbclibrary@georgebrown.ca
Online Chat: AskON Chat
TTY: 1-877-515-5559
(Slide 66) Accessible Formats

This presentation is available in alternative formats upon request.

If you experience any barriers to access, please contact us via email: askgbclibrary@georgebrown.ca.

(Slide 67)

Q & A

Thank you!

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