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Unveiling the World: Exploring International Secondary Data

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ABSTRACT:

International secondary data sources play a crucial role in conducting research and gaining insights into global markets and trends. This chapter provides a concise overview of the significance and types of international secondary data sources. It examines the importance of secondary data in international research, including its accessibility, cost-effectiveness, and ability to provide a broader perspective. The chapter also explores various types of international secondary data sources, such as government databases, international organizations, market research reports, and academic publications. By leveraging international secondary data sources, researchers and businesses can gather valuable information, analyze market trends, and make informed decisions in the global context.

KEYWORDS:

Economic Reports, Government Publications, Industry Reports, Market Research Reports, Online Repositories, Statistical Databases.

I. INTRODUCTION

Cause-and-effect links are investigated in causal research designs. Researchers might respond to what if enquiries by using a causal research approach. In other words, what will happen to Y if a company modifies X? The researcher creates an experiment that controls, or maintains constant, everything but one of a product's marketing components in order to undertake causal research. The impact of changing the one variable is then assessed. In certain cases, the studies are carried out in a lab environment that simulates the situations that customers might encounter. Alternately, the tests might be carried out in a computer simulation [1], [2]. Many businesses test all of their marketing messaging using experiments. For instance, the online discount retailer O.co thoroughly evaluates all of its marketing offers and keeps tabs on their progress. Twenty-six distinct factors pertaining to offers sent by email to a large number of clients were integrated in one research the organisation did. A decision was made to distribute a collection of emails to various segments as a consequence of the research. The business then monitored the outcomes of the sales that were made to see if they were consistent with the prior experiment that had inspired it to make the offer [3], [4].

Sampling

Sampling is the process of choosing a portion or group from a population that represents the population as a whole. Probability sampling and non-probability sampling are the two fundamental sampling techniques. Each unit selected in a probability sample has a known likelihood of being included in the sample. There are five different kinds of probability sampling: cluster, multistage, systematic, stratified, and random. -Any unit's likelihood of being included in a non-probability sample is uncertain. Convenience, judgmental, quota, and snowball sampling are the four categories of no probability sampling. The target population must be selected, the method of selection must be chosen, the sample size must be chosen, and non-responses must be taken into account when employing a probability sample [5], [6].

Imagine, for instance, that a grocery store needs to swiftly gather information on customers in order to prepare for a forthcoming offer. Let's say the researcher who was assigned to the study visited the store on a weekday between the hours of 10 a.m. and 12 p.m. and interviewed as many customers as feasible. The issue is that the customers wouldn't accurately reflect the intended demographic for the business as a whole. What about commuters who make a stop at the shop on their way to and from work? Their perspectives wouldn't be. People who work the night shift or go shopping at odd hours wouldn't either. The research would thus have a lot of

possibility for sampling error. Studies that don't employ probability samples are thus not seen to be as accurate as those that do. In exploratory research, non-probability samples are more often utilized.

Measurement Method Selection

In marketing research, four fundamental measuring methodologies are employed:

1. Questionnaires.
2. Attitude gradations.
3. Observation.
4. Methods for depth interviews and projects.

Similar to choosing a method for gathering data, choosing a measuring methodology is driven largely by the kind of information needed and secondly by the importance of the data.

Questionnaire Layout

Surveys might be closed or open ended in domestic research. Closed questionnaires are often the standard in foreign research until skilled people can be located and the complexities of translation can be learned. The closed questionnaire method primarily collects behavioural or quantitative data. Qualitative data is the kind of information acquired through open ended research [7], [8]. It is important to pay attention to the questionnaire's length, translation, simplicity of answer, and mode of return. In foreign research, the rate of return is sometimes as low as 6% since it is extremely challenging to provide incentives to the responder. Cover letters should be short and prepared in the idiom and language of the target countries. Marketers sometimes use cunning strategies to boost response rates; for instance, in France, a red dot on the envelope designates a letter that is official. Ranking and rating questions may be included in questionnaires, but they may only be effective if the responder is fully aware of what is being asked. Scaling strategies may often be challenging to use in translation due to the subtleties and variances in perception [9], [10].

Exercise Publication of Information

The marketer must answer a fresh set of questions after outlining the issue. What does this knowledge mean to me? What will we benefit from gathering this information? What would it cost if the data that might be transformed into information was not obtained? Cost benefit analysis must be completed before moving on with research since it needs financial and management resources. Only when information makes choices better does it have value. Information becomes more valuable as: the penalty of making the incorrect choice rises, our understanding of what the right option is grows, and the research's ability to deliver accurate information rises. The guiding concept for selecting whether to undertake more research is that it should only be done when it is anticipated that the value of the information will outweigh the expense.

Identifying Information Sources

In order to acquire data for an international marketing study, there are three primary methods:

1. Primary information.
2. Survey results.
3. Results of experiments.

Secondary data were gathered for purposes beyond than aiding in the resolution of the immediate issue. Primary data are gathered specifically to assist in resolving the issue at hand. Survey and experimental data are therefore primary data if they were obtained for the current research and secondary data if they were previously collected for another study. Due to their time and financial benefits, secondary data are almost typically gathered first. Primary and secondary data sources, as previously mentioned, are the two main types of data sources utilised in market research. Are data accessible online, in libraries, industry or trade magazines, or business files? When is the knowledge required? Marketers must address these concerns as they go on to the research's data collecting phase. Saving time and money by using data that is easily accessible. Even after spending hundreds of thousands of dollars and taking months to complete, a formal market research cannot ensure that the same circumstances are still valid.

A. Supplementary Data

Desk research is the first step in a low-cost method to marketing research and data collecting. A few of the data sources that may be accessed with little effort and often without expense include personal files, business or public

libraries, online databases, government documents, and trade groups. These sources have already produced data. Due to the fact that they were not collected for the current project specifically, such data are known as secondary data. Another source of secondary data and knowledge is research firms' syndicated studies. Findex is a directory of more than 13,000 papers and studies spanning 90 sectors, published by the Cambridge Information Group. Another excellent resource for information, both in print and online, is the EIU Country Data from the Economist Intelligence Unit.

Global Market Information Database is an additional example of an online resource. It includes details on more than 330 consumer items from 49 different nations, including the Chinese market for alcoholic drinks. This report costs many thousand dollars and is dependent on the numerous modules that are ordered. It is offered at a lot of academic libraries. Always be a bit sceptic about secondary information while acquiring it. Studies are sometimes ordered to generate the findings a client wants to hear or wants the general audience to hear. For instance, multiple studies conducted in the 20th century revealed that smoking was beneficial to human health. The research' sponsorship by the cigarette industry was a concern. Additionally, web research may not be entirely accurate. Many biassed websites attempt to deceive users into thinking they are delivering accurate information.

II. DISCUSSION

1.The Nature of International Secondary Data

Due to the fact that secondary data for international marketing choices incorporates data from many nations, there are a few drawbacks. Additionally, the majority of secondary data are only accessible in the language of the host nation. As a result, multi-country searches need the use of specialised organisations or the maintenance of a bilingual workforce. Availability, recency, accessibility, and veracity of the data are further factors that might differ greatly from one nation to the next. As a result of the challenges associated with typing Japanese characters on computers, there were few commercial databases in Japan until recently. The issue is being fixed. Even Japanese businesses seldom utilise the many reports that the Japanese government produces because they are inefficiently categorised and organised. In many non-democratic nations, secondary data fluctuates immediately with economic progress and often more closely reflects political goals than reality. Even when secondary data is available, it may not be practical to compare data between nations since the data may have been gathered at various periods, used different measurement systems, covered somewhat different themes, or had different class definitions. As businesses start to examine the market as a whole rather than as a collection of different nations, this has grown to be a significant issue in the European Community. ESOMAR has developed a standardised set of questions to collect demographic information in both public and private surveys in an effort to partially address the issue. Similar work is being done in the Middle East, Brazil, and India.

2. Internal Sources of Secondary International Data

Accounting records, sales force reports, other records, and internal experts are the four basic categories into which the internal sources of data for international choices may be divided. Utilising internal data from across the world may be challenging, however. A timely acquisition and use of internal data is made more challenging by various accounting systems, decentralised management and information systems, sales teams organised by nation or area, and other factors. International information systems are put in place by multinational corporations to address these issues, and national recordkeeping and reporting procedures must be standardised internationally.

3. International Secondary Data from External Sources

For instance, when a business begins an external search for international secondary data, it consults general guides to this type of information, such as the International Marketing Handbook of the US Department of Commerce's International Trade Administration, The World of Information, or it contacts Euromonitor, the foremost source of global business information and market analysis. Use of a specialised company, such as PricewaterhouseCoopers or McKinsey, is an option to performing such a search in house. Several outside sources include:

a. Databases

ABI, which includes the chapters of articles published in thousands of business periodicals worldwide, and Predicasts, which offers a variety of online databases with considerable international content in their bibliographic databases, are only two of the databases that are accessible. Predicates coverage is strong and expanding quickly. PROMPT, its main bibliographic database, is a global repository for information. Both Infomat International Business and Worldcasts concentrate on businesses, goods, markets, industries, and so forth outside of the United States. Additionally, Predi Casts has distinct Indexes for the rest of the globe, which does

not include Europe and the United States. The fact that each of these chapters is written in English is a big plus. There are often copies of the complete work in the original language as well.

b. Sources from Foreign Governments

Every modern nation has population statistics similar to those from a census. However, there are significant regional differences in the frequency, nature, and volume of data collecting. Between its past two censuses, Germany waited 17 years, while Holland has gone 20 years without one. The United States census gathers information about income, and marketers heavily rely on it. The majority of other countries do not, including Japan, Britain, France, Spain, and Italy. The majority of nations exclusively release census data in their native tongue, with the exception of Scandinavian nations, Japan, South Korea, Taiwan, and Thailand.

c. Organisations International Political

Significant volumes of information pertaining to international marketing efforts are provided by three main international political organisations. Numerous publications about the population, economy, and social situations of more than 200 nations are available from the United Nations and its affiliated organisation, the United Nations Educational, Scientific, and Cultural Organisation. The World Bank acts as a catalyst to encourage investments in poor countries by lending money, offering guidance, and providing expertise. It gathers a significant quantity of helpful data that may be inexpensively acquired in order to carry out its tasks. The goal of the Organisation for Economic Cooperation and Development, which is made up of member states from economically developed nations, is to advance the economic and social welfare of its members by coordinating national policies. It releases reports as part of this objective on a variety of socioeconomic issues affecting its members and the developing world.

Person Sources

These include executives with offices overseas, critical look-see trips, salespeople, clients, suppliers, distributors, and government representatives. Unlike documentary sources, which are often external, this material is internal to the company. The majority of the data is collected face-to-face.

Origins of Perception

These are sensory sources of information. For instance, if one heard that a new cold store was being built at an airport, it may indicate that the business that makes goods for airport shops intends to export in large numbers. A market opportunity for another prospective exporter of the same commodity may result from this. By travelling to the country, it would be feasible to use all of the senses sight, taste, touch, intuition, hearing, and smell to get direct perception. Often, filling out a situation is the only option. Participation in government working groups, conversations with importing organisations, and participation in exhibits may all be beneficial sources of information.

Survey Research and Primary Data

Direct collection is necessary when data are not accessible via published statistics or research. The term primary data refers to the specific issue that was discovered via survey research. Focus groups, interviews, and interviews are a few of the methods utilised to gather primary market data. Researchers might pose why questions to people or groups during personal interviews and then investigate the results. The debate of a product idea, advertising, societal trend, or other issue is facilitated in a focus group by a qualified moderator. The Coca-Cola Company, for instance, held focus groups in Japan, England, and the US to examine possible customer response to a prototype 12 ounce contoured aluminium soft-drink can. In important areas, Coke was especially concerned about fending off competition from private-label colas. In certain cases, product features specify a specific nation location for gathering primary data. For instance, Case Corporation recently requested feedback from farmers over the appearance of the cab for a new line of tractors. Tractors from Case are sold in North America, Europe, and Australia, but the prototypes the company had built were too costly and delicate to export. A questionnaire is often used in the survey research technique for primary data collection to acquire information from consumers or other targeted groups. Surveys may be created to provide quantitative, qualitative, or both types of data. In order to conduct a survey, a questionnaire is often sent through mail, phone, or in-person. The administration and design of questionnaires are covered in great length in several marketing research textbooks. A excellent questionnaire should have the following three qualities:

1. It is easy.
2. Both answering and recording responses is simple for responders.

3. It collects the required information and keeps the interview on-topic.

Potential bias resulting from the cultural background of the individuals who created the questionnaire is a significant survey concern in international marketing. For instance, even after being adequately translated, a poll created and conducted in the United States may not be acceptable in non-Western countries. When a survey is funded by a business with an interest in the findings and intends to make them public, bias may sometimes be introduced. For instance, American Express collaborated with the French tourism office to create a research that included, among other things, information about the character of the French people. Contrary to a common misconception, the survey made it very evident that the French are not hostile to outsiders. However, the poll participants were persons who had previously visited France for pleasure in the two years before, which is likely to have skewed the results. Data from surveys may be gathered in several methods, individually or in combination. The standard techniques include the following:

1. Face-to-face Calling.
2. both hand delivery and mail.
3. Email and the Internet.

Of course, a person must deliver a face-to-face survey. The polls are carried out in open spaces like shopping centres, on the street, or, if respondents consent, in their houses. In the past, researchers would often knock on people's doors in the US to collect survey data. Random door-to-door interviews are less prevalent nowadays, in part due to people's increased aversion to being approached by strangers and their fear of crime. Face-to-face surveys have the benefit of enabling researchers to ask longer, more involved questions since respondents can see and understand the questionnaires. The same holds true while using a computer. For instance, the researcher may ask the respondent to rate the top fifteen retail establishments in order of preference. Since the individual answering the phone couldn't see the list, the same query wouldn't be as effective. It would be necessary to rewrite the query. Even though federal and state do not call rules often do not prohibit businesses from collecting survey information over the phone, this presents another disadvantage since individuals frequently filter such calls using answering machines and caller ID.

The fact that both in-person and telephone surveys need a lot of labour and are consequently expensive is perhaps their largest negative. Additionally, expensive and with potentially poor response rates is mailing out surveys. Consider the following as to why this would be the case: it is simple to discard a questionnaire you get in the mail, but more difficult to decline an interview with a market researcher who approaches you on the street. However, using a computer to collect survey data over the phone or online may be highly cost-effective, and in some circumstances even free. You can construct online surveys using websites like SurveyMonkey and Zoomerang, e-mail them for free to up to 100 recipients, and track the results as they arrive in real time. big costs might be incurred while conducting a big survey. But even then, it may be quite economical. An online survey, like a face-to-face one, may let you offer customers multiple visuals including advertisements, images, and videos of items and their packaging. Additionally, web surveys are quick, which is a big bonus. You may run a Web survey in a couple of days or even hours, but face-to-face and postal surveys sometimes take weeks to gather.

Additionally, because the data was collected electronically, tabulating it automatically is a possibility. Additionally, you may be able to reach a larger geographic audience than you would be able to if you were to do in-person interviews. You may build surveys on the Zoomerang website in forty different languages. The fact that computer and web surveys are done electronically means that there is less potential for human mistake, which is another benefit. There is no possibility, for example, that the interviewer may pose a question incorrectly or adopt a tone of voice that could mislead the responders. If a subject is sensitive, respondents are also likely to feel more at ease typing the information into a computer than they would speaking the information to another person in person or over the phone. Given all of these benefits, it is not surprising that primary data collection via the Internet is rapidly replacing other methods. Last but not least, the surveyors and observers need to be taught to search for the same things, ask questions in the same ways, and so on before the data gathering process starts. If they are using rankings or rating systems, they must agree on what constitutes a high ranking or a low ranking in order to be on the same page, so to speak.

III. CONCLUSION

In conclusion, International secondary data sources are important resources for scholars and companies doing business internationally. Researchers may have access to a variety of current data, acquire knowledge of global markets and trends, and make wise judgements by using various sources. To guarantee that the data is trustworthy and relevant to certain research goals or commercial demands, it is important to use care and

critically assess the information that has been collected. Although worldwide secondary data sources provide many benefits, it is crucial to assess the accuracy, usefulness, and dependability of the data collected. To achieve accurate and relevant interpretations, researchers should take into account variables including data collecting methods, sample sizes, and the environment in which the data were created.

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