

Challenges in International Primary Data Collection

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ABSTRACT:

Primary data collection is a vital aspect of conducting research in international contexts. This chapter provides a concise overview of the issues and challenges associated with primary data collection in international settings. It examines the complexities of conducting surveys, interviews, observations, and experiments across different cultures, languages, and geographical locations. The chapter highlights issues related to sampling, language and cultural barriers, data quality, ethical considerations, and logistical challenges. By understanding these issues, researchers can anticipate and address them effectively, ensuring the validity and reliability of primary data collected in international research.

KEYWORDS:

Ethnographic Research, Experimental Research, Interviews, Observational Research, Online Surveys, Questionnaires.

I. INTRODUCTION

Primary data are the information gathered in order to address an issue or seize a chance for which a decision is still pending. Primary data's fundamental benefit is that information is gathered specifically to address an issue, which gives it a high level of usefulness and originality. The drawback is that since there is a lack of an adequate marketing research infrastructure, the expenses of obtaining primary data are much greater in international emerging countries [1], [2]. With the use of qualitative and quantitative research techniques, the global primary data is gathered. In particular, qualitative research is employed as a starting point for examining worldwide marketing phenomena. The biggest limitation, however, is that culture may have an impact on how people react, since people may behave differently if they are aware that they are being watched [3], [4].

Data Analysis for Research

Data are only valuable after being analyzed. A set of collected observations are transformed into descriptive assertions and/or connection inferences via the process of data analysis. The kinds of analyses that may be performed rely on the characteristics of the sample procedure, measuring tool, and data gathering technique. The nett results from market research may range greatly since there are several analytical methods and potential assumptions to be made. When two businesses examine the same nation or market sector, they may come to different conclusions. For instance, the Direct Marketing Association's estimate of 1999 online shopping revenue ranged from \$3.9 billion to \$36 billion, according to the Boston Consulting Group. Checking to check whether the data looks reliable is a part of data analysis. Does the methodology of the study seem to be sound? The sample size was it adequate? Are the inferences that follow from it reasonable?

Validity and reliability are the two most often utilised standards for evaluating a study's soundness. A study is considered valid if it successfully tested the hypothesis it was intended to test, and it is considered trustworthy if the same findings are obtained when the study is repeated [5], [6]. For data analysis, many techniques are used. There are a variety of different ways that may be employed in addition to the typical descriptive data analysis methods to analyse market potential. Univariate, bivariate, multivariate, and other usual approaches are available.

Analysis of Demand Patterns

An understanding of market demand may be gained from industrial growth trends. Researchers often concentrate on consumption and production trends since they are useful in determining market potential. Trends in manufacturing output are also potential markets for businesses that provide inputs for manufacturing [7], [8].

Measures of Income Elasticities

The link between changes in income and changes in demand for an item is known as income elasticity. Consumer product income elasticity research reveal that demand for basics like food and clothes is inelastic. To put it another way, spending on items in these categories rises, but at a lower percentage rate than income does. This is the inverse of Engel's rule, which claims that as earnings grow, the share of money spent on food decreases. Furniture and appliances are examples of durable consumer products whose demand is often income elastic and rises relative to the rate of income growth [9], [10].

Analogy-Based Market Estimation

Using the facts at hand, estimating market size involves difficult analytical challenges. Innovative methods are needed when data are lacking, which is commonly the case in both less developed and industrialised nations. Analogy-based estimate is a clever strategy. There are two methods for using this strategy. One method is to displace a time series in space, and the other is to do cross-al comparisons. The first technique, cross-national comparisons, essentially posits the idea that there is an analogue between a factor's connection to demand for a certain good or commodity in two different nations.

A Study of Regional Lead-Lag

This makes predictions about what could happen to the demand pattern in a nation under consideration based on the pattern in a leading country. For instance, if Zimbabwe adopts a novel method of drying tobacco, it is possible that neighbouring nations that also produce tobacco would follow suit.

Analysis of Clusters

The goal of cluster analysis is to organise variables into clusters that maximise similarities within groups and disparities across groups. Because parallels and contrasts between local, national, and regional markets throughout the globe may be identified, cluster analysis is ideally suited to global marketing research. There are computer programmes that can group similarities and differences across nations that can reveal traits that might be shared and hence prospective markets. Multidimensional or clustering algorithms are included in such packages.

Multifactor Indices

MFIs use characteristics that statistical analysis or common sense suggests may be closely connected with the prospective demand for the product under consideration to estimate potential demand in an indirect manner. Only variables that are related to product demand should be used, such as GNP, nett national income, or total population. An index that takes coffee consumers and the sort of coffee they consume into account might be helpful for determining the demand for coffee equipment, for instance.

Analysis of Regression

It is a strong and really helpful instrument. The method chooses the independent variable that explains the majority of the variation in the dependent variable, followed by the variable that explains the remaining variation, etc. Multiple regression is often required since a single variable is insufficient. On the basis of what would happen if GNP were to grow, predictions are often made about market demand for items. Writing the research report and presenting the results is step six. Managers must be able to utilise the report based on the marketing research as a decision-making tool. The report must directly address the issue or opportunity highlighted in step 1 whether it is provided in writing, verbally, or electronically through videotape.

Many managers find complicated quantitative analysis and research jargon uncomfortable. Results should be made transparent and serve as a foundation for management action. If not, the report could be put on a shelf where it will collect dust and serve as a reminder of time and money that was squandered. Analysis of the efficacy of marketing expenditures across borders is now feasible because to the increased availability of data from corporate information systems and marketing research on a global scale. Managers may then assess where they are in terms of getting the best marginal return on their marketing investments, and they can make necessary adjustments. The following are the six fundamental components of a research report.

The report's purpose, who requested it, who did the investigation, and when are all explained on the title page. The table of contents lists the report's main sections, together with any graphs and charts that may be included, and the pages on which they may be located. Executive Summary, third. The executive summary provides a very fast overview of all the report's information. Both executives and nonexecutives who get the report won't have

time to study it in its entirety. They will instead depend on the executive summary to rapidly understand the study's findings and what to do in response to them. The methodology section of the study provides a detailed breakdown of the planning and execution of the research. The describes things like how and by whom the data was gathered, the size of the sample, and who or what made up the sample. It also contains details on the statistical methods used to the data analysis.

Every research has certain flaws, such as sample problems, interviewer errors, etc. These specifics should be included in the approach so that decision-makers may think about their overall influence. The study's general propensity to be off-balance, or how far it might have gone wrong in any way, is known as the margin of error. Recall how the presidential polls were presented by newsreaders before to an election? The same phrase is used every time: This candidate is ahead 48 to 44 percent, plus or minus 2 percent. The margin of error is that plus or minus. The likelihood that the study's findings are true decreases as the margin of error increases. The approach has to take the margin of error into account. The results is a more in-depth version of the executive summary that includes additional information about the data the research team found that best represent the study's conclusions. If we have supporting secondary data or relevant research, we might use it to demonstrate that the study achieved its objectives.

The recommendations should specify the course of action you believe ought to be followed in light of the research's results and the project's goals. Make recommendations for the sites, for instance, if you completed a worldwide market research study to find new places for retailers. In addition, further s may be added if required. For instance, you may need to include the market share of each company's competitors. You must include a section on this subject if you're attempting to choose amongst several supply chain choices. It is important to keep the audience in mind while we create the study report. Technical jargon should be avoided when producing reports since decision-makers and other readers won't grasp it. If technical terminology is necessary, the important concepts should be clearly defined. To ensure that the text is free of grammatical and typographical problems, proofread it thoroughly and, if necessary, more than once.

PowerPoint is often used to deliver research papers. We shouldn't attempt to incorporate every information from the report on the slides if we are requested to construct a slideshow presentation from the report. The presentation's audience won't be able to read through the content since it is too lengthy and tedious. And even if they take the time to read everything, it's unlikely that they will pay attention to the presenter if they do. Only the most important findings from the research should be included on the slides; any additional material may be added as talking points that will only be seen to the presenter. The presenter may provide the participants with the lengthier, paper version of the report after or during the presentation so they can read the specifics whenever it is convenient for them, if they wish to.

II. DISCUSSION

Current Issues /Special Problems in International Marketing Research. Marketers that do global research encounter unique challenges and circumstances that set their work apart from that of local market researchers: First, the global market researcher must examine several national markets rather than just one, each of which has distinct features that must be taken into account in the study. The availability of data is limited for many nations, as was already mentioned. Second, the researcher has a unique challenge due to the world's tiny marketplaces. Only limited marketing research expenditures are allowed in smaller areas due to the comparatively low profit potential. There is pressure on the researcher to find economic and demographic relationships that allow estimates of demand to be made with the least amount of information, so the global researcher must develop techniques and methods that keep expenditures in line with the market's profit. To gain findings within the limitations of the lower marketing research budget, it could also be essential to conduct cheap survey research that forgoes any elegance or statistical rigour.

1. Various markets must be taken into account, each with their own.
2. Features, data accessibility, and research services.
3. Because many markets are tiny, they often fail to account for the expense of getting data for their relatively low potential.
4. Methodological challenges such as complexities of language, interpretation, difficulty of fieldwork supervision, cheating, and data processing challenges may be faced.
5. Problems with the infrastructure, such as a shortage of telephones, roads, transportation, and respondent locations
6. Cultural challenges such as apprehension about approaching strangers, difficulty approaching women or children, and restrictions on the collecting and transfer of data.

7. A lot of these aspects are more relevant to emerging than to industrialised nations. However, many of these may be cleverly overcome utilising a number of techniques described in the.

Even while acquiring knowledge in a global environment might be challenging, without it the marketer would be planning blindly. The two most crucial scanning techniques are surveillance and search, each of which provides data of a general or specialised kind that is useful to the process of formulating a plan. Costs and advantages must always be carefully weighed before deciding whether or not to gather data. In several regions of Europe, in-home surveys are also typical. Contrarily, in certain nations, notably several Asian nations, it is frowned upon or forbidden to attempt to collect information from strangers over the phone or in person. It is against the law for women to converse with strangers in several Muslim nations. And how do we choose which individuals to investigate abroad? That's an issue in and of itself. In order to perform marketing research, researchers often obtain permission to speak with household heads in the US. The heads of houses aren't often the main consumers, however, especially in nations where domestic helpers or workers are prevalent.

Another problem is survey translation. Have you ever seen the television comedians David Letterman and Jay Leno make fun of the English translations of ethnic menus and goods? The same issue may affect research methods like surveys. Hiring a bilingual individual to translate a survey into another language might go horribly wrong if the person isn't a native speaker of the target language. Employing back translation is one strategy used by businesses to address translation issues. When reverse translation is utilised, a native speaker first translates the survey into the target language before translating it back to the original language to see whether any meaning was lost during translation. And there are other problems besides the language. If the study uses any visual components, they might also cause misunderstanding. In certain cultures, specific hues, forms, and symbols might be offensive. For instance, whereas white is often associated with purity in Western cultures, it is the colour of death and grief in China. What would it be like for women in Muslim nations who are prohibited from speaking with male vendors to experience it?

By combining with or purchasing marketing research firms overseas, marketing research businesses are one method that they are addressing the challenges of global research. The biggest marketing research firm in the world is The Nielsen Company. The company has about forty thousand employees and works in over one hundred nations. Acquisitions and mergers have been a major factor in many of its growth.

1. Describe the numerous difficulties that organisations have while gathering data from global markets.
2. Look up the websites of the two market research firms and write a brief report on them.

Decision Process of Making for International Markets

The success or failure of a company's attempts to internationalise its markets depends on the decision-making process for those markets. A corporation must make a number of options when deciding to expand internationally. Which nations should it enter first, and in what order? Which factors proximity, growth stage, area, cultural and language standards, level of competition, or others should be taken into account when choosing entering markets? The success or failure of a corporation depends on having a reliable and efficient decision-making process. In order to create a thorough marketing strategy and foster international cooperation among nations, market selection and targeting are also strategically important tasks. The identification, segmentation, and selection of markets are all topics that are covered in this unit. To access its international markets, a company must get beyond political, economic, cultural, mental, and geographic obstacles. However, a firm's attempts to enter international markets are often aided by a methodical proactive strategy. The process of internationalisation often starts in a company as a reaction to unwanted enquiry from foreign markets.

International Marketing Decision-Making

Businesses that want to grow their operations internationally must decide whether to join such markets or not. What markets should I enter? How and when do I enter? Etc. The lack of knowledge about potential new market alternatives, the internal and external factors affecting the firm that will determine the effects of a new alternative, the potential effects that these factors may have on the firm once they are known, and the potential ways that these consequences may be expressed in terms that are pertinent to goal achievement all contribute to a great deal of uncertainty when looking for opportunities globally. Uncertainty often develops as a result of the delay between the choice and the results of the chosen course of action. The degree of foreignness of the result location, the cost of information, and the learning effect are all thought to enhance uncertainty. Thus, when entering a foreign market, knowledge about it progressively develops, often via experience and the uncertainty that comes with it.

The system is not too difficult to master when marketing domestically. The process of crossing international borders is complicated by the amount of documentation required, currency rates, cash flow issues, and transportation issues, to mention a few. It is because of this ambiguity that information is required. A company must overcome the following challenges in order to enter the global market. Language, lifestyle, cultural orientation, awareness levels, political beliefs, and technical skill levels are just a few examples of how psychological distances may obstruct communication. Because of this, a company considers doing business with companies in nations with less trade barriers to be more convenient and there is less perceived difficulty in learning about international markets. China's commerce with South-east Asian nations has increased as psychological barriers have reduced. Trade between China and other East Asian nations is important because of the lower psychological distance. vast markets for Indian goods are provided by the vast populations of Indian descent in the Middle East, Singapore, the United Kingdom, the United States, and Canada.

Geographical Distance. Because of the reduced physical distances and logistical challenges, countries that are close together naturally make good target markets. Bordering nations are often natural target markets, particularly for goods with lower unit values. Despite several political and economic obstacles, it has been discovered that a variety of Indian goods find a ready market in Bangladesh, mostly because of the countries' close proximity. This factor affects both the ultimate price of a product in the target market and how simple it is to do business there. For instance, despite their close proximity geographically, India and Myanmar are far apart economically. Myanmar's financial and telecommunications systems are woefully underdeveloped. The economic gap between India and the UK, however, is substantially less than that between India and Myanmar. The choice of target markets is also influenced by the political ties between the governments of an exporting and an importing nation. Markets that seem to be appealing may be hampered by unfavourable political ties. Pakistan is seldom the preferred market for most Indian businesses, despite the fact that the geographical and psychological distance between the two countries is far lesser.

The selection of products for the global market is influenced by a mixture of these distances, including psychological, economic, political, and geographic ones. Furthermore, it is clear from the aforementioned information that market preference is not necessarily determined by geographic proximity. A reactive or a proactive strategy for market discovery may be used by any company looking to expand internationally. **Reactive Approach to Market Identification.** The majority of businesses internationalise unintentionally in reaction to an opportunity for global marketing in the form of unsolicited export orders. However, doing so results in a positive feedback loop that encourages repeat business in the form of increasing profitability, turnover, market share, or image. A company often engages in foreign marketing. As a result, foreign marketing is now a crucial component of the company's marketing plan.

Approaching Market Identification Systematically. However, bigger businesses often choose foreign markets using a methodical proactive strategy. A company must concentrate on a small number of international markets due to its limited resources. Additionally, wise market selection prevents the company from wasting time and resources and allows it to focus on a small number of lucrative areas. Before doing a thorough research to determine which markets to target, a company must first conduct a preliminary screening of many nations. The trade figures that are provided might be utilized for a quick market scan. The Directorate General of Commercial Intelligence and Statistics, UNCTAD, World Bank, International Monetary Fund, and World Trade Organisation all have released data that may be used. When screening potential overseas markets, this information gives a broad picture of the main markets and the main rivals. Targeting and placement are not the same as segmentation. The ultimate goal is to identify groups of comparable customers and future consumers, to priorities the groups to contact, to comprehend their behaviour, and to provide suitable marketing tactics in response to those behaviour that fulfil the various preferences of each segment selected.

Market Segmentation on A Global Scale

The term market segmentation describes the division of the market of prospective clients into uniform sub-groups. The division of a market into discrete subgroups that act similarly or have comparable demands is a method used in marketing. Each segment's wants and preferences are pretty uniform; thus they are likely to react similarly to a certain marketing campaign. Because there are significant disparities in how the market reacts to different marketing strategies, segmentation is necessary. Markets may be broadly segmented based on a variety of broad factors, such as industry or public vs private sector. Small divisions are sometimes referred to as specialty or niche markets. All sectors, meanwhile, may be classified as either consumer or industrial markets. A small business may compete more successfully in a certain market niche because it focuses its resources there. An effective market sector is one that:

1. Measurable aspects of the segments include their size, buying power, and features.
2. The portions are big and capable of serving. A segment should be the broadest, most homogenous group that is worthwhile of being targeted by a marketing strategy.
3. It is possible to successfully access and service the segments.
4. The segments may be theoretically distinguished from one another and react differently to various components of the marketing mix and programmers.
5. It is possible to create effective programmers to draw in and serve the segments.

III. CONCLUSION

In conclusion, Primary data collecting in global contexts requires careful consideration of several problems and difficulties. To guarantee the validity and dependability of their results, researchers must handle issues with sampling, language and cultural barriers, data quality, ethical concerns, and logistical difficulties. Researcher may successfully gather primary data, offering significant insights into foreign settings and adding to the body of knowledge in their particular domains by being aware of these difficulties and using proper tactics and procedures. Researchers may guarantee the validity and reliability of primary data obtained in international research by taking the difficulties into consideration via careful preparation, engagement with local collaborators, and the use of suitable data gathering techniques.

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