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Use of Electronic Databases by Market Research Professional in Bengaluru, Karnataka: A Case Study

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Abstract **- The aim of this study is to examine the awareness, accessibility and use of e-databases at Market research organizations because huge money is invested for the subscription, growth, and management of e-databases. The main aim is to determine the awareness of e-databases; and to find out their extent of use, level of satisfaction, problems, and instructions/help in accessing of e-databases.**
Keywords: **Electronic Databases, Market Research**

I. INTRODUCTION

Market research databases provide related data to help unravel marketing encounters that an industry will encounter and forms a vital part of the business development process. In fact, stratagems such as market subdivision and product distinction are unmanageable to develop without market study. Therefore the need arises to have an in depth knowledge about market research archives. From many years, market research institutions have been using innumerable electronic databases for extricating the evidence for their informational prerequisites from diverse categories of databases like annual report, import/export of product data, projects, capex, investments etc. The quality of information is the cornerstone for data integration on the electronic media. The appraisal on the quality of information on electronic databases in particular in the direction of market research database has not been contemplated earnestly.

II. E-DATABASES

A large, regularly updated file of digitized information (bibliographic records, statistics, abstracts, images, directory entries, full-text documents, etc.) related to a specific subject or field, containing of records of uniform format prearranged for ease and speed of search and retrieval and managed with the support of database management system (DBMS) software. Content is produced by the database producer (i.e. Thomson Reuters), which usually circulates a print version (Biological Abstracts) and contracts the content to one or more database sellers (EBSCO, OVID, etc.) that offer electronic access to the data after it has been transformed to machine-readable form, usually on CD-ROM or online via the Internet, using proprietary search software. There are numerous different kinds of electronic databases in the world today, including statistical databases, image databases, and others. These databanks are becoming very important now a days as they are more current, and can be retrieved everywhere, crossing all geographical limits. Such electronic databases are very valued and useful for time-saving, while leading research & development activities.

III. MARKET RESEARCH DATABASE

It provides information and data that are helpful in developing a marketing plan or feasibility analysis. Market research databases are extensive in range, explains every characteristics of a trade milieu. They tell us regarding rivals, market size, administration protocols, financial developments, technological progresses, and various other aspects that make up the business setting. Occasionally the word discusses more predominantly; monetary assessment of businesses trades or segments. Fiscal experts analyze and present the outcomes to entrepreneurs' and prospective stakeholders.

IV. SCOPE AND COVERAGE

This study is limited to the potential users of electronic databases in the field of market research in Bengaluru. Only market research professionals have been covered in this survey.

V. OBJECTIVES OF THE STUDY

1. To identify the extent of awareness of market research e-databases.
2. To determine the extent of use of e-databases
3. To find out the difficulties faced while accessing and using e-databases
4. To know the level of user's satisfaction and recommend suitable solutions regarding the effective use of available e-databases.

VI. RESEARCH METHODOLOGY

Due to a huge number of market research companies in India, only Bangalore was selected for piloting in-depth study. The questionnaire method was used for collection of data for the study. Validated survey was tested and circulated randomly among market research companies in Bangalore.

VII. REVIEW OF LITERATURE

(John and Gandhi 2012) investigated the awareness of end users about the kind of databases often accessed, their difficultly in accessing, relevance of search results and the author reported that there was an increase in awareness regarding the use of online database among faculty and students, majority of them felt that the coverage of online databases is not sufficient in their subject, they also pointed out that they need more subscription of online databases and full text journal databases.

(Jacso 2013) conducted a study to analyze the volume of full text coverage for fifty marketing focused and marketing connected serial sources in the Ebsco Business premier (BSP) and Proquest ABI/Inform Global (ABI). The study reported that BSP had 29 sources and ABI had 34 sources for full text coverage and BSP had 70,740 and ABI had 63,405 full text items. The authors also commented that it would be misleading to rely on "hit counts" as it may not reflect the true numbers as BSP had more full text items as compared to ABI.

(Markpin et al 2013) conducted a study to know the effect of choice of database and data retrieval techniques on the research performance of 30 Asian universities from 33 countries using 2 different indicators (publication volume and citation count) and 3 subject areas (energy, environment and materials), for determining the effects of the choice of database, Web of science and Scopus databases were queried to retrieve publications and citations of the top Asian universities in 3 subject fields. The authors proposed a new data retrieval (KDR) which uses keywords and citation and results were compared with those retrieved with conventional data retrieval (CDR) method. The authors recommended KDR method of data retrieval over CDR method.

(Jalal et al 2015) conducted a study to evaluate search engines such as google, AOL, Bing, Yahoo and alternate data sources for exploring hyper-linking behavior of web and to retrieve relevant information. The authors reported that AOL has highest coverage among these search engines and also pointed out that the support of commercial search engines in webometric study has become restricted with respect to web-link analysis especially due to withdrawal of keywords like "link domain" in search query syntax and hence alternate data sources are highly required.

VIII. ANALYSIS AND INTERPRETATIONS

200 questionnaires were distributed to the various market research organizations in Bangalore, of which 166 (83%) respondents participated in the survey and 34 (17%) of respondents' did not participate in the survey Table I.

TABLE I DISTRIBUTION OF QUESTIONNAIRES TO MARKET RESEARCH ORGANIZATIONS

S. No.	Questionnaire Distributed	Questionnaire Received	%
1	200	166	83%

For the purpose of analysis we have classified the market research professionals based on designation as follows:

1. Information Analyst
2. Market Research Analyst
3. Market Research Consultant

Of the total 166 respondents who participated in the survey, 36 (21.68%) were Information Analyst, 76(45.78%) were Market Research Analyst and 54(32.54%) were Market Research Consultant Table II.

TABLE II DISTRIBUTION OF RESPONDENTS FROM MARKET RESEARCH ORGANIZATIONS ACCORDING TO THEIR DESIGNATION

S. No.	Designation	No of Respondents	%
1	Information Analyst	36	(21.68%)
2	Market Research Analyst	76	(45.78%)
3	Market Research Consultant	54	(32.54%)
Total		166	(100%)

When the extent of awareness of market research e-databases were analyzed among the market research professionals, it was reported that 26 (72.22%) Information Analyst, 47(61.84%) Market Research Analyst, 25 (46.29%). Market Research Consultant were completely aware of the market research e-databases whereas 7(19.44%) Information Analyst, 22 (28.94%) Market Research Analyst, 20(37.03%) Market Research Consultant were aware of the market research e-databases to some extent and about 3(8.33%) Information Analyst, 7(9.21%) Market Research Analyst, 9(16.66%) Market Research Consultant were aware of the market research e-databases to only a little extent Table III.

TABLE III EXTENT OF AWARENESS OF MARKET RESEARCH E-DATABASES

S. No.	Respondents	To Full Extent	To Some Extent	To Little Extent	Total
1	Information Analyst	26 (72.22%)	7(19.44%)	3(8.33%)	36
2	Market Research Analyst	47(61.84%)	22 (28.94%)	7(9.21%)	76
3	Market Research Consultant	25(46.29%)	20(37.03%)	9(16.66%)	54
					166

The extent of use of market research e-databases among the market research professionals was assessed and it was stated that 29(80.55%) Information Analyst, 53 (69.73%) Market Research Analyst, 16(29.62%) Market Research Consultant were using the market research e-databases most frequently but 4(11.11%) Information Analyst, 21(27.63%) Market Research Analyst, 15 (27.77%) Market Research Consultant were using the market research e-databases frequently and only about 3(8.33%) Information Analyst, 2 (2.63%) Market Research Analyst, 23(42.59%) Market Research Consultant were using the market research e-databases less frequently Table IV.

TABLE IV EXTENT OF USE OF MARKET RESEARCH E-DATABASES

S. No.	Respondents	Most Frequently	Frequently	Less Frequently	Total
1	Information Analyst	29(80.55%)	4(11.11%)	3(8.33%)	36
2	Market Research Analyst	53(69.73%)	21(27.63%)	2(2.63%)	76
3	Market Research Consultant	16(29.62%)	15(27.77%)	23(42.59%)	54
					166

When the problems faced while accessing and using e-databases were evaluated among the market research professionals, it was quantified that of 166 respondents, 15 (9.03%) faced Technical (Hardware Configuration) issues, 10 (6.02%) had connectivity issues, 14(8.43%) encountered hurdles in downloading and 26 (15.66%) felt that there was lack of guidance to full extent whereas 25(15.06%) confronted Technical (Hardware Configuration) issues, 26 (16.66%) had connectivity issues, 32 (19.27%) came across hurdles in downloading and 16 (9.63%) sensed that there was lack of guidance to some extent but 57(34.33%)found Technical (Hardware Configuration) issues, 62(37.34%) combatted connectivity issues, 53(31.92%) came across difficulties in downloading and 42 (25.30%) inferred that there was lack of guidance to little extent however 69(41.56%) did not find Technical (Hardware Configuration) issues, 68(40.96%) had not encountered connectivity issues, 67(40.36%) did not come across difficulties in downloading and 82 (49.39%) did not feel that there was lack of guidance Table V.

TABLE V PROBLEMS FACED WHILE ACCESSING AND USING E-DATABASES

S. No.	Problems	To Full Extent	To SomeExtent	To Little Extent	Not at All	Total
1	Technical (Hardware Configuration)	15(9.03%)	25(15.06%)	57(34.33%)	69(41.56%)	166
2	Connectivity	10(6.02%)	26 (16.66%)	62(37.34%)	68(40.96%)	166
3	Downloading	14(8.43%)	32(19.27%)	53(31.92%)	67(40.36%)	166
4	Lack of guidance	26(15.66%)	16(9.63%)	42(25.30%)	82(49.39%)	166

The level of user's satisfaction on market research e-databases among the market research professionals was evaluated and it was noted that 20(55.55%) Information Analyst, 32(42.10%) Market Research Analyst, 16 (29.62%) Market Research Consultant were extremely satisfied with the use of market research e-databases but 12 (33.33%) Information Analyst, 35(46.05%) Market Research Analyst, 30(55.55%) Market Research Consultant were satisfied, using the market research e-databases whereas 3 (8.33%) Information Analyst, 6 (7.89%) Market Research Analyst, 6 (11.11%) Market Research Consultant were partially satisfied using the market research e-database and only about 1(2.77%) Information Analyst, 3(3.94%) Market Research Analyst, 2 (3.7%) Market Research Consultant were not at all satisfied with the use of market research e-databases Table VI.

TABLE VI LEVEL OF USER'S SATISFACTION ON MARKET RESEARCH E-DATABASES

S. No.	Respondents	Extremely Satisfied	Satisfied	Partially Satisfied	Not at All Satisfied	Total
1	Information Analyst	20(55.55%)	12 (33.33%)	3 (8.33%)	1(2.77%)	36
2	Market Research Analyst	32(42.10%)	35(46.05%)	6 (7.89%)	3(3.94%)	76
3	Market Research Consultant	16 (29.62%)	30(55.55%)	6 (11.11%)	2 (3.7%)	54
						166

IX. CONCLUSION

In the present era, newer technologies have been incorporated into the existing system of information retrieval and it is essential for all the professionals involved in market research to be abreast with the current trends. In the present study it was very clear that most of the information analyst, market research analyst and market research consultants were aware and using the market research e-databases very often to retrieve the information

required. Most of them were also completely satisfied with the use of market research e-databases. Hence, few of the problems faced by the users such as technical issues, connectivity, downloading and lack of guidance must be addressed so as to make such databases more user friendly.

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