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

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ABSTRACT

Because market research businesses spend a lot of money on subscriptions, expansion, and management of e-databases, this study aims to investigate their awareness, accessibility, and use of these databases. Finding out how well-known e-databases are, how often used they are, how satisfied users are with them, any issues users have encountered, and what kind of instructions or assistance users need to access them are the primary objectives. Electronic databases and market research are the main terms here.

INTRODUCTION

I. An Overview

An integral aspect of any company's growth strategy should be access to relevant data, and market research databases give just that. Actually, market research is essential for developing achievable strategies like product differentiation and market subdivision. As a result, familiarity with market research archives is essential. Market research organizations have long relied on a plethora of electronic databases to meet their information needs. These databases cover a wide range of topics, including annual reports, product data import/export, projects, capital expenditures, investments, and more. Integrating data on electronic media relies on high-quality information. No serious consideration has been given to evaluating the accuracy of data stored in electronic databases, especially those pertaining to market research.

II. Online Archives

A database is a big, continuously updated file of digital information (abstracts, images, statistics, full-text documents, directories, etc.) pertaining to a particular field or subject. The records are organized in a uniform format for quick and easy retrieval. Database management system (DBMS) software helps with this process. Thomson Reuters, as the database producer, typically distributes a print version of the content (Biological Abstracts). After that, the content is contracted out to one or more database sellers, such as EBSCO or OVID, who then provide electronic access to the data, which has been converted to a machine-readable format, typically on CD-ROM or online through the Internet, using proprietary search software. Today, the world is home to a dizzying array of electronic databases, each with its own unique purpose and specialty. As time goes on, these databases are very significant nowadays because they are more up-to-date and accessible from wherever, regardless of location. When it comes to managing R&D efforts, electronic databases are invaluable for saving time.

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Thirdly, a database for market research

A marketing strategy or feasibility analysis can benefit from the information and data provided. The breadth and depth of market research databases allow them to describe every facet of a trading environment. They provide information about the company environment, including competitors, market size, administrative norms, financial trends, technical progress, and more. On rare occasions, the word refers primarily to the financial evaluation of company trades or segments. In order to inform entrepreneurs and potential stakeholders, fiscal specialists conduct analyses and report their findings.

IV. APPLICABILITY AND DETAILS

Users in Bengaluru who are interested in conducting market research using electronic databases are the only ones included in this study. This poll has only been administered to those working in the field of market research.

Section V. Research Aims

- Find out how well-known e-databases are for market research.
1. To ascertain the level of electronic database utilization
 2. To learn about the challenges encountered when using electronic databases
 3. Determine the extent to which users are satisfied and provide recommendations for improving the utilization of existing electronic databases.

Section VI: Analysis Techniques

We narrowed our search for a pilot in-depth study to Bangalore from among India's many market research firms. The data for the study was gathered using a questionnaire method. A validated survey was administered to Bangalore-based market research firms at random.

Examining Existing Works

The author noted that there was a rise in faculty and student awareness of the use of online databases; however, the majority of respondents felt that the coverage of these databases was insufficient for their subjects, and they also mentioned the need for more subscriptions to online databases and full text journal databases. (John and Gandhi 2012) investigated end users' awareness of the databases often accessed, their difficulties in accessing, and the relevance of search results.

The amount of full-text coverage for fifty marketing-focused and marketing-connected serial sources in Ebsco Business premier (BSP) and Proquest ABI/Inform Global (ABI) was analyzed in a study by Jacso (2013). According to the study, BSP had 70,740 full text items and ABI had 63,405 full text items. BSP had 29 sources for full text coverage and ABI had 34 sources. Since BSP featured more full text items than ABI, the authors also noted that it would be deceiving to depend on "hit counts" since they might not represent the real figures.

According to a study by Markpin et al. (2013), researchers from 30 Asian universities across 33 countries looked at the impact of database choice and data retrieval techniques on research performance in three areas: energy, environment, and materials. To determine the impact of database choice, researchers queried Scopus and the Web of Science databases to get the publications and citations of the top Asian universities in each of these areas. The authors compared the results obtained using the traditional data retrieval (CDR) method with those obtained using a new data retrieval (KDR) method that relies on keywords and citations. When comparing the two methods, the authors favored the KDR approach to data retrieval.

Search engines like Google, AOL, Bing, and Yahoo, as well as other data sources, were assessed in a study by Jalal et al. (2015) to discover more about the web's hyper-linking behavior and to get pertinent information. The authors noted that AOL has the most coverage of

these search engines, and they also mentioned that commercial search engines no longer support web-link analysis, particularly because of the

removal of terms like "link domain" from search query syntax. As a result, they stressed the need for alternative data sources.

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.

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 Some Extent	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

CONCLUSION

These days, information retrieval is more efficient thanks to better technology, therefore it's important for market research experts to stay updated on industry news. It was very evident

from this study that the majority of information analysts, market research analysts, and market research consultants were familiar with and made use of the necessary market research e-databases.

Additionally, the majority of them were quite pleased with the results from using e-databases for market research. If we want these databases to be

more user-friendly, we need to fix a few things that users complain about, like connectivity, downloading, and a lack of instructions.

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