MKTG 371   Consumer Behavior
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SECONDARY SOURCES ON CONSUMER MARKETING

ARTICLE DATABASES

Business & Industry. The Business & Industry database contains full text articles, emphasizing mostly "trade" (industry specific) journals, although it also contains some other magazines and newspapers.

There are two ways that one can search:

1.   **"Key-word" searches.** These work much like an ordinary Internet search engine (e.g, Google, Yahoo) inquiry. Note that it is possible to use so-called "Boolean" logic. For example, the statement

(soft drink or soda or beverage) and (Italy and France)

would search for articles on drinks that could be described by either of the terms "soft drink," "soda," or "beverage." [The term "or" makes it clear that *only one* of the terms has to be present]. However, note that the second part of the statement restricts (by the use of "and") the articles to only those that also involve *both* the words "Italy" and "France" (as specified by the second "and.") If we had wanted articles on these products as they relate to *either* Italy *or* France, the statement would contain an "or" as the final connector:

(soft drink or soda or beverage) and (Italy *or* France)

Note that it may sometimes be useful to employ a "truncation" symbol. For example, in U.S. English, we use the spelling "color" and "realize." The *British* English spellings, used in much of the rest of the world, are "colo*ur*" and "reali*se*," respectively.   Thus, if we used only one of these spellings, we might miss some important articles. However, if we use term

col*

the asterisk ensures that we get all the words that begin with "col" —which, unfortunately, may include such irrelevant ones as "colorectal" and "Colorado." We might also use the term

comput*

when we would be interested in articles containing one of the terms "computer," "computing," or "computerized."

2. **"Standardized" descriptor terms.** The above search strategies could yield a great deal of irrelevant articles because the key words just happen to come up in the article. For example, we could use the terms

> marketing and textiles and Peru

to find articles on the marketing of clothing in Peru. However, this could retrieve an article that happens to refer to a *marketing* campaign for *textiles* that were manufactured in Bulgaria (a concept that we did not even bring up!) and were used when a family was vacationing in *Peru*.

A more efficient way is take advantage of "indexing" that has been done by librarians who have perused the article. You can type the specific name of a firm into the "Company" descriptor field. If you entered "Nike," for example, only articles that substantially discuss Nike would come up—not an article which merely made reference to a person wearing Nike shoes while going shopping for appliances. Note that you can select criteria in several categories simultaneously. (This will only make sense when you actually see the Business & Industry menu in front of you!) For example, you can select, under "concept terms" choices such as "affluent market" and "Asian American market." (To select more than one item from each menu, hold down the <CONTROL> key until you have "clicked" on all the terms you want). You could then go on to the "industry" menu, to select the industries of "Airline" and "Broadcasting." This would result in only articles that simultaneously meet the criteria for both menus—in our case, articles that are relevant both to "affluent markets" or the "Asian American market" AND pertain to the "airline" or "broadcast" industries.

Note that one of the options given under "country" is "World." This selects articles that deal with issues across the World—not articles about any one country.

Note that it is also possible to search for firms based on their Standard Industry Classification (SIC) codes[1]. Although different coding systems are used in some countries, even foreign firms are indexed against the U.S. code.

A very powerful technique is called "snowballing." When you run a search and find some especially pertinent articles, the bottom of the article description provided by Business & Industry contains the index terms assigned to that article. Running a new search using terms identified here may bring up more articles that were not "caught" by your original search specification. For example, if we search for "cosmetics," some articles found may contain the term "personal care items," which we can use to find articles that did not explicitly use the term "cosmetics."

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[1] Although the Business & Industry database uses the term "SIC" codes, the actual indexing is based on the newer North American Industry Classification System (NAICS), which uses a six digit "hierarchical" scheme to classify industries in a progressively more specific manner. For example, the ultimate code for Power and Communication Transmission Line Construction is 234920 . We get progressively less specific as we trace our way back, first hitting "Power and Communication Transmission Line Construction" at 23492 (we "lost" the final zero), "Other Heavy Construction" at 2349, "Heavy Construction" at 234, and finally "Construction" in general at 23. Thus, depending on the situation, we can opt for greater or lesser specificity. For more information, see http://www.census.gov/ftp/pub/epcd/www/naicscod.htm . To find actual codes for specific products, see http://www.census.gov/epcd/www/naicstab.htm .

Lexis-Nexis tends to emphasize newspapers more than Business & Industry. The "truncation" symbol here is the exclamation point. Thus, we would use the term

>   reali!

to find articles containing words starting with "reali"—e.g., "realize," "realise," or "realisation."

Lexis-Nexis consists of several different databases from which you can select. Selecting first the category of "news," we are offered several additional choices. Some of the more relevant ones are:

- "General news"—the most general category
- "World News," which includes English language articles from foreign countries
- "Non-English language news," where, if you speak a Spanish, French, German, Dutch, or Italian, you can search publications in that language—but you must search in the respective language.

GOVERNMENT REPORTS AND OTHER DOCUMENTS

Stat-USA. This database, maintained by the U.S. Federal Government, is actually available for free at http://www.stat-usa.gov . Of particular interest here are:

- **Country Commercial Guides**. These guides, organized by country, provide general background—often around 100 pages per country—on a variety of business issues, such as laws, culture, and economics. To access these, within Stat-USA, click on "Globus & NTBD," and then click on "Country Commercial Guides" under "Market and Country Research."
- **Market Research Reports**. These reports detail studies of specific industries in different countries. Industry Sector Analysis (ISA) reports are frequently more useful than International Market Insight (IMI) reports. Found as menu items under "Market and Country Research" at http://www.stat-usa.gov/tradtest.nsf , the listing of available reports is more meaningful when you select the "by country" organization option. "Current" reports are those released within the last month; "archive" items are more than one month old.

Examples of books that might be useful:

Regional
- Sabath, Ann Marie (1999), *International Business Etiquette: Asia & The Pacific Rim*, Franklin Lakes, NJ: Career Press.
- Sabath, Ann Marie (1999), *International Business Etiquette: Europe*, Franklin Lakes, NJ: Career Press.
- Burns, Robert (1998), *Doing Business in Asia: A Cultural Perspctive*, South Melbourne, Australia: Longman.

Country specific:

- Johansson, Johny K. and Ikujiro Nonaka (1996), *Relentless: The Japanese Way of Marketing*, New York: Harper Collins [this book is a little dated by now].

Topic:

- Alexander, Nicholas (1997), *International Retailing*, Malden, Mass.: Blackwell Business Press.

SOME PERIODICALS COVERING INTERNATIONAL BUSINESS RELATED INFORMATION

Internationally focused business newspapers

- *The Financial Times [of London].* This is a weekday (Monday through Saturday) newspaper that emphasizes business news from around the World— http://www.ft.com
- *Journal of Commerce [and Commercial]*—actually no longer available in print. Focuses on international business, transportation, and insurance-- http://www.joc.com/jocweb/

Internationally focused business magazines

- *The Economist*—a weekly magazine emphasizing both business and general international news
- *Advertising Age Global*—monthly tabloid on international marketing, branding, and advertising issues— http://www.adageglobal.com

U.S. based newspapers with some international content

- *The Wall Street Journal*—also available in European and Asian editions—only paid access to its web site, but available through Dow Jones through the Gelman Library.
- *Investors' Daily News*
- Business sections of regional and national newspapers—e.g.,
    - *Washington Post*— http://www.washingtonpost.com
    - *New York Times*— http://www.nyt.com/
    - *Los Angeles Times*— http://www.nytimes.com

U.S. based magazines with some international content

- *Business Week*— http://www.businessweek.com
- *Fortune*— http://www.fortune.com
- *Forbes*—a magazine aimed at investors that carries good background on industries, countries, and firms— http://www.forbes.com
- *Marketing News*— http://www.ama.org/pubs/mn/index.asp