MKTG 485 Library Research Guide

Cal State Fullerton students have access to many databases that provide articles from business-related scholarly journals, trade publications, newspapers, magazines, and other periodicals. In addition, we provide government documents, books, conference proceedings, and other types of information. Which is the right database for your research needs? To help you decide, here’s a comparison of the databases most frequently used by business students.

ABI/Inform Complete

One of the best sources for scholarly journals in business. ABI/Inform is a database to check first when you are starting a research paper and need reliable sources.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tbody>
<tr>
<td>• In addition to scholarly sources, ABI/Inform also has a large collection of articles from magazines (Business Week, The Economist), local business publications (Orange County Business Journal), Trade &amp; Industry Publications (Advertising Age, WWD), and newspapers (Wall Street Journal, New York Times).</td>
<td>• Articles, particularly from newspapers and popular magazines, may appear in full-text closer to publication in other databases such as Factiva.</td>
</tr>
<tr>
<td>• ABI/Inform is very easy to search. All articles have extensive records, Which describe the article based on subject, product, industry, company, and many other variables. All variables in the record may be searched. For instance, If I want articles about marketing to older consumers, I can search for marketing in n Subject and older people in Subject</td>
<td>• The total amount of sources and articles is less than other databases such as Factiva.</td>
</tr>
<tr>
<td>• Most articles contain abstracts. Abstracts are brief summaries of the articles that you can read to help you decide whether the article is useful to your research.</td>
<td>• Most articles are in full-text, and include all tables, charts, images, and graphics.</td>
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Guide: http://libraryguides.fullerton.edu/mktg485
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One of the best sources for scholarly journals on business. **Business Source Premier** is a database to check *first* when you are starting a research paper and need reliable sources.

### Advantages

- **Business Source Premier** has the largest collection of up-to-date scholarly business journals.
- Most articles in **Business Source Premier** have abstracts, summaries of the articles to help you decide if it is useful to your research.
- You can search through the full-text of the articles, or limit your search to abstracts or specialized fields, such as subject, geography, company, or people.
- Includes the full-text of all **Marketline Reports** including company profiles, SWOT Analyses, country profiles, and industry profiles.

### Disadvantages

- Articles, particularly from newspapers and popular magazines, may appear in full-text closer to publication in other databases such as **Factiva**.
- The total amount of sources and articles is less than other databases such as **Factiva**.
Use **Factiva** when you need to find articles on a very narrow topic, need to supplement what you find in other databases, or need up-to-the-minute articles on your topic.

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<td><strong>Factiva</strong> has an enormous database of articles from well over 5,000 periodicals.</td>
<td><strong>Factiva</strong> searches its entire database at once and does not place any limits on how many articles you can retrieve. Your search must be very narrow or else you could end up with thousands of articles.</td>
</tr>
<tr>
<td>In addition to searching through the text of the articles, <strong>Factiva</strong> has subject, industry, region or company variables that may be used to limit your search. <strong>Factiva</strong> calls this feature <strong>Intelligent Indexing</strong>.</td>
<td>Citations and abstracts are not available.</td>
</tr>
<tr>
<td>All articles are in full-text format.</td>
<td>Most tables, charts, graphics, and images are not available.</td>
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<tr>
<th>Search Strategies</th>
<th>Sample Search</th>
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<tr>
<td><strong>Use Intelligent Indexing</strong>, if possible, to narrow your search.</td>
<td><strong>Intelligent Indexing</strong> - Company: Netflix Subject: Marketing Free Text: older or aging or elder$</td>
</tr>
<tr>
<td>To search for all forms of a word (communicate, communication, communications, etc), put a $ where the word breaks into suffixes. (communicat!)</td>
<td></td>
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Ethnic Newswatch

Search Ethnic NewsWatch for articles in publications targeted at specific ethnic communities. This is a great source for groups who have chosen the African-American and Asian-American communities to study. The database comes from Proquest, the same provider as ABI/Inform, so the search works the same (see page 1 for instructions), but with different publications.

New Strategist Publications

New Strategist Publications publish books, in print and electronically, that provide demographic and psychographic profiles of various groups in the United States. Some categories include: Generations, Race, and Income.
Ebooks from RKMA aggregate marketing data from a large variety of sources and put it in one location. Books in the collection include:

- Consumer Behavior
- Entertainment, Media & Advertising
- Healthcare Business
- Leisure Business Market Research Handbook
- Retail Business Market Research Handbook
- Travel & Tourism Market Research Handbook

These books are particularly useful for finding marketing data on hard to find groups such as the LGBT community.

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A recent survey conducted by The Nielsen Company (www.nielsen.com) found that spending power aside, U.S. same-sex partnered households make 16% more shopping trips than the average U.S. household (173 average shopping trips vs. 149 average shopping trips for total U.S. households). These additional trips result in CPG spending of $8,651 vs. $6,898, with m/m households making 182 shopping trips compared to f/f households making 163 trips. Buy rates for same-sex households for select CPG products are as follows:

**Female/Female Purchase Index**
- Pet care: 132
- Butter and margarine: 128
- Coffee: 125
- Cat food: 125
- Frozen novelties: 123
- Gum: 123
- Yogurt: 122
- Paper products: 121
- Frozen baked goods: 121
- Fresh produce: 121
- Vitamins: 119
- Flour: 119
- Salad dressing: 119
- Nuts: 119

**Male/Male Purchase Index**
- Liquor/beer/wine: 222
- Men's toiletries: 190
- Refrigerated meal starters: 173
- Coffee: 173
- Fresheners and deodorizers: 164
- Dog Food: 163
- Oral Hygiene: 156
- Medications and remedies: 152
- Pet Care: 150
- Yogurt: 149
- Shaving needs: 147
- Nuts: 146
- Vitamins: 145
- Frozen novelties: 144
- Dairy snacks and spreads: 141