

## **Market Research Databases : Comprehensiveness of Centre for Monitoring Indian Economy, Dataguru and Emerging Market Information Services – A Comparative Study**

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### **Abstract**

Many market research databases are available that provide varied information. It may be necessary for the market research professional to search various databases to obtain all the necessary information to benefit its clients. Hence, the present study makes an attempt to throw light on the comprehensiveness of three major market research databases.

**KEYWORDS:** Market Research Databases, CMIE, EMIS, Dataguru, Comprehensiveness.

### **1. Introduction**

Market Research professionals look for quantitative and qualitative data for their research. They search for sources containing information about a market, potential competitors, company profile, country profiles, import export data and trends in a specific sector or industry reports in order to work on a business plan, opportunity assessment, and an entrepreneurship project. This review compares Centre for Monitoring Indian Economy, Dataguru and Emerging Market Information Services databases which are useful for finding market research information.

### **2. Review of Literature**

Leticia Camacho (2008) compared Mintel Reports, Marketline and GMID databases and reported that Mintel Reports provides detailed market reports but it is limited to marketing and consumer research only. It does not provide country profiles and the consumer information which is available is very expensive. However, MarketLine and GMID provide market, country and company data in one place and both create customized reports and charts. Market Line reports are not extensive and some data provided are also available in other databases. GMID provide demographic information, economic data, psychographics, economic indicators, and foreign trade, labor population, education, and other vital statistics. GMID is the most expensive of the three, but it also offers the most content and can be used for more than marketing.

A review of about 15 largest market research databases were performed by Julia. A. Martin in 2009. The market research databases under review were BCC Research, Mintel Reports, Market Line, First Research, BizMiner, eMarketer, Global Market Information Database, Forrester, Freedonia Focus, Frost & Sullivan, Gartner, IBISWorld,

MarketResearch.com, Plunkett Research, Research for Libraries and Business Insights. The author mentioned that the above databases provide extensive and valuable information on market research. The author also mentioned that individual needs and budgets of the user will determine the selection of specific resources.

### **3. Select Market Research Databases**

#### **3.1 CMIE**

Centre for Monitoring Indian Economy Pvt. Ltd., abbreviated as CMIE. CMIE is exclusively found to encounter the challenges of the new world of information, computers and communications. It has a clear edge in terms of database size, diversity, and quality and a clear awareness of the larger structure in which the economy functions. CMIE has a mission to “Help our clients take informed decisions”, a Vision to “Be the most effective source of economic information & knowledge solutions and has values of “Independence, Integrity, Reliability”.

Centre for Monitoring Indian Economy provides business and economic databases and develops specialized investigative tools to deliver to its customers for decision making and for research. It analyses the data to decipher trends in the economy. Centre for Monitoring Indian Economy has produced India's biggest database on the financial enactment of individual companies; it conducts the largest survey to estimate household incomes, pattern of spending and savings; it runs a unique observing of new investment and it has created the biggest integrated database of the Indian economy.

#### **3.2 Dataguru**

Dataguru has been the first to provide data-as-a-service (DAAS) in the Indian business information market. It also offers customized solutions as per the client's needs and online tools for undertaking marketing campaigns through direct mailer activities and email burst. In addition to that, it also specializes in data matching and appending, sales triggers and a host of executive and industry search tools. They combine business information and analytics to help customers make more informed decision and achieve better outcomes.

#### **3.3 EMIS**

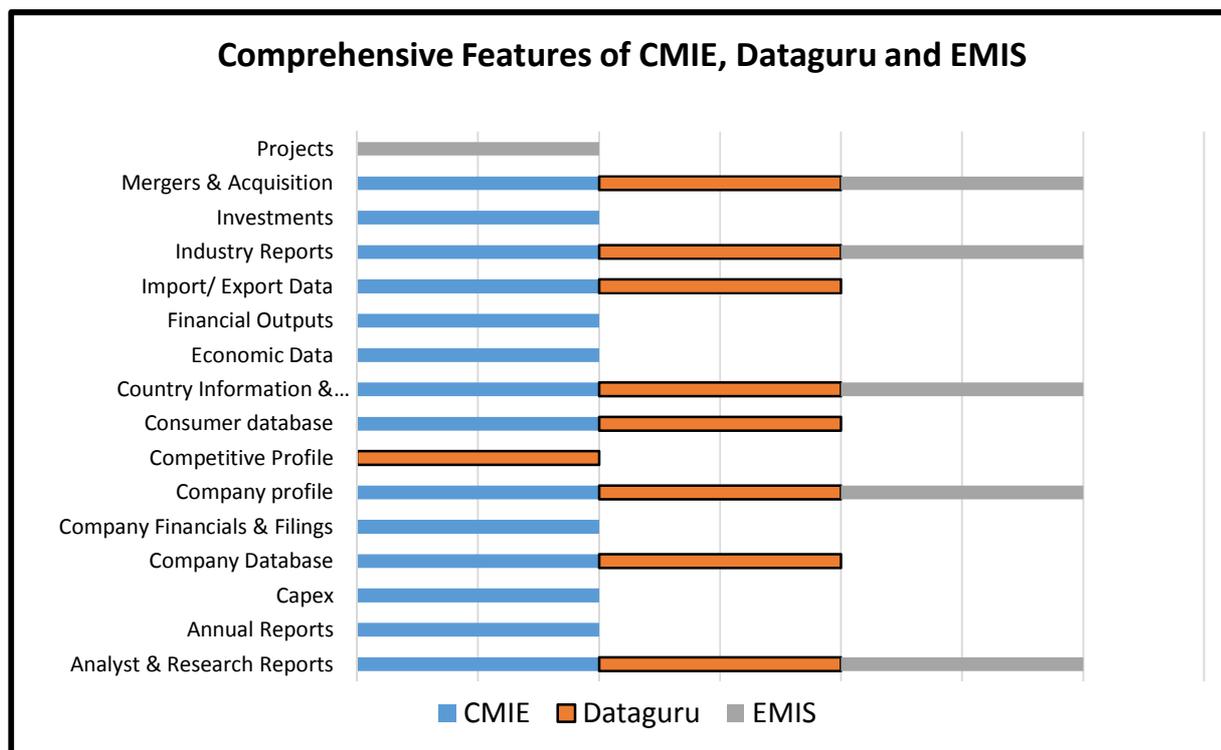
Emerging Market Information Services is the world's leading provider of information on emerging market companies and industry. This database contains information on over 2.3 million listed and private companies in over 125 countries. The content is approved from the best of the world's macroeconomic professionals, the most popular industry research firms and the most authoritative news providers which is combined with our own company and Mergers & Acquisition research to comprise a multi-faceted view of each emerging market. They also provide extremely detailed analysis on the most important business sectors in key markets.

#### 4. Comparison of Comprehensive feature of Select Market Research Databases

In the present study the three select databases under analysis were assessed for about sixteen comprehensive features mentioned in Table.1 and Graph.1. From the study it was found that CMIE, Dataguru and EMIS database provided information about analyst & research reports, company profile, country information & statistics, industry reports and merger and acquisitions. The details of company database, consumer database and import and export data is provided by CMIE and Dataguru only. All the necessary information about annual reports, Capex, company financials and filings, economic data, financial outputs and investments is provided by CMIE. Competitive profile information is given by Dataguru only and details about projects is available only in EMIS. It means that CMIE provides 87.5% information as required whereas Dataguru gives about 56.25% data and EMIS provides 37.5% of necessary information.

		Market Research Databases		
		CMIE	Dataguru	EMIS
Comprehensive Features	Analyst & Research Reports	Y	Y	Y
	Annual Reports	Y		
	Capex	Y		
	Company Database	Y	Y	
	Company Financials & Filings	Y		
	Company profile	Y	Y	Y
	Competitive Profile		Y	
	Consumer database	Y	Y	
	Country Information & Statistics	Y	Y	Y
	Economic Data	Y		
	Financial Outputs	Y		
	Import/ Export Data	Y	Y	
	Industry Reports	Y	Y	Y
	Investments	Y		
	Mergers & Acquisition	Y	Y	Y
	Projects			Y

Table 1: Comprehensive Features of CMIE, Dataguru and EMIS



Graph 1: Comprehensive Features of CMIE, Dataguru and EMIS

### 5. Summary and Conclusion:

There are very few studies undertaken to analyze the comprehensive features of market research databases. So the current study makes an attempt to assess the comprehensiveness of three well known market research databases. In the present study out of the three market research databases CMIE gives all the information about fourteen comprehensive features under study whereas Dataguru provides about nine features and EMIS gives only about five features out of the sixteen comprehensive parameters under study.

In the current scenario there are many market research databases that are available in the field for the market research professionals for retrieving relevant information so that they can play a major role in the decision making process of their clients but at the same time there are very few databases that provide all the necessary information on one single platform. Hence, it becomes necessary to purchase many databases to get relevant information which is directly dependent on the cost of the database to get all necessary information.

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