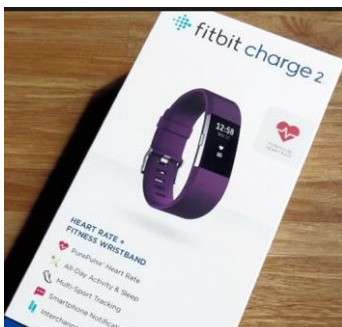


MKC1200:STP

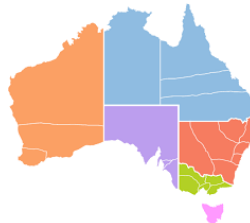
Guide to searching  database



Maylee Wee, Business economics subject librarian
April 2017



Choose one product





academic
in-text
references
APA
plagiarism
acknowledgement
guides
credibility
quotes



- You are expected to use at least 6 references in total for this assignment. The essay should be fully and correctly referenced using the APA 6th referencing style. The same reference should not be used more than five times.
- You must use at least two marketing textbooks as references.
- You must use at least three academic journal articles (Note: a limit of two references from the course reading list applies).
- You have to find one academic article from Business Source Complete
- Promotional print materials (newspapers, magazines, flyers, product brochures) should be included as references where appropriate.



SCHOLARLY v POPULAR RESOURCES

Scholarly journals are also known as peer reviewed/ academic journals. Popular sources include magazines, and newspapers.



SCHOLARLY v POPULAR RESOURCES

Language & Length

Specialised or technical vocabulary

Topic is narrowly focussed and research based

Long articles, 5 pages plus

Author assumes the reader already has a certain level of knowledge about the topic

Language & Length

Language understood by almost everyone

General/popular interest topics and new ideas

Short articles, less than 5 pages

Author writes in simple language with the assumption the reader won't know much about the topic

Sources

Always give full citations for sources

Sources

Very rarely give full citations for sources, or indicate at all where the information came from

Review Process

Peer-reviewed or refereed articles are screened and approved by other researchers and experts in that field

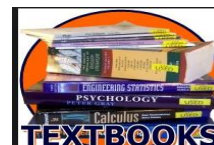
Review Process

Articles are reviewed and approved for publication by magazine or journal editor



Moodle

LECTURE NOTES



Reading Lists

Keywords used by authors in textbooks and journal articles

Access
Database

<http://www.monash.edu/library>



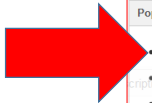
Transforming libraries

Our aim is to keep pace with the diverse and changing needs of a new generation of scholars and with new teaching and learning styles.

Search

Find books, articles, journals, databases and more

[Sign in](#) | [Advanced search](#) | [eJournals A-Z](#) | [Databases A-Z](#)



Home	Trials databases	General/multidisciplinary	Arts	Art, Design and Architecture	Business and Economics
Information Technology	Law	Medicine, Nursing and Health Sciences	Pharmacy	Science	Help/FAQ

Popular databases

- Business source complete
- Emerald
- Expanded Academic ASAP
- Factive

Subject databases

Browse for databases by Subject

Please select a subject

Think Differently

Searching: [Business Source Complete](#) | [Choose Databases](#)

	Select a Field (optional)	Search
AND		Select a Field (optional)
AND		Select a Field (optional)

+ -

FOUR
BASIC RULES
ABOUT

- Do not type whole sentences into each search box
- DO NOT use only ONE keyword, use at least 2 keywords
- Each keyword should be typed in a different box
- Exception applies when using OR which should be typed in the same search box



Find More Articles



Think of related OR similar terms for the same concept/keyword



- Use OR to find related terms fitness watches OR fitness trackers
- OR will find any of the key words not necessarily both
- Always finds more results
- Do not use too many OR in the search
- OR must be typed in the same search box and with capital letters
- Use asterisk at the end of the root word, eg position* to find various forms of the word. It will find words such as positioning, positioned



Use OR to find a related or similar term

Searching: Business Source Complete | Choose Databases

fitness watches OR fitness trackers	Select a Field (optional)
AND fitbit	Select a Field (optional)
AND	Select a Field (optional)

Search Results: 1 - 20 of 128

OR always find MORE results

Limit To

- ☐ Full Text
- ☐ References Available
- ☐ Scholarly (Peer Reviewed) Journals

2012 Publication Date 2017

Show More

Source Types

- ☒ All Results
- ☐ Magazines (79)
- ☐ Newspapers (35)
- ☐ Product Reviews (23)
- ☐ Trade Publications (10)
- ☒ Academic Journals (3)

Check one of these boxes

Search without using OR

fitness watches	Select a Field (optional)
AND fitbit	Select a Field (optional)
AND	Select a Field (optional)

Search Results: 1 - 3 of 3

Limit To

- ☐ Full Text
- ☐ References Available
- ☐ Scholarly (Peer Reviewed) Journals

2015 Publication Date 2016

Show More

Source Types

- ☒ All Results
- ☐ Magazines (2)
- ☐ Newspapers (1)
- ☐ Product Reviews (1)

COMPARE
the difference in search results

TOP TIPS

Use **Asterisk** to find more results

Business Source Complete | Choose Databases

fitbit

AND position*

Search Results: 1 - 14

Without the asterisk

fitbit

AND position

Search Results: 1 - 7

COMPARE

- Use of asterisk at the end of position will also find other words which end with position eg positioning, positioned
- Will always find more results

To limit results to find only peer reviewed or scholarly journals



Limit To

☐ Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

1973 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Magazines (151)

☐ Trade Publications (70)

☐ Academic Journals (65)

☐ Books (3)

☐ Newspapers (1)

You can also change the dates by moving the slide



Find LESS Articles

- Use more keywords to search.



- Use to search for exact phrases or words using quotation marks, these words must occur in the exact order in which they appear eg "consumer behaviour"

- Use less keywords to search



How to find less articles: Use more keywords

This search has **two** keywords

Searching: [Business Source Complete](#) | [Choose Databases](#)

1	coffee	Select a Field (optional) ▼
2	AND ▼ consumers	Select a Field (optional) ▼
	AND ▼	Select a Field (optional) ▼

Search Results: 1 - 20 of 3,925

COMPARE

This search has **three** keywords

1	coffee	Select a Field (optional) ▼
2	AND ▼ consumers	Select a Field (optional) ▼
3	AND ▼ target*	Select a Field (optional) ▼

Search Results: 1 - 20 of 132

You have to use Australia as a keyword to find articles relating to Australia

Limit To

☐ Full Text
☐ References Available
☐ Scholarly (Peer Reviewed) Journals

2008 Publication Date 2017

Show More

Source Types

☐ All Results
☒ Academic Journals (10)
☐ Trade Publications (35)
☐ Magazines (8)
☐ Market Research Reports (4)

Searching: Business Source Complete | Choose Databases

coffee Select a Field (optional) Search

AND consumers Select a Field (optional)

AND australia Select a Field (optional)

Basic Search Advanced Search Search History

Compare the source types for these two searches. What is the main difference?

2013 Publication Date 2016

Show More

Source Types

☒ All Results
☐ Magazines (3)
☐ Product Reviews (2)
☐ Newspapers (1)

fitbit Select a Field (optional)

AND australia Select a Field (optional)

AND Select a Field (optional)



fitbit Select a Field (optional)

AND brand* Select a Field (optional)

AND Select a Field (optional)

Basic Search Advanced Search Search History

fitbit Select a Field (optional)

AND consumers Select a Field (optional)

AND Select a Field (optional)

Basic Search Advanced Search Search History

Search Results: 1 - 20 of 117

Searching: Business Source Complete | Choose Databases

fitbit OR wearable technology OR smart watches Select a Field (optional)

AND market* Select a Field (optional)

AND Select a Field (optional)

Basic Search Advanced Search Search History

Searching: Business Source Complete | Choose Databases

nescafe Select a Field (optional) Search

AND consumers Select a Field (optional)

AND Select a Field (optional)

marketing Select a Field (optional)

AND nescafe Select a Field (optional)

AND position* Select a Field (optional)

Basic Search Advanced Search Search History

its Search Results: 1 - 10 of 10

If there is no pdf click

Check for full text

Fit for life: A content analysis of fitness tracker brands use of Facebook in social media marketing.

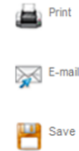
Authors: [Pinto, Mary¹](#) [mvp49@psu.edu](#)
[Yagnik, Arpan²](#)

Source: [Journal of Brand Management](#), Jan2017, Vol. 24 Issue 1, p49-67. 19p.

Document Type: Article

Author-Supplied Keywords: [Facebook](#)
[fitness brands](#)
[social media](#)

Abstract: Social media is seen as a key ingredient to build an organization's brand strategy and promote products and brands to consumers. The purpose of this study is to examine how fitness tracker brands use social media - in particular, Facebook - to advertise their products, develop brand **positions**, and target specific audiences. A content analysis was conducted of the Facebook pages for four fitness tracker brands: **Fitbit**, Garmin Fitness, Jawbone, and Misfit for a four-month time period in 2015. A total of 421 posts were analyzed. The information recorded for analysis included timing (post date and time), popularity (likes), engagement (comments, shares, and hashtags), format of post, elements included, advertising appeal, marketing promotions, and selling points. Four research questions were investigated. Results offer significant implications for academicians as well as practitioners in the domain of social media brand management for the fitness industry. [ABSTRACT FROM AUTHOR]



"instant coffee"	Select a Field (optional) ▼
AND ▼	consumers
AND ▼	

10. Why Your Customers' Social Identities Matter.



By: Champness, Guy; Wilson, Hugh N.; Macdonald, Emma K. Harvard Business Review. Jan/Feb2015, Vol. 93 Issue 1/2, p88-96. 9p. 7 Illustrations.

Subjects: **Consumer** behavior; Marketing science; Decision making; RESEARCH; MARKETING; Automobile and Other Motor Vehicle Merchant Wholesalers; Other transportation equipment manufacturing; Recreational and other motor vehicles merchant wholesalers; Motorcycle, boat and other motor vehicle dealers; Motorcycle, ATV, and All Other Motor Vehicle Dealers; **Coffee** and Tea Manufacturing; Group identity; Social groups; Social psychology; Prius automobile; Hybrid electric cars; All terrain vehicles; **Instant coffee**

Show all 8 Images



Times Cited in this Database (x)

[HTML Full Text](#) [PDF Full Text \(3.9MB\)](#) [Check for full text](#)

Can you use this article even though it is not academic or scholarly?



Result List | Refine Search | 1 of 10

Using choice experiments to find double jeopardy patterns.

Authors: Greenacre, Luke¹ Luke.greenacre@unisa.edu.au
Tanusondjaja, Arny¹
Dunn, Steven¹
Page, Bill¹

Source: International Journal of Market Research, 2015, Vol. 57
Issue 5, p743-758, 16p, 4 Charts, 2 Graphs

Document Type: Article

Subject Terms: *RESEARCH
*Consumers -- Attitudes
*Marketing research
*Discrete choice models
*Decision making
Consumer behavior
Coffee industry



PDF Full Text (6.4MB)

Read the abstract and evaluate if this article refers to Australia. Can you use this article?

Abstract: Double jeopardy is one of the most important empirical patterns of **consumer** brand purchase behaviour. It asserts that large brands benefit from having more **consumers** who are also generally more loyal. Traditional methods for detecting double jeopardy patterns in **consumer** purchasing behaviour rely heavily on the availability of panel data. Although alternative methods have been proposed, these too require large quantities of data, making them costly to implement for many managers and researchers. This study proposes a new method for detecting double jeopardy patterns that requires only small samples of data. Using the instant **coffee** market in the US to test this new method, it is shown that repeated discrete choice experiments can produce proximate measures to those used as inputs to double jeopardy calculations. This approach gives researchers an economical and easy method to test whether a market conforms to double jeopardy, allowing them to keep managers informed about the properties of **consumer** purchase behaviour in their markets. [ABSTRACT FROM AUTHOR]



A Basic Principle

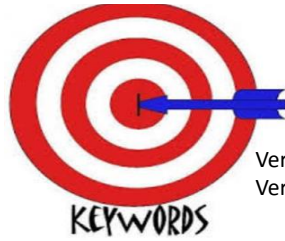
Real learning has not occurred until a student shows that he or she can use or apply the knowledge.



APPLY relevant information to the essay



Trouble-shooting guide



Very general or broad keywords = too many results
Very specific keywords = too few or zero results



Find a balance between using very broad or very specific keywords so as to get relevant search results



KEYWORDS



<http://resources.lib.monash.edu.au/learning-objects/databases/business-source-complete/>



Industry reports are also known as market reports or industry profile. They provide specific industry/product information such as the competitive environment, major companies, key statistics etc.

<http://guides.lib.monash.edu/subject-databases>

Accessing databases

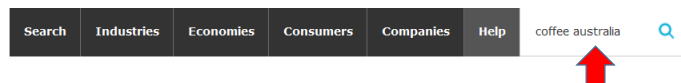
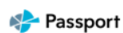
- [How to access databases and electronic resources](#)
- [Browsers and settings](#)
- [Terms and conditions of use](#)

Browse databases by title

A | B | C | D | E | F | G | H | I | J | K
 | L | M | N | O |
P | Q | R | S | T | U | V | W | X | Y | Z
 | 0-9 |

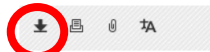
[Trial databases](#) | [Help/FAQs](#) | [A-Z databases](#)

Passport



Analysis

[Back To Results](#)



Download pdf

Coffee in Australia

Category Briefing | 07 Feb 2017

Coffee in Australia

CATEGORY BRIEFING | FEB 2017

Influenced by the strong café culture in Australia, consumers are increasingly interested in the origins and tastes of their coffee products. Consumers ask more questions about where their coffee is from and this is reflected in the strategic plans ...

COMPETITIVE LANDSCAPE

■ Nestlé **Australia** Ltd led **coffee** sales in 2016 with a retail value share of 58%. In addition to Nestlé **Australia** Ltd's extensive brand portfolio, which is strongly positioned across most **coffee** categories, the company benefited from the growth of fresh ground **coffee** pods and the high levels of instant **coffee** consumption in the country. Within fresh ground **coffee** pods, it continued to dominate holding an 82% value share mostly through its with Nespresso brand (77% value share). Over the review period, however, Nespresso lost slight value share to private label pod products. This is expected to continue, although continued innovation by Nestlé **Australia** Ltd may challenge this. For example, the company released new flavour varieties of fresh ground **coffee** pods, such as the Americano Intenso, a stronger **coffee** variety and Ristretto Ardenza, which comprises hazelnut and liqunice flavours.

Australian Bureau of Statistics (ABS)

Google **ABS demographics age groups**

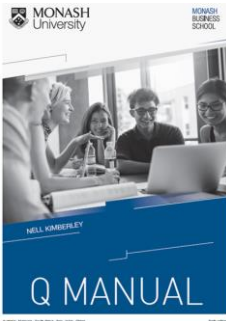
Population by Age and Sex, Australia, States and Territories
www.abs.gov.au/ausstats/abs@.nsf/0/1CD2B1952AFC5E7ACA257298000F2E767...
 Graph: Population Change, Age group—1996 to 2016. Between 1996 and 2016, the proportion of Australia's population aged 15-64 years remained fairly Australian 2015 estimates are from ABS, Australian Demographic Statistics (cat. no.)

Population by Age and Sex, Australia, States and Territories
www.abs.gov.au/ausstats/abs@.nsf/.../7A40A407211F35F4CA257A2200120EAA?...
 Mar 23, 2016 - At 30 June 2015, Tasmania had the oldest median age of all the states and territories ... Graph: Population Change, Age group—1996 to 2015.

3235.0 - Population by Age and Sex, Regions of Australia, 2015
www.abs.gov.au/ausstats/abs@.nsf/mf/3235.0
 Aug 18, 2016 - KEY POINTS AT 30 JUNE 2015. Greater Darwin was the only capital city where males outnumbered females. The SA2s with the highest sex ...

1200.0.55.006 - Age Standard, 2014, Version 1.7
www.abs.gov.au/.../1200.0.55.006main+features62014,%20Version%20...
 Mar 7, 2014 - The ABS recommends five or ten year age groups for most The in-scope population for Labour Force Surveys includes persons over 15 ...

Australia Five year age groups - Id Profile - id the population experts
profile.id.com.au/australia/five-year-age-groups
 There were 402708 people over the age of 85 living in Australia in 2011, with largest age group being 40 to 44 year olds. Access in-depth demographics for ...



Refer to “The Research Process”, Chapter 4, Q Manual (2016) for more detailed information on how to search effectively and chapter 3.2 Referencing: APA style (p.34-48)

pdf

Student Q manual
 Neil Kimberley author.
 Sixth edition 2016
 Available on View It Tab. The library also has physical copies.

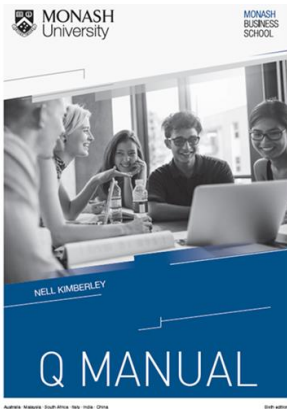
Book **View It** Details Get It Reviews & Tags Virtual Browse

Monash University Library

Request Options:

Location	Matheson Library	General Collection -- Levels 2 to 5	378.945 K49Q 2016
Availability:	(6 copies, 0 available, requests)		

Print copies



Personal communications use in text-citation only (refer to page 46)

- Personal communications are not included in the reference list as they are inaccessible to the reader, but are cited in the text in the following ways:

R. Smith (personal communication, August 15, 2015)...

... (R. Smith, personal communication, August 15, 2015)

- Websites, p. 46-47
- Magazines and newspapers, p. 44
- *Industry report – from a database (e.g. IBISWorld) p.43*
- *Market report – from a database (e.g. Passport) p. 44*
- Images and audio visual sources, p.45
- *Newspaper article accessed from the web, open access. p.44*
- Streaming video (youtube), p.46
- Brochures and factsheets. p.46
- Statistics eg ABS statistical publication – online. p.47
- *Electronic journal article – with a digital object identifier (DOI), p.41*
- *Electronic journal article without a DOI, p.42*



before



Dropin: 11-12 pm
Wednesday 26 April
Training room 1