

3 rd year of license- Marketing	3 nd TD Dr. GOURI M	Full name:.....
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Documentary research

1. Read the list of tools or sources below.
2. Classify each one in the table according to its category:

Bibliographic search tools (used to find documents)

Documentary sources (the documents themselves)

Document analysis tools (used to organize and analyze information)

List of items:

Google

E-learning

Company annual report

Statista database

University library catalog

Scientific article

ChatGPT

Zotero

NVivo

Thesis or dissertation

Academic journal

Excel

Type of tool	Examples	Role in research
Bibliographic search tools	...	Help locate and identify where documents can be found
Documentary sources	...	Provide the actual information and data used for analysis
Document analysis tools	...	Help organize, analyze, or cite collected information

3. Is it important to combine different tools of documentary research in a marketing study?

Solution TD 02:

Type of tool	Examples	Role in documentary research
Bibliographic search tools	- Google- University library catalog – E-learning-	These tools help locate and identify existing documents (articles, reports, books, studies, etc.). They allow researchers to find relevant sources using specific keywords.
Documentary sources	- Scientific article - Company annual report - Statista database - Thesis or dissertation - Academic journal (<i>Journal of Marketing</i> , etc.)	These are the documents themselves, which provide the data and information used in research. They can be primary sources (original data) or secondary sources (previously published information).
Document analysis tools	- Zotero - NVivo - Excel - ChatGPT	These tools are used to organize, process, analyze, and cite collected information. Zotero helps manage bibliographic references, NVivo is used for qualitative data analysis, and Excel helps organize and analyze quantitative data.

It is important to combine different types of documentary research tools in marketing research because each serves a complementary purpose:

Bibliographic tools help find relevant sources.

Documentary sources provide actual information and evidence.

Analysis tools help interpret, organize, and present results clearly and accurately.

Therefore, this combination make a reliable and methodical research process.