

## Difference Between Primary and Secondary Research

Research is an art of scientific investigation. It is a methodical search for relevant information or facts on a particular topic. It aims at discovering the answers to questions by applying scientific procedures. It is very helpful in the collection of authentic data. There are two kinds of research, i.e. primary research and secondary research. **Primary research** is one that involves the gathering of fresh data. On the contrary, **Secondary research** is a research method which involves the use of data, already collected through primary research. The main difference between primary and secondary research lies in the sources of data collection.

### Comparison Chart

BASIS FOR COMPARISON	PRIMARY RESEARCH	SECONDARY RESEARCH
Meaning	Research conducted to gather first-hand information, for the current problem is called Primary Research.	Secondary Research is one that involves use of information gathered originally by primary research.
Based on	Raw data	Analysed and interpreted information
Carried on by	Researcher himself	Someone else
Data	Specific to the needs of researcher.	May or may not be specific to the needs of researcher.
Process	Very Involved	Rapid and Easy
Cost	High	Low
Time	Long	Short

### Definition of Primary Research

A type of research, wherein the research aims at acquiring new and original data by primary sources, is known as Primary Data. As the term 'primary' implies 'first and foremost' and when

it is linked with research, it means an in-depth exploration of facts by the researcher himself and that too with the one to one communication with the people, who know about the subject.

It is a bit difficult to conduct primary research because it requires a lot of time, money, resources and some prior information about the subject. With a view to getting needed information, the researcher has to start from scratch. The research can be performed through interviews, questionnaires, observations, etc.

### **Definition of Secondary Research**

The research which involves analysis, interpretation and summarization of primary research, is called secondary research. In finer terms, the research in which data is obtained from readily available sources is secondary. As the data available is already analysed and interpreted, the researcher only needs to figure out the data of his choice, i.e. the relevant information for the project.

In this type of research, the researcher uses information gathered by government agencies, associations, labour unions media sources and so on. The data assembled is primarily published in newsletters, magazines, pamphlets, newspapers, journals, reports, encyclopaedias etc.

### **Key Differences Between Primary and Secondary Research**

You can find out the difference between primary and secondary research, in the following points in detail:

1. Research conducted to gather first-hand information, for the current problem is called Primary Research. Secondary Research is one that involves the use of information obtained originally by primary research.
2. Primary Research is based on raw data, whereas secondary research is based on analysed and interpreted information.
3. The primary research, the data is collected by the researcher himself or by the person hired by him. As against this, the secondary research, the data collection is performed by someone else.

4. The primary research process is very involved which deeply explores the topic. Conversely, the secondary research process is fast and easy, which aims at gaining broad understanding about the subject.
5. In primary research, as the researcher conducts the research, the data collected is always specific to the needs of the researcher. As opposed to secondary research, wherein the data lacks particularity, i.e. it may or may not be as per the requirements of the researcher.
6. Primary research is an expensive process; wherein high cost is involved in the exploration of data and facts from various sources. Unlike Secondary research, is an economical process wherein the low cost is involved in acquiring pertinent information because the data is already collected by someone else.
7. Primary research consumes a lot of time as the research is done from scratch. However, in the case of secondary research, the collection of data is already done, the research takes comparatively less time.

## **Conclusion**

Both primary and secondary research have their advantages and disadvantages. While primary data is need-specific and quality is also up to the mark, but it is expensive and consumes more time. Secondary research, on the other hand, is cheap, and the data collection is easy, but it is also possible that the data may be outdated and does not suit your requirements. So, before choosing any of these two, first examine your requirements, sources, costs, etc. to choose the best research type for your project.