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PARTNERSHIP BETWEEN PRODUCER AND USER OF MARKETING INFORMATION: ROLE OF INTERNATIONAL STATISTICAL AGENCIES [1]

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I. Introduction

1.1 The theme of the Conference, "Progress Through Market Information, Research and Management," signifies that marketing information is now recognized as one of the decision inputs which may collectively be considered as one or probably the most important single factor in successful decision making. With this recognition, this input should then be managed in a manner similar to how we manage labor, capital, and physical assets. But the application of effective management for the monitoring, collection, storage and retrieval of information for marketing purposes is at best a long-term goal.[3] But through joint efforts, it may be possible to establish not only National Marketing Data Banks but also in Asia and Pacific (ASPAC) Regional Marketing Data Bank at a reasonably given period of time.

1.2. Ineffective information management in marketing may be due to two important factors. First and foremost is the lack of appropriate and effective dialogue between the users of information such as managers, researchers and planners and the producers such as statistical agencies at both national and international levels. The second factor is the lack of coordination in the complex process of assembling data among the different producers and also of the lack of similar understanding among users of marketing information. The inter-

[1] This paper is a revised version of an earlier draft presented by Dr. Onate at the Sixth Asia-Pacific Regional Marketing Conference held at the Philippine Village Hotel, Pasay City, Philippines in October 1974.

[2] The author is Chief Statistician of the Asian Development Bank (ADB). However, the views expressed in the paper are the personal views of the author and do not reflect those of any institution or agency.

[3] Cox, K.K. and B.M. Enis. The Marketing Research Process. A Managerial Approach to Purchasing Relevant Information for Decision Making. Goodyear Publishing Co., Inc., Pacific Palisades, California, 1972.

action for effective inter (between) and intra (within) dialogues for producers and users should be attempted at the national, regional and international levels. The users of marketing information, singly and collectively, at all levels, should be in a good position to indicate what they need while the producers also at the national and regional levels should be able to show what they can offer. This dialogue should be a continuing process in the long pursuit for a coordinated joint effort in the production of useful marketing information,[1] which could help accelerate the establishment of a Regional Marketing Data Bank. The role of international statistical agencies is closely linked with the role of national statistical systems (NSS) [2] in providing marketing information for research and management.

II. Marketing in Development

2.1. In indicating the role of marketing in the realm of national development the possible relevant statistics needed by marketing management and research would also emerge. These statistics could be macro or micro depending upon the source and the need of a particular problem. It is now being recognized that marketing must be considered as a component in the country's developmental plans so that sound and efficient marketing strategies could carefully be synchronized with production, distribution, consumption and other important components of such plans.

2.2. In the past, marketing had been associated with the distributive trade or commerce. Recent events, however, indicate that marketing is not only directly involved in many sub-sectors but has provided also a bridge between production, distribution and consumption at both intranational and international levels.[3] If so, marketing contributes directly or indirectly to practically all sub-sectors of the economy in the generation of income and employment but with special reference of its contribution to the distributive trade sector whose share may increase in

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[1] It is of course recognized that there are competitive data on a particular industry or commodity or trade which will have to be kept restricted by the particular firm or marketing enterprise.

[2] Statistical system of a country would refer to the totality of efforts to collect, compile and publish data at the local, state or provincial, and national levels.

[3] See for example the discussions in David Carson's "International Marketing: Comparative Systems Approach." John Wiley & Sons. N.Y. 1957 or J.Z. Kracman's "Marketing Research in Developing Countries." Praeger Publishers, N.Y., 1971.

total GDP as development proceeds to the next stage.[1] Table 1 shows the population and its rate of growth and the share of each sector of the economy for selected ASPAC countries for 1964 and 1974 or 1973. The figures may indicate the share of marketing in the economies of the countries in the Region and the relative market size of each country. Components of the population include age, sex, income and expenditure by age/sex, urban-rural distribution, literacy, education, customs, religion, family and ethnic groupings which are important in the study of the demand side and marketing strategies. On the other hand, population is also the supplier of entrepreneurs, managers and many shades of the labor force.

2.3. In its efforts to attain its objective and performance, marketing strategy deals with all sectors of human endeavor and it must, therefore, consider the broad aspects of the environment.[2] This situation requires for the harmonization of the total environment with strategy [3] where total environment may consist of the broad spectrum of economic, social, cultural, political and technological factors. The needed information to monitor these requirements will involve, therefore, the broad aspect of collecting development indicators.[4]

2.4. Whether in the field of consumer satisfaction, industrial marketing or international trade, management and research on many aspects of marketing require current and accurate statistics for sound strategy planning and efficient decision making. The results of quantitative research should be based on good satistics so that the results could be used effectively for various marketing strategies. In order to achieve its basic objectives and to attain the desired performance, a good knowledge of the sources of relevant statistics or information for any given undertaking is a basic first step toward the organization of an effective statistical intelligence in mar-

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[1] Weston, J.F. "A Framework for Product-Market Planning. In Management Sciences in the Emerging Countries: New Tools for Economic Development." Edited by N.N. Barish and M. Verhults. Pergamon Press, 1965.

[2] International Marketing Strategy. Edited by H.B. Thorelli. Chancer Press, Ltd., Bungay, Suffolk, United Kingdom, 1973.

[3] Markets and Marketing in Developing Economies. Edited by Reed Moyer and S.C. Hollander. American Marketing Association. R.D. Irwin, Inc. Homewood, Illinois, 1968.

[4] Development has multi-dimensional aspects which may be economic, social, cultural, political and technological. Thus, indicators must be devised to measure appropriately each of these components and its elements. See for example, "Measuring Development" which appeared in the April 1972 issue of the Journal of Development Studies with Nancy Baster as guest editor.

TABLE I.
POPULATION AND SHARE OF MAJOR SECTORS IN GDP: 1964 & 1974
(Selected Asian and Pacific Countries

Countries	Population 1974 (Million)	Rate of Growth 1964/1974 (%)	National Currency	GDP (Bn. n.c.) 1964	1974	Agriculture (%) 1964	1974	Manufacturing (%) 1964	1794	Commerce (%) 1964	1974	Others (%)r 1964	1974
Afghanistan, GDP, 1965/66 mp	18.71	2.4	Af.	52.1	60.8[a]	53.7	49.0[a]	1.4	2.3[a]	11.8	12.6[a]	33.1	36.1[a]
Bangladesh, GDP, 1972/73 fc	74.99	2.4	Taka	51.8[a]	50.9	61.4[a]	59.6	8.3[a]	7.8	7.5[a]	7.7	22.8	24.9
British Solomon Is., GDP, fc	0.184	2.7	A$	17.6	31.0[b]	63.4[c]	59.3[c]	3.4[a]	1.4[c]	4.2[a]	8.0[c]	29.0[c]	31.3[b]
Burma (Union of), 1969/70 mp	30.27	2.2	K	8.3	11.0[b]	36.5	35.0[b]	8.9	11.2[a]	26.4	24.5[a]	28.2	29.3[b]
China (Republic of), NDP, fc	15.72	2.8	NT$	102.4	537.5	27.7	16.8	20.4	30.9	15.0	15.5	36.9	36.8
Fiji, GDP, 1970. pv	0.56	2.3	F$	0.2[a]	0.2[d]	24.7[a]	20.1[b]	12.3[a]	12.2[b]	16.5[a]	18.3[b]	46.5[a]	49.4[b]
India, GNP, fc	586.06	2.2	Rs	179.8	521.9	47.1	43.2	15.6	22.6	9.6	—	27.7	34.2
Indonesia, GDP, 1960 mp	129.12	2.3	Rp	42.5	70.7[b]	52.6	42.9[b]	8.4	—	16.0	—	23.0	57.1
Korea (Republic of), 1970 fc	33.47	1.9	Won	1335.6	3398.9	46.0	25.2	10.6	27.1	11.8	16.7	31.6	31.0
Malaysia, GDP, 1970 fc	11.65	2.7	M$	10.2[a]	13.8	33.0[a]	31.7	13.2[a]	16.1	13.7[a]	13.3	40.1[a]	38.9
Nepal, GDP, mp	12.07	2.0	Rs	5.6[d]	11.3[b]	65.2[d]	68.4[b]	8.0[d]	9.6[b]	5.5[d]	3.5[b]	21.3[d]	18.5[b]
Pakistan,GDP, 1959/60 fc	65.33	2.7	Rs	20.3	37.2	43.3	36.4	15.7	15.6	14.4	13.4	26.6	34.6
Philippines, NDP, 1967, fc	41.46	3.0	₱	18.9	32.4	33.6	29.7	17.7	20.8	15.0	16.0	33.7	33.5
Singapore, GDP, 1968, fc	2.22	1.9	S$	2.8[d]	7.7	3.3[d]	1.7	15.3[d]	21.0	29.0[d]	29.2	52.4[c]	48.1
Sri Lanka, GDP, 1959 fc	13.49	2.2	Rs	7.4	10.8	36.3	33.3	11.2	13.2	15.6	13.1	36.9	40.4
Thailand, GDP, 1962 mp	41.02	3.1	Baht	73.7	148.5	35.4	27.9	14.5	18.3	16.4	18.6	33.7	35.2
Tonga, GDP, fc	0.099	3.1	T$	—	0.02	—	52.1[e]	—	2.4[e]	—	9.8[e]	—	35.7[e]

[a] 1970 [b] 1973 [c] 1972 [d] 1965 [e] 1971

keting.[1] Many of the more important current marketing information are collected by the respective NSS. The data are in turn passed on to the United Nations Statistical Office (UNSO) or to the UN specialized agencies and to other institutions. At the national level, each industry or business concern maintains at least some quantitative information from its own collection (which may be kept secret), its competitive performances which are the most complex and most difficult information to compile and also relevant statistics on the national economy which are produced by the respective NSS. The flow of competitive production plus import minus export from countries of origin and countries of destination is considered by many as the ideal competitive business barometer for most commodities traded in the international market.[2] The maintenance of such record is difficult to implement on a commodity by commodity basis or on a country to country basis and such a system of recording statistics would in fact require the cooperation and assistance not only of one international statistical agency or the cooperation and assistance of other international statistical agencies but also the cooperation of the statistical systems of most countries.[3]

Quality and Standard of Data

2.5. An assessment by the author of the quality of current statistics in the Asian Region showed that the standard is low to fair in quality.[4] Improvement in the quality of statistics would also be an important step toward improvement of management skills and in the soundness of results of research through use of better quality marketing information.[5] Standard concepts, definition, classification systems and related topics have been recommended by the UNSO and the UN specialized

[1] Some of the topics of the Philippine Marketing Association Conference are on sources of data for industrial marketing and for consumer markets.

[2] In attempting to identify relevant marketing information for marketing managers and researchers, the views presented in the summary and conclusions of the book entitled "International Marketing. Comparative Systems Approach" by D. Carson and published by J. Wiley & Sons, N.Y., 1967 should be considered.

[3] ADB's TA Project on ESCAP (ECAFE) Regional Commodity Balance Sheets discussed in later sections illustrates an example of statistical cooperation on a regional basis. ESCAP, FAO, ADB and the Institute of Developing Economies (IDE) in Tokyo and six member countries of ADB, namely: Indonesia, Malaysia, Philippines, Singapore, Thailand and the Republic of Korea are cooperating on this regional project.

[4] Onate, B.T. Improvement of the Quality of Current Statistics in the Asian Region. ADB Occasional Papers Nov. 5, 1971.

[5] For example, national data to measure market size are available in the Regional Tables of ADB's Key Indicators issued bi-annually in April and October. See Tables I and II of the paper.

agencies by the IBRD [1] and the IMF. These aspects of providing international standards and related programs are basic roles of international statistical agencies toward providing quality information for marketing decisions. Extreme care must, however, be exercised to assure adequate comparability and consistency among various national indicators and other related data for use of the Data Bank. Commodity and establishment data, generally, serve as building blocks of GNP estimates. The interplay of prices and quantity, supply and demand, will generate inflationary or deflationary trends and which are important marketing information. Some examples

Table II. **Changes in Consumer Price Index in Selected Developing ASPAC Countries: 1964-1974 (1969 = 100)**

SELECTED ASPAC COUNTRIES	1971/70	1972/71	1973/72	1974/73	ANNUAL 1964-1974
INDONESIA	4.4	6.4	31.2	40.4	42.0[a]
WESTERN SAMOA	—	—	9.4	25.0	17.0[b]
LAOS	1.3	25.2	30.7	49.7	14.3[a]
BANGLADESH	5.2	15.3	49.6	39.1	13.3
KOREA, REP. OF	12.3	11.8	3.1	23.6	12.0
PHILIPPINES	14.6	10.2	11.0	34.4	10.0
INDIA	3.3	6.3	11.9	21.1	8.7
PAKISTAN	4.7	5.2	20.6	29.2	8.5
CHINA, REP. OF	2.9	4.6	13.1	8.4	8.3
TONGA	2.1	6.5	21.0	13.1	8.2
NEPAL	2.0	8.4	11.4	19.9	8.1[c]
AFGHANISTAN	30.3	14.9	- 14.6	- 7.8	6.3[d]
BURMA, UNION OF	0.6	8.8	20.1	n.a.	6.3[e]
HONG KONG	3.4	6.1	18.6	14.4	6.2
THAILAND	2.0	4.0	11.8	23.3	5.3
PAPUA NEW GUINEA[f]	3.4	6.6	15.5	15.1	5.3
SRI LANKA	3.1	6.1	9.4	12.5	5.2
MALAYSIA	1.6	3.1	10.6	17.3	4.7
FIJI	6.5	9.1	11.2	14.5	4.5
SINGAPORE [g]	1.9	2.1	22.9	22.3	3.6
BRITISH SOLOMON IS.[h]	6.8	1.3	3.2	1.5	3.5

SOURCE: National publications and data releases.

[a] 1966 - 1974
[b] 1972 - 1974
[c] 1967 - 1974
[d] National Price Index
[e] 1963 - 1973
[f] Average of four (4) quarters
[g] Beginning 1973, base is November 1972 = 100
[h] Fourth quarter of each year

[1] Onate, B.T. Tentative Allocation of the Unified Purpose Code to ADB Loans. IBRD/ADB Seminar on External Debt Reporting. Proceedings and Papers. Manila. 22-26 November 1871. The coding system is derived almost entirely from the UN International Standard Industrial Classification (ISIC). The Seminar studied methods and statistical criteria in devising a common language for reporting transactions, interest rates and maturities in international financial market operations.

of the annual change in the consumer price index for selected ASPAC countries are shown in Table II.[1]

III. International and Regional Organizations

3.1. The Europa 1974 Yearbook contains a world survey of existing international and related agencies in 1973. The list contains about 60 international and specialized agencies and about 70 regional organizations and/or inter-governmental institutions. Each of these organizations or agencies may in turn have varying levels of commissions and committees. Each of these agencies will have some form of quasi-regulatory activities that would generally require the gathering, evaluation and dissemination of information by areas of responsibilities at the regional and/or international levels. The UN specialized agencies and other institutions have corresponding statistical units or departments and some of them may have regional offices. For example, the Economic and Social Commission for Asia and the Pacific (ESCAP) in Bangkok whose parent body is the UN Economic and Social Council (ECOSOC) has a Statistics Division. Like the UNSO and the other UN specialized agencies, ESCAP has an Electronic Data Processing (EDP) system and has its own selected data bank.[2] A selected list of some of these regional and international agencies which could play leading roles in providing marketing information[3]

ESCAP	Economic and Social Commission for Asia and the Pacific (formerly ECAFE)
FAO	Food and Agriculture Organization
ILO	International Labor Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHO	World Health Organization
IBRD	International Bank for Reconstruction and Development

[1] Data given in Tables I and II are for illustration purposes only. A review of marketing data currently available in the ASPAC Region is given in the morning session of the Conference Agenda.

[2] For example, the Asian Development Bank (ADB) made some arrangements with the ESCAP Statistics Division for tabulation of special trade matrices which ADB needed for its studies on export financing schemes.

[3] Refer to the publication "Statistical Activities of the United Nations Statistical Office and the Specialized Agencies," prepared by the ESCAP (ECAFE) Secretariat dated 2 November 1973.

IMF	International Monetary Fund
IUOTO	International Union of Travel Organization
ICAO	International Civil Aeronautics Organization
UNCTAD	United Nations Commission for Trade and Development
Others	

It may be worthwhile to note that the UNSO, ILO, FAO, UNESCO and WHO have a joint undertaking in the publication of the recent issues of the "Compendium of Social Statistics" which contains a wealth of marketing information.

3.2. Good sources of marketing information are not limited to statistical units of these agencies. [1] One good example which may be of special interest is the Food and Agriculture Organization (FAO). This Committee consists of a number of Inter-Governmental Groups which meet at least once a year to discuss current situation, short-term and long-term outlooks, changing pattern of international trade, developments on trade policies and follow-up of potential markets on wine and vine products; bananas; citrus fruits; meat; oil seeds, oil and fats; rice and grains; cocoa; tea; jute, kenaf and allied fibers; hard fibers; milk and milk products; hides and skins; tobacco and food. The report on each product contains a wealth of marketing information on the past and present performances and future outlooks. Publications produced by some international organizations are not made readily available for public use.[2] Other organization such as the OECD, GATT, and others gather and publish valuable international data. Other sources of excellent business and marketing information are found in many other agencies, and countless organizations scattered all over the world.[3]

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[1] ESCAP publishes the Annual Economic Survey and the Quarterly Economic Bulletin for Asia and the Far East while the ADB published the Key Indicators and Trends for Developing Asia.

[2] These publications contain relevant marketing information and examples are the recent IBRD "Price Forecasts for Major Primary Commodities" and IBRD's monthly issue of the "World Economic Indicators" which contain market size indicators such as population, GNP, national savings, investment, trade, external debt and repayments, energy production and consumption, commodities, and international reserves.

[3] A world registry of organizations on marketing and management found in more than 150 countries was attempted in 1969 by the CBD Research Ltd., Beckenham, Kent, England in cooperation with the Institute of Marketing. The number of organizations could easily had increased during the last five years. The sources of data should include various publishers of information on a global basis.

Regional Statistical Activities

3.3. Statistical activities in the Asia and the Pacific Region are generally sponsored through the ESCAP Statistics Division in Bangkok and the UN Statistical Commission or the UNSO in New York. Each UN specialized agency may have separate program on statistical development. For example, the ESCAP Committee on Statistics (COS)[1] is conducted jointly by the ESCAP and UNSO. Through the cooperation of other UN specialized agencies, the Committee consisting of representatives of member governments, considers a wide range of program and projects of the UN family of agencies toward statistical developments in the Region.

3.4. It should be emphasized at this juncture that by and large, the respondents or suppliers of statistical series requested by international agencies and other organizations are the statistical and related agencies of member governments. The series are obtained either through separate specialized questionnaires, from national publications or a combination of these two sources. The contents and format of regional and international agency publications are designed to facilitate the use of comparable set of data at the national, regional and international levels. The stage of development of a country's statistical system and services will more or less indicate the extent and quality of the development indicators produced by the system. Consistency and comparability of data will depend upon the country's adherence to international statistical standards applicable to work programs in all sectors of national development such as production and industry, commodity and trade, national accounts, population and labor, prices and indices, food and agriculture, education and culture, transport and shipping, balance of payments and international reserves, external debt and repayments, and other standards advocated and recommended by international agencies.

Regional Commodity Balance Sheet: Source of Marketing Information

3.5. The Commodity Balance Sheet (CBS) is a statistical flow of the demand for and supply of commodities from the production, utilization and trade with the rest of the world.

[1] The ECAFE (ESCAP) sponsored Regional Commodity Balance Sheet was initially endorsed by this Committee in 1970 as a region-wide project. This Committee on Statistics met for the first time in Djakarta, Indonesia last November 1974.

The production and importation of a commodity constitute the total supply during a specific period. The total supply is utilized or disposed of to meet four types of demand, namely: (1) final consumption expenditures of households; (2) intermediate consumption by industries, producers of government services and private non-profit services; (3) capital information; and, (4) exports. As such, the CBS is an excellent source of marketing information and may be used as an illustration on how regional and international agencies and national governments could cooperate toward the implementation of a regional statistical project. [1]

3.6. For a particular commodity, the following relationships will illustrate the balance between supply and demand (utilization):

Total Supply is	equal to Production plus Imports
Total Demand is	equal to Final Consumption plus Intermediate Use plus Capital Formation plus Exports

These two relations can, therefore, be equated as follow:

Production + Imports = **Final Consumption** + Intermediate Use + Capital Formation + Exports

or

Total Supply equals Total Demand

In case of Food Products,[2] the elements in the equation are:

Production + Import = Food + Feed + Processing + Seeds + Stock + Waste + Exports

For mining and manufacturing goods,[3] the elements in the equation are:

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[1] These illustrations were derived from materials prepared for the ESCAP sponsored Commodity Balance Sheet Project, a Technical Assistance Project of the Asian Development Bank (ADB), approved by its Board last October 1973.

[2] This component is reported by the FAO of the United Nations.

[3] This component will be collated by the ESCAP Statistics Division with the cooperation of the Institute of Developing Economies (IDE) in Tokyo which has good data bank on Input/Output of some member countries in the Region. The basic sources of data are the six cooperating member countries, namely: Indonesia, Malaysia, Philippines, Singapore, Thailand and the Republc of Korea.

Production + Import = Consumption + Processing Materials + Fixed Capital + Capital Formation + Depreciation + Stock + Exports

Depending on the type of analysis, the elements in the two sides of the above relationships could be transposed.

3.7. The format of the CBS can be designed to meet varied needs. Tables IIIa, IIIb, IV and V show the preliminary format. Tables IIIa and IIIb represent commodity supply

Table III-a. **Sample Form for Commodity Balance Sheets: Supply Table**

Items	Commodity	
	Value (V)	Quantity (Q)
1. Gross output		
(1) + (2) / (3)		
(1) Shipment		
(2) Increase in stocks of finished goods held by producers (2.2-2.1)		
(2.1) Stocks at the beginning of the reference period		
(2.2) Stocks at the end of the reference period		
(3) Increase in stocks of goods in process held by producers		
2. Imports		
(1) Imports (C.I.F.) [a]		
(2) Import duties		
3. Total supply (at current producers' price) (1) + (2)		
4. Markups		
(1) + (2) / (3)		
(1) Wholesale trade margins		
(2) Retail trade margins		
(3) Transport charges		
(4) Others		
5. Total Supply (at current purchasers' price)		

[a] Elements can be in the form of a trade matrix by major or minor trading partners or by region or sub-region.

Table III-b. **Sample Form for Commodity Balance Sheets: Demand Table**

Items	Commodity Value (V)	Commodity Quantity (Q)
1. Intermediate consumption (1) + (2) + (3)		
(1) Industries		
(2) Producers of government services		
(3) Producers of private non-profit services		
2. Final consumption expenditure of households [a]		
3. Increase in stocks		
4. Gross fixed capital formation		
5. Exports (F.O.B.) [b]		
6. Waste		
7. Discrepancy		
8. Total demand (at current purchasers' price)		

[a] National household income/expenditure data are important micro information for intranational marketing studies.

[b] Trade data may be expressed in a form of a trade matrix by major or minor trading partners or by region or sub-region.

Table IV. **Intermediate Consumption**

	Input / Output	Commodity V	Commodity Q	Gross output of Industry V	Gross output of Commodity Q
Main users for commodity as intermediate consumption	Industry or commodity				
	Industry or commodity				
	Industry or commodity				
	Industry or commodity				
	Industry or commodity				
	:				
	Industry or commodity				
	:				
	Industry or commodity				
	Other industries				
	Total intermediate consumption by industries				

NOTE: The data are important basic elements in the aggregation of data for Input-Output Tables. The degree of aggregation will determine the size of the Input-Output matrix.

Table V. **Links Between National Community Classification (NCC), International Standard Commodity Classification (ISCC) and Standard International Trade Classification (SITC)**

Description of Community	NCC	ISCC	SITC

and demand, respectively, where the elements for each flow are described. Table IV shows in quantity (Q) and value (V) terms the intermediate consumption of the commodity by main industry in addition to gross output while Table V shows the links for a particular commodity between National Commodity Classification (NCC), International Standard Commodity Classification (ISCC), Standard International Trade Classification (SITC) or the National Trade Classification (NTC). The establishment of the link between standard commodity (industry) classification and standard trade classification from the national and international points of view is an important but very difficult procedure. This important link must be established so that there will be no misunderstanding about the identity of a commodity as it passes from the production or industrial sector to the trade sectors (domestic and international) and vice-versa.[1]

3.8. One of the major uses of the CBS is to provide for the basic data in Input-Output tables. Table IV of the CBS shows how the total supply of a commodity are distributed among the various types of demand or uses.[2] These flows would furnish the basis for the construction of the I/O tables. The input/output table is a summarization of the inter-industry transactions and the table for a given country encompasses a large number of industries; each industry produces an important commodity or a group of commodities. Marketing is not just selling the products but it also involves the development of

[1] The Institute of Development Economies (IDE), Tokyo published in April 1975 an article on "Total Classification Convertor System (TCC)" which was applied to IDE's international input-output system of trade and production for Japan, the Philippines and the United States.

[2] Conversely, good I/O tables could very well be the source of data for the CBS.

customer creating satisfaction and industrial marketing strategies. Marketing practices will turn the business system into a systematic planned process. With improved statistical national programme and other data compilation, one of the recognized powerful new tools which could be used as aid in this business system is the Input-Output analysis. This approach shades light on inter-commodity or inter-industry buying and selling usually a vital component of any marketing project.[1] Obviously, supply of and demand for the commodities contained in the commodity balance sheets would be used as basic data for the compilation of input-output table and vice-versa. Input-output table includes the technical relationship of input-output in the industry and the disposition of the output to end-users and the rest of the world.

3.9. The tabular commodity by commodity presentation enables one to trace the markets and assess the success in them. Generally, however, the presentation appearing in published materials is aggregated except for some of the key commodities. The I-O analysis permits a better forecast to be prepared thru the use of the 'technical coefficient'. Effect of changes in prices and volumes of commodities could be studied as these affect the other subsectors of the economy. The buying and selling or commodity flows are given in terms of volume or value. The 'technology coefficient' table gives the relationship between the selling industry on one side and the buying industry on the other side. These coefficients are the building blocks of input-output tables and with their use one can construct many types of marketing analysis and related strategies. The number of sectors will differ from country to country depending upon the importance given by a country to the commodities. For example, the Philippines published about 60 sub-sectors while the Republic of Korea reported 50 sub-sectors. However, before aggregating the respective commodities which make up a sub-sector, the I/O relationship for each commodity is available but could be found only in the worksheets. Requests for more detailed information on the basis of particular commodity or commodities will have to be channeled to the particular NSS of a given country. The Commodity Balances could be prepared on a current annual basis

[1] Some relevant literature on the subject are reported in "Marketing and Economic Development" edited by P.D. Bennet. American Marketing Association, 1965. Other examples are as follow: (a) Hill, R.M. Input/Output Tool of Analysis. Tiebout, C. Input/Output Analysis — A Tool for Industrial Market Research and (b) Johnson, R. E. Application of Input/output Analysis in Industrial Marketing Management.

while Input/Output Tables are presently prepared on longer time intervals, usually every five-years.

3.10. Information on the production and utilization of key commodities are essential to sectoral planning as they usually account for more than 50 per cent of the activities of that industry. In addition, the supply and disposition of key commodities should be kept under watch during the implementation of sectoral plan. These information are important for marketing strategies and research and are indeed useful to indicate the possible areas of trade cooperation.[1] Some of the projects submitted by countries for consideration of international financial development agencies [2] or for bilateral agreements are commodity-oriented projects such as those on jute, sugar, palm oil, tea, rice milling, fisheries, forestry, mineral sands, etc. The CBS could help facilitate the analysis on the demand for and supply of the commodity. This is a marketing approach which is an important component in the economic feasibility study of a commodity oriented project. Also, the compilation of the CBS would help in checking the consistency between these interrelated statistics and this assessment of the quality of commodity statistics would lead toward the improvement of data on production, utilization, trade and other elements in the CBS which in turn would improve the efficiency of decision making of marketing management and research.

3.11. Details in describing the CBS were given for two reasons. Firstly, to illustrate that a regional project could be implemented through the joint cooperative efforts of both national and regional institutions with the active support of ESCAP Committee on Statistics and FAO's Commission on Agricultural Statistics for Asia and the Far East. Secondly, as one of the possible users of this type of information on commodity by commodity flows, the National Marketing Associations (NMA) in the six cooperating DMCs and ASPAC Marketing Council may wish to make comments on this regional project as a source of marketing information. Thirdly, a CBS will add a new dimension to the already existing statistical bases for planning and could very well be integrated into the estimation of other important series such as national accounts and Input-Output tables.

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[1] Commodity Balances are preesntly being used in discussions among countries of the ASEAN for trade and economic cooperation

[2] See for example ADB's "Loans and Technical Assistance Approvals" as of 30 June, 1975.

IV. Partnership between Producer and User of Marketing Information

4.1. International statistical agencies can provide marketing information which could be used as inputs to the proposed regional marketing data bank. However, since regional and international statistical agencies depend to a large extent on the NSS for sources of data in the preparation of regional and global sets of information, it is important to indicate the links between the role of international statistical agencies with those of the national efforts. Data published by international agencies are by their very nature, national in scope, or basically macro data although the Regional Commodity Balance Sheet Project illustrates that the efforts at both regional and national levels could be combined through the cooperation of national governments and regional institutions to produce micro data on a commodity by commodity basis. Also, the input tapes of data banks of international agencies would certainly contain micro data on a selective basis depending upon its realm of responsibility. In order to achieve the objective of establishing a Regional Marketing Data Bank at a reasonable period of time, a form of partnership between producer and user at all level has to be forged.

Producers Side: What International Statistical Agencies Can Offer on Specific Issues?

4.2. Within its own area of competence and responsibility, a particular international statistical agency could provide the necessary standard concepts, definitions, classification systems and other related requirements for international comparability of data with special reference to marketing needs. Standards have been recommended and applied in the field of food and agriculture; population, housing, and labor force; income and expenditures, national accounts and prices; commodity, industry and trade; science, education and culture; transport and shipping; communication and tourism; external debt and balance of payments; and many others. Similar standards for other marketing information not presently covered could be suggested and later recommended to NSS by the international or regional agencies. The initiative may originate from the NMAs or the ASPAC Council.

4.3. Development and provision of statistical methods, and sampling techniques which are used at national and regional

levels for generating micro marketing information for management and research are objects of concern. Examples are those on sampling techniques for consumer preferences and industrial marketing concerns which are of prime interest to firm and business ventures. In addition, standard statistical techniques and other approaches [1] are equally important to commodity or product quality control and in the design of factoral experiments on multi-level factors for testing quality of materials, products and by-products of industrial firms. Input/Output tables have also assumed international importance and the results have been mentioned as useful modern sources of information for marketing. [2]

4.4. Statistical and related courses, seminars and conferences are conducted or held at the national, regional and global bases by international and specialized agencies. The sources, collection, tabulation and publication of relevant marketing information could very well be the specific topic of such courses, seminars and related forums.

4.5. Within its own area of competence and responsibility, each international agency could institute programs and could assist the NSS in the collection, tabulation and publication of current marketing information. Also, member countries receive periodically questionnaires from international and specialized agencies. Macro and possibly micro data and information for marketing purposes could be incorporated in such questionnaires. Each international agency will be requested to tabulate and publish the relevant marketing information on a regional or global basis[3] within a resonable period of time.

4.6. Technical assistance and related advisory programs at the national and regional levels are specific functions of international and specialized agencies. These projects should be geared toward development and production of marketing indicators in each member country. The ASPAC Council could make representations for such TA and advisory programs thru its respective member countries with the assistance of the NMAs.

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[1] The use of improvised methods in the develcping countries must be recognized. Exchange of views on this topic among the producers may help users understand also the complexity and difficulties of collecting and assembling of marketing information.

[2] I/O aTbles are consdered as a component of the UN New System of National Accounts.

[3] See publication entitled "Statistical Activities of the UN Statistical Office and the Specialized Agencies." E/CN. 11/ASTAT/Conf. 12/L. 12.

4.7. The compilation, tabulation and publication of a number of current pertinent and relevant marketing information will cut across international statistical agency lines.[1] Depending on the representation of the ASPAC Council, there is a need for coordination and cooperation of these agencies as producers of marketing information at the international level for the Regional Data Bank. It is admitted that this stage of the work will be difficult but could be implemented in a manner similar to that illustrated by the ESCAP sponsored Regional Commodity Balance Sheet Project.

4.8. Each international or UN specialized agency has its own EDP system and its own Data Bank. ASPAC Council could arrange for special tabulations or for purchase of Input or Output tapes depending on their availability and usefulness. Also, each international agency will be requested to provide relevant publications, their projections and forecasts of marketing information for use of the ASPAC Council. These collections could initially serve as the statistical intelligence library of the Regional Data Bank which could be located initially in one of the ASPAC's member countries.

Users Side:...What are their Needs?

4.9. National, regional and global marketing associations, groups or forums could indicate precisely the desired marketing information to their respective producer counterparts at each level.

4.10. The marketers could request the corresponding national, regional and global statistical agencies, probably thru appropriate existing channels of communications, to include the marketing needs into their statistical and related programs of work. It is understood that the user's requests have been obtained thru the cooperative joint efforts of all possible users at the national level. The required system flows for these interactions could be worked out.

Joint Producers and Users Forums

4.11. In addition to the direct confrontation opportunities described above at each level, there are other forums where

[1] Possibilities of contributions from other private sources could be sapped.

the producers and user of marketing information could meet and discuss mutual problems. For examples, regional and global joint meetings of planners and statisticians have been held in previous years. The FAO Regional Conference on the Uses and Analyses of Agricultural Census Results was held in Manila in 1960 where for the first time planners, strategists and financial experts and statisticians got together to indicate what the producer has to offer and what the user needs. The ESCAP joint Meeting of Planners and Statisticians held in Alma-Ata, USSR in late 1972 was also conducted for the purpose of generating mutual understanding and fruitful cooperation between users and producers of information.

4.12. For Asia and Pacific Region, the FAO Commission on Agricultural Statistics and the ESCAP Committee on Statistics meet periodically and are attended by ESCAP member countries. These forums discuss programs of work on statistical development and data collection on all sectors of the economy. The ASPAC Council could be represented in such regional forums to attain the objectives of establishing a Regional Marketing Data Bank. The next regional meeting of ESCAP Committee on Statistics will be held in Tehran, Iran in 1976 and the ASPAC Council could make representations for attendance in this regional forum so that its needs for marketing information could be heard, appreciated and most likely considered by ESCAP, FAO, ILO, UNESCO, WHO and other agencies invited in this Committee on Statistics.

V. Suggested Work Program

5.1. The partnership flows described above at all levels are shown in Chart I. On the assumption that these flows are workable and could be implemented a suggested tentative work program is forwarded for discussion and consideration. Each stage can be identified by the corresponding horizontal or vertical flows in the Chart. Generally, the horizontal arrows refer to the between user and producer consultations while the vertical flows refer to within users or within producers consultations. The suggested stages of work are described below.

1. ASPAC Conference will discuss and provide a tentative list of marketing information for consideration of National Marketing Associations (NMAs);

2. NMA will test the list in its respective country through direct contacts with the NSS. This is the partnership between producers and users at the national level.[1] This stage is rather critical since the NSS is the data source of regional and international agencies and it is assumed that the respective NSS will forward similar comments on the needs of NMA to regional and/or international agencies or regional forums such as ESCAP Committee on Statistics or FAO's Commission on Agricultural Statistics. These activities are indicated by the vertical arrows from NSS to and from ESPAC, and other UN specialized agencies;

3. It may be relevant at this stage to consider also the role of the National Marketing Data Bank (NMDB). Each NMA will endeavor to develop and maintain a sound and effective NMDB which should be in a good position to provide the needs and requirements of the NMA at the national level;

4. NMA will then revise the list on the basis of (2) and (3) and send list to ASPAC Council with comments and recommendations on the possible establishment of a Regional Data Bank with due regard to what the producers can offer.

5. On the basis of these comments and recommendations, ASPAC Council may re-examine the needs through what the producers can offer at the regional and international levels re-marketing information, standards, data collection techniques, lectures, seminars and courses, technical assistance and advisory programs, use of UN specialized agencies and other institutions' data banks and utilization of special tabulations, projections and forecasts, etc.; and,

6. ASPAC Council will consolidate the list and comments and will bring together the NMA to a conference or workshop at an appropriate time for the next stage program toward the establishment of a Regional Marketing Data Bank.

5.2. In closing, it should be emphasized that in the develop-

[1] The role of the private sector and government in providing marketing information is discussed separately in the same session of the Conference.

ment of a National Marketing Data Bank and subsequently a Regional Marketing Data Bank, it is not only data and information per se which are needed but also the development and application of appropriate internationally comparable standards and techniques, utilization of training programs, and identification of sources of data at the national level and details of regional and international data banks through a continuing cooperative joint effort between users and producers of marketing information at the national, regional and international levels.

Chart I

INTRA- AND INTER-PARTNERSHIP FLOWS.
PRODUCERS AND USERS OF MARKETING INFORMATION AT
NATIONAL, REGIONAL AND INTERNATIONAL LEVELS