

# Primary Research

## 1. Missing words

Primary research is gathered \_\_\_\_\_-hand – usually from customers or those who might become customers. It can be time-consuming, because it is carried out for a particular business with specific \_\_\_\_\_ that need to be answered, e.g. does our brand appeal to under 19s? Primary research can be \_\_\_\_\_, i.e. a survey on a large sample of people. Or it can be \_\_\_\_\_, i.e. in-depth research on a small \_\_\_\_\_ of consumers.

**Choices: qualitative, questions, first, quantitative**

**2. Dos and Don'ts.** When writing a questionnaire, make sure: each question is crystal clear; no question asks two things at the same time; the wording of the questions is not biased (pointing to a particular answer).

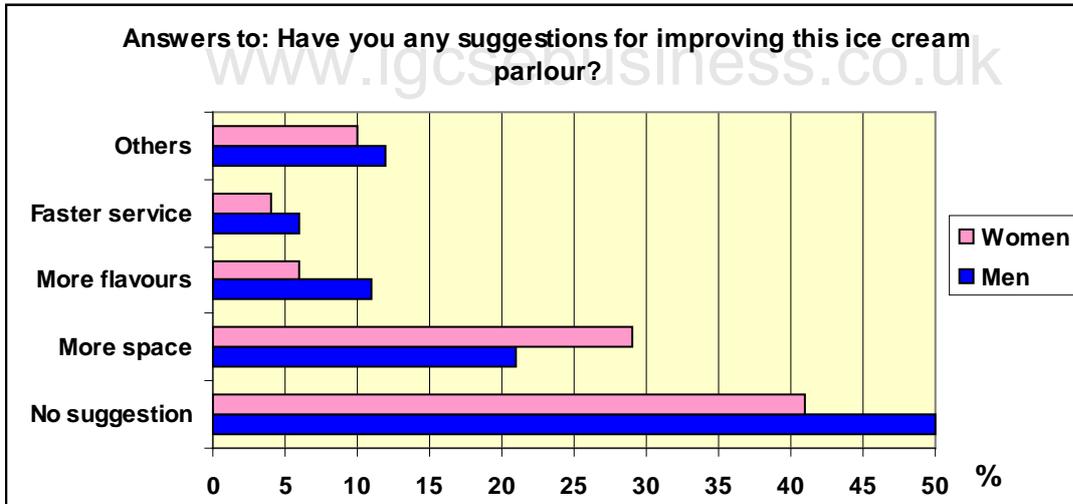
**Are these questions good or bad? State good or bad then briefly explain your reasoning.**

2.1 Would you come to this ice cream shop again and recommend it to your friends? \_\_\_\_\_

2.2 On a scale of 1- 10, do you agree or disagree with the following:  
'I enjoyed the ice cream flavours I chose' \_\_\_\_\_

2.3 Which of these three interiors would best fit for a make-over of the ice cream shop?  
\_\_\_\_\_

## 3. Data Response



3.1 Identify two answers that seem more important to the men than the women \_\_\_\_\_

3.2 Why might men be keener to see 'more flavours' than women? \_\_\_\_\_

3.3 Why might women be more keen than men to have 'more space'? \_\_\_\_\_

3.4 This survey was carried out on 156 adults as they left the ice cream shop. Outline one possible problem with this sample.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 69. ANSWERS: Primary Research

1. first ... questions ... quantitative ... qualitative

2.1 It's two questions in one (might be a visitor; wouldn't come back – not in area – but would recommend it)

2.2 Very biased wording (towards saying yes, loved it); also, you can't be sure whether I = great or I = awful

2.3 Very confusing wording, and requires people to know 'interiors' and 'make-over'

3.1 More flavours; faster service

3.2 Perhaps the flavours on offer suit the women better than the men

3.3 Perhaps because they want to linger longer

3.4 156 adults may not be enough to draw firm conclusions, eg 4% of women wanted faster service and 6% of men, but that's only a couple of people, if the sample size is that low.

Also, asking people as they leave the shop means no research among those who walked by in the first place (non-buyers)

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**NB** Staff may like to know that this research was conducted (very shoddily) by a consulting arm of Imperial College, London. Poor research is not only the province of student projects. (Nor was it cheap.)