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 questions 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

Answers to: Have you any suggestions for improving this ice cream parlour?

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faster service</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>More flavours</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>More space</td>
<td>40</td>
<td>45</td>
</tr>
<tr>
<td>No suggestion</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

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 1 = great or 1 = 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)

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.)