

Lesson 3.2: Defining Primary Research

Slide 1: Defining Primary Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title "Defining Primary Research" is written in a large, bold, dark blue font. Below the title, the name "Jim Fong, MBA" is displayed in a smaller, dark blue font. In the bottom right corner, the "UC DAVIS EXTENSION" logo is visible, with "UC DAVIS" in a larger, bold, dark blue font and "EXTENSION" in a smaller, bold, dark blue font below it.

Defining Primary Research

Jim Fong, MBA

UC DAVIS
EXTENSION

Slide 2: Learning Objectives

Learning Objective

Define primary research you need to conduct for your project

Slide 3: Casino Case Study

Casino Case Study



Internal: customer and
profile information

Basic consumption and usage
information of Loyalty Card
Members

Slide 4: Casino Case Study

Casino Case Study

Secondary report on
industry trends

Internet and secondary
research by team



Slide 5: Discussion on Direction

Discussions on Direction

What direction should we take?

What recommendations should we make?

What new information should we collect?

Slide 6: Deciding on Surveys as Primary Research Tool

Decided on Surveys as Primary Research Tool



Primary Research =
Never existed before

Action oriented

Adaptable

Slide 7: Surveys of Two Groups

Surveys of Two Groups



Surveys revealed more about targeted groups

Learned new and different information

Specific to each targeted group

Slide 8: Adapted Survey to Each Group

Adapted Survey to Each Group

Diagnosed behavior

Discovered what made
one group more satisfied

Adapted surveys
questions to each group



Slide 9: Primary Research Summation

Primary Research Summation



Research process addressing
primary objective

Doing new research to
address existing problem

Slide 10: Primary Research Results From

Primary Research Results From



Identifying
potentially
important areas to
research



Restructuring
misguided view of
business problem



Altering business
objective in light of
new facts

Slide 11: When You've Learned as Much as You Can

When You've Learned as Much as You Can

Consider various
primary research tools

Quantitative tools
(surveys)

Qualitative tools
(focus groups)



Slide 12: Surveys Most Common

Surveys Most Common

Technology makes it fast and affordable

Easy way to reach customers and public

Choose tool that meets client's needs

Slide 13: Time to Point to a Path

Time to Point to a Path



Down the road:
Opportunity to ask
better questions
Reach more relevant target market

Slide 14: Point of Decision

Point of Decision

Should we use qualitative or quantitative?

How should we use each in research plan?

Then it's time to venture into primary research