

How you intend to carry out a primary research using questionnaires to survey the potential users in a specific locality.

Primary research data is collected to make a good decisions require good data. The primary data is must take great care when collecting to assure that it will be relevant, accurate, current and unbiased information, it collected for the specific purpose at hand. This can be done by observing relevant people, actions and situations.

This could research the credit card holder how they use the card and when. To survey the potential user on specific loyalty we can video taping the user of credit card how frequently they use the cards. Also can survey in many outlet example shopping mall, car retailer and many other places. Thus survey research by gathering of primary data by asking people question about their knowledge, attitudes, preferences and buying behaviour. There are many ways of asking question but the questions must be developed carefully and tested before can used. HOW MANY CREDIT CARDS HAVE USED BY YOU? The questions that can't answer by people cause they affair that they can't apply for a new credit card.

The questions must be design in the type of inf. required and it must not simply ask people. The type of questions ask and the response from the people can also useful informations. HOW MUCH IS YOUR INCOME FOR A YEAR? The question must be understandable by people will the question dicit the required data. Example HOW DO YOU SPEND MORE AFTER GET YOUR CREDIT CARD ? This is not a question that can understand by people and the question need no required.

An a ambitious word can't be answer by people and long questions can make some people hard to answer. Some of the negative question also cannot asked cause it could hurt some people. The questions also can be ask in closed end questions or open end questions The open end questions will gives us variable of answers. This open end questions will be long and quit confusions, it can be used when asking the comment about credit card of our bank. It can be used incomplete sentences are presented and the responder complete the sentence. The close end questions will get a direct answer from people which the respondent shows the amount of agreement or disagreement. It has more choice to choose and answer's to survey the potential user in a specific loyalty is to use the close end questionnaire will dicit the required data and more easy.

Example of questions to ask.

1. Where are you working and as what?
2. How old are you?
3. Married or single?
4. Do you to wish to make payment now to purchase the credit card?
5. Have sign up for any bank loan before?