

MKT 3600 Final Exam Study Guide

Chapter 13: Sampling

Sampling Procedures

- Target population: the total of all the individuals whose characteristics are the focus of the marketing research project
- Sampling units: all the individuals in the target population for a given population
- Enumerate: the act of identifying the relevant characteristics of all individuals in a population
 - Telephone, door-to-door, interviews
 - Not viable in public
- Sample: a group of individuals drawn from a population
 - Must come from target population
- Sampling Error**: the possibility that the researcher will fail to access the target population
 - To identify all the individuals who qualify to participate in the study
 - Access to all valid individuals in that population
 - Proper listing units
 - List of addresses that shows the location to properly find all the individuals in the population
 - A poorly sampled area or under-sampled population
 - A non-sampling error or mistake made by the study

Sampling and Error

- Sampling: just a procedure that allows us to generate some data on individuals in our market
- Systematic error bias: error that the error producing feature could not replicate in a representative manner
 - The error that affects the behavior of consumers is quantified as a unit of standard
 - Sampling procedure was designed to avoid
- Random error: sampling error that is not systematic in nature and results in population members varying as much as individuals in a particular characteristic in that population
 - Sampling procedure was designed to minimize within sample error
 - Characteristics of subjects used in sampling procedure that will not sampling error
- Probability samples: representative samples that could bias
- Non-probability samples: non-representative samples that could bias conclusions

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