

MKT 3600 Final Exam Study Guide

Chapter 12: - Sampling

Sampling Framework

- 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 market or the target population
- Census: the act of measuring the relevant characteristics of all individuals in a population
 - o Impossible: time-consuming, expensive
 - o Not useful in general
- Sample: a group of individuals drawn from a population
 - o Must come from target population
- Sampling frame: the population that the researcher plans to access the target population
 - o Is identify all the individuals who qualify to participate in the study
 - o Must list all of all individuals in that population
 - o Must include entire
 - List of all those that qualify to participate in the study
 - List of all those individuals in the population
 - o Is good sampling frame includes most population members
 - o Is bad sampling frame omits members in the study

Sampling and Error

- Sampling: just observing those who are in contact with sales representative
- Hypothetical error-free, researcher that is not observing features could not replicate in a representative
- o Theoretical error-free population is complete, quantified, or finite
- o Sampling procedure, not designed to avoid
- Sampling error: sampling error, researcher's estimate is sample does not include all population members, even as there may be some chance of error in a particular characteristic in the population
 - o Sampling procedure not designed to minimize either systematic errors
 - o Characteristics of sample used in sampling procedure that add the sampling error
- Probability samples: representative samples that could have been predicted
- Non-probability samples: non-representative samples, difficult to generalize

Mta Study Guide For Exam 3600

Tao Wei



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