

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 relevant individuals in that population
 - Proper listing units
 - List of addresses that shows the location to properly find all the individuals in the population
 - A good sampling frame includes most population members
 - A bad sampling frame omits some units in that study

Sampling and Error

- Sampling: just a procedure that allows us to describe some basic characteristics about
- Systematic error bias: error that the error producing feature could not reproduce a characteristic
 - The error that arises because of consistent, quantifiable error
 - Sampling procedure, not designed to avoid
- Random error: sampling error that arises because a sample does not include all population members or some do not respond
 - A particular characteristic in that population
 - Sampling procedure not designed to minimize either systematic errors
 - Characteristics of subjects used in sampling procedure that add the sampling error
- Probability samples: representative samples that could bias
- Non-probability samples: non-representative samples that could bias

Mta Study Guide For Exam 3600

Yicheng Fang



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