

# Ideal sampling frame in marketing

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Ans1a.

Reliability is set to be inferior if a test shows different results in terms of value when it is conducted again and again. Reliability of a particular test can be measured, by using the same scale to test again and again, if the test gives different values each time, the reliability of the test is said to be inferior.

Ans1b.

Example of purchase intent scale will be a survey question about a particular product asking consumers whether they will buy a product or not. The consumers will select from one of the four options to exhibit their intent. The options include will definitely buy, will probably buy, will probably not buy and will not buy at all. The scale is mostly used by marketers when previous information about a particular product is not available. If the marketer simply base his decision of manufacturing a product on the basis of the results that state that more consumer have selected the probably will buy and definitely will buy the product, then he may end up making a mistake because usually very low number of consumers who state that definitely will buy might not actually buy the product.

Ans2a.

Ideal sampling frame is term used to denote a sample frame in which the entire population is accessible and no one is missing, this does not takes place in the real world. In the absence of such frame an alternate way called representative sampling can be utilized to determining the same sample frame may be used with aid of characteristics of the sample that need to be

tested.

Ans2b.

Probability sampling is referred to the selection of samples that are selected on random basis and not in accordance to the convenience of the researcher. Non-probability sampling arises when samples are selected in a random manner in accordance to convenience. Example: Conducting a survey within the school you study and selecting school students as sample.

Ans2c.

Well known national surveys do not necessary need to take sample from millions of people, rather they need to carefully choose a few who match the characteristics of the entire population and conduct their research.