

Assignment example

Business



Explain the relationship between sample sizes and sampling error. How does sampling error occur in survey research? There is an inverse relationship between sampling error and sample size. This means that whenever there is an increase in the size of the sample, there is a decrease in sampling error. This error is the deviation that the sample selected has from the qualities of the population. This means that the deviation decreases when the sample size is increased. Sometimes sampling error occurs in survey research. Whenever the survey sample is not the same as the population in focus an error occurs; an example is a case where respondents do not represent the population. In other cases where the survey instruments used are flawed, errors occur. Due to the flaws discussed, the results are normally misguided (Haring, 2008).

2- Summarize why a current telephone directory is not a good source from which to develop a sampling frame for most research studies.

From the onset, a telephone directory results in a number of biases. In some cases using the directories may lead to picking up respondents (sample) that does not represent the population being surveyed. The directory does not give enough details about the individuals; does not offer enough resource to establish the right sample space and size. Different research studies normally delve in a given set of information that make up the sampling frame based some characteristics. Telephone directory usually does not have the requisite information that can be used to determine the best sampling frame since it does not have all information (Reynolds et al, 2010).

3- What is measurement mean in marketing research?

With regard to marketing research, measurement is the process of allocating a given number to the characteristics being analyzed in the marketing

research survey and is usually based on pre-specified rules. Measurement mean refers to the precise way of measuring a given concept in a market survey. This is usually because, in some cases, there are many ways of measuring a concept hence precision (Haring, 2008).

References

Haring, R. (2008). Conducting culturally appropriate qualitative market research in the native american landscape. *Qualitative Market Research*, 11(1), 7-16.

Reynolds, N. L., Simintiras, A. C., & Diamantopoulos, A. (2010). Theoretical justification of sampling choices in international marketing research: Key issues and guidelines for researchers. *Journal of International Business Studies*, 34(1), 80-89.