Department of Commerce (CA)

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Syllabus

UNIT-II

Sampling- methods and Techniques – Sampling Size- Sampling error- Field work and data collection. Tools of data collection – Interview Schedule – Questionnaire- Observation-, Interview and mailed questionnaire – pilot study and final collection of data.

UNIT-II

MEANING-Sampling:-

In research terms a sample is a group of people, objects, or items that are taken from a larger population for measurement.

DEFINITION-Sampling:-

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population. Different sampling methods are widely used by researchers in market research so that they do not need to research the entire population to collect actionable insights. It is also a time-convenient and a cost-effective method and hence forms the basis of any research design. Sampling techniques can be used in a research survey software for optimum derivation.

TYPES OF SAMPLING DESIGNS:-

Sampling in market research is of Three types,

I.PROBABILITY SAMPLING: Probability sampling is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly.

Probability Sampling Techniques:

➢ Simple random sampling

Uses of Probability Sampling:

➢ Reduce Sample Bias

➢ Diverse Population

➢ Create an Accurate Sample

II.NON-PROBABILITY SAMPLING: In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

Non-Probability Sampling Techniques:

- ➢ Convenience sampling
- ➢ Judgmental or purposive sampling
- ➢ Snowball sampling
- ➢ Quota sampling

Uses of Probability Sampling:

- ➢ Create a hypothesis
- ➢ Exploratory research
- ➢ Budget and time constraints

III.COMPLEX RANDOM SAMPLING: Some complex random designs, which are the mixture of probability and non-probability sampling methods.

Complex Random Sampling Techniques:

- ➢ Systemic Sampling
- ➢ Stratified Sampling
- ➢ Cluster Sampling
- ➢ Multi-stage Sampling
- ➢ Sampling with probability proportional to size
- ➢ Sequential Sampling

SAMPLE SIZE:-

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

SAMPLING ERROR:

Sampling error arise due to the fact that only a part of the population has been used to estimate population parameters and to draw inferences about the population.

FILED WORK:

Field research is defined as a qualitative method of data collection that aims to observe, interact and understand people while they are in a natural environment.

Field research encompasses a diverse range of social research methods including direct observation, limited participation, analysis of documents and other information, informal interviews, surveys etc.

Methods of Field Research:

➢ Direct Observation
➢ Participant Observation
➢ Ethnography
➢ Qualitative Interviews
➢ Case Study

DATA COLLECTION:

Data collection is defined as the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis on the basis of collected data.

TOOLS OF DATA COLLECTION:

Data collection is a methodical process of gathering and analyzing specific information to proffer solutions to relevant questions and evaluate the results.

- ➢ Qualitative Research Method
- ➢ Quantitative Method
- ➢ Interviews
- ➢ Focus group discussions
- ➢ Observation
- ➢ Photography and video
- ➢ Case studies and stories of change
- ➢ Surveys and questionnaires

Interview Schedule:

An interview schedule is basically a list containing a set of structured questions that have been prepared, to serve as a guide for interviewers, researchers and investigators in collecting information or data about a specific topic or issue.

The schedule will be used by the interviewer, who will fill in the questions with the answers received during the actual interview.

Interview Method:

This method is the most common method of primary data collection.

The interviewer can

> ➢ Pose questions personally

> ➢ Ask questions through e-mail

> ➢ Get answers through telephonic conversation.

Questionnaire Method:

Questionnaires are also one of the most common methods of primary data collection. It consists of a set of questions pertaining to the research problem.

This is more feasible if the data are to be gathered from a huge population. The questions in this method can be either open-ended or close-ended.

Mail Questionnaire:

Questionnaires can be mailed out to a sample of the population, enabling the researcher to connect with a wide range of people.

The questionnaire is typically sent in a packet that contains a cover sheet, introducing the research being conducting, and a pre-paid return envelope for the responses.

While the response rate is typically lower than other forms of questionnaires, this can be improved with reminders and incentives.

Observational Research:

Observation research is a qualitative research technique where researchers observe participants' ongoing behavior in a natural situation.

Data Collection:

Data collection is defined as the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis on the basis of collected data.

PILOT STUDY:

pilot study involves preliminary data collection, using your planned methods, but with a very small sample.

It aims to test out your approach, and identify any details that need to be addressed before the main data collection goes ahead.

BOOKS REFERRED:

RESEARCH METHODOLOGY Methods and Techniques , 3rd Edition , by C.R Kothari and Gaurav Garg