

EȘANTIONAREA, ÎNTRE TEORIE ȘI PRACTICĂ

SAMPLING, BETWEEN THEORY AND PRACTICE

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Abstract: This paper presents some coordinates related to marketing research, followed by a short theoretical introduction about random and non-aleatory sampling. The paper also presents an example of random sampling using the multistage, hence representative method, of an exploratory research conducted on a sample of 401 individuals from Cluj-Napoca.

Keywords: marketing research, random sampling, representativeness