

# Sample Size Determination in International Marketing

## Research Studies

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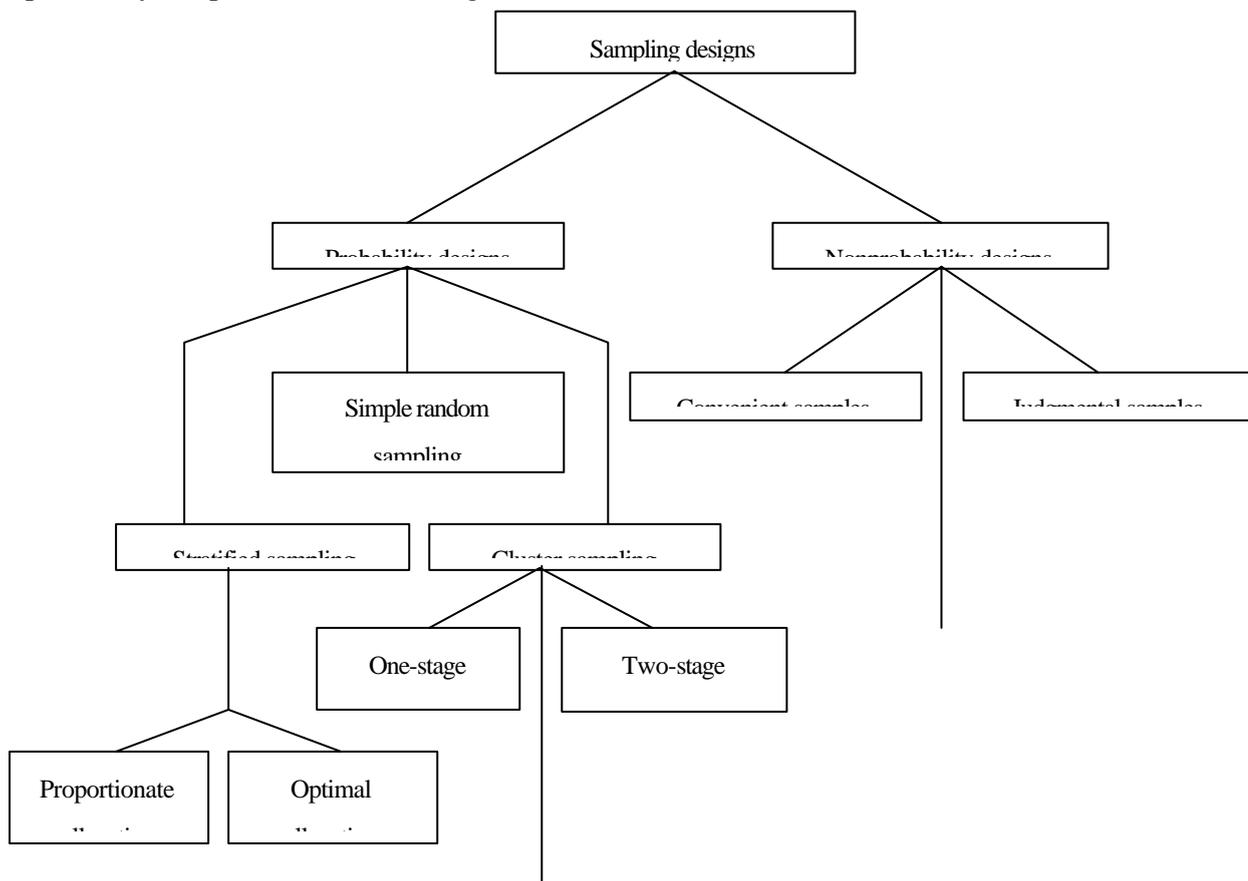
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Selection of the sampling procedure is an issue that needs a great deal of attention in international marketing research. For determining the sample size, marketing researchers use several statistical techniques or some other methods in which the most important methods are ad hoc methods.

Sampling techniques can be divided in two broad groups: probability samples and non-probability samples (it is shown on figure 1).



Quota samples

Systematic sampling

Upon our previous analyses, we made the conclusion that the most proper sampling technique for the Macedonian international enterprises is Stratified Sampling based on Proportionate Allocation. The main reasons for using of this sampling technique which, on the same way are the main characteristics of this technique, are:

- The target population of interest is divided upon some classification elements into several different segments – strata with objective to maximize the homogeneity of the sampling characteristic. This is important characteristic for the Macedonian enterprises because it provides good background for implementing STP strategy (segmenting, targeting, and positioning). This strategy is very useful for the Macedonian SME's (most of them are large not enough to trade on whole market) and their concentration on some specific segments or even niche segments can not be imagined without this sampling technique. The main point of this alternative market entry and marketing mix strategy is focusing not on whole market but on few target segments of markets, whose are considerable as most potential for such capability of the firm. This strategic approach occurs where firms want to become strong force in a narrow specialized market of one or two segments across a number of country markets.
- The number of elements selected from the stratum is proportional to the size of the stratum with respect to the population. The assumption is that less accuracy is needed for the subgroups. Each sample should be representative of the population that represents a potential entry market. The major problem of this technique is giving greater importance to segments of the population who have a more significant impact on the international marketing research study.
- Owing to the national differences a cost benefit analysis must be considered throughout implementing of this technique. Convenience sampling, though the cheapest method is not likely to be very effective. Besides stratified sampling is more complex than simple random sampling and subsequently can be more costly, this negative characteristic can be

compensating with increased efficiency. The efficiency of this technique belongs to concentration on target population better than widely spread analysis of whole population.

The marketing managers must be aware of some threats whose can seriously impede their involving in international markets. Once a company has chosen its target market segments, it must choose proper sampling strategy to occupy those segments.

## REFERENCE

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## RESUME

*L' échantillonnage constitue une opération essentielle de toute étude de marché.*

*Cette méthode – de par sa nature même – implique une approche statistique fondée sur des critères de choix et de représentativité.*

*Dans la théorie de la statistique et des études de marché, on distingue en général deux types de procédés pour constituer un échantillon: les techniques basées sur la probabilité et celles qui ne le sont pas.*

*Après un examen de taille de l'abondante littérature consacrée à ce domaine, cet ouvrage présente une sélection d'échantillons adaptés aux besoins des entreprises mac doniennes qui doivent s'orienter vers le marché international.*