

ANEXOS

Anexo 1 Tabla de muestreo (Malhotra)

Sample Sizes Used in Marketing Reserch Studies		
Tipe of Study	Minimum size	Typical Range
Problem identificaiton research (e.g., market potential)	500	1,000 - 2,500
Problem solving research (e.g., pricing)	200	300 - 500
Product test	200	300 - 500
Test - Marketing studies	200	300 - 500
TV/Radio/Print advertising (per comercial or add tested)	150	200 - 300
Test - Market Audits	10 stores	10 - 20 stores
Focus Group	6 groups	10 - 15 groups