

ENTREPRENEUR & MANAGEMENT RESEARCH

Sampling and Respondent Strategy



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DESIGNING RESEARCH PROJECTS

01

Research design is the blueprint of a study

(e.g., deciding whether a study on digital trust should use a survey, interviews, or mixed methods).

02

A strong design connects research questions with evidence collection

(e.g., linking a causal question to quantitative data or an interpretive question to qualitative data).

03

Good design balances rigor and feasibility

(e.g., ensuring a startup study can realistically access founders and relevant data).

04

Weak design can undermine even an important topic

(e.g., asking process-based questions but using only rigid closed-ended responses).

INTRODUCTION

Why Sampling Matters

The quality of inference depends on the quality of sampling logic

(e.g., broad generalization requires stronger probability-based logic than an exploratory qualitative inquiry).

Respondent strategy is part of research validity, not a technical afterthought

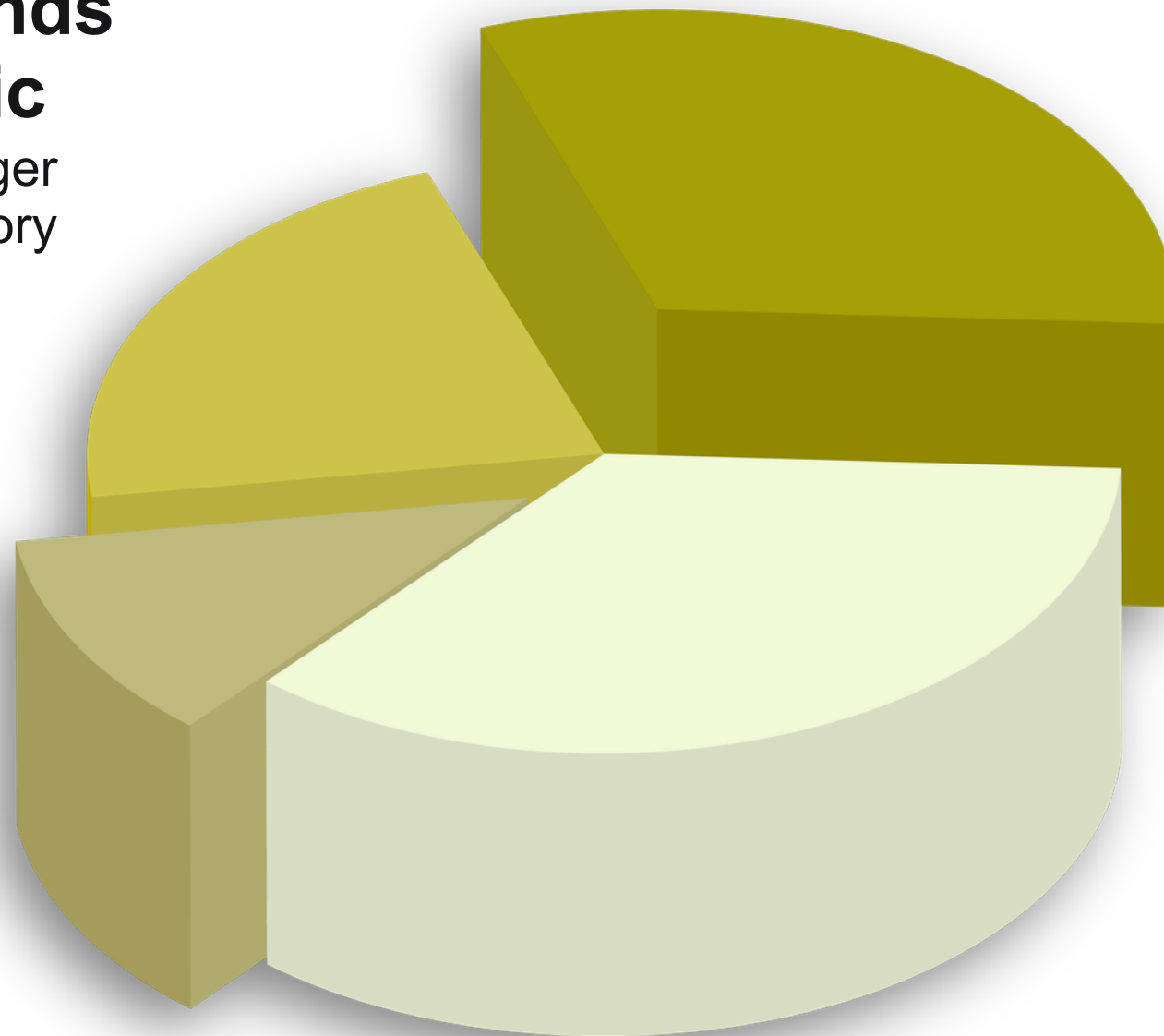
(e.g., choosing founders in the nascent stage rather than established business owners for a study on entrepreneurial withdrawal).

A sample is not just a practical shortcut, but a strategic research decision

(e.g., selecting mobile shoppers instead of generic consumers for a digital shopping study).

Sampling determines whose reality becomes research evidence

(e.g., studying employee identification through all staff, only frontline staff, or supervisor–subordinate pairs will produce different knowledge).



POPULATION, SAMPLING FRAME, SAMPLE, AND RESPONDENT

► **Population refers to the full set of units relevant to the research question**

(e.g., all nascent entrepreneurs in a region, not all business owners).

► **A sampling frame is the accessible list or source from which the sample can be drawn**

(e.g., a company employee roster, a customer database, or a registered startup list).

► **A sample is the subset actually selected for study**

(e.g., 364 supervisor–subordinate dyads in an HR study).

► **Respondents are the actual cases or persons providing the data**

(e.g., mobile shoppers, founders, employees, or young investors depending on the study).

Source: Canva



Source: Canva

Source: Canva



Source: Canva

When Generalization Is a Priority

- 01 PROBABILITY SAMPLING MEANS EACH UNIT HAS A KNOWN CHANCE OF SELECTION
- 02 SIMPLE RANDOM, SYSTEMATIC, STRATIFIED, AND CLUSTER SAMPLING ARE MAJOR PROBABILITY TECHNIQUES
- 03 PROBABILITY SAMPLING IS MOST APPROPRIATE WHEN REPRESENTATIVENESS AND POPULATION INFERENCE ARE CENTRAL GOALS
- 04 IT REQUIRES A CLEARER SAMPLING FRAME AND STRONGER PROCEDURAL CONTROL

PROBABILITY SAMPLING



Source: Canva

01

PROBABILITY SAMPLING MEANS EACH UNIT HAS A KNOWN CHANCE OF SELECTION (e.g., every employee in an organizational roster can be assigned a calculable probability of being selected).

PROBABILITY SAMPLING



Source: Canva



02

PROBABILITY SAMPLING

SIMPLE RANDOM, SYSTEMATIC, STRATIFIED, AND CLUSTER SAMPLING ARE MAJOR PROBABILITY TECHNIQUES

(e.g., selecting names by random number, every 10th customer, proportional groups by department, or branches as clusters).



Source: Canva

03

PROBABILITY SAMPLING

PROBABILITY SAMPLING IS MOST APPROPRIATE WHEN REPRESENTATIVENESS AND POPULATION INFERENCE ARE CENTRAL GOALS

(e.g., estimating financial literacy levels across a university population).



Source: Canva

04

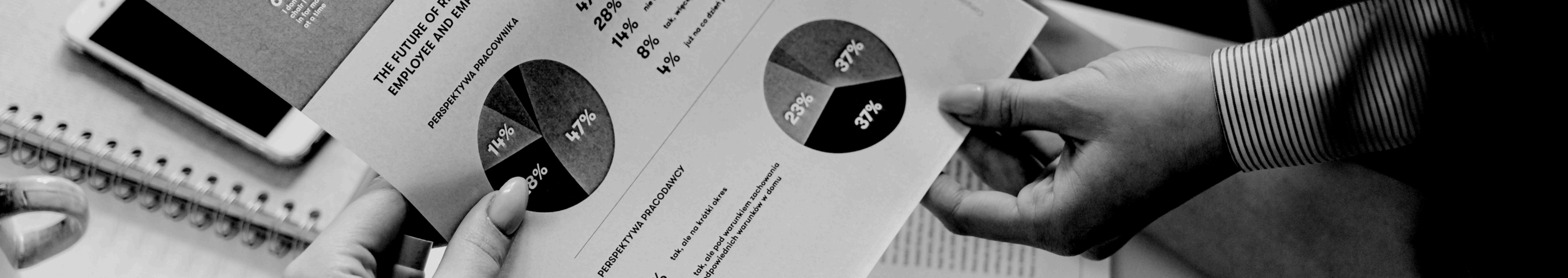
PROBABILITY SAMPLING

IT REQUIRES A CLEARER SAMPLING FRAME AND STRONGER PROCEDURAL CONTROL

(e.g., the researcher must know who belongs to the target population before random selection can be implemented).



Source: Canva



PROBABILITY SAMPLING

ARTICLE

- STRATIFIED RANDOM SAMPLING: STUDI PADA JOURNAL OF RETAILING AND CONSUMER SERVICES YANG MENGGUNAKAN STRATIFIED RANDOM SAMPLE OF 112 UK FINANCIAL INSTITUTIONS.
 - SIMPLE RANDOM SAMPLING: STUDI PADA JOURNAL OF HOSPITALITY AND TOURISM MANAGEMENT YANG MENGGUNAKAN SIMPLE RANDOM SAMPLING UNTUK MEREKRUT 371 PARTICIPANTS.
-



NONPROBABILITY SAMPLING

WHEN RELEVANCE, ACCESS, AND DEPTH MATTER

NONPROBABILITY SAMPLING MEANS THE PROBABILITY OF SELECTION IS UNKNOWN

(e.g., respondents are chosen because they fit the study purpose, are accessible, or are especially information-rich).

CONVENIENCE, PURPOSIVE, QUOTA, AND SNOWBALL SAMPLING ARE MAJOR NONPROBABILITY TECHNIQUES

(e.g., using available students, selecting qualified founders, filling respondent quotas by city, or asking participants to refer others).

ITS MAIN STRENGTH LIES IN RELEVANCE, ACCESS, AND DEPTH RATHER THAN POPULATION REPRESENTATIVENESS

(e.g., interviewing founders who have actually experienced startup withdrawal).

IT IS HIGHLY USEFUL IN QUALITATIVE AND APPLIED BUSINESS RESEARCH, BUT MUST BE JUSTIFIED TRANSPARENT

(e.g., explaining why purposive sampling is more suitable than random selection for a behavior-specific study).





NONPROBABILITY SAMPLING

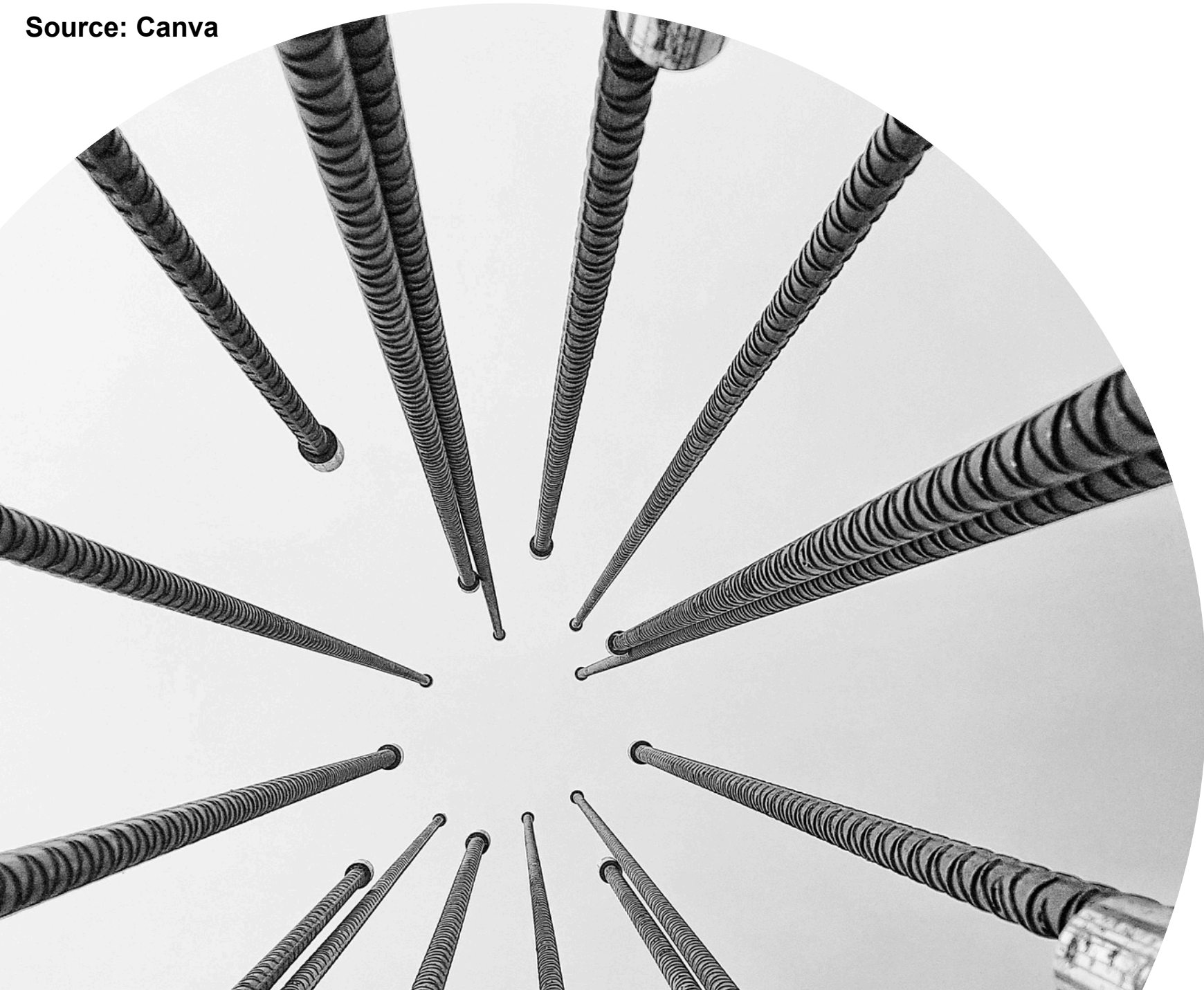
ARTICLE

- CONVENIENCE SAMPLING: PETERSON & MERUNKA, JOURNAL OF BUSINESS RESEARCH, TENTANG CONVENIENCE SAMPLES OF UNDERGRADUATE COLLEGE STUDENTS DALAM RISET MARKETING DAN CONSUMER BEHAVIOR.
 - PURPOSIVE SAMPLING: STUDI DI ASIA PACIFIC MANAGEMENT REVIEW YANG MENGGUNAKAN PURPOSIVE SAMPLING TERHADAP 120 SME OWNERS UNTUK MENELITI INNOVATION CAPABILITY.
 - QUOTA SAMPLING: STUDI DI JOURNAL OF RETAILING AND CONSUMER SERVICES YANG MENGGUNAKAN QUOTA SAMPLING PADA 370 CUSTOMERS.
-

SAMPLE SIZE AND ADEQUACY

How Much Is Enough?

Source: Canva



01

Sample size should follow research purpose and analysis needs

(e.g., mediation testing usually needs more cases than exploratory interviewing).

02

Quantitative studies often justify sample size statistically

(e.g., power analysis and minimum sample calculations are common in survey and experimental designs).

03

Qualitative studies justify sample adequacy through depth and relevance

(e.g., enough interviews to capture rich, repeated, and meaningful patterns).

04

Bigger is not always better if the sample is poorly matched to the question

(e.g., a large convenience sample may still be weaker than a smaller but theoretically relevant sample).



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-

RESPONDENT STRATEGY

WHO SHOULD ACTUALLY ANSWER?

Source: Canva



Respondent strategy should match the unit of analysis

(e.g., a dyadic HR study needs both supervisors and subordinates, not only one side).

Source: Canva



Screening criteria are often necessary

(e.g., only respondents with recent mobile shopping experience should answer a mobile shopping survey).

Source: Canva



Access and eligibility must be planned early

(e.g., not all founders are reachable, and not all employees can answer about supervisor relations).

Source: Canva



Good respondent strategy reduces noise and increases relevance

(e.g., choosing actual young investors rather than general adults for an investment-intention study).

MARKETING EXAMPLE



01 Marketing sampling should match the consumption context

02 Screening improves construct validity

03 Large samples help when testing structured models, but relevance remains primary

04 Respondent strategy should reflect the customer journey stage being studied



Marketing should match the consumption context

(e.g., a study of mobile shopping engagement should sample actual mobile shoppers, not generic consumers).





**Screening improves
construct validity**

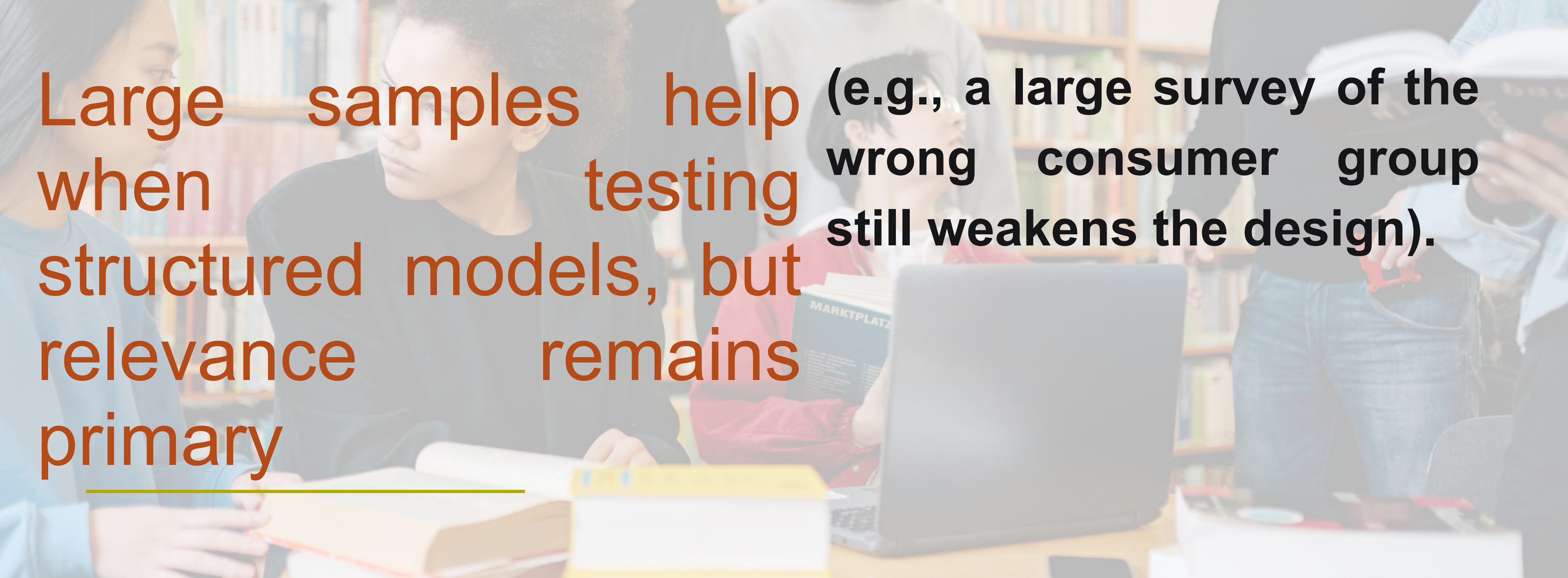
**(e.g., only respondents with
experience writing or reading
online reviews should answer
review-related questions).**





Large samples help when testing structured models, but relevance remains primary

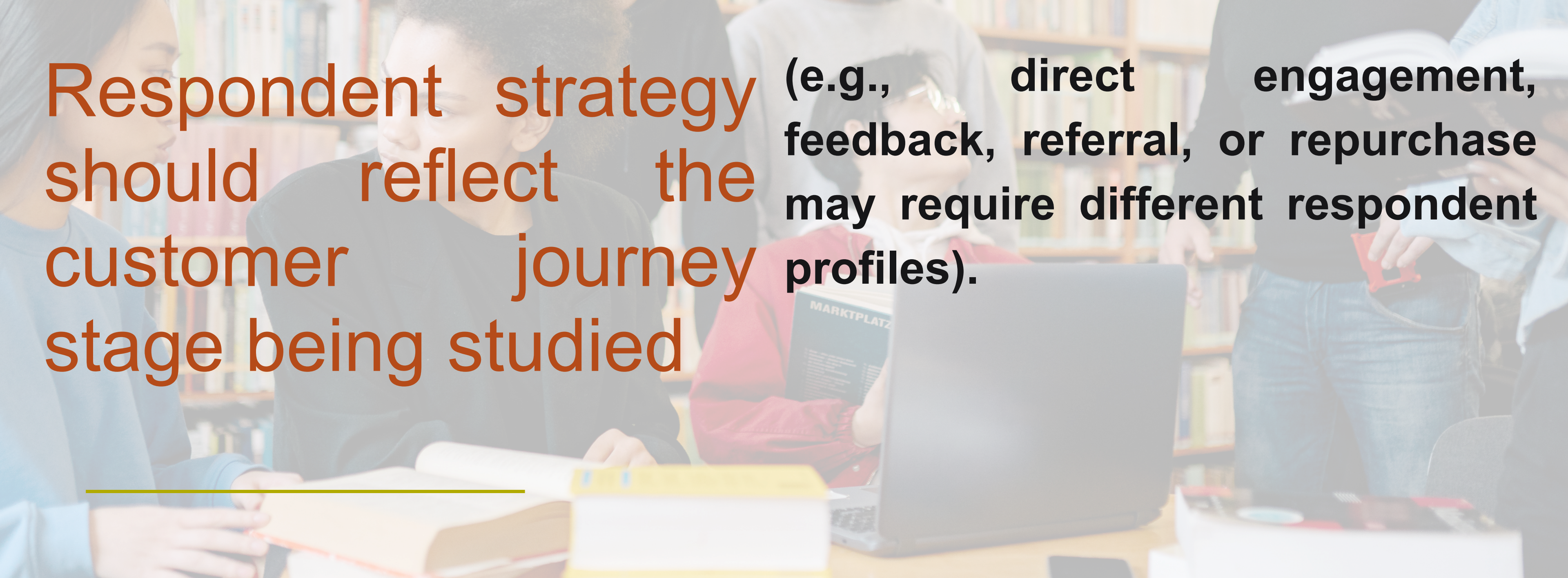
(e.g., a large survey of the wrong consumer group still weakens the design).





Respondent strategy should reflect the customer journey stage being studied

(e.g., direct engagement, feedback, referral, or repurchase may require different respondent profiles).



ENTREPRENEURSHIP EXAMPLE

Sampling in Entrepreneurship Research

Entrepreneurship sampling should reflect venture stage and process

(e.g., studies of entrepreneurial withdrawal should target nascent entrepreneurs, not established owners).

01

Respondents must match the decision context

(e.g., opportunity evaluation and exploitation should be studied with those actively facing such decisions).

02

Purposeful targeting is often more valid than broad convenience

(e.g., selecting founders with real opportunity pursuit experience).

03

Timing matters because entrepreneurial action is dynamic

(e.g., sampling too late may miss the withdrawal or opportunity-evaluation stage).

04

HRM EXAMPLE

Sampling in Human Resource Management Research



Source: Canva

01

HRM sampling should reflect the relational structure of the workplace

(e.g., studies on leader–member exchange may require dyads, not only individual employees).

02

The respondent should be capable of answering the focal construct

(e.g., organizational support and identification can be self-reported, but exchange quality may need relational pairing).

03

Single-source data may be easier, but multi-source sampling may fit theory better

(e.g., supervisor–subordinate pairs provide richer relational evidence).

04

Access strategy is often crucial in HRM studies

(e.g., organization approval, supervisor cooperation, and employee trust affect who can be sampled).

Sampling in Finance Research

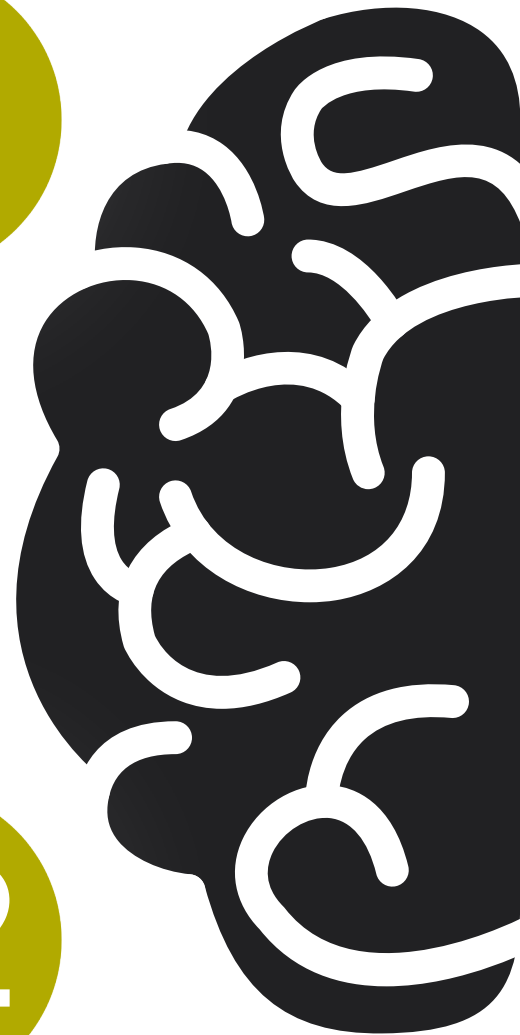
Finance sampling should match the financial behavior being studied

(e.g., investment-intention studies should target people for whom investment is a realistic decision).

Respondent criteria may be more important than random breadth in behavioral finance

(e.g., sampling young investors to study early-stage investment intention).

01



02



03

Purposeful sampling can be justified when the population of interest is narrow and behavior-specific

(e.g., selecting respondents with relevant financial knowledge conditions)

04

Sampling logic must still be reported transparently

(e.g., explaining why purposive selection was used and what that means for inference).

CONCLUSION

01

Sampling is a core design decision, not a mechanical procedure

02

Population, frame, sample, and respondent must be conceptually distinguished

03

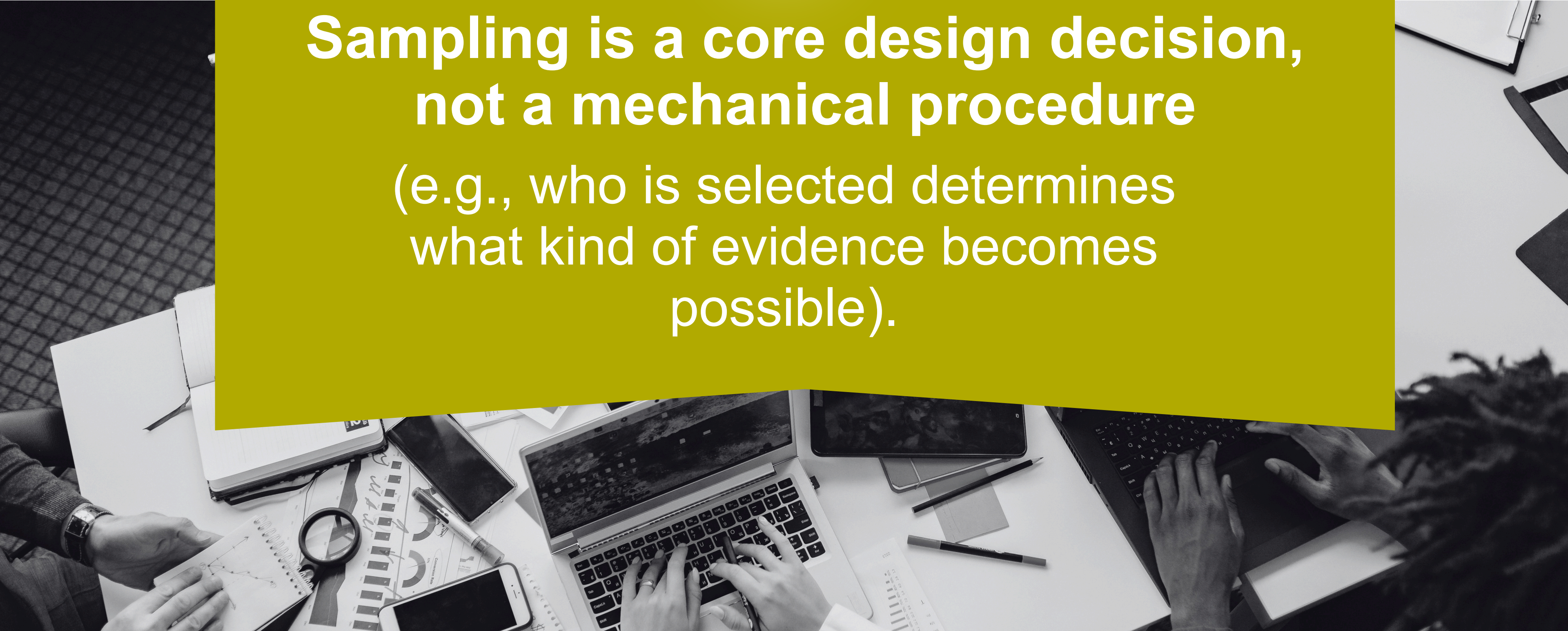
Probability and nonprobability sampling serve different research purposes

04

Good respondent strategy improves fit, validity, and interpretability

01

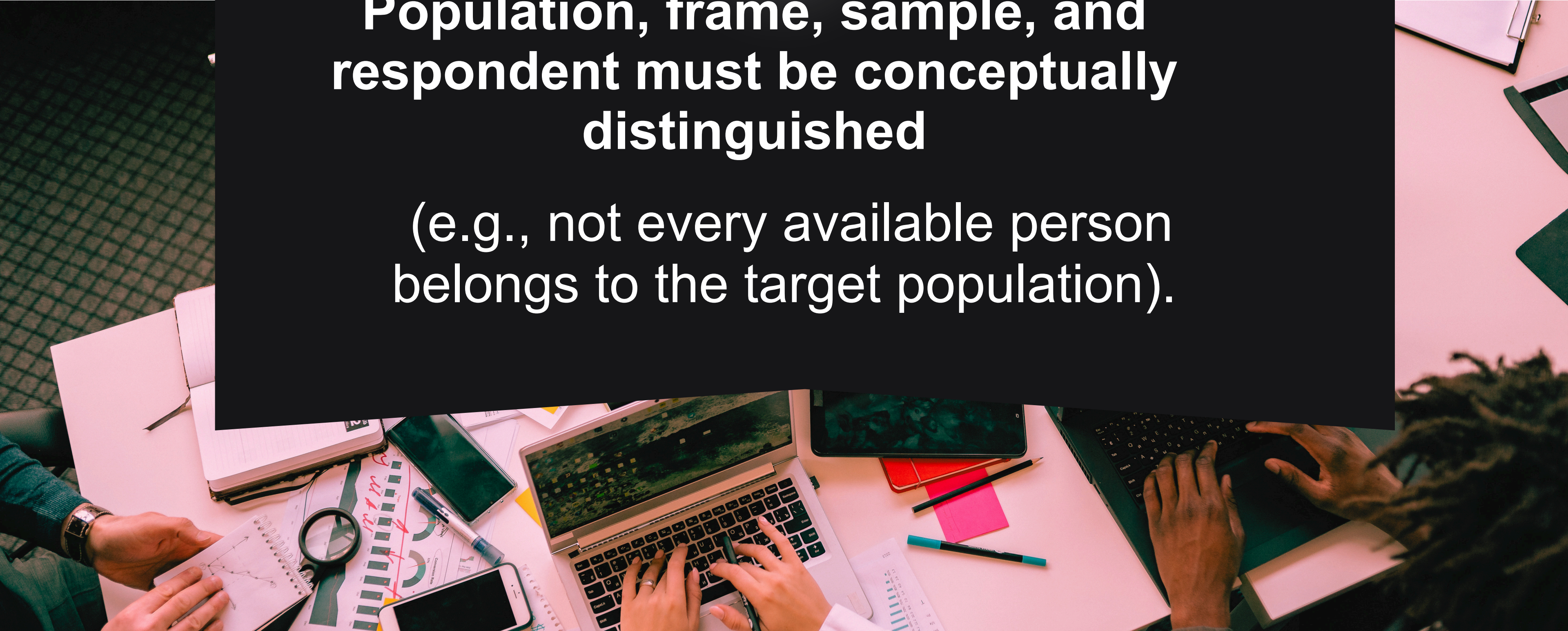
**Sampling is a core design decision,
not a mechanical procedure**
(e.g., who is selected determines
what kind of evidence becomes
possible).



02

Population, frame, sample, and respondent must be conceptually distinguished

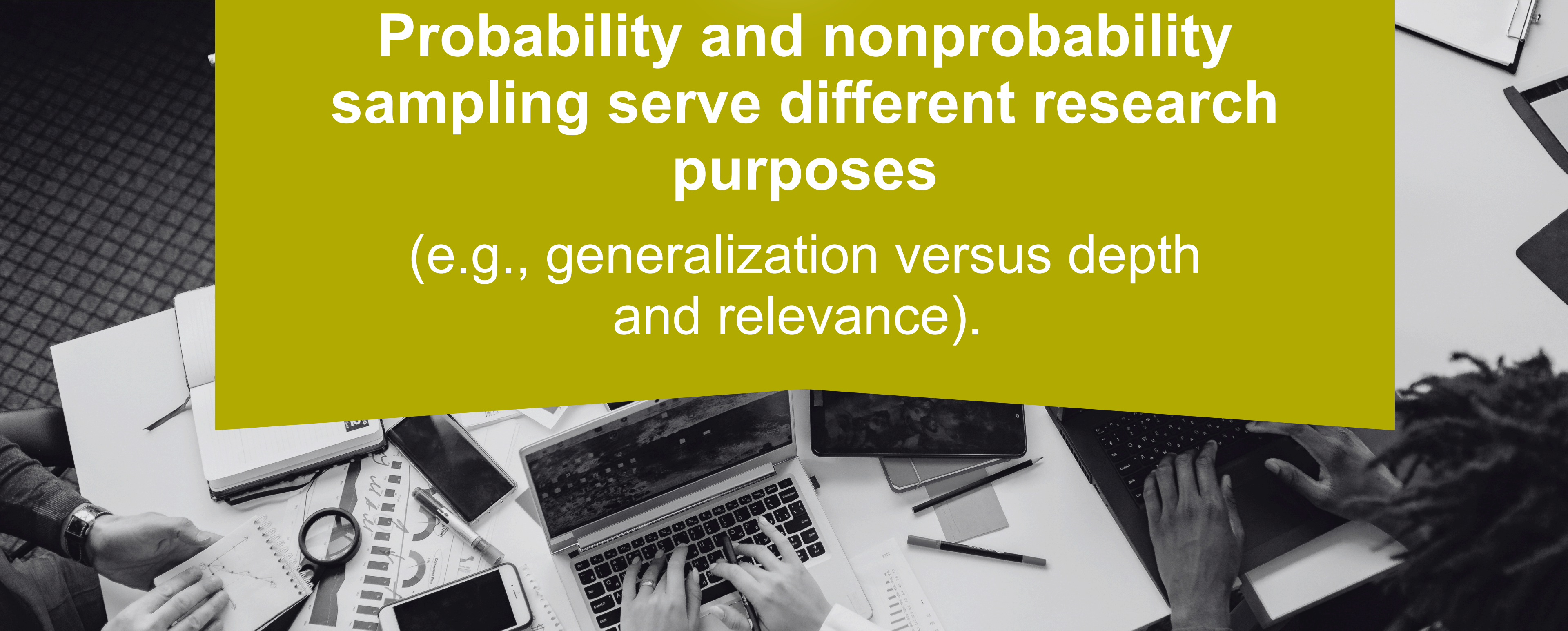
(e.g., not every available person belongs to the target population).



03

Probability and nonprobability sampling serve different research purposes

(e.g., generalization versus depth
and relevance).



04

Good respondent strategy improves fit, validity, and interpretability

(e.g., selecting the right founders, employees, shoppers, or investors for the right question).



KEY TAKEAWAYS



Representativeness matters differently across designs

(e.g., it is central in probability-based surveys but different in qualitative purposive studies).

Sample size must be justified, not guessed

(e.g., through power logic, minimum sample logic, or depth/relevance logic).

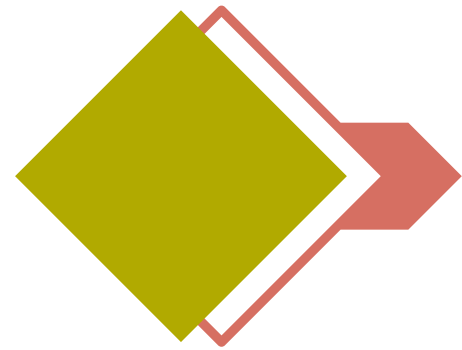
Sampling should always follow the research question

(e.g., not all accessible respondents are relevant respondents).

Respondent strategy is part of research quality

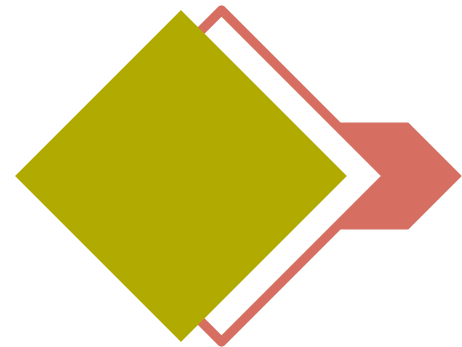
(e.g., good screening and access planning reduce noise and improve evidence quality).

CLOSING REMARKS



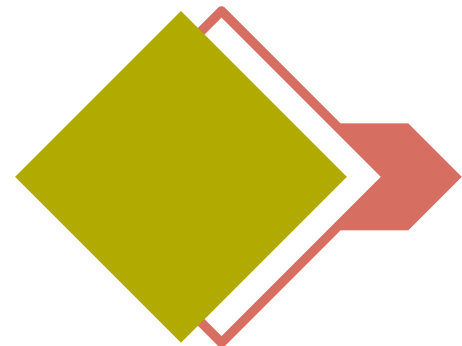
A strong study does not only ask the right question, but also asks it to the right people

(e.g., the best theory still fails if the respondents do not fit the phenomenon).



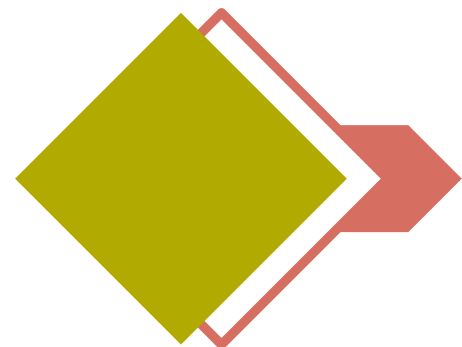
Sampling strategy is where design meets field reality

(e.g., access, eligibility, and timing shape what can actually be studied).



Good researchers justify who they study and why

(e.g., they explain both the logic and the limits of their sample).



The next step is to understand how data are collected once the sample is selected

(e.g., moving from sampling logic to data collection in practice).



Source: Canva



See you in Meeting
4, with the topic:



**Data Collection in
Entrepreneurial
Contexts**

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**THANK
YOU**