

POPULATION AND SAMPLING

Population

A population is the aggregate of the entire element that share some common set of characteristics that comprise the universe for the purpose of the marketing research problem.

The population that we have considered in this regard are the students (excluding the Research Scholars) of Tezpur University residing in hostels from which sampling is to be done in a probabilistic manner using Simple Random Sampling method. Our target population is boarders of 10 hostels both men and women) of Tezpur University which is homogenous in nature because of the fact that they are all non salaried individuals living in hostels which do not apply to the research scholars because some or rather most of them are salaried individuals which creates heterogeneity in the population taken under consideration.

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1. What would be the preferable price range? (In ₹)

Please tick whichever option is applicable

Price Range	Selected Option
Below 20,000	
20000-35000	
36000-50000	
51000 and above	

2. What colour would you prefer?

The colour of the laptop you would prefer

Colour Preference	Selected Option
Grey	
White	
Black	
Others	

3. Which brand would you prefer most if you are planning to buy a new one?

Brand Name	Selected Option	Brand Name	Selected Option
HP		ACER	
LENOVO		SONY	
DELL		APPLE	
ASUS		OTHERS	

4. For which purpose would you use the laptop most?

Usage Preference	Selected Option
Word Processing	
Entertainment	
Gaming	
Developer Tools	