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QUEUEING SAMPLES IN COMMERCIAL RESEARCH

(Eşantioanele de aşteptare în cercetările comerciale)

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The article presents the methodological and organizational principles of the type of sample called by the authors "queueing sample" on the analogy with the application of the queueing theory in commercial research.

In connection with this type of sample, they analyze the utilization conditions of the sampling method for the study of the structure of the actual customers of a shop, a statistical collectivity which can in no way be recorded so as to provide a basis for a sample survey. The queueing sample is made up by accidentally selecting the observation units, using as survey basis the flow of visitors and buyers coming out of the shop.

The whole process is examined in agreement with the results of sample surveys carried out in several shops in Bucharest, a fact which enables the authors to formulate conclusions as to the wide investigation possibilities offered by the type of sample described.