**Sampling strategy**

**Objective and reliability requirements**

Main objective of tastings to raise consumer awareness of a new juice product. Sampling can persuade a consumer to buy a product through a sensory product test before the purchase itself. At the same time, it helps build a positive perception of the brand, improves the product awareness at the point of sale and particularly, it leads customers to repeated purchasing.

**Target Population**

The person is any customer who has engaged in testing new product close to beverages shelf inside a supermarket in kenya.

**Sampling Method.**

Purposive sampling will be used for the purpose of this research, the objective of the sampling is not only to influence the purchasing decisions but also gain popularity at the customers. The researcher will collect information from testers.

**Sampling size**

The sample size will be between 300 – 600, consider the researcher distribution of the research question is physical interaction with the testers across many branches. The minimum number will be 300 and the standard ceiling of 600. All the samples received after 600 will be ignored.

**Sampling Frame.**

Customers will be asked six questions for evaluated questions will to be marked on the Likert scale 1-5 (1 very negative to 5 very positive). The Likert scale was used to express the attitude of the customers and their preferences to the sampling placed in the store. The other questions were marked with a yes / no choice based on the nature of the taste.

**Data**

**Field requirements.**

Q1: When you see a sampling stand the shop, how do you perceive it on the scale from 1 to 5?

Q2: In case you pass a sampling stand in a store and the promoter address you, what do you usually do?

*Answers should be “I do Stop” or “I do not Stop”*

Q3: On the contrary, if you pass a sampling stand in the store and the promoter does not address you, what do you usually do?

*This question focuses in detail on the difference in the condition of the absence of the promoter´s address during the sampling, which conditions the decision to stop at the sampling stand. The objective is to specify in details the behaviors of customers in case of address or lack of speech by the promoter*.

Q4. On the scale of 1 -5 rate the taste of product below

*Product 1  
 Product 2  
 Product 3.*

Q5: If you do not like the tasted product, do you answer truthfully on the question about the taste?

*It is essential to have in mind and to work with the following,*

*That it is necessary to point out various benefits of the offer and concentrate on what the customers are interested in. It is essential to know the opinions of the customers, to ask about their experience because sometimes the most unsatisfied customer give the best tips for improvements.*

**Quality assurance /Quality Control.**

All answers are sections determined by the researcher to represent all possible answers.

**Analysis**

The question will be used to determine the demography of the respondents and their uptake on sampling products in the supermarket.

The age and gender will allow researchers to cluster the research data, the questions below will measure customer experience.

Q1 It is essential to know the opinions of the customers, to ask about their experience because sometimes the most unsatisfied customer give the best tips for improvements.

Q2 That customers' purchasing decisions largely depend on the level of ethical behaviors of the society, respectively on the promoter itself during the sampling.

**Implementation plan**

The objective of this is to find out, using the questionnaire survey determined for the participants of sampling in the supermarket, how they perceive the sampling and how they react in case they are addressed or not addressed by a promoter

The researcher will send this questioners to supermarket agents after or before product sampling over the research period.

when the questionnaire is submitted, the data will be entered into the database from which researcher can download and conduct analysis.