**Sampling techniques and marketing researchers in Nigeria**

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This paper examined the challenges and several decisions involved in selecting sampling techniques; found out how sample size is determined; and identified sampling techniques used in marketing research in general and those used by marketing researchers in Nigeria. Both primary and secondary data were used for this study. Primary data were sourced from administration of unstructured questionnaires to marketing researchers in Nigeria. Data Collected were analysed using both descriptive and qualitative analysis. It was found out that: in sampling, the researcher must first decide whether to use a Bayesian or traditional sampling approach, to sample with or without replacement, and to use non-probability or probability sampling; that sample size may be determined by using either subjective methods like rule of thumb, conventional or cost basis approach; or statistical formulae such as confidence interval approach. The paper also revealed that stratified random sampling is the most widely used sampling techniques by marketing researchers in Nigeria; other techniques used by them are simple random, systematic, sequential, convenience and panel sampling. The paper concluded that the choice between non-probability and probability samples should be based on considerations such as the nature of the research, relative magnitude of non-sampling versus sampling errors, and variability in the population, as well as statistical and operational considerations.