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Organizations should determine research budgets and goals prior to partaking in probability, or non-probability sampling. Ultimately, determining marketing research goals will contribute to better judgment and marketing research outcomes.

References: Cooper, D. & Schindler, P. (2008).

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the techniques used to enhance the validity and reliability of the research outcome, are described and the ethical considerations are addressed. 3.2 RESEARCH DESIGN A discussion of the research design aims to highlight, in technical terms, what is to be done (Cooper & Schindler, 2003:146-151).

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