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William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado.

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A critical part of the research activity is to develop an effective research strategy or design (Zikmund, 2000; Zikmund, Babin, Carr and Griffin, 2009) Research design provides a structure for the collection, measurement and analysis of data (Saunders et al., 2009).

CHAPTER -3 RESEARCH METHODOLOGY 1.1 Introduction

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