

The Role of Marketing Research on the Performance of Business Organizations

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Abstract: *Lately a market situated corporate culture progressively has been corseted a critical component of unrivalled corporate execution. Albeit hierarchical development is accepted to be a possible middle person of this market direction corporate execution relationship, a significant part of the proof to date stays narrative or speculative. In this setting the scientist adopts a part wise strategy and looks at how three part of statistical surveying influences the two centre parts of hierarchical creativity enroot to influencing corporate execution. Utilizing the information, the specialists exactly test and prove advancements interceding job in the statistical surveying execution relationship of an association. The review was directed in government capital region, Abuja, North-focal Nigeria with the utilization survey and interview to gather information that was genuinely broke down involving measurable bundle for sociology (SPSS). The consequence of the review showed that promoting research process assumes a huge part in the exhibition of business associations which really intends that there is a positive connection between showcasing research and the presentation of business associations. Considering this, we suggest that business association ought to give satisfactory asset on statistical surveying, arrangement of reasonable and sufficient offices to upgrade business climate and make it more receptive to the necessities of clients and improvement procedures ought to be put to improve staff execution and increment their commitment to the association*

Keywords: Marketing Research, Marketing Research Process, Execution, Association

I. INTRODUCTION

Marketing is by and large deciphered today as including that multitude of business exercises worried about the turn of events, creation and dissemination of item to recognizable market, where they will give fulfilment to the people who get them. Advertising research in this way, covers item advancement, distinguishing the market and reasonable technique for selling, conveyance, advancement, valuing and deals administration offices. Showcasing research plays a warning part in advertising the executives. It is utilized to obtain and examine data and to make proposals to the board concerning how promoting issues ought to be settled.

All cutting-edge association takes part in advertising so as ready to please and win the dedicated help of their traditions. Gillette participates in showcasing to learn about the necessities and prerequisite of shavers, banks take part in advertising examination to learn about its clients' monetary administrations prerequisite and Inland Income takes part in statistical surveying to learn about the requirements and necessities of citizens and different clients. The contracted organization of showcasing utilizes the accompanying meaning of promoting: " showcasing is the administration cycle answerable for distinguishing, expecting and fulfilling purchaser necessities productively.

A few associations are exceptionally near their clients. For instance, mail centre in a humble community. For other association buyers might be huge number of miles away-for models, Cadbury Schweppes selling candy Parlor and soda pops all over the planet. The rules that the shopper is best and sovereign is similarly as applicable to the association participated in global showcasing.

The unrest in data innovation (IT) and correspondences had an impact on the manner in which individuals lead business today. As of late, expanding quantities of organizations have been involving the web and other electronic media in their showcasing endeavours, allowing the opportunity for electronic promoting (as another showcasing peculiarities and reasoning to fill in an extremely emotional and dynamic manner.

According to the scientist perspective, carrying out E-advertising by private venture undertaking can change the shape and nature of SBE's business from one side of the planet to the other. Since the quick expansion of the web, the internet (www) and electronic Correspondence has made a quickly developing new electronic channels for showcasing. For that, the web and other electronic media are assuming now a vital part in directing promoting exercises one to its special qualities as a market is looking to add to the collection of information by examining and understanding the practices and exercises of private venture undertakings through leading an examination about the impact of carrying out E-showcasing. The issue that radiated from advertising research in many business associations incorporate the unfortunate executions of showcasing exploration and unfortunate demeanour of most modern players towards promoting research in their associations couple with deficient arrangement of asset for compelling promoting research. In the radiance of the above issue, the paper suggests the conversation starters

- I. How much does customer's reaction to the organization's item?
- ii. For what reason should the organization have greatest information on the purchaser need and assumptions?
- iii. For what reason is it vital for the organization to have satisfactory data about purchasers?
- iv. Furthermore, for what reason is it essential for the organization to determine the expense of showcasing of labour and products?

The overall goal of the paper is to analyse the job of promoting research on the presentation of business association while other explicit targets of the paper incorporate;

- I. To distinguish the customer reaction to the organization's item.
- ii. To realize the buyers needs and assumptions.
- iii. To look for most extreme data about the buyer.
- iv. To gauge the expense of advertising of labour and products.

The review analyses the job of advertising research on the exhibition of business associations with specific reference to firms inside government capital region Abuja, Nigeria.

II. LITERATURE REVIEW

Showcasing research is the utilization of logical strategy looking for reality with regards to promoting peculiarities. Philips R. Catori and John L. Graham (2005) characterizes showcasing research as the efficient assembling, recording and breaking down of information to give data valuable in advertising navigation.

English establishment of the executives (1962) as "the goal social event, accounts and examining of all reality about issues connecting with the exchange and deals of labour and products from maker to purchaser".

As indicated by AMERICAN MARKETING ASSOCIATION (AMA)

"Marketing Exploration is the efficient assembling, recording and examining of information about issues connecting with the showcasing of labour and products."

As per PHILIP KOTLER (2007)

"Marketing research is a methodical issue examination, model structure and reality finding with the end goal of further developed direction and control in the promoting of labour and products."

As per PAUL GREEN AND DONALD TULL (1975)

"Marketing research is the methodical and objective exploration for, and examination of data pertinent to the recognizable proof and arrangement of any issue in the field of advertising."

As per DAVID LUCK, DONALD TAYLOR AND HUGH WALES (1974)

"Marketing research is the use of logical strategies in the arrangement of promoting issue."

These exercises incorporate characterizing the market an open door and issues creating and assessing market thoughts, observing execution and understanding the promoting system "Investigating showcasing research by William G. Zikmund (1998).

From the above definitions, one can say clear that advertising research as a fundamental administration apparatus that chief can use in drafting the gamble in the climate of activity by getting possible data and putting the assets at the discarded the director to push the association ahead.

The idea of a business appears to be basic. Organizations produce labour and products and customers toward the finished results. The test lies in making and conveying worth to the buyer. Organizations that have a strong offer can be viewed as effective.

Some inquiry that we ought to consider while understanding the idea of significant worth are:

What kind of items or administrations does an organization sells

Does the item or administration meet the buyer need?

What is the buyer's take on the organization?

What are the client's assumptions while purchasing and utilizing the items or administrations?

Are there elective items or administrations that can address the client's issues?

These inquiries can be responded to by statistical surveying. Statistical surveying works with independent direction, diminishes vulnerability and features shopper issue. Statistical surveying drives each part of a business, for example, Distinguishing new market, a valuable open door and assessing the current market.

Fragmenting and investigating the market

Choosing the best objective market

Assessing and dissecting the organization's standing and execution

Situating an item

New item advancement

Arranging and carrying out a showcasing blend that meets business goals

2.1 The Evolution of Marketing Research

Showcasing research has developed in a long time since Arthur Nielsen laid out it as a suitable industry, one that would develop hand - in - hand with the B2B and B2C financial matters. Showcases normally advance, and since the introduction of ac Nielsen, when examination was mostly led by face-to-facecentre gatherings and pen-and-paper reviews, the ascent of the web and the multiplication of corporate sites have changed the means by which exploration is executed.

Web investigation was conceived out of the need to follow the way of behaving of website guests and, as the notoriety of online business and web. Promoting developed; organizations requested subtleties on the data made by new practices in web information assortment, for example, navigate and leave rates. As the web blast, sites increases and more intricate and the chance of two-way interchanges among organizations and their customers turned into a reality. Given the ability to communicate with online clients, scientists had the option to gather enormous measure of information that were already inaccessible, further pushing the advertising research industry.

Today, showcasing research has adjusted to advancement in innovation and the comparing ease with which data is accessible. B2B and B2C Organizations are striving to remain serious and they presently request both quantitative ("what"?) what's more, subjective ("why") advertising research to better figuring out their ideal interest group and the inspirations driving clients' ways of behaving.

This request is driving advertising analysts to foster new stages for intuitive; two-way specialized gadgets, for example, PDAs are the best instances of an arising stage that empowers organizations to associate with their clients all through the whole purchasing process.

Inventive examination firms, for example, on research with the necessary resources to arrive at shoppers from the mark of starting examination through to the choice and at last the buy. Promoting research clients are starting to request exceptionally customized and explicitly engaged items from the Mr. firms; large information is perfect for distinguishing general market sections, yet is less equipped for recognizing key elements of specialty markets, which how characterizes the upper hand organizations are searching for in this versatile computerized age.

2.2 Market Research Classification

So, what kind of statistical surveying might item directors at any point use in our mission to find answers that will assist organizations with conveying esteem? There are three kinds of statistical surveying:

- Exploratory research
- Descriptive research

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- Causal research

I. EXPLORATORY RESEARCH

Exploratory examination assists organizations with finding novel thoughts and track down potential market amazing open doors. Investigating what is happening or quest for a problem is utilized. This examination cycle is unstructured. Item supervisors need not go through every one of the phases of the statistical surveying process from the characterizing stage to the examination stage the discoveries from exploratory exploration are generally founded on optional information (Information that is as of now accessible in various divisions of the Organization), inquiries without a right or wrong answer, comparable contextual analyses, a pilot study or even outcome from past exploration. The outcomes from exploratory examination are not commonly reasonable for item trough to make an inference and choose to enter another market. The outcome is very much frequently summed up data about likely business sectors and the connected items or administrations. It is led with an assumption that there is need for more far-reaching research. Model, Mars M&M is a worldwide fabricates creating treats and chocolate. The Organization found by doing basic exploratory examination that shoppers allude to the chocolate and candy by their variety. The Organization accomplished the outcome by posing a few unassuming inquiries and running centre gatherings this snippet of data became helpful in melding future exploration and showcasing technique.

II. DESCRIPTIVE RESEARCH

This kind of examination tends to who, what, when, where and how type questions. It is organized exploration (item administrators apply through all means in research process). Unmistakable examination investigates more insight regarding a market. For example, enlightening examination distinguishes what age bunch purchase a specific item as brand and why. This sort of exploration is more organized and requires formal examination plan and information assortment. Model "Greg Norman is notable for his presentation on fairways. He is likewise in the wine exchange and sells excellent Australian wine that is presented as a fair cost. He is thinking about stretching out the business to the American or French wine market. In this present circumstance, the utilization of illustrative exploration assists him with having a superior comprehension of the worldwide wine market and empower him to settle on better conclusion about where to sell his wine. Distinct exploration recognized what sort of wine buyers appreciates drinking.

III. CAUSAL RESEARCH

Causality can be characterized by the utilization of "in the event that X, Y." this sort of examination helps items oversees figures out the circumstances and logical results of a relationship. Causal examination is viewed as formal exploration and helps items chiefs to recognize issue supervisors for models, would be interest in figuring out what causes an adjustment of clients' fulfilment.

2.3 The Market Research Process.

The accompanying shows the phases of the statistical surveying process.

- DEFINE THE RESEARCH OBJECTIVE

The initial step to the exploration cycle is to characterize the examination objective. At this stage the item chief characterizes the issue that the person is endeavouring to tackle. Here, the word issue doesn't have a negative significance. It can mean another open door. Exploratory examination is one of the most well-known sorts of examination utilized at the beginning phase of the analytical interaction. Getting a reasonable comprehension of the circumstance or environment is utilized. Optional information, past exploration, conversation with choice business sectors, experience overview, interview with including master, comparable contextual investigations, a survey of existing foundation data are a few strategies that will assist the item director at this phase of the market with investigating process.

- SELECTION OF BASIC RESEARCH METHOD

Subsequent to characterizing the issue and figuring out the goals, the items director will plan the examination. This decides the way that we gather the information review surveys, interview and perceptions in any event, recording

information studies are techniques that can be utilized to assembled that information. Anyway, the most well-known strategy is a study poll.

a). SAMPLING

An example is a subject from bigger populace "finding data about the qualities of a populace is a significant goal for most kinds of statistical surveying. Data about the populace could be accomplished by taking an example. Appropriate and great examining has similar attributes of the populace as entirety.

b). DATA GATHERING

During this stage, the item director gathers information. It very well might be gotten by human perception or a review poll. Unit can be via telephone or by eye-to-eye interviews.

c). DATA PROCESSING ANY ANALYZING

In the wake of social occasion, the information, the data should be changed over into language which is justifiable for a savvier crowd. At this stage, the main stage is altering and coding. The item administrator checks the information, coding implies recording, classifying, and deciphering the information. The subsequent move toward this cycle is to break down the information.

d). DRAWING CONCLUSION AND REPORTING

The last stage in the statistical surveying process is revealing and making a determination. A statistical surveying report comprises of a depiction and an understanding of the examination results, a decision and furthermore a n endorsement proposal. The expense and chance related with conveying any new items are high. A few new items neglect to accomplish the targets set. Statistical surveying diminishes the gamble of taking another item to showcase.

2.4 The Role of Marketing in an Organization

As we have seen the vital goal of an association's promoting endeavours is to foster fulfilling associations with clients that benefits both the clients and the association. These endeavours lead promoting to serve a significant job inside most association and inside society.

As the hierarchical level, showcasing is a crucial business capability that is fundamental in essentially all enterprises whether the association works as a not so much for benefit or as a not really for benefit. For the for-benefit association, promoting is liable for most tacks that bring income and ideally benefits to an association. For non-benefit association, showcasing is mindful the not really for benefit mission, like raising gifts or supporting a reason. For the two sorts of association, it is impossible they can get by without areas of strength for a work. Promoting is likewise the hierarchical business region that associates most often with people in general and, thus what the public realizes about a not entirely settled by their connection with advertisers. For instance, clients might accept an organization is dynamic and inventive in light of its adverting message.

At a more extensive degree of promoting offers huge advantage to society. These advantages incorporate

- Creating items that fulfil needs, including items that improve society personal satisfaction.
- Establishing a serious climate that assists lower items with estimating.
- Creating items dissemination frameworks that offers admittance to item to enormous number of clients and numerous geographic locales
- Building requests for items that expect associations to grow their workforce.
- Offering strategies that can pass on messages that change cultural conduct in a positive manner (for example hostile to smoking publicizing).

2.5 Marketing Research Characteristic

In the first place, it is methodical to statistical surveying. Hence methodical arranging is expected at every one of the phases of the promoting research process. The strategies followed at each stage are strategically strong, indeed, recorded, and however much as could reasonably be expected, arranged ahead of time Showcasing research involves the logical strategy in that information are gathered and dissected to test earlier thoughts or speculations. Master in showcasing research have shown that reviews highlighting numerous and frequently contending theories need more significant outcome than those highlighting one record speculations. It is level headed to Statistical surveying. It endeavours to give exact data that mirrors a genuine situation. It ought to be led fairly. While research is constantly

impacted by the specialist's exploration reasoning, it ought to be liberated from the individual or political inclinations of the investigates or the administration. Research which is inspired by private or political increase includes a break of expert norm. Such exploration is purposely one-sided to bring about foreordained discoveries. The objective idea of advertising research highlights the significance of moral thought. Likewise, specialist ought to constantly be even-handed with respect to the choice of data to be highlighted in reference texts on the grounds that such writing ought to offer a complete view on promoting. Research has shown, in any case, that many showcasing course readings don't highlight significant standards in advertising research.

2.6 Marketing Research in Small Business and Non-Profit Organization Association

Showcasing research doesn't just happen in that frame of mind with numerous workers and an enormous spending plan. Promoting data can be inferred by noticing the climate of their area and the opposition area. Limited scope review and centre gatherings are minimal expense ways of social event data from potential and libraries or on the web and can be effectively gotten to by an entrepreneur.

The following are a few stages that should be possible by SME (little medium venture) to dissect the market.

Give optional and additionally essential information (if vital)

Dissect full scale miniature Monetary information (for example organic market, Gross domestic product, cost change, financial development, deals by area/enterprises, loan fee, number of speculation/divestments, social examination and so forth.

Carrying out the promoting blend idea which is comprising of: place, cost, item, advancement, individuals, process, physical, proof and furthermore political and social circumstance to examine worldwide market circumstance.

Investigate market patterns, developments, market size, piece of the pie, market contest (for example Swot investigation B/C examination, channel planning recognizes of key channels and so on).

Decide market fragment, market targets, market estimate and market position.

Figuring out market procedure and furthermore exploring the chance of organization/joint effort (for example profiling and Swot investigation of likely accomplices, assessing business organization).

Join those examination with the SME's marketable strategy/plan of action investigation (for example business depiction, business process, business procedure, disavow model, business development, change of speculation, monetary (Organization history, monetary suspicion, cost/benefits investigation, projected benefit and misfortune, income, asset report, business proportion and so on).

2.7 Application of Market Research

PRICING RESEARCH

This is a statistical surveying strategies evaluating system counselling upheld by solid valuing research capacities.

PRODUCT RESEARCH

Item statistical surveying serves objectives, new items plan and market approval research, or evaluating existing item strength and line expansion potential.

CONCEPT TESTING

Idea testing research assess promoting ideas, and topic ideas and requests, new item ideas, valuing, brand ideas, brand names and situating procedure ideas. Here strategies are chosen both subjective and quantitative to both foster ideas, refine and screen to evaluate market possibilities.

POSITIONING RESEARCH

Here experienced market situating and inventive marking research and proposed to make capacities to characterize and go to showcase with a high effect situating technique. Situating Idea, your current and likely business sectors, and the interaction expected to create brand name influence.

MARKETING DUE DILIGENCE

In this example adventure trading companies with essential and optional showcasing research in an independent or part promoting a reasonable level of effort study are upheld.

BRANDING RESEARCH

Marking choice drive marking showcasing research system corporate, item and promoting marking improvement is a blend of imagination and advertising data to reveal brand situating potential open doors in jumbled market spaces.

BRAND EQUITY RESEARCH

Brand value research estimates the broadness and profundity of brand power in your objective business sectors. A key to investigate configuration is the objective of a brand value estimation study.

MARKET SEGMENTATION

Market division research keep up with concentration and conveys required advertising data in the present moving economy where new business sectors and new items classes arise and customary market portions disappear. Market division research is method for watching out for the ball. Frequently we start the market division process with subjective exploration to the reach and broadness of clients.

ADVERTISING RESEARCH

Publicizing research not set in stone by unambiguous promoting objectives and the phase of promoting advancement, or crusading. We utilize an expansive scope of promoting research procedures including publicizing reviews studies, messages, purchasing inspiration and relationship with the message or situating subject we utilize both subjective and quantitative estimating research instruments.

III. RESEARCH METHODOLOGY

The paper analyses the job of promoting research on the exhibition of business association. The essential information from the review was through spellbinding study of advertising exploration and execution of business association. The review was led in some chosen business associations in government capital domain Abuja, Nigeria. Basic irregular testing method was utilized to choose the respondents inside the chose association, while the divisions in every association were assembled into segments out of which delegates were picked. 250 surveys were conveyed to different business associations, A sum of 210 poll were returned out of which 200 was viewed as legitimate and valuable for this review, this address 80% which is sufficient for the review. The information gathered were introduced in tables and examined utilizing relapse model factual procedure with the utilization of measurable bundle for sociologies (SPSS Variant 15) to affirm the expressed speculation.

IV. RESEARCH FINDINGS AND ANALYSIS

Research Hypotheses and Discussion of Findings

Ho: Promoting Exploration doesn't assume a critical part on the exhibition of business Association

H1: Promoting Exploration assumes a huge part on the presentation of business Association The guessed assertions were tried utilizing relapse model factual instrument with the assistance of SPSS as prior expressed. The tests led at 95% certainty stretch and 0.005 degree of critical. The choice decide was that if the determined P-esteem is not exactly the basic worth (0.05), we reject the Invalid speculation, any other way it will be acknowledged.

The following were the result of the tested hypothesis:

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.161(a)	.033	.016	.37532	1.168

a Predictors: (Constant), Marketing Research

b Dependent Variable: Organization Performance

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.730	.070		76.604	.000
Marketing Research	.048	.016	.161	2.367	.016

a Dependent Variable: Organization Performance

Summary of Regression Results and other Statistics

A	β_{paf}	P. value	R	r^2	T α
4.890	0.048	0.016	0.161	0.63	0.05

Source: SPSS Version 15

The relapse line is (Organization Pelf= 4.890+0.048paf) shows that association execution will increment by 0.048% for each 1% expansion in advertising research process in the association. The huge worth of P-esteem 0.016 is not exactly the t-worth of 0.05. We in this manner, reject Invalid Speculation and acknowledge the other speculation that the connection between showcasing exploration and association execution is critical. The connection coefficient (r) of 0.161 shows a frail relationship and the coefficient of assurance (r^2) of 0.63 demonstrates that around 63% variety is made sense of by the job of showcasing research or the capacity of the relapse line to foresee association execution is around 63%.

Pearson Product Moment Correlation Coefficient (PMCA) Results Correlations

		Organization Performance	Marketing Research
Organization Performance	Pearson Correlation	1	.161(*)
	Sig. (2-tailed)		.016
	N	241	241
Marketing Research	Pearson Correlation	.161(*)	1
	Sig. (2-tailed)	.016	
	N	200	200

* Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Version 15

The over Pearson's outcome uncovered a positive and critical connection between Showcasing Exploration and Association Execution (given the coefficient and p-worth of 0.161 and 0.016) individually. It likewise shows that the connection between every variable to itself is wonderful

V. SUMMARY OF FINDINGS

The review uncovers the significance and job of showcasing research as a genuine instrument for upgrading the exhibition and viability of business association as demonstrated by the high relapse between promoting exploration and thriving of the free factor, association execution. That by suggestion, for any rate expansion in great advertising research process in an association, the higher the association execution and viability. Likewise, there is need for viable client support choices and fulfilment inside the business associations as it affects their degree of firm benefit, HR the board, development and improvement which thusly significantly affects the degree of development and advancement of the economy and towards country's structure.

All the more thus, the examination likewise uncovered that stages include in advertising research process must be continued in moving toward the market and acquiring the market. This will provide a serve of guidance and upgrade execution for ideal outcome as such stages are vital for execution to occur totally.

Albeit not all business association relies upon promoting research for endurance, some business association has accomplished outcome without vital leaving on intricate advertising. A few associations accepts that the exhibition of an association relies some way or another upon the brand name, generosity opposite longstanding execution to their client; which generally speaking could be because of either inside or outer economies of scale the association appreciates yet this isn't generally the situation in that frame of mind of modernization and globalization.i.e.,1.

VI. CONCLUSION AND POLICY RECOMMENDATIONS

This study has uncovered various fascinating discoveries from the investigation of accessible information assortment and results. In view of the discoveries of this review, the accompanying ends are drawn.

- That satisfactory grouping of statistical surveying has not been finished to support with a greater amount of activity of objectives or dreams of an association genuinely.
- That the business climate is castigated of with the information or phases of statistical surveying process. This in some way influences the powerful use of market components for improve execution in all confirmation.
- That statistical surveying assumes a conspicuous part in the presentation of a business association. Thus, regardless of whether a business association scale, the job of statistical surveying can't be overemphasized.
- That satisfactory utilization of statistical surveying which is non-existent in some business association ought to be revived to bring a ton profit from venture and set such an association in a business situated demeanour.

Considering this finding, the analysts consider it significant to make a few significant suggestions that would be of assist the two people in business or business with firming who are keen on finding answer for the issues of statistical surveying.

Based on the findings the following recommendations were made.

Adequate provision of funds

Sufficient asset ought to be planned by players of industry on statistical surveying. Such funds when sufficiently utilized would come for what reason to further develop statistical surveying and put the business climate in a one-of-a-kindmemeanour to accomplished ideal outcome and execution and further make sides for the joining young people.

Provision of adequate facilities

The arrangement of appropriate and satisfactory offices would improve the business climate and make it more receptive to the requirements of clients. This would likewise help the business association to have a nearby agreement with the business climate consequently keeping an upgrade business relationship.

3. Allocation of time

Exceptional time for satisfactory examination on market ought to be remembered for the business dictionary of a business association and when this is kept up with it will give time to meet likely clients.

4. Improvement techniques ought to be put to upgrade staff execution and increment their commitment to the business. This ought to come in type of classes, studios, discussion organization and execute preparing exhibitions. Moreover, existing staff ought to be held and constantly given direction and supplemental classes to adapt to the rising interest for advertising exercises versus statistical surveying in the entirety of its structure. In any case, it is subsequently trusted that the suggestions introduced above will assist our business establishments with further developing hugely on the frustrating industry climate wantonness in which business players are being overwhelmed with.

5. The idea of execution of promoting research in many businesses' association ought to be appropriately finished and done so that it will support the organization deals and furthermore meet the objective customers' needs and needs.

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