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**DESIGN TYPES FOR CUSTOMMERS RESEARCHES USING
PARAMETRIC AND NON-PARAMETRIC STATISTICAL TESTS**

Asst. Prof. Antonia Lazarova, PhD

European Higher School of Economics and Management – Plovdiv

Phone: 0893-336-424

E-mail: lazarova.a@abv.bg

***Abstract:** The main purpose of this scientific report is to present the statistical approach and the need to change the design of consumer research in the presence of homocascularity. With respect to the main goal thus defined, the following scientific tasks can be differentiated:*

- 1. Presentation of the types of design of consumer surveys using parametric and nonparametric statistical tests.*
- 2. Definition of the concept of homosquality through the prism of parametric and nonparametric statistical tests.*
- 3. Explain the need to change the design of consumer research in the presence of homogosity.*

***Keywords:** consumer surveys, statistical data processing, homogosity, parametric tests, nonparametric tests*

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