Chapter VII

Causal Research Design: Experimentation

Chapter Outline

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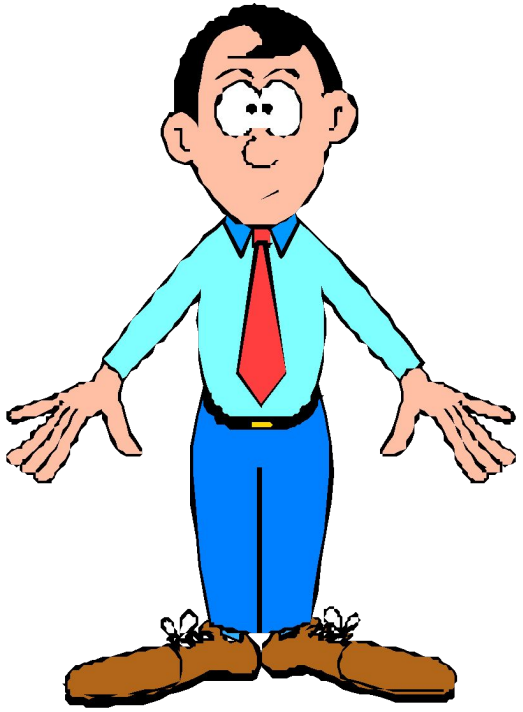
2) Concept of Causality
3) Conditions for Causality
4) Definition of Concepts
5) Definition of Symbols
6) Validity in Experimentation
7) Extraneous Variables
8) Controlling Extraneous Variables



9) A Classification of Experimental Designs

10) Pre-experimental Designs

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12) Quasi Experimental Designs

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14) Laboratory vs. Field Experiments

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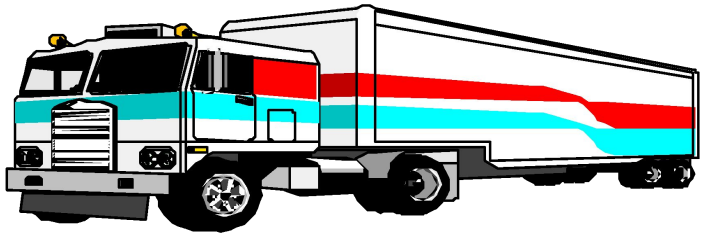


18) Determining a Test Marketing Strategy

19) International Marketing Research

20) Ethics in Marketing Research

21) Internet and Computer Applications

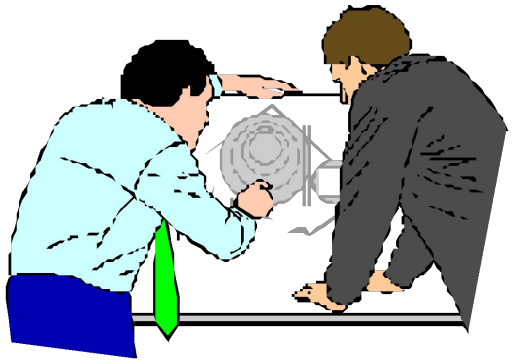
22) Focus on Burke

23) Summary

24) Key Terms and Concepts

25) Acronyms

Figure 7.1 A Classification of Experimental Designs



Experimental Designs

Pre-experimental	True Experimental	Quasi Experimental	Statistical
One-Shot Case Study	Pretest-Posttest Control Group	Time Series	Randomized Blocks
One Group Pretest-Posttest	Posttest: Only Control Group	Multiple Time Series	Latin Square
Static Group	Solomon Four-Group		Factorial Design

Figure 7.2 Selecting a Test-Marketing Strategy

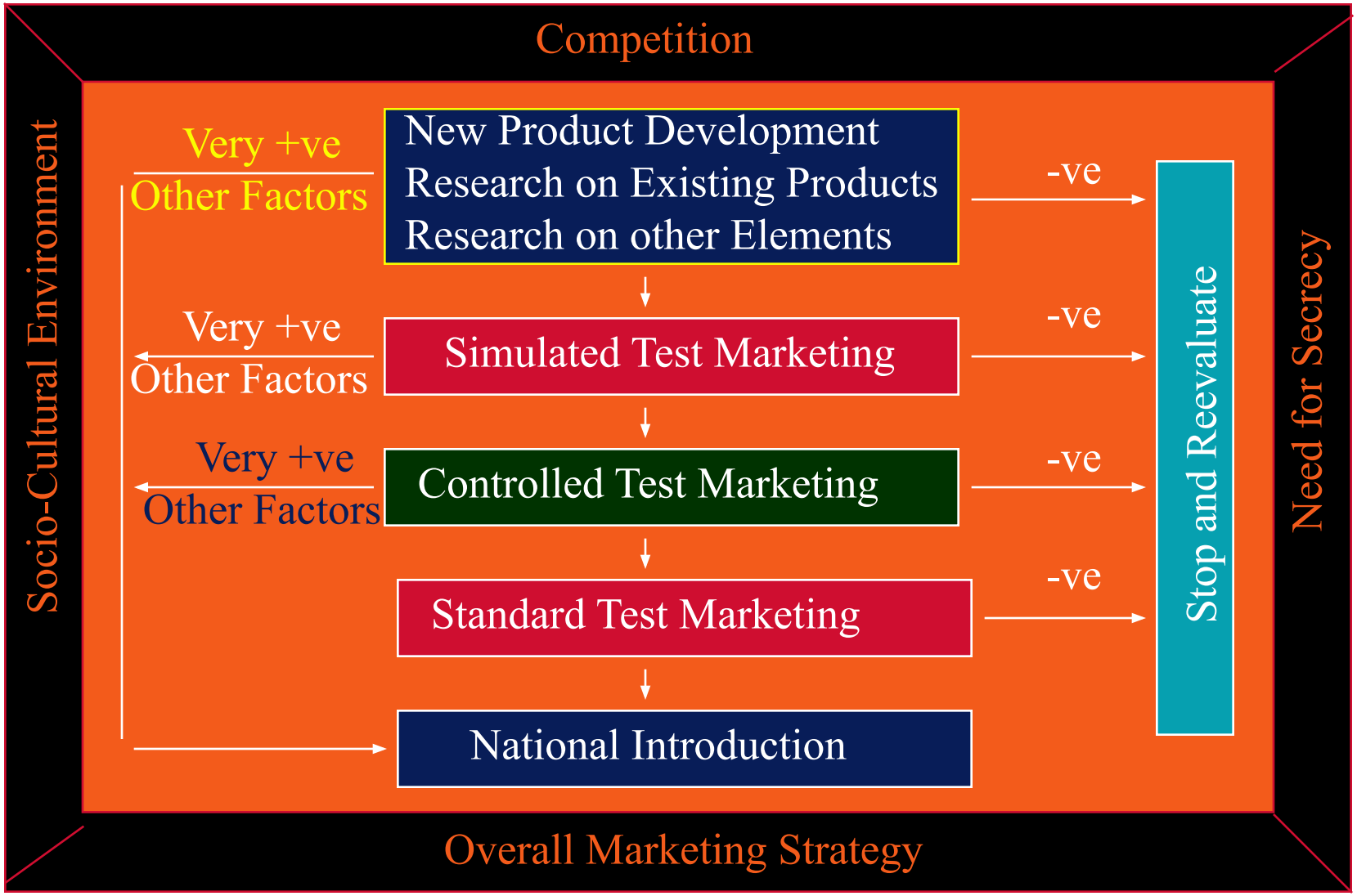


Table 7.1 Evidence of Concomitant Variation between Purchase of Fashion Clothing and Education

Education, X	Purchase of Fashion Clothing, Y: High	Purchase of Fashion Clothing, Y: Low	
High	363 (73%)	137 (27%)	500 (100%)
Low	322 (64%)	178 (36%)	500 (100%)

Table 7.1

Purchase of Fashion Clothing by Income and Education

Low Income Purchase

Education	High	Low	
High	122 (61%)	78 (39%)	200 (100%)
Low	171 (61%)	129 (43%)	300 (100%)

High Income Purchase

Education	High	Low	
High	241 (80%)	59 (20%)	300
Low	151 (76%)	49 (24%)	200

Table 7.4

An Example of a Randomized Block Design

Store Number	Block: Commercial Patronage	Treatment Groups: Commercial A	Treatment Groups: Commercial B	Treatment Groups: Commercial C
1	Heavy			
2	Medium			
3	Low			
4	None			

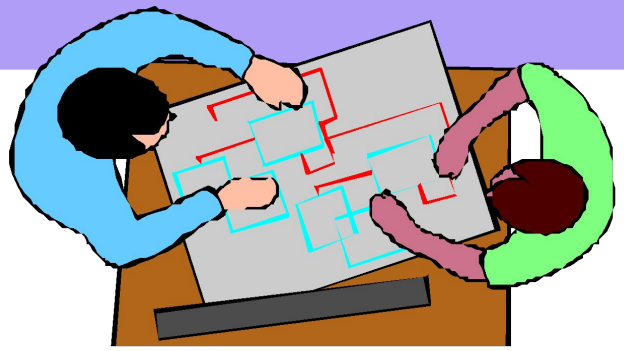
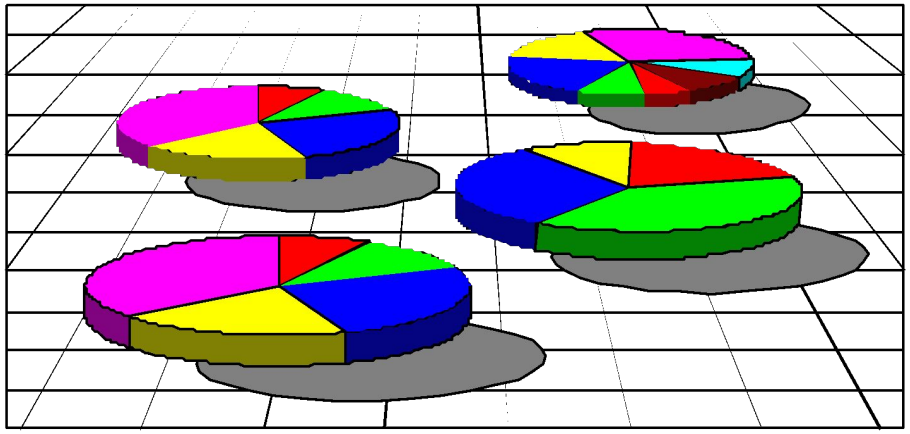


Table 7.5 An Example of Latin Square Design

Patronage	Interest in the Store			Store
	High	Medium	Low	
Heavy	B	A		C
Medium	C	B		A
Low and none	A	C		B



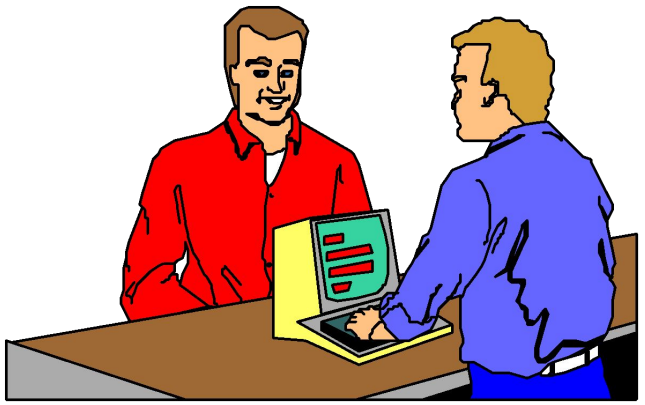


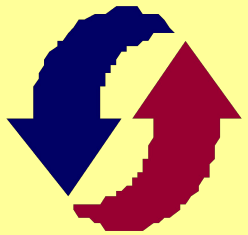
Table 7.6

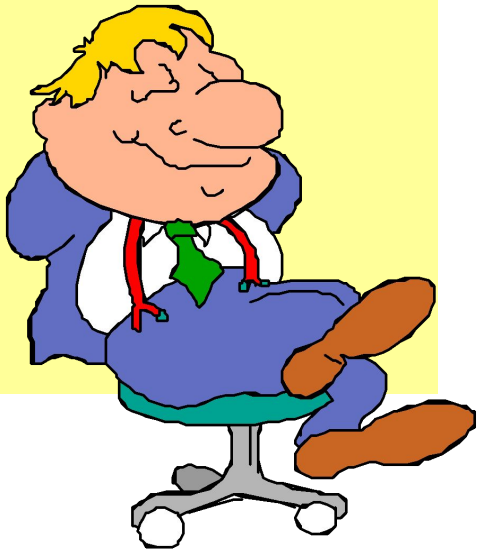
An Example of a Factorial Design

	Amount of Humor		
Amount of Store Information	No Humor	Medium Humor	High Humor
Low			
Medium			
High			

Table 7.7 Laboratory versus Field Experiments

Factor	Laboratory	Field
Environment	Artificial	Realistic
Control	High	Low
Reactive Error	High	Low
Demand Artifacts	High	Low
Internal Validity	High	Low
External Validity	Low	High
Time	Short	Long
Number of Units	Small	Large
Ease of implementation	High	Low
Cost	Low	High





RIP 7.1

Criteria for the Selection of Test Markets

Test Markets should have the following qualities:

1) Be large enough to produce meaningful projections. They should contain at least 2% of the potential actual population.
2) Be representative demographically.
3) Be representative with respect to product consumption behavior.
4) Be representative with respect to media usage.
5) Be representative with respect to competition.
6) Be relatively isolated in terms of media and physical distribution.
7) Have normal historical development in the product class
8) Have marketing research and auditing services available
9) Not be over-tested

RIP 7.2

Dancer Fitzgerald's Sample List of Recommended Test Markets

Albany-Schenectady-Troy, N
Knoxville, TN
Boise, ID
Lexington, KY
Buffalo, NY
Little Rock, AR
Cedar Rapids-Waterloo, IA
Louisville, KY
Charlotte, NC
Minneapolis, MN
Cincinnati, Oh
Nashville, TN
Cleveland, OH
Oklahoma City, OK
Colorado Springs-Pueblo, CO
Omaha, NE
Columbus, OH
Orlando-Daytona Beach, FL
Des Moines, IA
Phoenix, AZ
Erie, PA
Pittsburgh, PA

RIP 7.2

Dancer Fitzgerald's Sample List of Recommended Test Markets

Evansville, IN
Portland, OR
Fargo, ND
Roanoke-Lynchburg, VA
Fort Wayne, IN
Rochester, NY
Green Bay, WI
Sacramento-Stockton, CA
Greensboro-High Point, NC
St. Louis, MO
Greenville-Spartanburg, SC
Salt Lake City, UT
Grand Rapids-Battle Creek, MI
Seattle-Tacoma, WA
Kansas City, MO
Wichita-Hutchinson, KA