

In-Store Displays:

A retailer notices that point-of-purchase (P-O-P) displays for M&M/Mars candy brands always increase sales of the brands being displayed. However, this effect differs depending on the season. State a hypothesis about effect of display, season, and their interaction.

Will there be a main effect of having a point-of-purchase (P-O-P) display on candy sales?

Will there be a main effect of season on candy sales?

Will the effect of one variable on candy sales depend on the level of the other variable (interaction)? How?

Example H: There will be a main effect of point-of-purchase (P-O-P) display (vs. no display) such that these displays will increase candy sales. However, this effect of display will be much stronger during the summer and other non-seasonal periods than during Halloween. During Halloween, the effect of display will be negligible. There is also a large main effect for season, with more candy being sold during Halloween than during the summer (regardless of P-O-P display).

Graph the hypothesis:

Response Rate Hypothesis:

A mail survey was conducted that tested various incentives for their effectiveness in stimulating higher response rates. For men, an incentive of a \$1 free music download is more effective than a \$1 grocery coupon in enhancing response rates. For women, will the effect be different?

State a hypothesis about how incentive type and gender will influence responding. Main effect(s)? Interaction?

Graph the hypothesis on the back.