

*Meta-Analytic Thinking
For Exploring Brands*

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October, 2004

Meta-Analytic Thinking

1. Generalizable results are the goal
2. There are systematic differences
 - No single study proves anything
3. Sometimes it's better (and faster) to learn from the past than to conduct a special study (even though the analogy is imperfect)

Basic Assumptions

1. A number of studies relate the same (or similar) somethings to the same (or similar) something else
2. The relationship may vary based on a number of factors
3. Systematic variance may be due to
 - a. Situation
 - b. Model/Impact of other variables
 - c. Measurement
 - d. Estimation

Three Foci of Meta Analysis

1. Existence
2. Variance explained (effect size)
3. Magnitude of effect (size of effect)

Basic Question: What if?

1. $Y = BX + e_1$

Where Y is regression coefficient, elasticity, correlation.
 B is the impact of X on Y
and X can be almost anything
(continuous variable, experimental treatment, time,...)

2. $B = \bar{B} + CZ + e_2$

Where Z are determinants (boundary conditions)
of the impact of X on Y

Key Steps

1. Assembling relevant data/studies
 1. Published
 2. Other
2. Identifying the impact measure (B)
3. Coding the data
4. Estimating average result (\bar{B})

Recognize

1. Coding is iterative (theory plus availability)
2. Data (natural experiment) is a mess (confounded)

Example: Coding Scheme For Brand Extensions

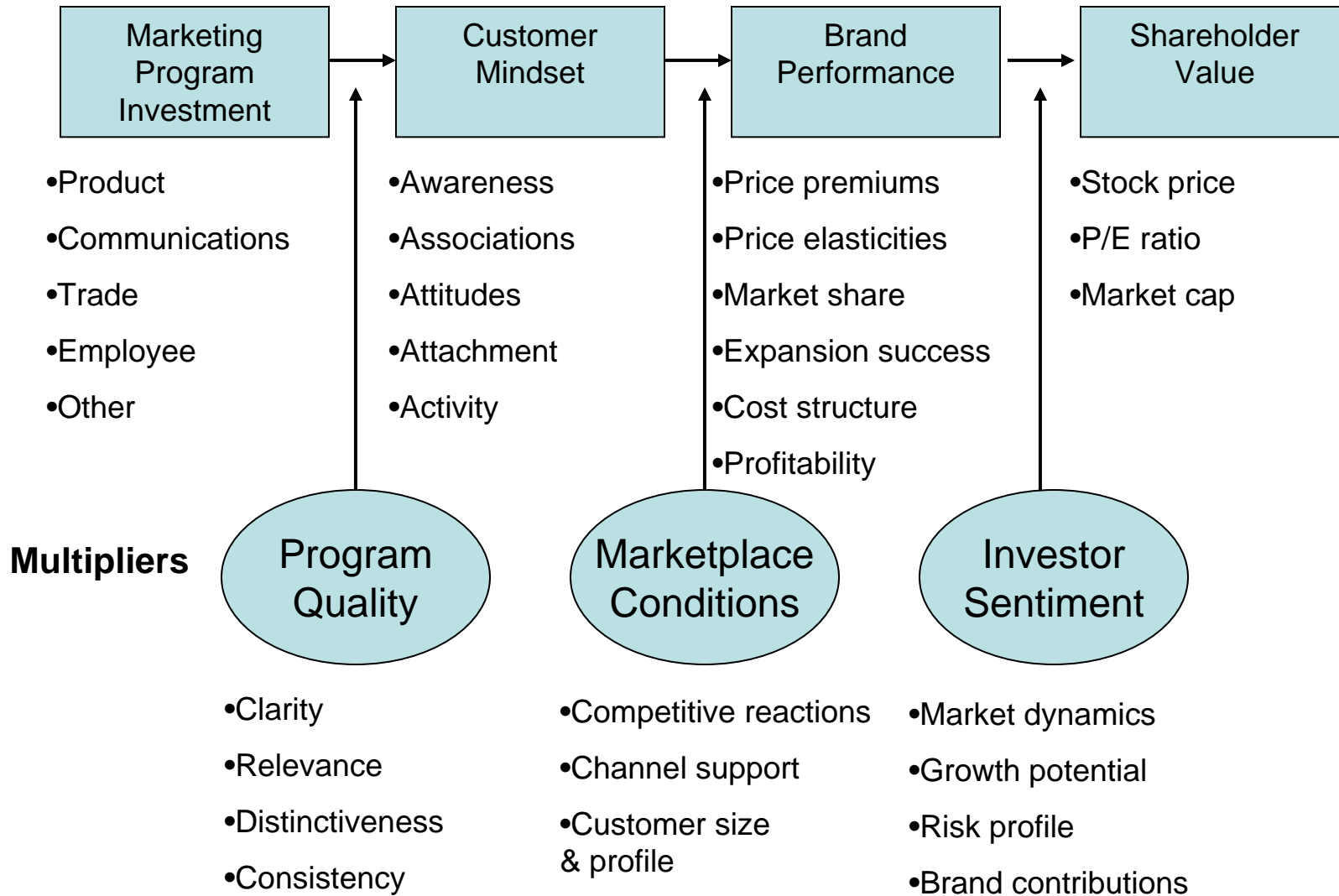
(e.g. Rolex Batteries, Timex Clocks, ...)

<u>Product Category/Situation</u> <ul style="list-style-type: none">•Utilitarian-Hedonic•Expertise/Knowledge	<u>Measurement</u> <ul style="list-style-type: none">•Lab Experiment, ...•Number of Measures•Dependent Variable: Attitude, Intention, Purchase, ...
<u>Structural Model</u> (Variables Controlled For) <ul style="list-style-type: none">•Other Variables (e.g., Picture)•Heterogeneity Allowed?	<u>Estimation Method</u> <ul style="list-style-type: none">•OLS•LISREL•Bayesian

Existing Between-Study Meta Analyses

- Rao and Monroe (1989)
 - “The Effect of Price, Brand name, and Store Name on Buyer’s Perceptions of Product Quality: An Integrative Review”, *Journal of Marketing Research*, 26, August, 351-357
- Szymanski and Busch (1987)
 - “Identifying the Generics – Prone Consumer: A Meta Analysis”, *Journal of Marketing Research*, 24, September, 425-431.

The Brand Value Chain



Some Opportunities for Brand-Related Meta Analyses

- Success of brand extensions
 - Customer reaction
 - Market share
- Brand impact on mix (price, advertising) elasticity
- Private labels
- ...

Within – Study Meta Analyses

1. Experiments with multiple product categories
2. Analyses of large data-bases (scanner, compustat,...)