

TABLE 2.—EXPERIMENTAL DESIGN FOR THE STUDY OF THE DEMAND FOR FLORIDA FROZEN ORANGE CONCENTRATE, DELAWARE VALLEY AREA, JUNE 7-AUGUST 7, 1954.

Store Number	Period			
	I (1 week)	II (3 weeks)	III (2 weeks)	IV (3 weeks)
1	0	4	0	-8
2	0	-3	0	0
3	0	-6	0	0
4	0	-3	0	4
5	0	0	0	-3
6	0	-6	0	-8
7	0	4	0	-3
8	0	0	0	-6
9	0	-8	0	4
10	0	-8	0	-6

The above differentials represent departures from the base price established for the week of June 7, 1954, and are in terms of 6-ounce cans. Prices for 12-ounce cans were varied proportionately.

In order to minimize the disturbing influence of within-store factors that might have affected purchases, a considerable degree of control was exercised over retailing operations pertaining to frozen orange concentrate. The display space devoted to this product was kept comparatively constant throughout the 9-week study. Care was also taken to retain the original space allocation among the various brands and can sizes of orange concentrate that were handled. Furthermore, a special effort was made to see that adequate supplies of each item were on hand at all times in each store. To obviate the necessity for reckoning with the effects of advertising upon customer purchase rates, the co-operating organization refrained from advertising frozen orange concentrate throughout the test period.

Since variation in the merchandising policy of different firms (with regard to product assortment, display techniques and pricing practices) could materially affect the results of such a study, the sample units selected were all members of one firm.