

MKT 791–Research II
Spring 1996
R. Kleine

SESSION 12: Multivariate Analysis of Variance

READINGS

Hair, Joseph F., Jr., Rolph E. Anderson, Ronald L. Tatham, and William C. Black (1995), *Multivariate Data Analysis with Readings*, 4th ed., Englewood Cliffs, NJ: Prentice-Hall.

◆ Chapter 5: Multivariate Analysis of Variance

Stevens, James (1992), *Applied Multivariate Analysis*, 2nd ed., Hillsdale, NJ: Lawrence Erlbaum

◆ Chapter 6: Assumptions in MANOVA.

Bray, James H. and Scott E. Maxwell (1985), *Multivariate Analysis of Variance*, Beverly Hills: Sage.

Huberty, Carl J. and John D. Morris (1989), "Multivariate Analysis Versus Multiple Univariate Analyses," *Psychological Bulletin*, 105 (2), 302-308.

Two to review:

Bagozzi, Richard P. (1977), "Structural Equation Models in Experimental Research," *Journal of Marketing Research*, 14 (May), 209-226.

Bagozzi, Richard P. and Youjiae Yi (1989), "On the Use of Structural Equation Models in Experimental Designs," *Journal of Marketing Research*, 26 (August), 271-284.

HIGHLY RECOMMENDED

Cole, David A., Scott E. Maxwell, Richard Arvey, and Eduardo Salas (1993), "Multivariate Group Comparisons of Variable Systems: MANOVA and Structural Equation Modeling," *Psychological Bulletin*, 114 (1), 174-184.

Stevens, James (1992), *Applied Multivariate Analysis*, 2nd ed., Hillsdale, NJ: Lawrence Erlbaum, Chapter 5: K Group MANOVA: A Priori and Post Hoc Procedures

YOUR TURN

Run two multivariate analyses of variance (use PROC GLM): one with the HATCO data, the other with your own data. Interpret them. Bring the analyses to class. (Remember, a follow-up discriminant analysis can help you interpret the results.)