

How Researcher Analytical Choices Impact Price Elasticity Estimates: Insights from A Many-Analyst Study

Marketing research frequently relies on a single analysis of a dataset to draw conclusions. This study evaluates the consistency of such conclusions by comparing results from 156 independent research teams analyzing the same dataset (elasticity-open-science.com). All teams estimated brand price elasticities for 68 meat substitute products but used their own analytical methods.

The findings reveal considerable variation in results, demonstrating that different methodological choices can lead to divergent conclusions. This highlights the need for greater scrutiny of analytical decisions in marketing research. To enhance robustness, the field should (1) assess the sensitivity of results to methodological variations, (2) enforce transparency in reporting analytical choices, and (3) promote replication studies to validate prior findings. The observed variability underscores the importance of confirmatory research in establishing reliable conclusions.