Erratum to: A guideline for designing experimental studies in marketing research and a critical discussion of selected problem areas

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Figure 3 of the original article was incorrectly translated. It was supposed to be “one-factor analysis of (co-)variance” (instead of “univariate analysis of (co-)variance”) and “multi-factor analysis of (co-)variance” (instead of “multivariate analysis of (co-)variance”).

Corrected version of Fig. 3 from Koschate-Fischer/Schandelmeier 2014:

Independent Variable		Design Type	
		Between-Subjects Design	Within-Subjects Design/ Mixed Design
One Independent Variable	Two Experimental Conditions	<i>t</i> -Test (One-Factor Analysis of (Co-)Variance)	Correlated <i>t</i> -Test (One-Factor Analysis of (Co-)Variance with Repeated Measurements)
	Two or More Experimental Conditions	One-Factor Analysis of (Co-)Variance	One-Factor Analysis of (Co-)Variance with Repeated Measurements
More than One Independent Variable		Multi-Factor Analysis of (Co-)Variance	Multi-Factor Analysis of (Co-)Variance with Repeated Measurements

Fig. 3 Specifying the type of ANOVA (based on Hair et al. 2010)

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