**Display Demo ICE**

A manufacturer of irons, Bajaj, ties up with a certain chain of electronics retailers. Somehow, the VP (Marketing), Manoj Sharma feels that consumers are not paying enough attention to Bajaj irons and awareness for their brand is low; this in turn leads to lower market share for Bajaj. So in an attempt to enhance attentiveness of consumers, Manoj Sharma conducts an experiment in 40 outlets of the said retail chain. He varies display (ordinary or special) and product demonstrations (absent or present) systematically. The data are in the file “display demo.sav”. He measures attentiveness with multi-item pre-existing scales and obtains a high Cronbach alpha (of 0.85) for this construct. Analyse the data and advise him. What should he do?