

# What is Causal Research?

Contributed by DJS Research Ltd

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The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan.

For example, if a clothing company currently sells blue denim jeans, causal research can measure the impact of the company changing the product design to the colour white.

Following the research, company bosses will be able to decide whether changing the colour of the jeans to white would be profitable.

To summarise, causal research is a way of seeing how actions now will affect a business in the future.

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