Answering sheet Asignment Marketing Models

Student information

Name:
Student Number:

Details Data

Number of the dataset used for solving the exercise:

Details Coding

Which computer language/program did you use?:

What was the version number of the software that you used?:

Estimation Results:

Fill in the next table using your estimation output:

parameter	ML estimate	standard error
Heinz 28 ounces	0	N.A.
Heinz 32 ounces		
Heinz 40 ounces		
Hunts 32 ounces		
price		
display		
feature		

Maximum Log Likelihood value:

McFadden R^2:

Partial Effects:

Fill in the table with average partial effects of prices where element (j,k) denotes the marginal change in the choice probability of brand j due to a change in the price of brand k.

	average partial effects of price			
brand	Heinz 28 ounces	Heinz 32 ounces	Heinz 40 ounces	Hunts 32 ounces
Heinz 28 ounces				
Heinz 32 ounces				
Heinz 40 ounces				
Hunts 32 ounces				

Effects of Hunts display promotion:
Fill in the table with the average effects of a display promotion for Hunts 32 ounces (with no feature promotion for Hunts and no feature nor display promotion for any other brand-sizes) on the probabilities of all 4 brand-sizes relative to a scenario in which there are no feature nor display promotions for any brand-sizes (including Hunts).

brand	Heinz 28 ounces	Heinz 32 ounces	Heinz 40 ounces	Hunts 32 ounces
Effect				

Hausman Test:
Test the assumption of the independence of irrelevant alternatives by implementing a Hausman test comparing the unrestricted model with a restricted model that does not include the Heinz 40 ounces observations.

Test Statistic	
P-value	