# APPENDIX A Template Data Report Version July 2020

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| Title | *Replication Package for:* Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in Fourteen Indo-Pacific Rim Economies |

***Organization***

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| Distributor | DataverseNL. |
| Ethical clearance | No approval was required by Tilburg University at the time this project was started. |
| Preregistration | Not applicable. |

***Research context***

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| Description | See abstract:  <https://doi.org/10.1177/00222437211058102> |
| Kind of data | The replication package contains code and file descriptions, but not the original data (given the NDA between the main data supplier, GfK, and the co-authors) |
| Publication | Datta, Hannes, Harald J. van Heerde, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp. “Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies,” *Journal of Marketing Research*. February 2022. doi:10.1177/00222437211058102 |
| Keywords | Tilburg University, business, marketing-mix elasticities, emerging economies, emerging markets, culture, empirical generalizations, product, pricing, distribution |

***Data production***

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| Producer | Tilburg University |
| Production date | See timestamps in replication package (docs/files\_in\_repository.csv) |
| Method | Secondary data supplied by GfK (see paper for a description) |
| Universe | Monthly product sales data across fourteen product categories, at the national level (i.e., number of iPhones sold in Singapore in August 2012); covering 2004-2014. Full description see paper. |
| Data sources | See readme.md for description of data sources. |
| Country / Nation | 14 Indo-Pacific Rim countries, including 7 emerging economies  (China, India, Indonesia, Malaysia, the Philippines, Thailand,  and Vietnam) and 7 developed economies (Australia, Hong  Kong, Japan, New Zealand, Singapore, South Korea, and  Taiwan). |

***Rights and restrictions***

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| Restrictions (file permission) | Version consisting of code and some (limited) meta data is available publicly. Use of original raw data is governed by NDA (see \docs folder for a copy). Raw data stored at Tilburg University. |
| License | Public version CC-BY-NC. Data is not available for reuse given the NDA. |
| Rights | Raw data only accessible to co-authors given NDA signed between GfK and the co-authors. |
| Data retention period | As long as possible for replication purposes. |

***Read-me***

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| Data files | See readme.md and docs/files\_in\_repository.md. |
| Supplemental material | See readme.md. |
| Structure data package | See readme.md and code. |