Table 2   GL Model Estimates

Parameter	Estimate	t-statistic
price coefficient ($-w_p$)	−1.077	−18.10
"brand loyalty" parameter (w_E)	3.363	53.18
advertising coefficient (w_{Ad})	0.144	0.31
brand intercepts (a_j):		
a_{Dash}	0.000	−
a_{Cheer}	1.115	8.87
a_{Solo}	0.917	7.22
a_{Surf}	1.382	14.43
a_{Era}	1.601	11.03
a_{Wisk}	1.102	6.78
a_{Tide}	1.700	12.29
"Other Brands" intercept (Φ_O)	−0.633	−2.98
"Other Brands" time trend (Ψ_O)	0.011	4.87
"No Purchase" intercept (Φ_{NP})	1.636	8.02
"No Purchase" time trend (Ψ_{NP})	0.005	1.35
"Brand Loyalty" smoothing coefficient (α_E)	0.770	50.62
advertising smoothing coefficient (α_{AD})	0.788	2.95

$-LL = 7463.23$ $AIC = 7478.23$ $BIC = 7531.10$