



Liquid Laundry Exercise

Case Study edited
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Scanner panel data about the **purchase behavior of 52 households** in the liquid laundry detergent category **for an entire year**. The data set contains **purchases on 348 purchase occasions**, at each of which **four major brands (Tide, Wisk, Era and Surf)**, all 64 ounces in size, were available for purchase (these four brands accounted for **over 90 percent of all purchases**).

Occasion	(ID for each distinct purchase occasion)
Household	(ID for each distinct household)
Week	(the week in which the purchase was made)
Loyalty	(based on the share of purchases of each brand in an earlier time period)
Price	(the price per ounce in cents for a particular brand on a particular occasion)
Feature	(whether or not the brand was featured in the store's advertising)
Display	(whether or not the brand was specially displayed in the store)
Tide, Wisk, Era	(three indicator variables that show which brand the observation refers to)
Choice	(whether or not a given brand was chosen on a particular occasion)

