**Homework 2 Part B**

Q1. I have provided a dataset PIMS.dat which has data on industrial goods manufacturers. The variables in the data are in the following order. These variables and definitions are given in the paper by Robinson and Fornell (1985) on pioneering advantages (see Tables 1, 2 and 3). As in the paper by Robinson and Fornell (1985), we will estimate a simultaneous system of five equations. While the paper considered consumer goods industries, we are interested in replicating the analysis for industrial goods industries.

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| --- | --- |
| MS | Relative market share |
| QUAL | Relative quality |
| PRICE | Relative price |
| PLB | Product line width |
| DC | Relative direct costs |
| PION | Whether a firm is a pioneer (1) or not (0) |
| EF | Whether a firm is an early follower (1) or not (0) |
| PHPF | Pioneer \*high purchase frequency |
| PLPF | Pioneer \*low purchase frequency |
| PSC | Pioneer \*seasonal product change |
| PAPC | Pioneer \*annual/periodic product change |
| NCOMP | Number of competitors |
| MKTEXP | Relative marketing expenditures (similar to ‘relative advertising and promotion’) |
| TYRP | Twenty year pioneer |
| PNP | Percentage of new products |
| CUSTTYP | Relative customer type |
| NCUST | Relative Number of customers |
| CUSTSIZE | Relative customer size |
| PENEW | Plant and equipment newness |
| CAP | Capacity utilization |
| RBVI | Relative backward vertical integration |
| EMPRODY | Employee productivity |
| UNION | Percentage of employees unionized |

Please estimate a 2SLS model with the following five equations.

model MS=qual plb price pion ef phpf plpf psc papc ncomp mktexp

model Qual=price dc pion ef tyrp mktexp pnp

model PLB=dc pion tyrp ef pnp custtyp ncust custsize

model Price=ms qual dc pion ef tyrp mktexp pnp

model DC=ms qual pion ef tyrp penew cap rbvi emprody union

1. Run the 2SLS model using SAS (PROC SYSLIN) and estimate the effect of pioneering on market share. Be sure to consider the direct effects as well as the indirect effects. (read the paper on pioneering advantages for this interpretation).
2. Run a simple regression model of market share as given in the first equation. What is the effect of pioneering on market share using this simple model? How does this effect change across different models.