Estimating Zero Order Models Given Variable Number of Purchase Records Per Household (Classic Reprint)

By Manohar U Kalwani

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Estimating Zero Order Models Given Variable Number of Purchase Records Per Household Assuming a zero order process, the beta-binomial distribution model is often used to describe consumers brand switching behavior. A variety of methods have been used to estimate the parameters of the beta-binomial distribution, each of which assumes fixed number of purchase occasions across households. Consumer panel data, however, are typically available for a fixed duration of time (say, a year) during which consumers invariably make different number of purchases in the product class. The purpose of this paper is to present a method for estimating zero order models from panel data containing different number of purchase records per household. Empirical data are presented to demonstrate the efficiency of this estimation method. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases,...

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