

Data For The Pepsi Cola Case

Alternative data formats that can be used with this case:

<http://www.drvkumar.com/books/mr/PEPSFIXD.DAT>

PEPSFIXD.DAT contains the Pepsi Cola data set in fixed format as given in the questionnaire. This format is most appropriate for use with FORTRAN, SPSS, or MINITAB. This file contains two lines of data for every respondent. A standard FORTRAN FORMAT statement to read this data would look like this: (80F1.0/36F1.0,F2.0,F1.0,F2.0).

<http://www.drvkumar.com/books/mr/PEPSBLNK.PRN>

PEPSBLNK.PRN contains the Pepsi Cola data set with one blank space between each field. This format is most appropriate for use with packages like LOTUS 123 or TSP. The extension has .PRN has been used to facilitate reading of the file by LOTUS as an IMPORT PRINT file. This file contains three lines of data for every respondent.

<http://www.drvkumar.com/books/mr/Pepsi.xls>

This contains the Pepsi Cola data set in spreadsheet format. This format can be opened in MS Excel-97. Note: The first row of the excel file corresponds to the Coded Column as shown in Case 22-2 on page number 641 of the Marketing Research handbook, Sixth Edition.

<http://www.drvkumar.com/books/mr/pepsirenamed.sav> (SPSS Professional version)

This contains the entire data set consisting of 120 variables and 64 observations. In case you have the student version of SPSS please do not use this data set.

Note : The following are the brand name abbreviations used in the SPSS file Pepsi = pep, Diet7up = d7u, Calistoga = cno, 7up=7up, Slice10% = slt, Schweppes = ssw, Dr.Pepper = drp, DietCoke = dck, Coke = cok, Pepsi Light = ppl.

<http://www.drvkumar.com/books/mr/pepsistudent.sav> (SPSS Student version)

Pepsistudent.sav contains SPSS Student version of the data. This data is a reduced version containing 50 variables and 64 observations. Please use this if you do not have the SPSS Professional version.

Note : This dataset is limited to the following 5 brands : Pepsi = pep, Diet7up = d7u, Calistoga = cno, 7up=7up, Slice10% = slt

You might need to right click on the link and use the "Save Target As..." or "Save Link As..." option to download files.

