

Product and Brand Management (MK 8620)

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**Center for Excellence in
BRAND & CUSTOMER MANAGEMENT**

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Assignment 6 - Panel Data Model

- 1) The following table shows brand purchases for a consumer panel consisting of eight individuals. N is the new brand and C1 & C2 are the competing brands. Time periods are shown from the first week after the launch of a new brand through the 8th week of the test market.

| Week after launch | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-------------------|----|----|----|----|----|----|----|----|
| Consumer# | | | | | | | | |
| 1 | C2 | C1 | C2 | N | N | C2 | N | N |
| 2 | C1 | N | N | N | C1 | N | C1 | N |
| 3 | C2 | C1 | N | N | C2 | C1 | N | C2 |
| 4 | C1 | C1 | C1 | C2 | C1 | C2 | C2 | C1 |
| 5 | C2 | N | C2 | C2 | C2 | N | C2 | C1 |
| 6 | C2 | C2 | C1 | C1 | C1 | C2 | C2 | C2 |
| 7 | N | C2 | C1 | N | C2 | C1 | N | C2 |
| 8 | C1 | N | C2 | C1 | N | C2 | N | C2 |

- Assuming this sample panel is completely representative of the market; forecast the long-term market share for the new brand.
- Suppose the preference ratings for Brands N, C1, and C2 are $P(N)=6$, $P(C1)=7$, and $P(C2)=8$. Find the preference share for brand N.
- By incorporating the information from the above two results, estimate the forecast interval for market share of the new brand, N.