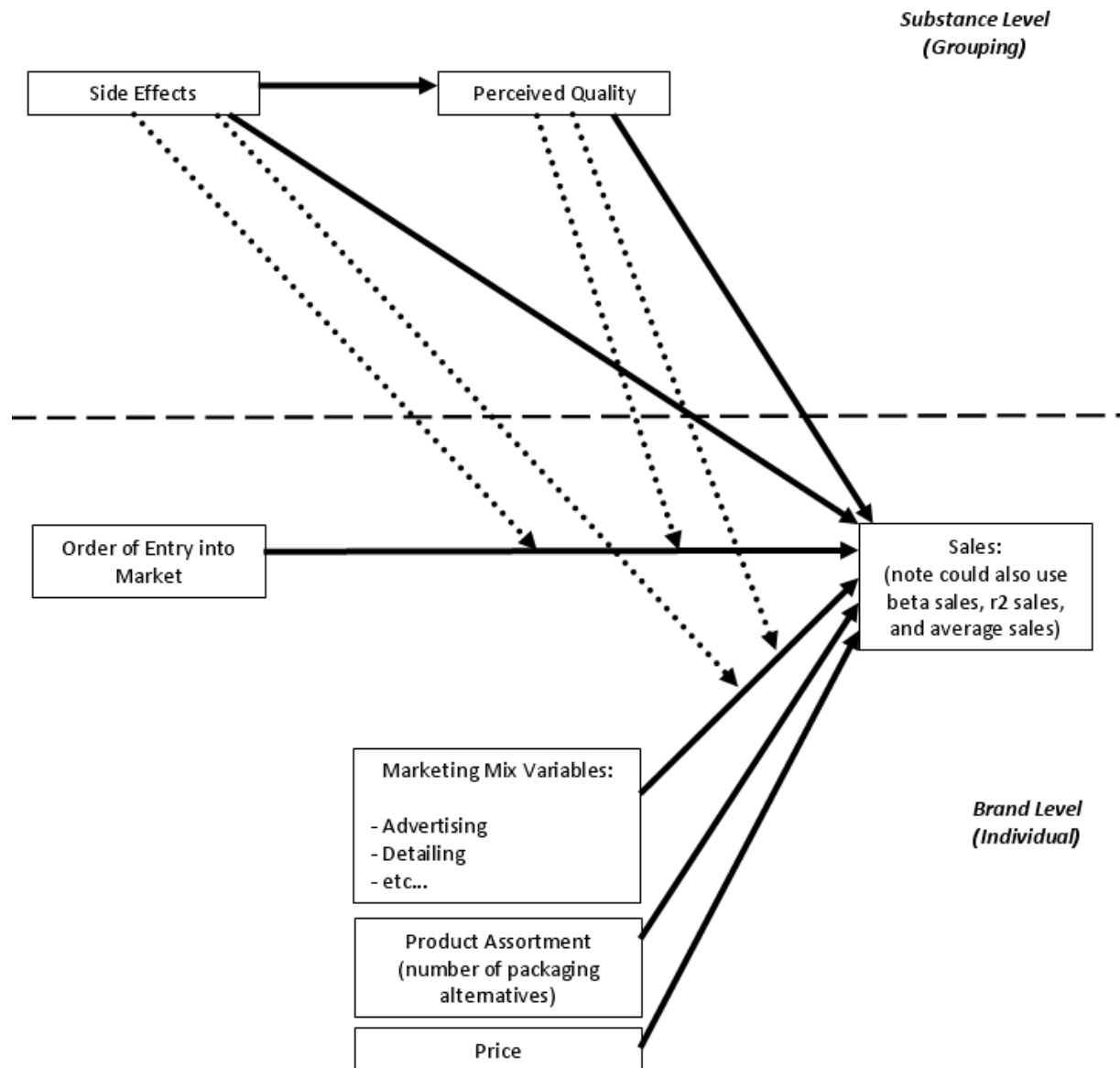


MODEL



MLwiN - H:\Freecom_1_backup\Data\PhD\Order of entry Study\Data Evaluation SPSS\dataset_stat_8.sav

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Start More Stop IGLS Estimation control..

Equations

Current_Sales_{ij} ~ N(XB, Ω)

Current_Sales_{ij} = 6.000(2.449)PQPerceivedQuality_{ij} + 7.000(2.000)DSE_{ij} + β_{2i}cons_{ij}

β_{2i} = 4.000(2.828) + e_{2ij}

$[e_{2ij}] \sim N(0, \Omega_e) : \Omega_e = [6.000(2.449)]$

Name	+	-	Add Term	Estimates	Nonlinear	Clear	Notation	Responses	Store	Help	Zoom
Average_DED...	12	99	13	-1.285714				284410.3	False	Average_DE (Detailing Expen...	
Beta_DE	13	99	13	-99				1	False		
R_square_DE	14	99	13	-99				1	False		
Average_MAC...	15	99	13	-99				13724.8	False	Average_MAC (Mailing Expen...	
Beta_MAC	16	99	13	-99				1	False		
R_square_MAC	17	99	13	-99				1	False		

random fixed iteration 0 Names Equations

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Equations

Current_Sales_i ~ N(XB, Ω)

Current_Sales_i = -2029.479(9374.566)OE_i + -0.258(0.077)DEDetailingExpenditures_i +
 1.236(1.092)MACMailingExpenditures_i + 1.534(0.164)AEAdvertisingExpenditures_i +
 17703.504(36055.953)PKSnumberofpackingalternatives_i +
 -175.621(199.132)APAveragePrice_i + β_{6i}cons

β_{6i} = 48326.531(173661.688) + e_{6i}

$[e_{6i}] \sim N(0, \Omega_e) : \Omega_e = [213210873856.000(32514351104.000)]$

-2*loglikelihood(IGLS Deviance) = 2487.415(86 of 99 cases in use)

Name	+	-	Add Term	Estimates	Nonlinear	Clear	Notation	Responses	Store	Help	Zoom
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random fixed iteration 2 Names Equations

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