



When and What to Buy: A Nested Logit Model of Coffee Purchase (Classic Reprint) (Paperback)

By Peter M Guadagni

Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from When and What to Buy: A Nested Logit Model of Coffee Purchase In an earlier paper the authors have modeled a customer s choice of product within a category as affected by retail store actions and prior purchasing behavior (guadagni and Little, Principal retailer control variables are price, presence or absence of store promotion, and amount of promotional price cut. Customer behavioral variables are prior loyalty to brand and size. The basic methodology is the multinomial logit, with calibration and testing done on upc scanner panel data for the regular ground coffee category. In the earlier paper, we take as known that a customer makes a purchase in the category. This restriction is now removed by extending the model to include the decision to buy a product in the category on a particular shopping trip. Whereas the earlier model was driven by purchases, each representing an opportunity to choose a particular brand and size, the new model is driven by shopping trips, each representing an opportunity to buy within the category. Since we are dealing with products that are bought repeatedly,...



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