%MktMerge Macro

The %MktMerge autocall macro merges a data set containing a choice design with choice data. See the following pages for examples of using this macro in the design chapter: 149 and 176. Also see the following pages for examples of using this macro in the discrete choice chapter: 325, 371, 387, 437, 522, and 529. Additional examples appear throughout this chapter. The following shows a typical example of using this macro:

The design= data set comes from the %MktRoll macro. The data= data set contains the data, and the setvars= variables in the data= data set contain the numbers of the chosen alternatives for each of the 18 choice sets. The nsets= option specifies the number of choice sets, and the nalts= option specifies the number of alternatives. The out= option names the output SAS data set that contains the experimental design and a variable c that contains 1 for the chosen alternatives (first choice) and 2 for unchosen alternatives (second or subsequent choice).

When the data= data set contains a blocking variable, name it in the blocks= option. When there is blocking, it is assumed that the design= data set contains blocks of $nalts \times nsets$ observations. The blocks= variable must contain values 1, 2, ..., n for n blocks. The following example uses the %MktMerge macro with blocking:

%MktMerge Macro Options

The following options can be used with the %MktMerge macro:

Option	Description
help	(positional) "help" or "?" displays syntax summary
$blocks=1 \mid variable$	blocking variable
${\tt data} = SAS \text{-} data \text{-} set$	input SAS data set
${\tt design} {=} SAS {-} data {-} set$	input SAS choice design data set
$\mathtt{nalts} \texttt{=} n$	number of alternatives
${\tt nsets} = n$	number of choice sets
$\mathtt{out} = SAS - data - set$	output SAS data set
$\verb"setvars="variable-list"$	variables with the data
$\verb statements = SAS\text{-}statements$	additional statements

You can specify either of the following to display the option names and simple examples of the macro syntax:

```
%mktmerge(help)
%mktmerge(?)
```

You must specify the design=, nalts=, nsets=, and setvars= options.

blocks= 1 | variable

specifies either a 1 (the default) if there is no blocking or the name of a variable in the data= data set that contains the block number. When there is blocking, it is assumed that the design= data set contains blocks of $nalts \times nsets$ observations, one set per block. The blocks= variable must contain values 1, 2, ..., n for n blocks.

data = SAS-data-set

specifies an input SAS data set with data for the choice model. By default, the data= data set is the last data set created.

design = SAS-data-set

specifies an input SAS data set with the choice design. This data set could have been created, for example, with the <code>%MktRoll</code> or <code>%ChoicEff</code> macros. This option must be specified.

nalts = n

specifies the number of alternatives. This option must be specified.

nsets = n

specifies the number of choice sets. This option must be specified.

out = SAS-data-set

specifies the output SAS data set. If out= is not specified, the DATAn convention is used. This data set contains the experimental design and a variable c that contains 1 for the chosen alternatives (first choice) and 2 for unchosen alternatives (second or subsequent choice).

setvars= variable-list

specifies a list of variables, one per choice set, in the data= data set that contains the numbers of the chosen alternatives. It is assumed that the values of these variables range from 1 to *nalts*. This option must be specified.

statements SAS-statements

specifies additional statements like format and label statements. This option is illustrated in the following step:

$\% {\rm MktMerge~Macro~Notes}$

This macro specifies options nonotes throughout most of its execution. If you want to see all of the notes, submit the statement %let mktopts = notes; before running the macro. To see the macro version, submit the statement %let mktopts = version; before running the macro.