%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:

\[
\%\text{mktmerge}(\text{design}=\text{rolled}, \text{data}=\text{results}, \text{out}=\text{res2}, \\
\quad \text{nsets}=18, \text{nalts}=5, \text{setvars}=\text{choose1-choose18})
\]

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:

\[
\%\text{mktmerge}(\text{design}=\text{rolled}, \text{data}=\text{results}, \text{out}=\text{res2}, \text{blocks}=\text{form}, \\
\quad \text{nsets}=18, \text{nalts}=5, \text{setvars}=\text{choose1-choose18})
\]

%MktMerge Macro Options

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

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<th>Option</th>
<th>Description</th>
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<td>help</td>
<td>(positional) “help” or “?” displays syntax summary</td>
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<tr>
<td>blocks=1 | variable</td>
<td>blocking variable</td>
</tr>
<tr>
<td>data=SAS-data-set</td>
<td>input SAS data set</td>
</tr>
<tr>
<td>design=SAS-data-set</td>
<td>input SAS choice design data set</td>
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<tr>
<td>nalts=n</td>
<td>number of alternatives</td>
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<td>out=SAS-data-set</td>
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<td>setvars=variable-list</td>
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<td>statements=SAS-statements</td>
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</table>

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

\[
\%\text{mktmerge}(\text{help})
\]
\[
\%\text{mktmerge}(\text{?})
\]
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` × `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 `%MktRoll` or `%ChoicEff` 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 DATA`n` 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:

    `%mktmerge(design=rolled, data=results, out=res2, blocks=form, nsets=&n, nalts=&m, setvars=choose1-choose&n, statements=&str(price = input(put(price, price.), 5.)); format scene scene. lodge lodge.;)`
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.