

The %MktMerge Macro

Introduction

The %MktMerge autocall macro merges a data set that contains a choice design with choice data.

%MktMerge Macro Syntax

%MktMerge(**DESIGN**=*SAS-data-set*, **NALTS**=*n*, **NSETS**=*n*, **SETVARS**=*variable-list*
< , *optional arguments* >)

Required Arguments

DESIGN=*SAS-data-set*

specifies an input SAS data set that contains the choice design. This data set could have been created, for example, using the %MktRoll or %ChoiceEff macro.

NALTS=*n*

specifies the number of alternatives.

NSETS=*n*

specifies the number of choice sets.

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 the value of the **NALTS**= argument.

Optional Arguments

BLOCKS=1 | *variable*

specifies how blocking is performed. You can specify the following values:

1 suppresses blocking.

variable specifies the name of a variable in the **DATA**= data set that indexes the blocks. It is assumed that the **DESIGN**= data set contains blocks of $nalts \times nsets$ observations, one set per block, where *nalts* is the value of the **NALTS**= argument and *nsets* is the value of the **NSETS**= argument. The variable must contain the values 1, 2, . . . , *n* for *n* blocks.

By default, **BLOCKS**=1.

DATA=SAS-data-set

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

OUT=SAS-data-set

specifies the output SAS data set. If you do not specify this argument, the DATA*n* convention is used. This data set contains the experimental design and the variable C, which contains 1 for the chosen alternatives (first choice) and 2 for unchosen alternatives (second or subsequent choice).

STATEMENTS=SAS-statements

specifies additional statements such as FORMAT and LABEL statements. This argument 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.;;))
```

Help Option

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

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

%MktMerge Macro Notes

This macro specifies **options nonotes** throughout most of its execution. If you want to see all the notes, submit the following statement before running the macro:

```
%let mktopts = notes;
```

To see the macro version, submit the following statement before running the macro:

```
%let mktopts = version;
```

Example

The following shows a typical example of using this macro:

```
%mktmerge(design=rolled, data=results, out=res2,  
          nsets=18, nalts=5, setvars=choose1-choose18)
```

The DESIGN= data set comes from the %MktRoll macro. The DATA= data set contains the response 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= argument specifies the number of choice sets, and the NALTS= argument specifies the number of alternatives. The OUT= argument names the output SAS data set that contains the experimental design and the variable C, which 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, you specify its name in the BLOCKS= argument. When there is blocking, it is assumed that the DESIGN= data set contains blocks of $nalts \times nsets$ observations. The BLOCKS= variable must contain the values 1, 2, . . . , n for n blocks. The following example uses the %MktMerge macro with blocking:

```
%mktmerge(design=rolled, data=results, out=res2, blocks=form,  
          nsets=18, nalts=5, setvars=choose1-choose18)
```