

## %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:

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

### %MktMerge Macro Options

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

Option	Description
<code>help</code>	(positional) “help” or “?” displays syntax summary
<code>blocks=1   variable</code>	blocking variable
<code>data=SAS-data-set</code>	input SAS data set
<code>design=SAS-data-set</code>	input SAS choice design data set
<code>nalts=n</code>	number of alternatives
<code>nsets=n</code>	number of choice sets
<code>out=SAS-data-set</code>	output SAS data set
<code>setvars=variable-list</code>	variables with the data
<code>statements=SAS-statements</code>	additional statements

You can specify either of the following to display the option 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 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.