Annexes

ANNEXE I : Analyse descriptive de la base de données

KETCHUP

	Advertising	Features and display	Market shares	Price	Volume sales
49_1					
Moy	7753,749839	1,736726202	43,79561824	2,996329582	104763,0727
moy event	7788,626706	1,787471967	42,93169107	2,9933703	105669,1938
moy sans	7747,871716	1,728173545	43,94122394	2,996828337	104610,3557
nbre semaines PUB	37				
nbre semaines PUB + EVENT	9				
49_2					
Moy	0	1,98023687	22,25905751	1,711478337	53377,60079
moy event	0	1,693541241	22,2332541	1,699462931	54348,6615
moy sans	0	2,038070635	22,26633167	1,713707815	53227,67787
nbre semaines PUB	0				
49_3					
Moy	1397,490827	2,779958452	6,982358212	2,832181346	16819,5369
moy event	2299,249981	3,63651031	7,896899828	2,810764414	19556,04027
moy sans	1304,751119	2,642052225	6,832371337	2,836213944	16372,06068
nbre semaines PUB	59				
nbre semaines PUB + EVENT	14				
49_4					
Moy	0	0,006288534	6,224542889	0,84341125	14883,97607
moy event	0	0	6,752421414	0,841634586	16499,9864
moy sans	0	0,007348399	6,123866775	0,843793904	14585,64199
nbre semaines PUB	0				
49_5					
Moy	19,75760515	0,114324832	4,672913298	0,573932649	11529,7724
moy event	0	0,099268483	4,439193966	0,451573379	11331,36692
moy sans	23,0875386	0,117420107	4,737243489	0,597091927	11626,87089
nbre semaines PUB	3				
nbre semaines PUB + EVENT	0				
CATEGORIE					
Moy	1834,199654				
moy event	2017,575337				
moy sans	1815,142075				

CAFE MOULU

	Advertising	Features and display	Market shares	Price	Volume sales
94_1					
Moy	137151,957	7,74122987	48,43500513	14,74093325	463222,4913
moy event	49490,20019	5,206817241	48,21921217	14,84988945	456634,6379
moy sans	153958,2186	8,197629848	48,47550134	14,7184449	464400,9933
nbre semaines PUB	132				
nbre semaines PUB + EVENT	12				
94_2					
Moy	0	14,16454154	22,22895298	13,13986529	219456,2918
moy event	0	13,86932528	22,93698466	12,97859155	225325,4461
moy sans	0	14,29221465	22,13307376	13,16393362	218746,2781
nbre semaines PUB	0				
94_3					
Moy	39728,40314	5,720730212	8,875951014	12,88441946	84980,4649
moy event	33093,5595	6,063469621	8,786102103	12,87956959	83366,68117
moy sans	40254,66773	5,530600854	8,858961876	12,88993463	84957,96563
nbre semaines PUB	44				
nbre semaines PUB + EVENT	6				
94_4					
Moy	62778,21836	3,922202356	7,628375529	13,7807194	72496,71638
moy event	47364,78603	4,220387966	7,719996966	13,92719948	73396,37473
moy sans	59661,76506	3,884673376	7,620922596	13,75015326	72426,22325
nbre semaines PUB	75				
nbre semaines PUB + EVENT	9				
94_5					
Moy	26543,41528	2,629536514	3,054619563	15,92765144	29111,71911
moy event	16303,24034	1,041286552	2,881471345	16,21332793	27235,39817
moy sans	28045,56409	2,903069017	3,085668899	15,87338611	29446,90423
nbre semaines PUB	116				
nbre semaines PUB + EVENT	12				
CATEGORIE					
Moy	53240,39876				
moy event	29250,35721				
moy sans	56384,0431				

BISCUITS SALES

	Advertising	Features and display	Market shares	Price	Volume sales
204_1					
Moy	5483,15336	2,508007168	32,70186038	9,16777215	27749,70416
moy event	1872,089	1,912398862	33,30282759	9,67146838	28575,28664
moy sans	5535,69563	2,611794882	32,63917542	9,0687371	27642,75257
nbre semaines PUB	27				
nbre semaines PUB + EVENT	4				
204_2					
Moy	0	0,165906582	11,36846383	11,5267023	9518,489164
moy event	0	0	11,26001283	11,6020588	9483,330954
moy sans	0	0,177982416	11,37459111	11,5199647	9512,514725
nbre semaines PUB	0				
204_3					
Moy	43,5977465	0,087111659	7,924382841	11,3965812	6606,513015
moy event	139,080639	0	8,254578103	11,4977941	6923,628233
moy sans	42,6356426	0,101793399	7,861341354	11,3769882	6545,494141
nbre semaines PUB	11				
nbre semaines PUB + EVENT	3				
204_4					
Moy	233,384668	0,473542596	6,634155591	12,4681166	5569,151277
moy event	24,4368428	0,35365731	6,754284241	12,8640264	5665,207705
moy sans	271,438492	0,492491961	6,608867494	12,3954593	5547,634836
nbre semaines PUB	12				
nbre semaines PUB + EVENT	6				
204_5					
Moy	0	0	4,803698005	6,57651822	3992,100474
moy event	0	0	5,143923172	6,56468831	4295,38219
moy sans	0	0	4,741128528	6,57869449	3935,620999
nbre semaines PUB	0				
CATEGORIE					
Moy	1152,02716				
moy event	407,121295				
moy sans	1169,95395				

YAOURTS AUX FRUITS

	Advertising	Features and display	Market shares	Price	Volume sales
246_1					
Moy	0	0,543874567	28,42316993	2,846866442	227257,5712
moy event	0	0,470451552	29,02965966	2,86353669	236528,5711
moy sans	0	0,558892219	28,32516133	2,843873489	225673,4926
nbre semaines PUB	0				
246_2					
Moy	16611,62572	0,985540529	26,90665733	3,915202202	207450,1523
moy event	39712,46195	1,35402831	25,19690531	3,892376862	202073,1099
moy sans	10610,64857	0,922205904	27,17776296	3,919967236	208143,559
nbre semaines PUB	47				
nbre semaines PUB + EVENT	23				
246_3					
Moy	785,1923078	0,466960524	7,887169769	3,602410909	79994,00415
moy event	1531,06437	1,01155669	10,060344	4,156737655	88503,03935
moy sans	602,4885087	0,380857556	7,50667327	3,508072584	78119,65463
nbre semaines PUB	22				
nbre semaines PUB + EVENT	11				
246_4					
Moy	1063,998765	0,081473986	6,180001563	2,844253615	47034,72448
moy event	526,6316702	0,086373069	5,539983862	2,923199897	44312,28947
moy sans	1170,194534	0,081133539	6,285494101	2,83012623	47457,7881
nbre semaines PUB	51				
nbre semaines PUB + EVENT	10				
246_5					
Moy	560,7270165	0,046543764	4,951989587	2,902139231	38619,15512
moy event	354,350051	0,010445517	5,034245103	2,931055276	40741,13295
moy sans	533,0012505	0,052686421	4,923656551	2,896895354	38127,03871
nbre semaines PUB	34				
nbre semaines PUB + EVENT	2				
CATEGORIE					
Moy	3804,308763				
moy event	8424,901607				
moy sans	2583,266572				

CREME GLACEE

	Advertising	Features and display	Market shares	Price	Volume sales
369_1					
Moy	0	1,212263255	44,46015023	2,746865389	180442,4369
moy event	0	2,404171172	45,54338866	2,641465552	239609,2457
moy sans	0	1,024174258	44,30646823	2,764196506	170950,7942
nbre semaines PUB	0				
369_2					
Moy	25643,52404	1,2023915	27,54601382	5,755051837	112455,9561
moy event	46998,90323	1,531121586	27,14034662	5,716149897	138464,5668
moy sans	21474,79213	1,150980893	27,57063988	5,762287865	108101,8712
nbre semaines PUB	47				
nbre semaines PUB + EVENT	6				
369_3					
Moy	21125,82137	0,456898221	8,130084269	6,312035524	31307,04843
moy event	1914,088471	0,859920655	6,78890569	6,347653931	33272,03138
moy sans	24119,08896	0,392752629	8,358260067	6,304770084	31025,44549
nbre semaines PUB	71				
nbre semaines PUB + EVENT	5				
369_4					
Moy	0	0,044144524	4,202802163	1,557692115	16635,68709
moy event	0	0,088955069	3,267421069	1,51330969	16397,80711
moy sans	0	0,037091933	4,354576107	1,565519354	16675,46994
nbre semaines PUB	0				
369_5					
Moy	0	0,004719173	3,572955226	1,249557264	19267,42701
moy event	0	0,011521103	3,734152966	1,358834414	21915,0056
moy sans	0	0,003637506	3,553596006	1,230887427	18862,87502
nbre semaines PUB	0				
CATEGORIE					
Moy	9353,869082				
moy event	9782,598339				
moy sans	9118,776218				

DEODORANT

	Advertising	Features and display	Market shares	Price	Volume sales
411_1					
Moy	12917,24327	1,675509841	10,32838551	4,67273696	27789,66641
moy event	22195,00665	1,339226069	9,561632931	4,82376845	28497,4604
moy sans	11728,36148	1,739710624	10,45963846	4,64600211	27674,21849
nbre semaines PUB	46				
nbre semaines PUB + EVENT	7				
411_2					
Moy	23868,11392	0,227628596	8,358546942	4,0207501	22346,14628
moy event	32703,35893	0,419012862	7,503547586	4,08781579	22261,82126
moy sans	23704,9869	0,183266904	8,50649632	4,0089768	22369,63207
nbre semaines PUB	81				
nbre semaines PUB + EVENT	11				
411_3					
Moy	56555,35796	1,272508755	6,605982736	5,12150213	17934,6542
moy event	78022,92133	0,509121138	6,716099897	5,17406497	20191,05859
moy sans	53130,30795	1,391616416	6,586641994	5,11164322	17551,37834
nbre semaines PUB	109				
nbre semaines PUB + EVENT	19				
411_4					
Moy	656,6134213	1,864944298	6,518033654	3,98528353	17717,97003
moy event	1274,424037	3,879732207	6,848184448	3,86226152	20716,71619
moy sans	572,8188711	1,547169551	6,463531826	4,00471007	17216,104
nbre semaines PUB	15				
nbre semaines PUB + EVENT	5				
411_5					
Moy	43,21839164	0,705545173	5,84887	3,88931945	15781,22177
moy event	36,18870595	0,911237655	5,890954207	3,8602419	17599,61651
moy sans	44,19962344	0,659004461	5,842107843	3,89530476	15474,58418
nbre semaines PUB	29				
nbre semaines PUB + EVENT	5				
CATEGORIE					
Moy	18808,10939				
moy event	26846,37993				
moy sans	17836,13497				

SHAMPOOING

	Advertising	Features and display	Market shares	Price	Volume sales
413_1					
Moy	22181,63918	3,040157654	26,72260667	6,541520341	29766,72709
moy event	21049,76887	2,953596414	27,19299972	6,534601517	31422,34577
moy sans	24014,23258	3,031502399	26,61928784	6,546715236	29441,84412
nbre semaines PUB	71				
nbre semaines PUB + EVENT	7				
413_2					
Moy	91125,80653	3,417674625	16,13961998	17,20975998	18032,70108
moy event	93912,64066	2,069242931	14,95965803	17,44142855	17365,28947
moy sans	89955,85673	3,656563354	16,31812038	17,16748187	18111,42203
nbre semaines PUB	111				
nbre semaines PUB + EVENT	18				
413_3					
Moy	3129,560846	1,903865284	10,25500345	12,61171263	11379,1207
moy event	49,1183303	0,856274448	10,06428279	12,70614352	11594,87729
moy sans	3477,665483	2,083694253	10,27951071	12,5953701	11327,17947
nbre semaines PUB	24				
nbre semaines PUB + EVENT	2				
413_4					
Moy	0	1,357268899	8,596651606	7,976271712	9493,285832
moy event	0	1,944468276	8,951347897	7,700148241	10256,05388
moy sans	0	1,269226691	8,555549702	8,029137562	9382,591007
nbre semaines PUB	0				
413_5					
Moy	117352,2693	0,221539635	4,220909	27,29279787	4662,146258
moy event	83110,12225	0,024430759	4,020230931	26,97499079	4593,489477
moy sans	123694,8916	0,245284713	4,257523388	27,34294118	4674,629259
nbre semaines PUB	174				
nbre semaines PUB + EVENT	23				
CATEGORIE					
Moy	46757,85517				
moy event	39624,33002				
moy sans	48228,52928				

LAMES DE RASOIR

	Advertising	Features and display	Market shares	Price	Volume sales
437_1					
Moy	24440,8864	0,021604558	15,83939749	11,9997182	12408,93718
moy event	17717,32172	0	14,45988679	12,04950393	12220,19504
moy sans	25557,31834	0,025245775	16,08990556	11,98810412	12451,60071
nbre semaines PUB	76				
nbre semaines PUB + EVENT	12				
437_2					
Moy	5156,626768	0,166440904	13,27569975	13,70380764	10346,0425
moy event	5509,094587	0,575257483	13,14903448	13,87899093	11007,31237
moy sans	4926,004878	0,100771017	13,293659	13,67058952	10225,80565
nbre semaines PUB	61				
nbre semaines PUB + EVENT	10				
437_3					
Moy	4055,153276	0	10,303056	11,15562171	8067,892822
moy event	3620,297229	0	9,556134138	11,19120714	8055,785426
moy sans	3948,586211	0	10,44071022	11,14918697	8076,872345
nbre semaines PUB	61				
nbre semaines PUB + EVENT	10				
437_4					
Moy	263,9423077	0,109646971	7,665430817	1,599519486	6044,479936
moy event	908,0645161	0,680622621	8,02887869	1,589503034	6792,207705
moy sans	150,2808989	0,017238843	7,618569961	1,60080086	5928,542346
nbre semaines PUB	2				
nbre semaines PUB + EVENT	1				
437_5					
Moy	1304,426369	0,004040976	6,933477683	4,919514476	5473,955811
moy event	1021,517083	0	6,234908034	4,893150138	5323,795856
moy sans	1294,770399	0,004722039	7,064207062	4,924031376	5509,030043
nbre semaines PUB	61				
nbre semaines PUB + EVENT	10				
CATEGORIE					
Moy	7044,207024				
moy event	5755,259028				
moy sans	7175,392144				

DENTIFRICE

	Advertising	Features and display	Market shares	Price	Volume sales
442_1					
Moy	0	0,727866216	9,698479337	1,734633856	50274,78433
moy event	0	0,925501034	9,472815931	1,784134034	50153,33931
moy sans	0	0,699756421	9,741783236	1,726404073	50310,35621
nbre semaines PUB	0				
442_2					
Moy	20996,53961	2,200492236	8,260808207	3,208576615	42900,45726
moy event	10905,33819	2,53387031	7,900080138	3,186163759	41866,18373
moy sans	23127,54865	2,155382421	8,318484815	3,212673253	43045,79218
nbre semaines PUB	64				
nbre semaines PUB + EVENT	7				
442_3					
Moy	5564,863869	2,952382587	7,990265986	3,261320139	41594,02804
moy event	2550,57991	2,973668517	7,720092862	3,114667517	41312,3195
moy sans	5801,229829	2,965501073	8,043343921	3,284612051	41674,34206
nbre semaines PUB	43				
nbre semaines PUB + EVENT	5				
442_4					
Moy	3867,573867	3,218002913	5,639214798	3,253850053	29335,82991
moy event	1812,244112	3,123227724	5,617779138	3,11820731	30004,84335
moy sans	4036,726933	3,251522483	5,648004315	3,276487798	29244,90919
nbre semaines PUB	43				
nbre semaines PUB + EVENT	5				
442_5					
Moy	11391,78635	0,631198856	4,936449923	2,82835026	25660,90922
moy event	5069,309243	0,39063669	4,752730862	2,819606517	25261,24569
moy sans	12298,54095	0,673937629	4,970582899	2,829655034	25739,31524
nbre semaines PUB	50				
nbre semaines PUB + EVENT	3				
CATEGORIE					
Moy	8364,152741				
moy event	4067,494292				
moy sans	9052,809274				

POUDRE A LESSIVER

	Advertising	Features and display	Market shares	Price	Volume sales
488_1					
Moy	0	4,595218611	18,07989684	5,434702981	59670,26482
moy event	0	4,402159276	19,26616234	5,512771103	63846,69787
moy sans	0	4,584882034	17,84396583	5,425803393	58865,82286
nbre semaines PUB	0				
488_2					
Moy	26550,78285	3,718261423	13,61269716	7,91306637	44696,73068
moy event	15055,06452	4,878781069	13,70031997	7,785451448	45183,59658
moy sans	28204,44288	3,550077107	13,61401057	7,931327994	44674,6548
nbre semaines PUB	65				
nbre semaines PUB + EVENT	7				
488_3					
Moy	105880,178	2,807461019	11,50798443	9,355580197	38021,94903
moy event	113940,6685	2,321027379	10,88920231	9,945383276	34813,6096
moy sans	106138,5472	2,902483697	11,67331253	9,254087522	38797,01732
nbre semaines PUB	107				
nbre semaines PUB + EVENT	16				
488_4					
Moy	25641,73986	1,706285587	10,48474303	8,057110476	35500,3312
moy event	25358,37251	2,468768138	10,65658321	8,196083379	39071,04813
moy sans	23014,17493	1,577174354	10,42585578	8,022919562	34832,12639
nbre semaines PUB	98				
nbre semaines PUB + EVENT	13				
488_5					
Moy	453,4272765	4,083142683	8,427971231	5,901723365	27862,35947
moy event	1,626726313	5,288021586	8,815967379	5,84325269	29095,9305
moy sans	529,5642958	3,906723865	8,371752365	5,910148084	27689,42903
nbre semaines PUB	44				
nbre semaines PUB + EVENT	3				
CATEGORIE					
Moy	31705,2256				
moy event	30871,14645				
moy sans	31577,34586				

DETERGENTS LIQUIDES

	Advertising	Features and display	Market shares	Price	Volume sales
492_1					
Moy	0	3,44414424	32,4190277	1,707475745	178409,9303
moy event	0	4,224956207	32,03455972	1,69783331	183253,0366
moy sans	0	3,332248854	32,49103544	1,710073011	177612,3852
nbre semaines PUB	0				
492_2					
Moy	70902,98813	2,378998587	21,77321775	3,181746611	118151,4763
moy event	94643,62177	0,892427034	17,84180355	3,138383448	102064,0966
moy sans	65990,42057	2,634557989	22,53599612	3,190275461	121435,9081
nbre semaines PUB	176				
nbre semaines PUB + EVENT	29				
492_3					
Moy	50504,02065	4,766159933	19,6769704	2,299765529	109435,251
moy event	39459,85697	4,915093897	21,2714981	2,154976034	125091,3319
moy sans	51461,91581	4,742921545	19,4255531	2,323999365	106901,5023
nbre semaines PUB	116				
nbre semaines PUB + EVENT	18				
492_4					
Moy	4290,621658	1,783313995	7,190616587	2,811118024	39757,31858
moy event	24337,29442	1,417510448	6,239643517	2,888169172	35467,02694
moy sans	1367,021992	1,85292982	7,358477865	2,798721674	40518,93401
nbre semaines PUB	41				
nbre semaines PUB + EVENT	8				
492_5					
Moy	34591,50631	0,222966231	5,359790764	2,019300476	62308,53318
moy event	70179,18161	0	7,814266759	1,647045586	98534,17458
moy sans	25798,28617	0,260544809	4,854334096	2,074141421	55987,47651
nbre semaines PUB	83				
nbre semaines PUB + EVENT	9				
CATEGORIE					
Moy	32057,82735				
moy event	45723,99095				
moy sans	28923,52891				

BIERE

	Advertising	Features and display	Market shares	Price	Volume sales
526_1					
Moy	463237,6563	2,464698625	26,4627198	2,710827712	1875841,255
moy event	537479,803	2,941655621	26,65338841	2,744196517	2059022,586
moy sans	452612,5282	2,253718927	26,43076858	2,705138135	1844536,135
nbre semaines PUB	204				
nbre semaines PUB + EVENT	31				
526_2					
Moy	192848,1814	1,471907942	19,38060566	2,728337197	1372835,666
moy event	173746,6644	1,348248552	19,5105691	2,741656655	1502979,172
moy sans	195785,2006	1,482045309	19,35012702	2,726371904	1349862,588
nbre semaines PUB	198				
nbre semaines PUB + EVENT	30				
526_3					
Moy	217097,4673	0,682142279	17,98678946	2,455432462	1267458,09
moy event	221957,2488	1,050878828	17,71829103	2,458939276	1359400,034
moy sans	213025,2659	0,602073978	18,03018971	2,455134152	1251464,099
nbre semaines PUB	201				
nbre semaines PUB + EVENT	31				
526_4					
Moy	153046,983	0,92421088	11,57336967	1,933698014	817500,1373
moy event	196482,4385	0,905550172	11,68494266	1,900886241	899071,1034
moy sans	143746,348	0,932443303	11,56153509	1,939011129	804095,3532
nbre semaines PUB	176				
nbre semaines PUB + EVENT	31				
526_5					
Moy	0	1,22810963	9,729135591	1,903226163	686944,5394
moy event	0	2,181081586	9,708312621	1,857855759	745608,8944
moy sans	0	1,079749646	9,737937826	1,911092798	677294,6875
nbre semaines PUB	0				
CATEGORIE					
Moy	205246,0576				
moy event	225933,2309				
moy sans	201033,8685				

COLA

	Advertising	Features and display	Market shares	Price	Volume sales
533_1					
Moy	261855,0058	14,97798687	46,37566317	1,520648375	2917476,375
moy event	318235,911	16,3844841	45,99426538	1,55205731	3107618,207
moy sans	249293,8316	14,8019514	46,45581437	1,515298461	2886960,803
nbre semaines PUB	200				
nbre semaines PUB + EVENT	30				
533_2					
Moy	136170,9801	13,48436134	16,36059655	1,50429862	1032768,631
moy event	131832,0975	15,07835869	16,78910859	1,521791483	1134737,353
moy sans	136110,1593	13,26938695	16,29022935	1,501222292	1015885,073
nbre semaines PUB	189				
nbre semaines PUB + EVENT	28				
533_3					
Moy	0	3,20542425	8,880594995	1,020641534	565842,095
moy event	0	2,990760483	9,496191828	1,070503586	644046,6207
moy sans	0	3,179851028	8,760877961	1,012138399	551727,6018
nbre semaines PUB	0				
533_4					
Moy	87151,27059	6,940984082	7,483880981	1,491371712	465097,8239
moy event	96492,07587	8,58480169	6,811039828	1,508877103	457991,9289
moy sans	86365,50807	6,633795837	7,590785669	1,489842197	465928,8448
nbre semaines PUB	165				
nbre semaines PUB + EVENT	24				
533_5					
Moy	0	0,745174505	6,026073567	0,97532251	380296,3729
moy event	0	0,966874345	6,173042552	0,990356793	418009,1746
moy sans	0	0,713241242	6,00827686	0,972699618	374469,0183
nbre semaines PUB	0				
CATEGORIE					
Moy	97035,4513				
moy event	109312,0169				
moy sans	94353,89981				

LIMONADE

	Advertising	Features and display	Market shares	Price	Volume sales
534_1					
Moy	68397,85762	5,811730106	27,17449512	1,500480986	420705,6079
moy event	141038,7526	8,610331793	26,30909821	1,516545	425796,3664
moy sans	59764,51256	5,337498157	27,3200747	1,498495854	420088,6127
nbre semaines PUB	98				
nbre semaines PUB + EVENT	26				
534_2					
Moy	3255,107251	0,335819813	14,78392977	1,314979351	230936,4297
moy event	0	0,37538831	15,02186576	1,341367241	245618,2672
moy sans	3803,720833	0,301387292	14,73744665	1,310390034	228523,1713
nbre semaines PUB	16				
nbre semaines PUB + EVENT	0				
534_3					
Moy	3886,618221	4,511598101	13,14287816	1,470443995	202748,1163
moy event	8454,245038	6,181367	12,96413707	1,473187276	208504,0065
moy sans	3144,488099	4,216765478	13,16850094	1,471070899	201825,9617
nbre semaines PUB	64				
nbre semaines PUB + EVENT	15				
534_4					
Moy	0	1,132963577	11,96139875	0,938752442	184977,8546
moy event	0	0,445074793	11,62942862	0,942189724	190648,6466
moy sans	0	1,232007657	12,0175242	0,938681213	184146,6103
nbre semaines PUB	0				
534_5					
Moy	0	0,675779774	9,46375062	0,958373125	147549,8167
moy event	0	0,903712069	9,943006724	0,982413621	163436,5927
moy sans	0	0,642441253	9,396474258	0,954194348	145175,0565
nbre semaines PUB	0				
CATEGORIE					
Moy	15107,91662				
moy event	29898,59954				
moy sans	13342,5443				

ANNEXE II : Résultats EVIEWS

KETCHUP

49_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:36
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000203	0.007139	0.028501	0.9773
LADV	0.000118	0.002058	0.057105	0.9545
LPRICE	-2.652285	0.621280	-4.269068	0.0000
LFEAT_DISP	0.037385	0.006200	6.030272	0.0000
LVOL_SALES2	-0.397778	0.058620	-6.785704	0.0000
EVENT	-0.002583	0.018942	-0.136381	0.8917
INTERACTION	-0.030081	0.026196	-1.148302	0.2522

R-squared	0.383718	Mean dependent var	-6.70E-05
Adjusted R-squared	0.365136	S.D. dependent var	0.118805
S.E. of regression	0.094662	Akaike info criterion	-1.843628
Sum squared resid	1.783202	Schwarz criterion	-1.730544
Log likelihood	196.8936	Hannan-Quinn criter.	-1.797893
F-statistic	20.65068	Durbin-Watson stat	2.365105
Prob(F-statistic)	0.000000		

49_ 3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:41
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001424	0.012619	0.112829	0.9103
LADV	0.006481	0.004566	1.419367	0.1574
LPRICE	-3.029767	0.377728	-8.021019	0.0000
LFEAT_DISP	0.097829	0.016931	5.778037	0.0000
LVOL_SALES2	-0.058977	0.040053	-1.472492	0.1425
EVENT	-0.008734	0.034033	-0.256632	0.7977
INTERACTION	-0.009822	0.010705	-0.917523	0.3600

R-squared	0.735795	Mean dependent var	0.000232
Adjusted R-squared	0.727829	S.D. dependent var	0.320460
S.E. of regression	0.167184	Akaike info criterion	-0.706054
Sum squared resid	5.562145	Schwarz criterion	-0.592971
Log likelihood	79.72357	Hannan-Quinn criter.	-0.660319
F-statistic	92.36714	Durbin-Watson stat	2.639692
Prob(F-statistic)	0.000000		

CAFE MOULU

94_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:48
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.005982	0.008863	0.674923	0.5005
LADV	-0.001050	0.001484	-0.707437	0.4801
LPRICE	-2.898166	0.489240	-5.923812	0.0000
LFEAT_DISP	0.045207	0.006501	6.953578	0.0000
LVOL_SALES2	-0.267140	0.049041	-5.447315	0.0000
EVENT	-0.020053	0.023291	-0.860955	0.3903
INTERACTION	0.001241	0.003305	0.375436	0.7077

R-squared	0.535479	Mean dependent var	0.000767
Adjusted R-squared	0.521473	S.D. dependent var	0.169808
S.E. of regression	0.117466	Akaike info criterion	-1.411947
Sum squared resid	2.745850	Schwarz criterion	-1.298864
Log likelihood	152.4306	Hannan-Quinn criter.	-1.366213
F-statistic	38.23307	Durbin-Watson stat	2.496371
Prob(F-statistic)	0.000000		

94_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:51
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.007607	0.013524	0.562517	0.5744
LADV	0.003517	0.002821	1.246675	0.2140
LPRICE	-3.732874	0.326332	-11.43888	0.0000
LFEAT_DISP	0.092556	0.014792	6.257231	0.0000
LVOL_SALES2	-0.205695	0.032980	-6.236933	0.0000
EVENT	-0.031560	0.035566	-0.887358	0.3760
INTERACTION	0.000308	0.008144	0.037821	0.9699

R-squared	0.804045	Mean dependent var	0.000742
Adjusted R-squared	0.798136	S.D. dependent var	0.399210
S.E. of regression	0.179362	Akaike info criterion	-0.565434
Sum squared resid	6.401960	Schwarz criterion	-0.452351
Log likelihood	65.23967	Hannan-Quinn criter.	-0.519699
F-statistic	136.0895	Durbin-Watson stat	2.745887
Prob(F-statistic)	0.000000		

94_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:54
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.004791	0.009843	0.486745	0.6270
LADV	0.003141	0.001939	1.620250	0.1068
LPRICE	-2.284573	0.334718	-6.825376	0.0000
LFEAT_DISP	0.075814	0.009281	8.168771	0.0000
LVOL_SALES2	-0.166979	0.045256	-3.689672	0.0003
EVENT	-0.013776	0.026281	-0.524184	0.6007
INTERACTION	-0.001830	0.004666	-0.392189	0.6953

R-squared	0.610089	Mean dependent var	0.001026
Adjusted R-squared	0.598333	S.D. dependent var	0.205729
S.E. of regression	0.130385	Akaike info criterion	-1.203256
Sum squared resid	3.383066	Schwarz criterion	-1.090172
Log likelihood	130.9353	Hannan-Quinn criter.	-1.157521
F-statistic	51.89546	Durbin-Watson stat	2.521164
Prob(F-statistic)	0.000000		

94_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 13:55
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.006017	0.009624	0.625246	0.5325
LADV	-0.002320	0.002196	-1.056499	0.2920
LPRICE	-3.724577	0.652788	-5.705643	0.0000
LFEAT_DISP	0.083954	0.013496	6.220450	0.0000
LVOL_SALES2	-0.127194	0.043365	-2.933115	0.0037
EVENT	-0.016036	0.025221	-0.635823	0.5256
INTERACTION	-0.000339	0.004673	-0.072506	0.9423

R-squared	0.638119	Mean dependent var	-0.000382
Adjusted R-squared	0.627208	S.D. dependent var	0.208608
S.E. of regression	0.127369	Akaike info criterion	-1.250066
Sum squared resid	3.228352	Schwarz criterion	-1.136983
Log likelihood	135.7568	Hannan-Quinn criter.	-1.204331
F-statistic	58.48417	Durbin-Watson stat	2.549259
Prob(F-statistic)	0.000000		

BISCUITS SALES

204_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:17
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.003355	0.009974	-0.336349	0.7370
LADV	-0.001588	0.003170	-0.500858	0.6170
LPRICE	-1.153911	0.240097	-4.806024	0.0000
LFEAT_DISP	0.063379	0.007843	8.081196	0.0000
LVOL_SALES2	-0.248785	0.054218	-4.588633	0.0000
EVENT	0.031182	0.026262	1.187346	0.2365
INTERACTION	0.007034	0.006060	1.160598	0.2472

R-squared	0.461491	Mean dependent var	-0.000788
Adjusted R-squared	0.445254	S.D. dependent var	0.177024
S.E. of regression	0.131850	Akaike info criterion	-1.180918
Sum squared resid	3.459485	Schwarz criterion	-1.067835
Log likelihood	128.6346	Hannan-Quinn criter.	-1.135184
F-statistic	28.42314	Durbin-Watson stat	2.497603
Prob(F-statistic)	0.000000		

204_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:24
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001509	0.008087	0.186624	0.8521
LADV	0.011568	0.006937	1.667514	0.0970
LPRICE	-2.400794	0.766620	-3.131663	0.0020
LFEAT_DISP	-0.047097	0.082735	-0.569246	0.5698
LVOL_SALES2	-0.371200	0.054994	-6.749874	0.0000
EVENT	0.006206	0.021243	0.292153	0.7705
INTERACTION	-0.010964	0.010176	-1.077369	0.2826

R-squared	0.449114	Mean dependent var	0.001246
Adjusted R-squared	0.432505	S.D. dependent var	0.142359
S.E. of regression	0.107242	Akaike info criterion	-1.594061
Sum squared resid	2.288683	Schwarz criterion	-1.480978
Log likelihood	171.1883	Hannan-Quinn criter.	-1.548327
F-statistic	27.03941	Durbin-Watson stat	2.349476
Prob(F-statistic)	0.000000		

204_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:27
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.005478	0.010307	0.531488	0.5957
LADV	-0.001251	0.006062	-0.206335	0.8367
LPRICE	-2.900573	0.329906	-8.792113	0.0000
LFEAT_DISP	0.131755	0.016286	8.090076	0.0000
LVOL_SALES2	-0.113596	0.050495	-2.249639	0.0256
EVENT	-0.004892	0.027041	-0.180930	0.8566
INTERACTION	0.006735	0.017322	0.388779	0.6979

R-squared	0.551113	Mean dependent var	0.002225
Adjusted R-squared	0.537579	S.D. dependent var	0.200892
S.E. of regression	0.136610	Akaike info criterion	-1.109988
Sum squared resid	3.713781	Schwarz criterion	-0.996904
Log likelihood	121.3287	Hannan-Quinn criter.	-1.064253
F-statistic	40.71977	Durbin-Watson stat	2.644009
Prob(F-statistic)	0.000000		

YAOURTS AUX FRUITS

246_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:37
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.003484	0.007626	-0.456898	0.6482
LADV	-0.000119	0.002313	-0.051330	0.9591
LPRICE	-2.862286	0.257364	-11.12153	0.0000
LFEAT_DISP	0.011511	0.012796	0.899568	0.3694
LVOL_SALES2	-0.107467	0.050030	-2.148043	0.0329
EVENT	0.010745	0.020036	0.536275	0.5924
INTERACTION	-0.001027	0.004723	-0.217397	0.8281

R-squared	0.548698	Mean dependent var	-0.000804
Adjusted R-squared	0.535091	S.D. dependent var	0.148190
S.E. of regression	0.101042	Akaike info criterion	-1.713162
Sum squared resid	2.031705	Schwarz criterion	-1.600079
Log likelihood	183.4557	Hannan-Quinn criter.	-1.667428
F-statistic	40.32438	Durbin-Watson stat	2.273036
Prob(F-statistic)	0.000000		

246_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:40
Sample (adjusted): 5/29/1995 7/06/1998
Included observations: 163 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.002539	0.009127	-0.278192	0.7812
LADV	0.005569	0.004117	1.352629	0.1781
LPRICE	-3.601512	0.289276	-12.45010	0.0000
LFEAT_DISP	0.026386	0.014681	1.797313	0.0742
LVOL_SALES2	0.090533	0.014120	6.411793	0.0000
EVENT	0.018991	0.021968	0.864468	0.3887
INTERACTION	-0.006824	0.006958	-0.980687	0.3283

R-squared	0.654237	Mean dependent var	0.006973
Adjusted R-squared	0.640938	S.D. dependent var	0.176061
S.E. of regression	0.105499	Akaike info criterion	-1.618232
Sum squared resid	1.736292	Schwarz criterion	-1.485371
Log likelihood	138.8859	Hannan-Quinn criter.	-1.564292
F-statistic	49.19593	Durbin-Watson stat	2.752837
Prob(F-statistic)	0.000000		

246_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:42
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.004821	0.010078	-0.478390	0.6329
LADV	-0.005974	0.003386	-1.764264	0.0792
LPRICE	-2.684347	0.176231	-15.23196	0.0000
LFEAT_DISP	0.064167	0.035615	1.801683	0.0731
LVOL_SALES2	-0.159781	0.045382	-3.520796	0.0005
EVENT	0.019398	0.026486	0.732366	0.4648
INTERACTION	0.003662	0.007543	0.485514	0.6278

R-squared	0.651293	Mean dependent var	-0.002746
Adjusted R-squared	0.640779	S.D. dependent var	0.223017
S.E. of regression	0.133665	Akaike info criterion	-1.153566
Sum squared resid	3.555417	Schwarz criterion	-1.040482
Log likelihood	125.8173	Hannan-Quinn criter.	-1.107831
F-statistic	61.94652	Durbin-Watson stat	2.379552
Prob(F-statistic)	0.000000		

246_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:45
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.006529	0.008616	0.757744	0.4495
LADV	-0.002996	0.003129	-0.957451	0.3395
LPRICE	-3.071135	0.528433	-5.811779	0.0000
LFEAT_DISP	0.059522	0.049177	1.210350	0.2276
LVOL_SALES2	-0.199569	0.059435	-3.357777	0.0009
EVENT	-0.014945	0.023264	-0.642405	0.5213
INTERACTION	-0.008813	0.011721	-0.751880	0.4530

R-squared	0.359523	Mean dependent var	0.003419
Adjusted R-squared	0.340212	S.D. dependent var	0.140565
S.E. of regression	0.114177	Akaike info criterion	-1.468746
Sum squared resid	2.594236	Schwarz criterion	-1.355663
Log likelihood	158.2808	Hannan-Quinn criter.	-1.423011
F-statistic	18.61768	Durbin-Watson stat	2.325945
Prob(F-statistic)	0.000000		

CRÈME GLACEE

369_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:52
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.002788	0.023583	-0.118220	0.9060
LADV	-0.005735	0.004641	-1.235650	0.2180
LPRICE	-3.476514	0.751651	-4.625171	0.0000
LFEAT_DISP	0.166434	0.034437	4.833068	0.0000
LVOL_SALES2	-0.144965	0.056783	-2.552967	0.0114
EVENT	0.045213	0.062652	0.721656	0.4714
INTERACTION	0.024906	0.011871	2.098104	0.0372

R-squared	0.447258	Mean dependent var	0.000506
Adjusted R-squared	0.430593	S.D. dependent var	0.414304
S.E. of regression	0.312630	Akaike info criterion	0.545800
Sum squared resid	19.44981	Schwarz criterion	0.658883
Log likelihood	-49.21736	Hannan-Quinn criter.	0.591534
F-statistic	26.83724	Durbin-Watson stat	2.307256
Prob(F-statistic)	0.000000		

369_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 14:54
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.010716	0.024535	-0.436755	0.6628
LADV	0.011107	0.005588	1.987706	0.0482
LPRICE	-0.962672	1.067132	-0.902111	0.3681
LFEAT_DISP	0.233260	0.049067	4.753898	0.0000
LVOL_SALES2	-0.173811	0.062515	-2.780288	0.0060
EVENT	0.045591	0.065024	0.701142	0.4840
INTERACTION	0.000212	0.015850	0.013382	0.9893

R-squared	0.297752	Mean dependent var	-0.004848
Adjusted R-squared	0.276579	S.D. dependent var	0.382340
S.E. of regression	0.325196	Akaike info criterion	0.624614
Sum squared resid	21.04476	Schwarz criterion	0.737697
Log likelihood	-57.33519	Hannan-Quinn criter.	0.670348
F-statistic	14.06262	Durbin-Watson stat	2.255609
Prob(F-statistic)	0.000000		

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411_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:00
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000582	0.009211	0.063207	0.9497
LADV	0.000138	0.002419	0.057127	0.9545
LPRICE	-0.865998	0.200506	-4.319064	0.0000
LFEAT_DISP	0.123547	0.008745	14.12805	0.0000
LVOL_SALES2	-0.168506	0.048777	-3.454623	0.0007
EVENT	-0.009841	0.024147	-0.407567	0.6840
INTERACTION	0.008119	0.004845	1.675651	0.0954

R-squared	0.574061	Mean dependent var	-0.001149
Adjusted R-squared	0.561219	S.D. dependent var	0.184459
S.E. of regression	0.122187	Akaike info criterion	-1.333146
Sum squared resid	2.970981	Schwarz criterion	-1.220062
Log likelihood	144.3140	Hannan-Quinn criter.	-1.287411
F-statistic	44.70056	Durbin-Watson stat	2.588448
Prob(F-statistic)	0.000000		

411_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:03
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	7.17E-05	0.007807	0.009186	0.9927
LADV	-0.001572	0.001586	-0.991161	0.3228
LPRICE	-0.831841	0.371469	-2.239324	0.0262
LFEAT_DISP	0.109591	0.019379	5.655254	0.0000
LVOL_SALES2	-0.334079	0.058614	-5.699677	0.0000
EVENT	-0.025188	0.020462	-1.230978	0.2198
INTERACTION	0.002994	0.003120	0.959756	0.3383

R-squared	0.319984	Mean dependent var	-0.002290
Adjusted R-squared	0.299481	S.D. dependent var	0.123707
S.E. of regression	0.103539	Akaike info criterion	-1.664346
Sum squared resid	2.133347	Schwarz criterion	-1.551263
Log likelihood	178.4276	Hannan-Quinn criter.	-1.618611
F-statistic	15.60669	Durbin-Watson stat	2.240889
Prob(F-statistic)	0.000000		

411_ 3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:05
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000943	0.009146	0.103160	0.9179
LADV	0.001768	0.001368	1.292523	0.1977
LPRICE	-1.446467	0.174531	-8.287735	0.0000
LFEAT_DISP	0.087297	0.009353	9.333866	0.0000
LVOL_SALES2	-0.221132	0.046414	-4.764296	0.0000
EVENT	-0.001056	0.024169	-0.043706	0.9652
INTERACTION	0.002989	0.004179	0.715174	0.4753

R-squared	0.630260	Mean dependent var	0.000834
Adjusted R-squared	0.619113	S.D. dependent var	0.196461
S.E. of regression	0.121248	Akaike info criterion	-1.348563
Sum squared resid	2.925529	Schwarz criterion	-1.235479
Log likelihood	145.9019	Hannan-Quinn criter.	-1.302828
F-statistic	56.53612	Durbin-Watson stat	2.431042
Prob(F-statistic)	0.000000		

411_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:07
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.001286	0.009103	-0.141227	0.8878
LADV	0.007946	0.003552	2.236795	0.0264
LPRICE	-2.279326	0.219780	-10.37093	0.0000
LFEAT_DISP	0.061260	0.008986	6.817314	0.0000
LVOL_SALES2	-0.113541	0.045844	-2.476683	0.0141
EVENT	0.010116	0.023970	0.422027	0.6735
INTERACTION	-0.002320	0.005884	-0.394226	0.6938

R-squared	0.627768	Mean dependent var	-0.000885
Adjusted R-squared	0.616545	S.D. dependent var	0.194905
S.E. of regression	0.120693	Akaike info criterion	-1.357747
Sum squared resid	2.898783	Schwarz criterion	-1.244664
Log likelihood	146.8479	Hannan-Quinn criter.	-1.312012
F-statistic	55.93538	Durbin-Watson stat	2.528069
Prob(F-statistic)	0.000000		

411_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:09
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000910	0.008945	0.101738	0.9191
LADV	0.001216	0.004529	0.268432	0.7886
LPRICE	-2.121256	0.296400	-7.156747	0.0000
LFEAT_DISP	0.082358	0.015461	5.326898	0.0000
LVOL_SALES2	-0.177759	0.048842	-3.639457	0.0003
EVENT	-0.014760	0.023497	-0.628175	0.5306
INTERACTION	-0.007511	0.008845	-0.849217	0.3968

R-squared	0.582102	Mean dependent var	-0.000303
Adjusted R-squared	0.569502	S.D. dependent var	0.180817
S.E. of regression	0.118638	Akaike info criterion	-1.392082
Sum squared resid	2.800944	Schwarz criterion	-1.278998
Log likelihood	150.3844	Hannan-Quinn criter.	-1.346347
F-statistic	46.19872	Durbin-Watson stat	2.539083
Prob(F-statistic)	0.000000		

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413_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:14
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003058	0.008528	0.358557	0.7203
LADV	-0.002101	0.001840	-1.142225	0.2547
LPRICE	-1.771182	0.254403	-6.962118	0.0000
LFEAT_DISP	0.073005	0.008879	8.221813	0.0000
LVOL_SALES2	-0.203955	0.043389	-4.700590	0.0000
EVENT	-0.019975	0.022512	-0.887315	0.3760
INTERACTION	0.005608	0.004511	1.243250	0.2152

R-squared	0.658298	Mean dependent var	0.001593
Adjusted R-squared	0.647995	S.D. dependent var	0.190622
S.E. of regression	0.113096	Akaike info criterion	-1.487764
Sum squared resid	2.545364	Schwarz criterion	-1.374681
Log likelihood	160.2397	Hannan-Quinn criter.	-1.442030
F-statistic	63.89633	Durbin-Watson stat	2.216271
Prob(F-statistic)	0.000000		

413_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:17
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.011366	0.013762	0.825844	0.4099
LADV	-0.000259	0.002325	-0.111427	0.9114
LPRICE	-1.764681	0.270792	-6.516737	0.0000
LFEAT_DISP	0.086346	0.012569	6.869711	0.0000
LVOL_SALES2	-0.157834	0.047219	-3.342579	0.0010
EVENT	-0.052329	0.036350	-1.439596	0.1516
INTERACTION	0.002216	0.006246	0.354818	0.7231

R-squared	0.648998	Mean dependent var	0.003187
Adjusted R-squared	0.638415	S.D. dependent var	0.303525
S.E. of regression	0.182516	Akaike info criterion	-0.530571
Sum squared resid	6.629083	Schwarz criterion	-0.417488
Log likelihood	61.64886	Hannan-Quinn criter.	-0.484837
F-statistic	61.32464	Durbin-Watson stat	2.502607
Prob(F-statistic)	0.000000		

413_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:19
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.004208	0.007280	0.578117	0.5638
LADV	-0.000178	0.002445	-0.073009	0.9419
LPRICE	-2.105946	0.225484	-9.339651	0.0000
LFEAT_DISP	0.084450	0.010095	8.365686	0.0000
LVOL_SALES2	-0.142456	0.034686	-4.107026	0.0001
EVENT	-0.014457	0.019171	-0.754113	0.4517
INTERACTION	-0.008991	0.006505	-1.382210	0.1685

R-squared	0.781591	Mean dependent var	0.002558
Adjusted R-squared	0.775006	S.D. dependent var	0.203455
S.E. of regression	0.096506	Akaike info criterion	-1.805037
Sum squared resid	1.853362	Schwarz criterion	-1.691954
Log likelihood	192.9188	Hannan-Quinn criter.	-1.759302
F-statistic	118.6889	Durbin-Watson stat	2.605204
Prob(F-statistic)	0.000000		

413_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 15:23
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.002868	0.005201	0.551442	0.5819
LADV	0.002618	0.001381	1.895938	0.0594
LPRICE	-2.727246	0.344433	-7.918073	0.0000
LFEAT_DISP	0.050731	0.013769	3.684325	0.0003
LVOL_SALES2	-0.164676	0.049111	-3.353128	0.0010
EVENT	-0.030308	0.013733	-2.206967	0.0285
INTERACTION	-0.000167	0.003192	-0.052239	0.9584

R-squared	0.589786	Mean dependent var	-3.87E-05
Adjusted R-squared	0.577418	S.D. dependent var	0.106035
S.E. of regression	0.068929	Akaike info criterion	-2.478077
Sum squared resid	0.945503	Schwarz criterion	-2.364993
Log likelihood	262.2419	Hannan-Quinn criter.	-2.432342
F-statistic	47.68546	Durbin-Watson stat	2.534903
Prob(F-statistic)	0.000000		

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437_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 17:02
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.006139	0.004927	-1.246014	0.2142
LADV	-0.001671	0.001151	-1.451316	0.1483
LPRICE	0.033399	0.261775	0.127585	0.8986
LFEAT_DISP	0.099770	0.035179	2.836106	0.0050
LVOL_SALES2	-0.501786	0.060647	-8.273898	0.0000
EVENT	0.017454	0.012913	1.351697	0.1780
INTERACTION	0.003253	0.002434	1.336577	0.1829

R-squared	0.281705	Mean dependent var	-0.002301
Adjusted R-squared	0.260048	S.D. dependent var	0.075857
S.E. of regression	0.065252	Akaike info criterion	-2.587725
Sum squared resid	0.847311	Schwarz criterion	-2.474642
Log likelihood	273.5357	Hannan-Quinn criter.	-2.541990
F-statistic	13.00750	Durbin-Watson stat	2.233316
Prob(F-statistic)	0.000000		

437_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/17/11 Time: 17:06
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001966	0.006332	0.310471	0.7565
LADV	-0.000105	0.001814	-0.058165	0.9537
LPRICE	-1.076775	0.260834	-4.128197	0.0001
LFEAT_DISP	0.054129	0.018471	2.930400	0.0038
LVOL_SALES2	-0.364237	0.059520	-6.119588	0.0000
EVENT	-0.003709	0.016643	-0.222861	0.8239
INTERACTION	-0.004030	0.003627	-1.111283	0.2678

R-squared	0.318797	Mean dependent var	0.000535
Adjusted R-squared	0.298259	S.D. dependent var	0.100166
S.E. of regression	0.083909	Akaike info criterion	-2.084781
Sum squared resid	1.401100	Schwarz criterion	-1.971697
Log likelihood	221.7324	Hannan-Quinn criter.	-2.039046
F-statistic	15.52174	Durbin-Watson stat	2.280033
Prob(F-statistic)	0.000000		

437_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 08:54
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.012645	0.009237	-1.368939	0.1726
LADV	-0.028176	0.010635	-2.649290	0.0087
LPRICE	-3.837467	0.830579	-4.620231	0.0000
LFEAT_DISP	0.105513	0.037669	2.801055	0.0056
LVOL_SALES2	-0.341967	0.062708	-5.453312	0.0000
EVENT	0.050912	0.024461	2.081350	0.0387
INTERACTION	0.023253	0.013336	1.743678	0.0828

R-squared	0.273204	Mean dependent var	-0.003654
Adjusted R-squared	0.251291	S.D. dependent var	0.140966
S.E. of regression	0.121975	Akaike info criterion	-1.336604
Sum squared resid	2.960724	Schwarz criterion	-1.223521
Log likelihood	144.6702	Hannan-Quinn criter.	-1.290869
F-statistic	12.46742	Durbin-Watson stat	2.162286
Prob(F-statistic)	0.000000		

DENTIFRICE

442_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:04
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.001392	0.008151	-0.170794	0.8646
LADV	0.000139	0.002118	0.065452	0.9479
LPRICE	0.537086	0.169424	3.170077	0.0018
LFEAT_DISP	0.051750	0.007219	7.168562	0.0000
LVOL_SALES2	-0.152814	0.056136	-2.722218	0.0071
EVENT	0.004331	0.021386	0.202505	0.8397
INTERACTION	0.000712	0.004960	0.143581	0.8860

R-squared	0.395000	Mean dependent var	-0.000298
Adjusted R-squared	0.376759	S.D. dependent var	0.136925
S.E. of regression	0.108096	Akaike info criterion	-1.578195
Sum squared resid	2.325285	Schwarz criterion	-1.465112
Log likelihood	169.5541	Hannan-Quinn criter.	-1.532460
F-statistic	21.65431	Durbin-Watson stat	2.206913
Prob(F-statistic)	0.000000		

442_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:16
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	5.20E-05	0.009437	0.005512	0.9956
LADV	-0.002443	0.002344	-1.042216	0.2986
LPRICE	0.097222	0.078889	1.232399	0.2193
LFEAT_DISP	0.088725	0.008728	10.16550	0.0000
LVOL_SALES2	-0.217211	0.049628	-4.376764	0.0000
EVENT	-0.014616	0.024880	-0.587451	0.5576
INTERACTION	-0.000395	0.005903	-0.066887	0.9467

R-squared	0.575921	Mean dependent var	-0.001570
Adjusted R-squared	0.563135	S.D. dependent var	0.189290
S.E. of regression	0.125113	Akaike info criterion	-1.285816
Sum squared resid	3.114979	Schwarz criterion	-1.172732
Log likelihood	139.4390	Hannan-Quinn criter.	-1.240081
F-statistic	45.04205	Durbin-Watson stat	2.425074
Prob(F-statistic)	0.000000		

442_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:18
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.004012	0.010159	0.394877	0.6934
LADV	-0.002132	0.002633	-0.809461	0.4192
LPRICE	0.107717	0.088087	1.222847	0.2228
LFEAT_DISP	0.077482	0.009109	8.505840	0.0000
LVOL_SALES2	-0.236139	0.053192	-4.439352	0.0000
EVENT	-0.034506	0.026759	-1.289514	0.1987
INTERACTION	-0.000760	0.006624	-0.114693	0.9088

R-squared	0.506317	Mean dependent var	-0.000657
Adjusted R-squared	0.491433	S.D. dependent var	0.188879
S.E. of regression	0.134697	Akaike info criterion	-1.138190
Sum squared resid	3.610507	Schwarz criterion	-1.025107
Log likelihood	124.2335	Hannan-Quinn criter.	-1.092455
F-statistic	34.01551	Durbin-Watson stat	2.367803
Prob(F-statistic)	0.000000		

442_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:20
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001762	0.009217	0.191130	0.8486
LADV	-0.001771	0.002660	-0.665662	0.5064
LPRICE	-5.980783	0.439975	-13.59345	0.0000
LFEAT_DISP	0.098532	0.015331	6.426867	0.0000
LVOL_SALES2	-0.011755	0.044041	-0.266899	0.7898
EVENT	-0.012333	0.024597	-0.501402	0.6166
INTERACTION	0.006669	0.006855	0.972888	0.3318

R-squared	0.629918	Mean dependent var	-0.002773
Adjusted R-squared	0.618760	S.D. dependent var	0.197264
S.E. of regression	0.121800	Akaike info criterion	-1.339487
Sum squared resid	2.952200	Schwarz criterion	-1.226404
Log likelihood	144.9672	Hannan-Quinn criter.	-1.293753
F-statistic	56.45319	Durbin-Watson stat	2.250172
Prob(F-statistic)	0.000000		

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488_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:25
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001003	0.014110	0.071075	0.9434
LADV	-0.001215	0.002838	-0.428202	0.6690
LPRICE	-2.524071	0.251812	-10.02363	0.0000
LFEAT_DISP	0.097253	0.012399	7.843510	0.0000
LVOL_SALES2	-0.132947	0.043578	-3.050810	0.0026
EVENT	-0.001058	0.037504	-0.028213	0.9775
INTERACTION	-0.004505	0.008322	-0.541295	0.5889

R-squared	0.745138	Mean dependent var	1.27E-05
Adjusted R-squared	0.737454	S.D. dependent var	0.364355
S.E. of regression	0.186693	Akaike info criterion	-0.485312
Sum squared resid	6.936007	Schwarz criterion	-0.372228
Log likelihood	56.98710	Hannan-Quinn criter.	-0.439577
F-statistic	96.96906	Durbin-Watson stat	2.488371
Prob(F-statistic)	0.000000		

488_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:27
Sample (adjusted): 10/03/1994 7/06/1998
Included observations: 197 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.011347	0.039532	-0.287045	0.7744
LADV	0.016642	0.011868	1.402260	0.1625
LPRICE	-4.784455	0.785055	-6.094423	0.0000
LFEAT_DISP	0.043847	0.037433	1.171359	0.2429
LVOL_SALES2	-0.179429	0.058204	-3.082746	0.0024
EVENT	-0.065682	0.101652	-0.646143	0.5190
INTERACTION	-0.023935	0.030684	-0.780062	0.4363

R-squared	0.293747	Mean dependent var	-0.019709
Adjusted R-squared	0.271444	S.D. dependent var	0.598075
S.E. of regression	0.510490	Akaike info criterion	1.527994
Sum squared resid	49.51398	Schwarz criterion	1.644656
Log likelihood	-143.5074	Hannan-Quinn criter.	1.575220
F-statistic	13.17089	Durbin-Watson stat	2.262398
Prob(F-statistic)	0.000000		

488_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:29
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.020519	0.048311	0.424733	0.6715
LADV	0.008446	0.010634	0.794303	0.4280
LPRICE	1.551386	0.141368	10.97409	0.0000
LFEAT_DISP	0.384050	0.045295	8.478777	0.0000
LVOL_SALES2	0.014879	0.052876	0.281388	0.7787
EVENT	-0.168702	0.126882	-1.329595	0.1852
INTERACTION	0.024761	0.027394	0.903862	0.3672

R-squared	0.468009	Mean dependent var	-0.001601
Adjusted R-squared	0.451969	S.D. dependent var	0.865627
S.E. of regression	0.640816	Akaike info criterion	1.981240
Sum squared resid	81.71830	Schwarz criterion	2.094323
Log likelihood	-197.0677	Hannan-Quinn criter.	2.026975
F-statistic	29.17777	Durbin-Watson stat	2.483482
Prob(F-statistic)	0.000000		

488_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:32
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.007005	0.018528	0.378068	0.7058
LADV	-0.002011	0.005649	-0.355937	0.7223
LPRICE	-1.522709	0.361493	-4.212275	0.0000
LFEAT_DISP	0.238993	0.017238	13.86402	0.0000
LVOL_SALES2	-0.104724	0.040316	-2.597575	0.0101
EVENT	-0.038578	0.048690	-0.792319	0.4291
INTERACTION	-0.009022	0.044414	-0.203122	0.8392

R-squared	0.731826	Mean dependent var	0.000597
Adjusted R-squared	0.723741	S.D. dependent var	0.467537
S.E. of regression	0.245739	Akaike info criterion	0.064297
Sum squared resid	12.01715	Schwarz criterion	0.177380
Log likelihood	0.377400	Hannan-Quinn criter.	0.110032
F-statistic	90.50933	Durbin-Watson stat	2.686110
Prob(F-statistic)	0.000000		

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492_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:37
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.039025	0.017795	-2.193085	0.0295
LADV	0.004704	0.005264	0.893601	0.3726
LPRICE	0.664116	0.566162	1.173013	0.2422
LFEAT_DISP	0.078428	0.015755	4.977988	0.0000
LVOL_SALES2	0.024586	0.072072	0.341137	0.7334
EVENT	0.019532	0.046056	0.424090	0.6720
INTERACTION	-0.001682	0.010834	-0.155219	0.8768

R-squared	0.127725	Mean dependent var	-0.038168
Adjusted R-squared	0.101425	S.D. dependent var	0.245307
S.E. of regression	0.232534	Akaike info criterion	-0.046170
Sum squared resid	10.76035	Schwarz criterion	0.066913
Log likelihood	11.75552	Hannan-Quinn criter.	-0.000435
F-statistic	4.856520	Durbin-Watson stat	1.863029
Prob(F-statistic)	0.000119		

492_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:40
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000693	0.013861	0.050033	0.9601
LADV	0.001486	0.002967	0.500812	0.6171
LPRICE	-0.201050	0.176734	-1.137587	0.2567
LFEAT_DISP	0.131358	0.009663	13.59379	0.0000
LVOL_SALES2	-0.154643	0.049876	-3.100533	0.0022
EVENT	0.000837	0.036437	0.022975	0.9817
INTERACTION	-0.006779	0.006431	-1.054023	0.2932

R-squared	0.539045	Mean dependent var	0.002130
Adjusted R-squared	0.525147	S.D. dependent var	0.266792
S.E. of regression	0.183845	Akaike info criterion	-0.516056
Sum squared resid	6.726007	Schwarz criterion	-0.402973
Log likelihood	60.15380	Hannan-Quinn criter.	-0.470322
F-statistic	38.78539	Durbin-Watson stat	2.531362
Prob(F-statistic)	0.000000		

492_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:43
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001825	0.013674	0.133437	0.8940
LADV	0.001115	0.004984	0.223730	0.8232
LPRICE	-1.841318	0.215594	-8.540672	0.0000
LFEAT_DISP	0.201059	0.012154	16.54297	0.0000
LVOL_SALES2	-0.192187	0.042092	-4.565877	0.0000
EVENT	-0.015922	0.036791	-0.432759	0.6657
INTERACTION	-0.010676	0.012769	-0.836111	0.4041

R-squared	0.685922	Mean dependent var	-0.001024
Adjusted R-squared	0.676453	S.D. dependent var	0.318131
S.E. of regression	0.180957	Akaike info criterion	-0.547726
Sum squared resid	6.516331	Schwarz criterion	-0.434643
Log likelihood	63.41582	Hannan-Quinn criter.	-0.501992
F-statistic	72.43357	Durbin-Watson stat	2.614953
Prob(F-statistic)	0.000000		

492_5

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:45
Sample (adjusted): 8/19/1996 7/06/1998
Included observations: 99 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.008748	0.012376	0.706872	0.4814
LADV	0.004973	0.003354	1.482746	0.1416
LPRICE	-5.423861	0.440965	-12.29999	0.0000
LFEAT_DISP	0.201285	0.027433	7.337459	0.0000
LVOL_SALES2	0.223105	0.046270	4.821843	0.0000
EVENT	-0.014629	0.033616	-0.435189	0.6644
INTERACTION	-0.002830	0.014890	-0.190092	0.8497

R-squared	0.850446	Mean dependent var	0.038496
Adjusted R-squared	0.840693	S.D. dependent var	0.278530
S.E. of regression	0.111171	Akaike info criterion	-1.487416
Sum squared resid	1.137022	Schwarz criterion	-1.303923
Log likelihood	80.62709	Hannan-Quinn criter.	-1.413174
F-statistic	87.19379	Durbin-Watson stat	2.423739
Prob(F-statistic)	0.000000		

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526_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:47
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.006293	0.010314	-0.610133	0.5425
LADV	0.008266	0.003989	2.072530	0.0395
LPRICE	-1.211315	0.892490	-1.357232	0.1762
LFEAT_DISP	0.008831	0.009393	0.940180	0.3483
LVOL_SALES2	-0.223180	0.067481	-3.307312	0.0011
EVENT	0.030042	0.027123	1.107609	0.2694
INTERACTION	0.044960	0.026241	1.713362	0.0882

R-squared	0.101897	Mean dependent var	-0.001224
Adjusted R-squared	0.074819	S.D. dependent var	0.142156
S.E. of regression	0.136735	Akaike info criterion	-1.108159
Sum squared resid	3.720578	Schwarz criterion	-0.995076
Log likelihood	121.1404	Hannan-Quinn criter.	-1.062424
F-statistic	3.763039	Durbin-Watson stat	2.113770
Prob(F-statistic)	0.001431		

526_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:50
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.006433	0.010560	-0.609241	0.5431
LADV	0.003266	0.002674	1.221316	0.2234
LPRICE	-3.327075	2.422994	-1.373126	0.1713
LFEAT_DISP	0.017477	0.012332	1.417207	0.1580
LVOL_SALES2	-0.270475	0.067940	-3.981077	0.0001
EVENT	0.036073	0.027983	1.289134	0.1988
INTERACTION	-0.001170	0.009413	-0.124282	0.9012

R-squared	0.101021	Mean dependent var	-0.000746
Adjusted R-squared	0.073917	S.D. dependent var	0.145468
S.E. of regression	0.139988	Akaike info criterion	-1.061125
Sum squared resid	3.899754	Schwarz criterion	-0.948041
Log likelihood	116.2958	Hannan-Quinn criter.	-1.015390
F-statistic	3.727056	Durbin-Watson stat	2.128326
Prob(F-statistic)	0.001552		

526_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:52
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.004393	0.009957	-0.441254	0.6595
LADV	-0.001420	0.003076	-0.461439	0.6450
LPRICE	-3.641609	1.362310	-2.673113	0.0081
LFEAT_DISP	0.014279	0.013912	1.026411	0.3059
LVOL_SALES2	-0.241741	0.067429	-3.585099	0.0004
EVENT	0.021907	0.026123	0.838607	0.4027
INTERACTION	0.023241	0.030971	0.750399	0.4539

R-squared	0.125937	Mean dependent var	-0.000754
Adjusted R-squared	0.099584	S.D. dependent var	0.139180
S.E. of regression	0.132069	Akaike info criterion	-1.177600
Sum squared resid	3.470983	Schwarz criterion	-1.064517
Log likelihood	128.2928	Hannan-Quinn criter.	-1.131865
F-statistic	4.778741	Durbin-Watson stat	2.103646
Prob(F-statistic)	0.000142		

526_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 09:56
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.007434	0.009184	-0.809441	0.4192
LADV	-0.001274	0.001673	-0.761409	0.4473
LPRICE	-3.681242	0.371814	-9.900752	0.0000
LFEAT_DISP	0.016959	0.014311	1.184982	0.2374
LVOL_SALES2	-0.206942	0.048351	-4.280015	0.0000
EVENT	0.037026	0.024449	1.514382	0.1315
INTERACTION	0.011155	0.005688	1.961281	0.0512

R-squared	0.577889	Mean dependent var	-0.000268
Adjusted R-squared	0.565162	S.D. dependent var	0.184618
S.E. of regression	0.121741	Akaike info criterion	-1.340451
Sum squared resid	2.949356	Schwarz criterion	-1.227368
Log likelihood	145.0665	Hannan-Quinn criter.	-1.294716
F-statistic	45.40671	Durbin-Watson stat	2.273681
Prob(F-statistic)	0.000000		

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533_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 10:02
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.002175	0.008298	-0.262096	0.7935
LADV	-0.000555	0.002665	-0.208396	0.8351
LPRICE	-2.298778	0.303811	-7.566475	0.0000
LFEAT_DISP	0.010121	0.007831	1.292428	0.1977
LVOL_SALES2	-0.229720	0.054802	-4.191848	0.0000
EVENT	0.008877	0.021805	0.407105	0.6844
INTERACTION	-0.001561	0.007292	-0.214041	0.8307

R-squared	0.463555	Mean dependent var	-0.000959
Adjusted R-squared	0.447380	S.D. dependent var	0.148044
S.E. of regression	0.110053	Akaike info criterion	-1.542316
Sum squared resid	2.410229	Schwarz criterion	-1.429233
Log likelihood	165.8585	Hannan-Quinn criter.	-1.496581
F-statistic	28.66008	Durbin-Watson stat	2.154782
Prob(F-statistic)	0.000000		

533_2

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 10:03
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.000367	0.008353	0.043962	0.9650
LADV	-0.004319	0.002459	-1.756284	0.0806
LPRICE	-3.176394	0.294383	-10.79001	0.0000
LFEAT_DISP	0.005493	0.008026	0.684482	0.4945
LVOL_SALES2	-0.244424	0.045767	-5.340607	0.0000
EVENT	0.003328	0.022022	0.151123	0.8800
INTERACTION	-0.001113	0.006505	-0.171086	0.8643

R-squared	0.621157	Mean dependent var	0.000409
Adjusted R-squared	0.609734	S.D. dependent var	0.177328
S.E. of regression	0.110779	Akaike info criterion	-1.529172
Sum squared resid	2.442120	Schwarz criterion	-1.416088
Log likelihood	164.5047	Hannan-Quinn criter.	-1.483437
F-statistic	54.38055	Durbin-Watson stat	2.246809
Prob(F-statistic)	0.000000		

533_4

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 10:06
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.003580	0.010459	-0.342288	0.7325
LADV	0.001864	0.003064	0.608409	0.5436
LPRICE	-3.460675	0.311279	-11.11759	0.0000
LFEAT_DISP	0.010119	0.009558	1.058635	0.2910
LVOL_SALES2	-0.148269	0.046627	-3.179929	0.0017
EVENT	0.001399	0.027584	0.050734	0.9596
INTERACTION	-0.003759	0.005993	-0.627136	0.5313

R-squared	0.626072	Mean dependent var	-0.001495
Adjusted R-squared	0.614798	S.D. dependent var	0.223481
S.E. of regression	0.138703	Akaike info criterion	-1.079576
Sum squared resid	3.828456	Schwarz criterion	-0.966493
Log likelihood	118.1964	Hannan-Quinn criter.	-1.033842
F-statistic	55.53144	Durbin-Watson stat	2.443625
Prob(F-statistic)	0.000000		

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534_1

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 10:10
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.007610	0.010241	-0.743013	0.4584
LADV	-0.001410	0.002584	-0.545711	0.5859
LPRICE	-2.859116	0.422137	-6.772951	0.0000
LFEAT_DISP	0.003796	0.009666	0.392695	0.6950
LVOL_SALES2	-0.195587	0.057610	-3.395001	0.0008
EVENT	0.005394	0.027990	0.192708	0.8474
INTERACTION	0.021360	0.010077	2.119798	0.0353

R-squared	0.460440	Mean dependent var	-0.003427
Adjusted R-squared	0.444172	S.D. dependent var	0.182040
S.E. of regression	0.135718	Akaike info criterion	-1.123083
Sum squared resid	3.665463	Schwarz criterion	-1.010000
Log likelihood	122.6776	Hannan-Quinn criter.	-1.077349
F-statistic	28.30314	Durbin-Watson stat	2.179361
Prob(F-statistic)	0.000000		

534_3

Dependent Variable: LVOL_SALES
Method: Least Squares
Date: 05/18/11 Time: 10:12
Sample (adjusted): 8/01/1994 7/06/1998
Included observations: 206 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.007543	0.009387	-0.803623	0.4226
LADV	-0.001177	0.002727	-0.431721	0.6664
LPRICE	-2.815333	0.354449	-7.942839	0.0000
LFEAT_DISP	0.024566	0.009496	2.586960	0.0104
LVOL_SALES2	-0.154192	0.049990	-3.084435	0.0023
EVENT	0.025392	0.024924	1.018800	0.3095
INTERACTION	-0.003050	0.007577	-0.402589	0.6877

R-squared	0.643937	Mean dependent var	-0.002743
Adjusted R-squared	0.633202	S.D. dependent var	0.205413
S.E. of regression	0.124406	Akaike info criterion	-1.297142
Sum squared resid	3.079895	Schwarz criterion	-1.184059
Log likelihood	140.6057	Hannan-Quinn criter.	-1.251408
F-statistic	59.98176	Durbin-Watson stat	2.362407
Prob(F-statistic)	0.000000		

ANNEXE III : Méthode d'addition des z-scores.

Extrait de :

ROSENTHAL R. (1978), Combining results of independent studies, Psychological Bulletin, vol 85, pp 185-193.

Fisher method would not yield an overall significant p (Mosteller & Bush, 1954). Another problem with the Fisher method is that if two studies with equally and strongly significant results in opposite directions are obtained, the Fisher method supports the significance of either outcome! Thus ps of .001 for A > B and .001 for B > A combine to a $p < .01$ for A > B or B > A (Adcock, 1960). Despite these limitations, the Fisher method remains the best known and most discussed of all the methods of combining independent probabilities (Anderson & Bancroft, 1952; Baker, 1952; Fisher, 1948; Good, 1958; Gordon, Loveland, & Cureton, 1952; Lancaster, 1967; Littell & Folks, 1971; E. S. Pearson, 1938, 1950; Puri, 1965; van Elteren, 1960; Wallis, 1942).

Adding Probabilities

A powerful method has been described by Edgington (1972a) in which the combined probability emerges when the sum of the observed p levels is raised to the power equivalent to the number of studies being combined (N) and divided by $N!$. Essentially, this formula gives the area of a right triangle when the results of two studies are being combined, the volume of a pyramid when the results of three studies are combined, and the n-dimensional generalization of this volume when more studies are involved. Table 1 shows the results to be equivalent to those obtained by the Fisher method for this set of data. The basic Edgington method is useful and ingenious but is limited to small sets of studies, since it requires that the sum of the p levels not exceed unity by very much. When the sum of the p levels does exceed unity, the overall p obtained tends to be too conservative unless special corrections are introduced.

Adding ts

A method that has none of the disadvantages of the preceding two methods was described by Winer (1971). Based on the result that the variance of the t distribution for any given df is $df/(df - 2)$, it requires adding the obtained t values and dividing that sum by the square root of the sum of the dfs associated with the ts after each df has been divided by $df - 2$.

The result of the calculation is itself a standard normal deviate that is associated with a particular probability level when each of the ts is based on df of 10 or so. When applied to the data of Table 1, this method yields $p = .01$, one-tailed, a result quite close to the earlier two results. The limitation of this method is that it cannot be employed at all when the size of the samples for which t is computed becomes less than three, because that would involve dividing by zero or by a negative value. In addition, the method may not give such good approximations to the normal with $df < 10$ for each t.

Adding Zs

Perhaps the simplest of all, the Stouffer method (Mosteller & Bush, 1954), asks us only to add the standard normal deviates or Zs associated with the ps obtained and divide by the square root of the number of studies being combined (Adcock, 1960; Cochran, 1954; Stouffer, Suchman, DeVinney, Star, & Williams, 1949, p. 45). Each Z was a standard normal deviate under the null hypothesis, and the variance of the sum of independent normal deviates is the sum of their variances, in this case, the number of studies, since each study has unit variance. Table 1 shows results for the Stouffer method that are very close to those obtained by the method of adding ts ($Z = 2.39$ vs. $Z = 2.33$).

Adding Weighted Zs

Mosteller and Bush (1954) have suggested a technique that permits us to weight each standard normal deviate by the size of the sample on which it is based (or by its df) or by any other desirable positive weighting, such as the elegance, internal validity, or ecological validity of the individual study. The method requires us to add the products of our weights and Zs and to divide this sum by the square root of the sum of the squared weights. Table 1 shows the results of the application of the weighted Stouffer method with df employed as weights. We note that the result is the lowest overall p we have seen. This is

Table 1
Methods for Combining Probabilities of Independent Experiments

Study	t[a]	df	One-tailed p[b]	Effect size σ	Z[a]	$-2\log_e p$
1	+1.19	40	.12	.38	+1.17	4.24
2	+2.39	60	.01	.62	+2.33	9.21
3	−0.60	10	.72	−.38	−0.58	0.66
4	+1.52	30	.07	.56	+1.48	5.32
5	+0.98	20	.17	.44	+0.95	3.54
Σ	+5.48	160	1.09	1.62	+5.35	22.97
Mean	+1.10	32	.22	.32	+1.07	4.59
Median	+1.19	30	.12	.44	+1.17	4.24

Note. Method of adding logs:

$$\chi^2(df = 2N) = \Sigma(-2\log_e p) = 22.97,\ p = .006, \text{ one-tailed.}$$

Method of adding probabilities (applicable when Σp is near unity or less):

$$P = \frac{(\Sigma p)^N}{N!} = \frac{(1.09)^5}{5!} = .006, \text{ one-tailed.}$$

Method of adding ts:

$$Z = \frac{\Sigma t}{[\Sigma[df/(df-2)]]^{\frac{1}{2}}} = \frac{5.48}{(40/38 + 60/58 + 10/8 + 30/28 + 20/18)^{\frac{1}{2}}} = \frac{5.48}{(5.5197)^{\frac{1}{2}}}$$

$$= 2.33,\ p = .01, \text{ one-tailed.}$$

Method of adding Zs:

$$Z = \frac{\Sigma Z}{N^{\frac{1}{2}}} = \frac{5.35}{5^{\frac{1}{2}}} = 2.39,\ p = .009, \text{ one-tailed.}$$

Method of adding weighted Zs:

$$Z = \frac{T}{\sigma_T} = \frac{df_1 Z_1 + df_2 Z_2 + \ldots + df_n Z_n}{(df_1^2 + df_2^2 + \ldots + df_n^2)^{\frac{1}{2}}} = \frac{(40)(+1.17) + (60)(2.33) + \ldots + (20)(0.95)}{[(40)^2 + (60)^2 + \ldots + (20)^2]^{\frac{1}{2}}}$$

$$= \frac{244.2}{6600^{\frac{1}{2}}} = 3.01,\ p = .0013.$$

Method of testing mean p:

$$Z = (.50 - p)(\sqrt{12N}) = (.50 - .22)[\sqrt{12(5)}] = 2.17,\ p = .015, \text{ one-tailed.}$$

Method of testing mean Z:

$$t = \frac{\Sigma Z/N}{(MS_Z/N)^{\frac{1}{2}}} = \frac{1.07}{(.22513)^{\frac{1}{2}}} = 2.26,\ df = 4,\ p < .05, \text{ one-tailed;}$$

or

$$F = \frac{(\Sigma Z)^2}{N(MS_Z)} = 5.09,\ df = 1, 4,\ p < .05, \text{ one-tailed.}$$

[a] The sign preceding t and Z indicates the direction of the results: A plus sign (+) means the difference was consistent with the bulk of the results; a minus sign (−) means the difference was not consistent.
[b] Whenever ps from different studies are to be combined, they should always be given as one-tailed (see text); sufficiently accurate ps can usually be obtained by interpolation or by using extended tables (e.g., Federighi, 1959).

of Table 1. $\chi^2 = 22.97$, which is associated with a p of .006, one-tailed, when $df = 10$.

The method of adding logs, the Fisher method, though frequently cited, suffers from the disadvantage that it can yield results that are inconsistent with such simple overall tests as the sign test. Thus, for a large number of studies, if the vast majority showed results in one direction, we could easily reject the null hypothesis by the sign test even if the consistent p values were not very much below .50. However, under these situations the

ANNEXE IV : Résultats agrégés (méthode de Stouffer)

1) Ensemble des produits de la base de données

Marque	Catégorie	Coeff INTERACTION	P-value INTERACTION	Ecart-type	Coeff/écart-type
49_1	ketchup	-0,030081	0,2522	0,026196	-1,148305085
49_3	ketchup	-0,009822	0,36	0,010705	-0,91751518
94_1	café	0,001241	0,7077	0,003305	0,375491679
94_3	café	0,000308	0,9699	0,008144	0,037819253
94_4	café	-0,00183	0,6953	0,004666	-0,392198886
94_5	café	-0,000339	0,9423	0,004673	-0,072544404
204_1	biscuits salés	0,007034	0,2472	0,00606	1,160726073
204_3	biscuits salés	-0,010964	0,2826	0,010176	-1,077437107
204_4	biscuits salés	0,006735	0,6979	0,017322	0,388811915
246_2	yaourt fruits	-0,001027	0,8281	0,004723	-0,217446538
246_3	yaourt fruits	-0,006824	0,3283	0,006958	-0,980741592
246_4	yaourt fruits	0,003662	0,6278	0,007543	0,485483229
246_5	yaourt fruits	-0,008813	0,453	0,011721	-0,751898302
369_2	crème glacée	0,024906	0,0372	0,011871	2,098054081
369_3	crème glacée	0,000212	0,9893	0,01585	0,013375394
411_1	déodorant	0,008119	0,0954	0,004845	1,675748194
411_2	déodorant	0,002994	0,3383	0,00312	0,959615385
411_3	déodorant	0,002989	0,4753	0,004179	0,715242881
411_4	déodorant	-0,00232	0,6938	0,005884	-0,394289599
411_5	déodorant	-0,007511	0,3968	0,008845	-0,849180328
413_1	shampooing	0,005608	0,2152	0,004511	1,24318333
413_2	shampooing	0,002216	0,7231	0,006246	0,354787064
413_3	shampooing	-0,008991	0,1685	0,006505	-1,382167563
413_5	shampooing	-0,000167	0,9584	0,003192	-0,052318296
437_1	lames rasoir	0,003253	0,1829	0,002434	1,336483155
437_2	lames rasoir	-0,00403	0,2678	0,003627	-1,111111111
437_4	lames rasoir	0,023253	0,0828	0,013336	1,743626275
442_2	dentifrice	0,000712	0,886	0,00496	0,143548387
442_3	dentifrice	-0,000395	0,9467	0,005903	-0,066915128
442_4	dentifrice	-0,00076	0,9088	0,006624	-0,1147343
442_5	dentifrice	0,006669	0,3318	0,006855	0,972866521
488_2	poudre lessiver	-0,004505	0,5889	0,008322	-0,541336217
488_3	poudre lessiver	-0,023935	0,4363	0,030684	-0,780048234
488_4	poudre lessiver	0,024761	0,3672	0,027394	0,903884062
488_5	poudre lessiver	-0,009022	0,8392	0,044414	-0,203134147
492_2	détergents liquides	-0,001682	0,8768	0,010834	-0,155251984
492_3	détergents liquides	-0,006779	0,2932	0,006431	-1,054112891
492_4	détergents liquides	-0,010676	0,4041	0,012769	-0,836087399

492_5	détergents liquides	-0,00283	0,8497	0,01489	-0,190060443
526_1	bière	0,04496	0,0882	0,026241	1,713349339
526_2	bière	-0,00117	0,9012	0,009413	-0,124296186
526_3	bière	0,023241	0,4539	0,030971	0,750411675
526_4	bière	0,011155	0,0512	0,005688	1,961146273
533_1	cola	-0,001561	0,8307	0,007292	-0,214070214
533_2	cola	-0,001113	0,8643	0,006505	-0,171099154
533_4	cola	-0,003759	0,5313	0,005993	-0,62723177
534_1	limonade	0,02136	0,0353	0,010077	2,119678476
534_3	limonade	-0,00305	0,6877	0,007577	-0,402533984
				Somme des coefficients	6,325266599
				Coefficient global	0,912973593
				p-value	0,819371785

2) Produits utilitaires

Marque	Catégorie	Coeff INTERACTION	P-value INTERACTION	Ecart-type	Coeff/écart-type
49_1	ketchup	-0,030081	0,2522	0,026196	-1,148305085
49_3	ketchup	-0,009822	0,36	0,010705	-0,91751518
49_5	ketchup				
94_1	café	0,001241	0,7077	0,003305	0,375491679
94_3	café	0,000308	0,9699	0,008144	0,037819253
94_4	café	-0,00183	0,6953	0,004666	-0,392198886
94_5	café	-0,000339	0,9423	0,004673	-0,072544404
246_2	yaourt fruits	-0,001027	0,8281	0,004723	-0,217446538
246_3	yaourt fruits	-0,006824	0,3283	0,006958	-0,980741592
246_4	yaourt fruits	0,003662	0,6278	0,007543	0,485483229
246_5	yaourt fruits	-0,008813	0,453	0,011721	-0,751898302
411_1	déodorant	0,008119	0,0954	0,004845	1,675748194
411_2	déodorant	0,002994	0,3383	0,00312	0,959615385
411_3	déodorant	0,002989	0,4753	0,004179	0,715242881
411_4	déodorant	-0,00232	0,6938	0,005884	-0,394289599
411_5	déodorant	-0,007511	0,3968	0,008845	-0,849180328
413_1	shampooing	0,005608	0,2152	0,004511	1,24318333
413_2	shampooing	0,002216	0,7231	0,006246	0,354787064
413_3	shampooing	-0,008991	0,1685	0,006505	-1,382167563
413_5	shampooing	-0,000167	0,9584	0,003192	-0,052318296
437_1	lames rasoir	0,003253	0,1829	0,002434	1,336483155
437_2	lames rasoir	-0,00403	0,2678	0,003627	-1,111111111
437_4	lames rasoir	0,023253	0,0828	0,013336	1,743626275
442_2	dentifrice	0,000712	0,886	0,00496	0,143548387
442_3	dentifrice	-0,000395	0,9467	0,005903	-0,066915128
442_4	dentifrice	-0,00076	0,9088	0,006624	-0,1147343
442_5	dentifrice	0,006669	0,3318	0,006855	0,972866521
488_2	poudre lessiver	-0,004505	0,5889	0,008322	-0,541336217
488_3	poudre lessiver	-0,023935	0,4363	0,030684	-0,780048234
488_4	poudre lessiver	0,024761	0,3672	0,027394	0,903884062
488_5	poudre lessiver	-0,009022	0,8392	0,044414	-0,203134147
492_2	détergents liquides	-0,001682	0,8768	0,010834	-0,155251984
492_3	détergents liquides	-0,006779	0,2932	0,006431	-1,054112891
492_4	détergents liquides	-0,010676	0,4041	0,012769	-0,836087399
492_5	détergents liquides	-0,00283	0,8497	0,01489	-0,190060443
				Somme des coefficients	-1,263618211
				Coefficient global	-0,216708735
				p-value	0,41421767

3) Produits hédoniques

Marque	catégorie	coeff INTERACTION	P-value INTERACTION	écart-type	coeff/écart-type
204_1	biscuits salés	0,007034	0,2472	0,00606	1,160726073
204_3	biscuits salés	-0,010964	0,2826	0,010176	-1,077437107
204_4	biscuits salés	0,006735	0,6979	0,017322	0,388811915
369_2	crème glacée	0,024906	0,0372	0,011871	2,098054081
369_3	crème glacée	0,000212	0,9893	0,01585	0,013375394
526_1	bière	0,04496	0,0882	0,026241	1,713349339
526_2	bière	-0,00117	0,9012	0,009413	-0,124296186
526_3	bière	0,023241	0,4539	0,030971	0,750411675
526_4	bière	0,011155	0,0512	0,005688	1,961146273
533_1	cola	-0,001561	0,8307	0,007292	-0,214070214
533_2	cola	-0,001113	0,8643	0,006505	-0,171099154
533_4	cola	-0,003759	0,5313	0,005993	-0,62723177
534_1	limonade	0,02136	0,0353	0,010077	2,119678476
534_3	limonade	-0,00305	0,6877	0,007577	-0,402533984
				Somme des coefficients	7,58888481
				Coefficient global	2,028214779
				p-value	0,978730834