

A STUDY ON BRAND CHOICE BEHAVIOR USING MULTINOMIAL LOGISTIC REGRESSION

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ABSTRACT

The primary purpose of this study was to analyze consumer's choice behavior using the Multinomial logistic regression. We used consumer's purchase of electronic products as dependent variable and their demographic information as independent variables. We found "gender" and "location of the store" were significant. By using the results of this study, brand managers can develop more effective promotional strategies to stimulate the sales of the products.