



**The University of Chicago**  
**Department of Statistics**

**Master's Seminar**

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**YUNDA ZHONG**  
Department of Statistics  
The University of Chicago

**An Analysis of Ready-to-eat Food Market  
on the Demand Side with Random Coefficient Models**

**WEDNESDAY, August 12, 2009, at 9:30 AM**  
**110 Eckhart Hall, 5734 S. University Avenue**

**ABSTRACT**

When consumers purchase products in markets, they are actually making choices among finite many products. Multi-choice models have been a hot topic in the marketing area for a long time. Random coefficient logit model is one of several well-developed models which is widely used to describe this scenario. Basically, this article is applying a random coefficient model to do an analysis of ready-to-eat food market. Some important issues, such as endogeneity, is also discussed.