HLM: Hierarchical Linear Models

Gerri Henderson, Northwestern University, USA
Adam Duhachek, Indiana University, USA
Jim Oakley, University of North Carolina, USA

HLM, or Hierarchical Linear Models, are a technique that marketing scholars might hear more and more about, e.g., through their Org Science colleagues, and might also increasingly find useful in their own research. The models are primarily intended to help meld together data that represent different units of analysis, usually individuals and groups. The concepts aren't that difficult, and there is some choice among software. Come to expand your geekness.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/14160/volumes/v36/NA-36

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
HLM, or Hierarchical Linear Models, is a technique that Org Behavior scholars are finding very useful, and that marketing might also use in certain applications. The models integrate data that represent different (usually only two) levels of analyses. For example, individuals might state certain purchase preferences, and groups (households, buying centers, departments) might express others, and it would be naïve to model one part of the data without considering the other.

This workshop will provide an introduction to HLM models. We’ll talk about why these techniques are an improvement over naïve methods to approaching the multi-level problem. We’ll also talk briefly about how these models compare to other linear models.

Syntax will be provided, and attendees guided through, both stand-alone HLM software and SAS’s means of analyzing HLM data.