|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Base model** | **Promo sensitivity** | **PL proneness** | **AvgIPT & AvgQ** | **Brand Support** | **Inventory** | **Age** | **Household size** | **Income above median** |
| Promo index | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Panic index | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Price index | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Household inventory | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| AvgIPT | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| AvgQ | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Promo sensitivity main effect | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Promo sensitivity \* Promo index | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
| Promo sensitivity \* Panic | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
|  | INC |  |  |  |  |  |  |  |  |  |
| Q |  |  |  |  |  |  |  |  |  |
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