```
--------------------------------------------------------------------------------------------------------------
      name:  <unnamed>
       log:  /Users/codydehaan/Desktop/Peak_Prices.smcl
  log type:  text
 opened on:  24 Apr 2017, 20:21:54

. import delimited "/Users/codydehaan/Desktop/PizzaStudy.txt"      //importing the data file
(30 vars, 139 obs)


.
. //Labeling the variables
. label variable treatment "The manipulation group"

. label define treatment1 1 "$4" 2 "$8"

. label value treatment treatment1

. label variable pieces "How many pieces of pizza did you eat today?"

. label variable gender "Gender"

. label define gender1 1 "Male" 2 "Female"

. label value gender gender1

. label variable slice_cond "Condition based on pieces"

. label define slice_cond1 1 "1 piece" 2 "2 pieces" 3 "3 pieces"

. label value slice_cond slice_cond1

. label variable genderd "Gender"

. label define gender2 1 "Male" 0 "Female"

. label value genderd gender2

. label variable taste_general "The pizza, in general, tasted really great"

. label variable taste_first "The first piece of pizza I ate tasted really great"
```

```
. label variable sat_first "The first piece of pizza I ate was very satisfying"

. label variable enj_first "The first piece of pizza I ate was very enjoyable"

. label variable taste_middle "The middle piece of pizza I ate tasted really great"

. label variable sat_middle "The middle piece of pizza I ate was very satisfying"

. label variable enj_middle "The middle piece of pizza I ate was very enjoyable"

. label variable taste_last "The last piece of pizza I ate tasted really great"

. label variable sat_last "The last piece of pizza I ate was very satisfying"

. label variable enj_last "The last piece of pizza I ate was very enjoyable"

. label variable ate_more_pizza "I ate more pizza than I should have"

. label variable was_hungry "I was very hungry when I came in"

. label variable am_hungry "I am hungry now"

. label variable feel_guilty "I feel guilty about how much I ate"

. label variable physic_uncomf "I am physically uncomfortable"

. label variable overate "I overate"

. label variable ate_more_general "I ate more than I should have"

. label variable felt_rushed "I felt rushed"

. label variable salad "Mark the amount of salad you ate (continuous rating scale)"

. label variable calories "The amount of calories that participants thought they ate"

. label variable mixedgroup "The type of group"

. label define yes_no 1 "Yes" 0 "No"

. label value mixedgroup yes_no
```

```
. label variable male_1 "An indicator that there are multiple males in a mixed-sex groups"

. label define male_1d 1 "Male, and the only male in mixed-sex group" 0 "Male, and in a mixed-sex group with at least
>  one other male"

. label value male_1 male_1d

. label variable id "The ID of participants for reshaping the data"

. label variable mmff "The type of groups"

. label define mmff1 1 "Males eating with females" 2 "Males eating with males" 3 "Females eating with males" 4 "Femal
> es eating with females"

. label value mmff mmff1

. label variable group "Number of people in the group"


.
.
. //Removing values for extra observations who ate only  one or two pieces of pizza for further analysis
. //Counting the number of responses with different pieces of pizza consumption that should be removed
. egen nonmiss0 = rownonmiss(taste_general taste_first taste_middle taste_last enj_first enj_middle enj_last sat_firs
> t sat_middle sat_last)

. count if pieces == 0 & nonmiss0 != 0
  4


.
. egen nonmiss1 = rownonmiss(taste_middle taste_last enj_middle enj_last sat_middle sat_last)

. count if pieces >0 & pieces <= 1 & nonmiss1 != 0
  10


.
. egen nonmiss2 = rownonmiss(taste_middle enj_middle sat_middle)

. count if pieces > 1 & pieces <= 2 & nonmiss2 != 0
  21
```

```
.
. //who did not eat any pizza
. replace taste_general = . if pieces == 0
(3 real changes made, 3 to missing)

. replace taste_first = . if pieces == 0
(2 real changes made, 2 to missing)

. replace sat_first = . if pieces == 0
(2 real changes made, 2 to missing)

. replace enj_first = . if pieces == 0
(2 real changes made, 2 to missing)

. replace taste_middle = . if pieces == 0
(2 real changes made, 2 to missing)

. replace sat_middle = . if pieces == 0
(2 real changes made, 2 to missing)

. replace enj_middle = . if pieces == 0
(2 real changes made, 2 to missing)

. replace taste_last = . if pieces == 0
(2 real changes made, 2 to missing)

. replace sat_last = . if pieces == 0
(3 real changes made, 3 to missing)

. replace enj_last = . if pieces == 0
(2 real changes made, 2 to missing)


.
. //who ate only one piece
. replace taste_middle = . if pieces >0 & pieces <= 1 & pieces !=.
(9 real changes made, 9 to missing)

. replace sat_middle = . if pieces >0 & pieces <= 1 & pieces !=.
(9 real changes made, 9 to missing)

. replace enj_middle = . if pieces >0 & pieces <= 1 & pieces !=.
```

```
(8 real changes made, 8 to missing)

. replace taste_last = . if pieces >0 & pieces <= 1 & pieces !=.
(9 real changes made, 9 to missing)

. replace sat_last = . if pieces >0 & pieces <= 1 & pieces !=.
(9 real changes made, 9 to missing)

. replace enj_last = . if pieces >0 & pieces <= 1 & pieces !=.
(9 real changes made, 9 to missing)


.
. //who ate two pieces
. replace taste_middle = . if pieces > 1 & pieces <= 2 & pieces !=.
(20 real changes made, 20 to missing)

. replace sat_middle = . if pieces > 1 & pieces <= 2 & pieces !=.
(19 real changes made, 19 to missing)

. replace enj_middle = . if pieces > 1 & pieces <= 2 & pieces !=.
(20 real changes made, 20 to missing)


.
. //group (in text numbers)
. tab group

  Number of |
  people in |
  the group |      Freq.      Percent        Cum.
------------+-----------------------------------
          1 |          6         4.51        4.51
          2 |         54        40.60       45.11
          3 |         26        19.55       64.66
          4 |         17        12.78       77.44
          5 |         20        15.04       92.48
          6 |         10         7.52      100.00
------------+-----------------------------------
      Total |        133       100.00


.
. //The script for age, height and weight is commented because the respective data is removed to de-identify particip
```

```
> ants.
. //However the code-lines show how the averages are calculated
. /*
> label variable age "Age"
> label variable height_inch "Height in inches"
> label variable weight_lbs "Weight in pounds"
>
> //age
> tab treatment, sum (age)
> anova age treatment
>
> //heights in inches
> tab treatment if height_inch >8, sum (height_inch) //Removing a value of height that is equal to 8
> anova height_inch treatment if height_inch >8
>
> // weights in lbs
> tab treatment if weight_lbs < 450 , sum (weight_lbs) // Removing a value of 450 that is higher than 3 standard devi
> ations
> anova weight_lbs treatment if weight_lbs < 450
> */
.
. //number people in groups
. tab treatment, sum (group)

        The | Summary of Number of people in the
manipulatio |                group
    n group |       Mean   Std. Dev.       Freq.
------------+-----------------------------------
         $4 |   3.0307692   1.5203744          65
         $8 |   3.2794118   1.2911361          68
------------+-----------------------------------
      Total |   3.1578947   1.4079972         133


. anova group treatment

                    Number of obs =        133    R-squared     =  0.0079
                    Root MSE       =     1.4078    Adj R-squared =  0.0003

              Source | Partial SS        df        MS        F     Prob>F
           ----------+-------------------------------------------------------
               Model |  2.0545725         1   2.0545725     1.04   0.3105
```

```
                        |
              treatment |  2.0545725            1   2.0545725      1.04  0.3105
                        |
               Residual |  259.62964          131   1.9819056
            ------------+------------------------------------------------------
                  Total |  261.68421          132   1.9824561

.
. //I was hungry when I came in
. tab treatment, sum (was_hungry)

          The | Summary of I was very hungry when I
   manipulatio |              came in
     n group  |       Mean    Std. Dev.       Freq.
   ------------+------------------------------------
           $4 |   6.6212121   1.8544346          66
           $8 |   6.6428571   2.0644381          70
   ------------+------------------------------------
        Total |   6.6323529   1.9581126         136

. anova was_hungry treatment

                          Number of obs =         136    R-squared     =  0.0000
                          Root MSE      =    1.96538    Adj R-squared = -0.0074

                   Source |  Partial SS         df          MS        F     Prob>F
              ------------+------------------------------------------------------
                    Model |  .01591546           1   .01591546      0.00  0.9489
                         |
                treatment |  .01591546           1   .01591546      0.00  0.9489
                         |
                 Residual |  517.60173         134   3.8626995
              ------------+------------------------------------------------------
                    Total |  517.61765         135   3.8342048

.
. //I am hungry now
. tab treatment, sum (am_hungry)

          The |
   manipulatio |      Summary of I am hungry now
```

```
     n group |        Mean    Std. Dev.        Freq.
------------+----------------------------------------
         $4 |    1.880597   1.3430222           67
         $8 |   1.8484848    1.747459           66
------------+----------------------------------------
      Total |   1.8646617     1.55106          133

. anova am_hungry treatment

                        Number of obs =        133    R-squared     =  0.0001
                        Root MSE      =    1.55688    Adj R-squared = -0.0075

              Source |  Partial SS         df         MS           F      Prob>F
          -----------+----------------------------------------------------
               Model |  .03428517          1   .03428517        0.01   0.9055
                     |
           treatment |  .03428517          1   .03428517        0.01   0.9055
                     |
            Residual |  317.52962        131   2.4238903
          -----------+----------------------------------------------------
               Total |  317.56391        132   2.4057872

.
. ************ Figure 1: In text numbers and F-test results
. //Creating a dummy for missing values across these threes variables
. gen missing_3 = 0

. replace missing_3 = 1 if taste_middle == . | taste_first == . | taste_last == .
(98 real changes made)

. label variable missing_3 "A dummy for missing values across three taste variables"

.
. //Taste of the first slice
. tab treatment if missing_3 == 0, sum (taste_first)

        The | Summary of The first piece of pizza
manipulatio |      I ate tasted really great
     n group |        Mean    Std. Dev.        Freq.
------------+----------------------------------------
         $4 |   7.4583333   1.2503623           24
```

```
         $8 |   8.1764706   1.1311109            17
------------+--------------------------------------
      Total |   7.7560976   1.2405742            41


.

. //Taste of the middle slice
. tab treatment if missing_3 == 0, sum (taste_middle)

        The |    Summary of The middle piece of
 manipulatio |    pizza I ate tasted really great
    n group |        Mean    Std. Dev.      Freq.
------------+--------------------------------------
         $4 |   6.8333333   1.5788457            24
         $8 |   8.0588235   1.1440383            17
------------+--------------------------------------
      Total |   7.3414634   1.5265935            41


.

. //Taste of the last slice
. tab treatment if missing_3 == 0, sum (taste_last)

        The |  Summary of The last piece of pizza
 manipulatio |        I ate tasted really great
    n group |        Mean    Std. Dev.      Freq.
------------+--------------------------------------
         $4 |       6.375   1.9067956            24
         $8 |   7.9411765   1.2485285            17
------------+--------------------------------------
      Total |   7.0243902    1.823291            41


.

. // F-tests
. mvtest means taste_first taste_middle taste_last if treatment == 1 & missing_3 == 0

Test that all means are the same

         Hotelling T2 =      14.15
    Hotelling F(2,22) =       6.77
            Prob > F =     0.0051

. mvtest means taste_first taste_middle taste_last if treatment == 2 & missing_3 == 0
```

```
Test that all means are the same

          Hotelling T2 =      2.98
      Hotelling F(2,15) =     1.40
              Prob > F =    0.2781


.
. //Testing for slope differences
. gen diff = taste_last - taste_first
(65 missing values generated)

. label variable diff "A variable to test slope differences"


.
. oneway diff treatment if missing_3 ==0  // reports the F-test - Bonferroni's (Bartlett's) test

                      Analysis of Variance
     Source              SS          df      MS            F      Prob > F
-----------------------------------------------------------------------
Between groups        7.15662363      1   7.15662363      5.48    0.0244
 Within groups        50.8921569     39    1.3049271
-----------------------------------------------------------------------
     Total            58.0487805     40    1.45121951


Bartlett's test for equal variances:  chi2(1) =   12.6065  Prob>chi2 = 0.000


.
. *********** Table 2 - Regression results
. //Generating a peak variable as a max for each of the slices
. gen peak_taste = 0

. replace peak_taste = max(taste_first, taste_middle, taste_last)
(139 real changes made, 19 to missing)

. label variable peak_taste "The maximum taste rating out of three"


.
. //Regression analysis for first, middle last and peak taste ratings of the pizza - Half price ($4)
. reg taste_general taste_first if treatment == 1  //Beginning model B
```

```
      Source |       SS           df       MS      Number of obs   =        62
-------------+----------------------------------   F(1, 60)        =    175.29
       Model |  86.8640278         1  86.8640278   Prob > F        =    0.0000
    Residual |  29.7327464        60  .495545774   R-squared       =    0.7450
-------------+----------------------------------   Adj R-squared   =    0.7407
       Total |  116.596774        61  1.91142253   Root MSE        =    .70395


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
  taste_first |   .9201383   .0694984    13.24   0.000     .7811208    1.059156
        _cons |   .4041817   .5001489     0.81   0.422    -.5962651    1.404629
------------------------------------------------------------------------------

. reg taste_general taste_first taste_middle taste_last if treatment == 1  //Total model B

      Source |       SS           df       MS      Number of obs   =        24
-------------+----------------------------------   F(3, 20)        =     45.46
       Model |  38.2273618         3  12.7424539   Prob > F        =    0.0000
    Residual |  5.60597158        20  .280298579   R-squared       =    0.8721
-------------+----------------------------------   Adj R-squared   =    0.8529
       Total |  43.8333333        23   1.9057971   Root MSE        =    .52943


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
  taste_first |   .7457985   .1377056     5.42   0.000     .4585497    1.033047
 taste_middle |   .1294065   .1756659     0.74   0.470    -.2370262    .4958392
   taste_last |   .1290306   .1260578     1.02   0.318    -.1339214    .3919825
        _cons |  -.1859282   .6771087    -0.27   0.786    -1.598352    1.226496
------------------------------------------------------------------------------

. reg taste_general taste_last if treatment == 1  //End model B

      Source |       SS           df       MS      Number of obs   =        39
-------------+----------------------------------   F(1, 37)        =     37.06
       Model |  48.2156675         1  48.2156675   Prob > F        =    0.0000
    Residual |  48.1433068        37  1.30117045   R-squared       =    0.5004
-------------+----------------------------------   Adj R-squared   =    0.4869
       Total |  96.3589744        38  2.53576248   Root MSE        =     1.1407
```

```
--------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------
  taste_last |   .5581511   .0916906     6.09   0.000     .3723683    .7439339
       _cons |   3.479954   .5863715     5.93   0.000     2.291852    4.668055
--------------------------------------------------------------------------

. reg taste_general peak_taste if treatment == 1  //Peak model B

      Source |       SS           df       MS      Number of obs   =        62
-------------+----------------------------------   F(1, 60)        =    154.66
       Model |  84.0067726         1  84.0067726   Prob > F        =    0.0000
    Residual |  32.5900015        60  .543166692   R-squared       =    0.7205
-------------+----------------------------------   Adj R-squared   =    0.7158
       Total |  116.596774        61  1.91142253   Root MSE        =      .737

--------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------
  peak_taste |   .8978486   .0721959    12.44   0.000     .7534353    1.042262
       _cons |   .5330444   .5219828     1.02   0.311    -.5110767    1.577166
--------------------------------------------------------------------------

. reg taste_general taste_last peak_taste if treatment == 1  //Peak-end model B

      Source |       SS           df       MS      Number of obs   =        39
-------------+----------------------------------   F(2, 36)        =    105.34
       Model |   82.296457         2  41.1482285   Prob > F        =    0.0000
    Residual |  14.0625173        36  .390625481   R-squared       =    0.8541
-------------+----------------------------------   Adj R-squared   =    0.8460
       Total |  96.3589744        38  2.53576248   Root MSE        =      .625

--------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------
  taste_last |   .1810373   .0644512     2.81   0.008     .0503242    .3117503
  peak_taste |   .8958123   .0959053     9.34   0.000     .7013074    1.090317
       _cons |  -.7517057   .5553979    -1.35   0.184    -1.878105    .3746934
--------------------------------------------------------------------------

.
```

. //Regression analysis for first, middle last and peak taste ratings of the pizza - Full price ($8)
. reg taste_general taste_first if treatment == 2 //Beginning model B

```
      Source |       SS           df       MS            Number of obs   =        58
-------------+----------------------------------         F(1, 56)        =   3546.76
       Model |  107.950733            1  107.950733      Prob > F        =    0.0000
    Residual |  1.70443925           56  .030436415      R-squared       =    0.9845
-------------+----------------------------------         Adj R-squared   =    0.9842
       Total |  109.655172           57  1.92377495      Root MSE        =    .17446
```

```
--------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
 taste_first |   .9561916   .0160557    59.55   0.000     .9240282    .988355
       _cons |   .3668224   .1239372     2.96   0.005     .1185463   .6150985
--------------------------------------------------------------------------------
```

. reg taste_general taste_first taste_middle taste_last if treatment == 2 //Total model B

```
      Source |       SS           df       MS            Number of obs   =        17
-------------+----------------------------------         F(3, 13)        =    133.36
       Model |  16.5219539            3  5.50731796      Prob > F        =    0.0000
    Residual |  .536869648           13  .041297665      R-squared       =    0.9685
-------------+----------------------------------         Adj R-squared   =    0.9613
       Total |  17.0588235           16  1.06617647      Root MSE        =    .20322
```

```
--------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
 taste_first |   .9881066   .1147318     8.61   0.000     .7402436    1.23597
taste_middle |   .1410561   .1314511     1.07   0.303    -.1429268    .425039
  taste_last |  -.2274025   .1114307    -2.04   0.062    -.4681339    .013329
       _cons |   .8251665   .3789573     2.18   0.048     .0064791   1.643854
--------------------------------------------------------------------------------
```

. reg taste_general taste_last if treatment == 2 //End model B

```
      Source |       SS           df       MS            Number of obs   =        35
-------------+----------------------------------         F(1, 33)        =    182.48
       Model |  48.2463855            1  48.2463855      Prob > F        =    0.0000
    Residual |  8.72504303           33  .264395243      R-squared       =    0.8469
```

```
-------------+-------------------------------  Adj R-squared  =    0.8422
       Total |  56.9714286       34  1.67563025   Root MSE       =   .51419


--------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|    [95% Conf. Interval]
-------------+------------------------------------------------------------
  taste_last |   .8524096   .0631019    13.51   0.000    .7240278    .9807915
       _cons |   1.350258   .4873871     2.77   0.009    .3586617    2.341855
--------------------------------------------------------------------------

. reg taste_general peak_taste if treatment == 2   //Peak model B

      Source |      SS          df       MS       Number of obs   =        58
-------------+-------------------------------   F(1, 56)        =   2204.60
       Model |  106.938776        1  106.938776   Prob > F        =    0.0000
    Residual |  2.71639608       56  .048507073   R-squared       =    0.9752
-------------+-------------------------------   Adj R-squared   =    0.9748
       Total |  109.655172       57  1.92377495   Root MSE        =   .22024


--------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|    [95% Conf. Interval]
-------------+------------------------------------------------------------
  peak_taste |   .9524645   .0202854    46.95   0.000     .911828    .9931011
       _cons |   .3786749   .1569268     2.41   0.019    .0643128    .693037
--------------------------------------------------------------------------

. reg taste_general taste_last peak_taste if treatment == 2   //Peak-end model B

      Source |      SS          df       MS       Number of obs   =        35
-------------+-------------------------------   F(2, 32)        =    455.78
       Model |  55.0392775        2  27.5196387   Prob > F        =    0.0000
    Residual |  1.93215112       32  .060379722   R-squared       =    0.9661
-------------+-------------------------------   Adj R-squared   =    0.9640
       Total |  56.9714286       34  1.67563025   Root MSE        =   .24572


--------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|    [95% Conf. Interval]
-------------+------------------------------------------------------------
  taste_last |  -.001542   .0859723    -0.02   0.986   -.1766619    .1735779
  peak_taste |   .9676176   .0912267    10.61   0.000    .7817949    1.15344
       _cons |   .2652274    .254387     1.04   0.305    -.252942    .7833969
--------------------------------------------------------------------------
```

```
--------------------------------------------------------------------------------

.
. //Regression analysis for first, middle last and peak taste ratings of the pizza - All treatments
. reg taste_general taste_first  //Beginning model B

      Source |       SS           df       MS      Number of obs   =        120
-------------+----------------------------------   F(1, 118)       =     743.91
       Model |  207.998711            1  207.998711   Prob > F        =     0.0000
    Residual |  32.9929559          118  .279601322   R-squared       =     0.8631
-------------+----------------------------------   Adj R-squared   =     0.8619
       Total |  240.991667          119  2.02514006   Root MSE        =    .52877

--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
 taste_first |   .9544509   .0349939    27.27   0.000     .8851534    1.023748
       _cons |   .2669805    .260836     1.02   0.308    -.2495457    .7835068
--------------------------------------------------------------------------------

. reg taste_general taste_first taste_middle taste_last  //Total model B

      Source |       SS           df       MS      Number of obs   =         41
-------------+----------------------------------   F(3, 37)        =     107.94
       Model |  66.4994295            3  22.1664765   Prob > F        =     0.0000
    Residual |  7.59813151           37  .205354906   R-squared       =     0.8975
-------------+----------------------------------   Adj R-squared   =     0.8891
       Total |   74.097561           40  1.85243902   Root MSE        =    .45316

--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
 taste_first |   .7224131   .1019173     7.09   0.000     .5159091     .928917
taste_middle |   .1604539   .1333455     1.20   0.237    -.1097296    .4306375
  taste_last |   .1190235   .0963683     1.24   0.225    -.0762371    .3142842
       _cons |  -.0561649   .4658062    -0.12   0.905    -.9999779    .8876481
--------------------------------------------------------------------------------

. reg taste_general taste_last  //End model B

      Source |       SS           df       MS      Number of obs   =         74
```

```
-------------+------------------------------         F(1, 72)        =      129.23
       Model |  109.312515         1  109.312515      Prob > F        =      0.0000
    Residual |  60.9037014        72  .845884742      R-squared       =      0.6422
-------------+------------------------------         Adj R-squared   =      0.6372
       Total |  170.216216        73  2.33172899      Root MSE        =      .91972


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
  taste_last |   .6435263   .0566092    11.37   0.000     .530678    .7563747
       _cons |   2.950084   .3993668     7.39   0.000    2.153961    3.746208
------------------------------------------------------------------------------

. reg taste_general peak_taste  //Peak model B

      Source |       SS           df       MS      Number of obs   =        120
-------------+------------------------------         F(1, 118)       =      645.67
       Model |  203.754132         1  203.754132      Prob > F        =      0.0000
    Residual |  37.2375345       118  .315572326      R-squared       =      0.8455
-------------+------------------------------         Adj R-squared   =      0.8442
       Total |  240.991667       119  2.02514006      Root MSE        =      .56176


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
  peak_taste |   .9426515   .0370977    25.41   0.000    .8691879    1.016115
       _cons |   .3298445   .2774488     1.19   0.237   -.2195796    .8792685
------------------------------------------------------------------------------

. reg taste_general taste_last peak_taste //Peak-end model B

      Source |       SS           df       MS      Number of obs   =         74
-------------+------------------------------         F(2, 71)        =      310.59
       Model |  152.756177         2  76.3780887      Prob > F        =      0.0000
    Residual |  17.4600389        71   .24591604      R-squared       =      0.8974
-------------+------------------------------         Adj R-squared   =      0.8945
       Total |  170.216216        73  2.33172899      Root MSE        =       .4959


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
```

```
taste_last |   .1990252   .0452777     4.40   0.000     .1087441    .2893063
peak_taste |   .8434468   .0634582    13.29   0.000     .7169147    .9699789
     _cons |  -.3885536   .3308531    -1.17   0.244    -1.048256    .2711486
-------------------------------------------------------------------------------


.
. //Table 3 includes regression statistics for all models -- taste
. //The adjusted R-squares are copied from the Table 2 for Taste
.
. ************ Table 3 - Regression Statistics for all models - Satisfaction
. //Beginning model
. reg taste_general sat_first if treatment == 1 //Beginning model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        60
-------------+----------------------------------   F(1, 58)        =     52.06
       Model |  54.1975006         1  54.1975006   Prob > F        =    0.0000
    Residual |  60.3858327        58  1.04113505   R-squared       =    0.4730
-------------+----------------------------------   Adj R-squared   =    0.4639
       Total |  114.583333        59   1.9420904   Root MSE        =    1.0204


-------------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+-----------------------------------------------------------------
   sat_first |   .7000754   .0970306     7.21   0.000     .5058475    .8943032
       _cons |    1.9578   .6998097     2.80   0.007     .5569782    3.358621
-------------------------------------------------------------------------------

. reg taste_general sat_first if treatment == 2 //Beginning model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        57
-------------+----------------------------------   F(1, 55)        =    149.43
       Model |  78.7386485         1  78.7386485   Prob > F        =    0.0000
    Residual |  28.9806497        55  .526920904   R-squared       =    0.7310
-------------+----------------------------------   Adj R-squared   =    0.7261
       Total |  107.719298        56   1.9235589   Root MSE        =    .72589


-------------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+-----------------------------------------------------------------
   sat_first |   .7961864   .0651319    12.22   0.000     .6656593    .9267136
       _cons |   1.646045   .4961795     3.32   0.002     .6516792    2.640411
```

```
--------------------------------------------------------------------------------

. reg taste_general sat_first //Beginning model - All treatments

      Source |       SS           df       MS      Number of obs   =       117
-------------+----------------------------------   F(1, 115)       =    172.89
       Model |  141.615338            1  141.615338   Prob > F        =    0.0000
    Residual |  94.1966276          115   .81910111   R-squared       =    0.6005
-------------+----------------------------------   Adj R-squared   =    0.5971
       Total |  235.811966          116  2.03286177   Root MSE        =    .90504


--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
   sat_first |   .7693627    .058512    13.15   0.000     .6534617    .8852636
       _cons |   1.651901    .433734     3.81   0.000     .7927569    2.511044
--------------------------------------------------------------------------------


.
. //Total model
. reg taste_general sat_first sat_middle sat_last if treatment == 1 //Total model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        21
-------------+----------------------------------   F(3, 17)        =      9.73
       Model |  26.4258462            3   8.8086154   Prob > F        =    0.0006
    Residual |  15.3836776           17  .904922213   R-squared       =    0.6321
-------------+----------------------------------   Adj R-squared   =    0.5671
       Total |  41.8095238           20  2.09047619   Root MSE        =    .95127


--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
   sat_first |   .6975957   .3279477     2.13   0.048     .0056866    1.389505
  sat_middle |   .0938029   .4129586     0.23   0.823    -.7774635    .9650693
    sat_last |   .0416526    .238826     0.17   0.864    -.4622263    .5455314
       _cons |    1.01253   1.204252     0.84   0.412    -1.528221     3.55328
--------------------------------------------------------------------------------

. reg taste_general sat_first sat_middle sat_last if treatment == 2 //Total model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        17
```

```
-------------+------------------------------          F(3, 13)        =      75.36
       Model |  16.1312667         3    5.3770889      Prob > F        =     0.0000
    Residual |  .927556818        13   .071350524      R-squared       =     0.9456
-------------+------------------------------          Adj R-squared   =     0.9331
       Total |  17.0588235        16   1.06617647      Root MSE        =     .26712


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
   sat_first |  -.4694602     .117727    -3.99   0.002    -.7237939   -.2151266
  sat_middle |   2.865057    .3213656     8.92   0.000     2.170789    3.559325
    sat_last |  -1.408381    .2310546    -6.10   0.000    -1.907544   -.9092177
       _cons |   .1747159    .5465153     0.32   0.754    -1.005959     1.35539
------------------------------------------------------------------------------

. reg taste_general sat_first sat_middle sat_last //Total model - All treatments

      Source |       SS           df       MS      Number of obs   =        38
-------------+------------------------------          F(3, 34)        =      21.77
       Model |  46.7468481         3   15.5822827     Prob > F        =     0.0000
    Residual |  24.3320993        34   .715649979     R-squared       =     0.6577
-------------+------------------------------          Adj R-squared   =     0.6275
       Total |  71.0789474        37   1.92105263     Root MSE        =     .84596


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
   sat_first |   .1568856     .197639     0.79   0.433    -.2447652    .5585363
  sat_middle |    .682888    .3152866     2.17   0.037     .0421485    1.323627
    sat_last |  -.0733507    .1994987    -0.37   0.715    -.4787809    .3320795
       _cons |   1.927767    .781844      2.47   0.019      .338869    3.516665
------------------------------------------------------------------------------


.
. //End model
. reg taste_general sat_last if treatment == 1 //End model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        37
-------------+------------------------------          F(1, 35)        =      29.84
       Model |  43.7296942         1   43.7296942     Prob > F        =     0.0000
    Residual |  51.2973328        35   1.46563808     R-squared       =     0.4602
```

```
-------------+------------------------------ Adj R-squared   =   0.4448
      Total |  95.027027        36  2.63963964   Root MSE        =    1.2106


------------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    sat_last |  .5512772   .1009242     5.46   0.000     .3463903    .7561642
       _cons |  3.500376   .6425989     5.45   0.000     2.195831    4.804921
------------------------------------------------------------------------------

. reg taste_general sat_last if treatment == 2 //End model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        35
-------------+------------------------------   F(1, 33)        =    125.91
       Model |  45.1407711         1  45.1407711   Prob > F        =    0.0000
    Residual |  11.8306575        33  .358504772   R-squared       =    0.7923
-------------+------------------------------   Adj R-squared   =    0.7860
       Total |  56.9714286        34  1.67563025   Root MSE        =    .59875


------------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    sat_last |  .7771407   .0692568    11.22   0.000     .6362366    .9180448
       _cons |  1.988914   .5301655     3.75   0.001     .9102846    3.067544
------------------------------------------------------------------------------

. reg taste_general sat_last //End model - All treatments

      Source |       SS           df       MS      Number of obs   =        72
-------------+------------------------------   F(1, 70)        =    110.70
       Model |  103.933813         1  103.933813   Prob > F        =    0.0000
    Residual |  65.7189645        70   .93884235   R-squared       =    0.6126
-------------+------------------------------   Adj R-squared   =    0.6071
       Total |  169.652778        71  2.38947574   Root MSE        =    .96894


------------------------------------------------------------------------------
taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    sat_last |  .6359509   .0604424    10.52   0.000     .5154024    .7564994
       _cons |  3.017943   .4244735     7.11   0.000     2.171357    3.864529
------------------------------------------------------------------------------
```

```
.
. //Generating a peak variable as a max for each of the slices - satisfaction
. gen peak_sat = 0

. replace peak_sat = max(sat_first, sat_middle, sat_last)
(139 real changes made, 22 to missing)

. label variable peak_sat "The maximum satisfaction rating out of three"

.
. //Peak model
. reg taste_general peak_sat if treatment == 1 //Peak model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        60
-------------+----------------------------------   F(1, 58)        =     55.53
       Model |  56.046047         1   56.046047    Prob > F        =    0.0000
    Residual |  58.5372863       58  1.00926356    R-squared       =    0.4891
-------------+----------------------------------   Adj R-squared   =    0.4803
       Total |  114.583333       59   1.9420904    Root MSE        =    1.0046


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   .7132053   .0957071     7.45   0.000     .5216266    .9047839
       _cons |   1.841023    .693354     2.66   0.010     .4531236    3.228921
------------------------------------------------------------------------------

. reg taste_general peak_sat if treatment == 2 //Peak model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        57
-------------+----------------------------------   F(1, 55)        =    244.27
       Model |  87.9224131        1  87.9224131    Prob > F        =    0.0000
    Residual |  19.7968851       55  .359943366    R-squared       =    0.8162
-------------+----------------------------------   Adj R-squared   =    0.8129
       Total |  107.719298       56   1.9235589    Root MSE        =    .59995


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   .9016872    .057693    15.63   0.000     .7860678    1.017307
```

```
       _cons |    .7942894    .4424231     1.80    0.078    -.0923462    1.680925
------------------------------------------------------------------------------

. reg taste_general peak_sat //Peak model - All treatments

      Source |       SS           df       MS      Number of obs   =       117
-------------+----------------------------------   F(1, 115)       =    209.85
       Model |  152.331685            1  152.331685   Prob > F        =    0.0000
    Residual |  83.4802813          115  .725915489   R-squared       =    0.6460
-------------+----------------------------------   Adj R-squared   =    0.6429
       Total |  235.811966          116  2.03286177   Root MSE        =    .85201


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   .8252828    .0569706    14.49   0.000     .712435    .9381306
       _cons |   1.202843    .4246663     2.83   0.005    .3616609    2.044025
------------------------------------------------------------------------------


.
. //Peak-end model
. reg taste_general peak_sat sat_last if treatment == 1 //Peak-end model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        37
-------------+----------------------------------   F(2, 34)        =     23.09
       Model |  54.7285165            2  27.3642582   Prob > F        =    0.0000
    Residual |  40.2985106           34  1.18525031   R-squared       =    0.5759
-------------+----------------------------------   Adj R-squared   =    0.5510
       Total |   95.027027           36  2.63963964   Root MSE        =    1.0887


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   .5805267    .1905698     3.05   0.004    .1932422    .9678112
    sat_last |   .2706094    .1293288     2.09   0.044    .0077815    .5334372
       _cons |   1.010348    1.001041     1.01   0.320   -1.024013    3.044708
------------------------------------------------------------------------------

. reg taste_general peak_sat sat_last if treatment == 2 //Peak-end model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        35
```

```
-------------+------------------------------      F(2, 32)        =    139.61
       Model |  51.1134248         2  25.5567124    Prob > F        =    0.0000
    Residual |  5.85800374        32  .183062617    R-squared       =    0.8972
-------------+------------------------------      Adj R-squared   =    0.8907
       Total |  56.9714286        34  1.67563025    Root MSE        =    .42786

------------------------------------------------------------------------------
 taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   1.040313    .1821295     5.71   0.000     .6693275    1.411299
    sat_last |   -.157789     .170998    -0.92   0.363    -.5061005    .1905225
       _cons |   1.048417    .4130812     2.54   0.016     .2069983    1.889836
------------------------------------------------------------------------------

. reg taste_general peak_sat sat_last //Peak-end model - All treatments

      Source |       SS           df       MS      Number of obs   =        72
-------------+------------------------------      F(2, 69)        =     84.52
       Model |   120.47528         2  60.2376401    Prob > F        =    0.0000
    Residual |  49.1774976        69  .712717357    R-squared       =    0.7101
-------------+------------------------------      Adj R-squared   =    0.7017
       Total |  169.652778        71  2.38947574    Root MSE        =    .84423

------------------------------------------------------------------------------
 taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_sat |   .5748888    .1193316     4.82   0.000     .3368287    .8129488
    sat_last |   .3041541    .0866992     3.51   0.001     .1311939    .4771142
       _cons |   .9904371    .5602687     1.77   0.082    -.1272684    2.108143
------------------------------------------------------------------------------


.
.
. ************ Table 3 – Regression Statistics for all models - Enjoyment
. //Beginning model
. reg taste_general enj_first if treatment == 1 //Beginning model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        60
-------------+------------------------------      F(1, 58)        =     79.59
       Model |  66.2826513         1  66.2826513    Prob > F        =    0.0000
    Residual |   48.300682        58  .83277038    R-squared       =    0.5785
```

```
-------------+------------------------------    Adj R-squared   =    0.5712
       Total |  114.583333        59  1.9420904    Root MSE        =    .91256


-------------------------------------------------------------------------------
  taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+-----------------------------------------------------------------
     enj_first |  .7596865   .0851524     8.92   0.000     .5892354    .9301377
         _cons |  1.560877   .6117755     2.55   0.013     .3362747    2.785478
-------------------------------------------------------------------------------

. reg taste_general enj_first if treatment == 2 //Beginning model - Full price ($8)

        Source |       SS           df       MS      Number of obs   =        57
-------------+------------------------------    F(1, 55)        =    183.81
       Model |  86.1247478         1  86.1247478    Prob > F        =    0.0000
    Residual |   25.769989        55  .468545255    R-squared       =    0.7697
-------------+------------------------------    Adj R-squared   =    0.7655
       Total |  111.894737        56  1.9981203    Root MSE        =     .6845


-------------------------------------------------------------------------------
  taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+-----------------------------------------------------------------
     enj_first |  .8198248    .060469    13.56   0.000     .6986422    .9410073
         _cons |  1.394304   .4650923     3.00   0.004     .4622386     2.32637
-------------------------------------------------------------------------------

. reg taste_general enj_first //Beginning model - All treatments

        Source |       SS           df       MS      Number of obs   =       117
-------------+------------------------------    F(1, 115)       =    245.29
       Model |  162.917106         1  162.917106    Prob > F        =    0.0000
    Residual |  76.3820394       115  .664191647    R-squared       =    0.6808
-------------+------------------------------    Adj R-squared   =    0.6780
       Total |  239.299145       116  2.06292367    Root MSE        =    .81498


-------------------------------------------------------------------------------
  taste_gene~l |     Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+-----------------------------------------------------------------
     enj_first |  .8070667   .0515315    15.66   0.000     .7049927    .9091407
         _cons |  1.355317   .3831761     3.54   0.001      .596319    2.114315
-------------------------------------------------------------------------------
```

```
.
. //Total model
. reg taste_general enj_first enj_middle enj_last if treatment == 1 //Total model - Half price ($4)

      Source |       SS           df       MS      Number of obs   =        21
-------------+----------------------------------   F(3, 17)        =     20.78
       Model |  32.8502702          3  10.9500901   Prob > F        =    0.0000
    Residual |  8.95925363         17  .527014919   R-squared       =    0.7857
-------------+----------------------------------   Adj R-squared   =    0.7479
       Total |  41.8095238         20  2.09047619   Root MSE        =    .72596


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
   enj_first |   .4292173   .1630679     2.63   0.017     .0851741    .7732606
  enj_middle |   .5237409   .2534127     2.07   0.054    -.0109131    1.058395
    enj_last |  -.0414799    .188742    -0.22   0.829    -.4396908    .3567309
       _cons |   .7068929   .8600511     0.82   0.423    -1.107656    2.521442
------------------------------------------------------------------------------

. reg taste_general enj_first enj_middle enj_last if treatment == 2 //Total model - Full price ($8)

      Source |       SS           df       MS      Number of obs   =        17
-------------+----------------------------------   F(3, 13)        =     34.19
       Model |  15.1401583          3  5.04671942   Prob > F        =    0.0000
    Residual |  1.91866528         13  .147589637   R-squared       =    0.8875
-------------+----------------------------------   Adj R-squared   =    0.8616
       Total |  17.0588235         16  1.06617647   Root MSE        =    .38417


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
   enj_first |  -.2022941   .2051622    -0.99   0.342     -.64552    .2409319
  enj_middle |    2.40146   .4756388     5.05   0.000     1.373905    3.429015
    enj_last |  -1.262774   .3290415    -3.84   0.002    -1.973625   -.5519228
       _cons |   .6506778   .7878304     0.83   0.424    -1.051326    2.352682
------------------------------------------------------------------------------

. reg taste_general enj_first enj_middle enj_last //Total model - All treatments
```

```
     Source |       SS           df       MS       Number of obs   =        38
-------------+----------------------------------   F(3, 34)        =     43.07
       Model |  56.2723017          3  18.7574339   Prob > F        =    0.0000
    Residual |  14.8066457         34  .435489579   R-squared       =    0.7917
-------------+----------------------------------   Adj R-squared   =    0.7733
       Total |  71.0789474         37  1.92105263   Root MSE        =    .65992


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    enj_first |   .2634282   .1249091     2.11   0.042     .0095823    .517274
   enj_middle |   .6888042   .2213096     3.11   0.004     .2390489   1.138559
     enj_last |  -.0895595    .158063    -0.57   0.575    -.4107821   .2316632
        _cons |   1.229831   .6143947     2.00   0.053    -.0187693   2.478431
------------------------------------------------------------------------------

.
. //End model
. reg taste_general enj_last if treatment == 1 //End model - Half price ($4)

     Source |       SS           df       MS       Number of obs   =        36
-------------+----------------------------------   F(1, 34)        =     36.00
       Model |  48.4983414          1  48.4983414   Prob > F        =    0.0000
    Residual |  45.8072142         34  1.34727101   R-squared       =    0.5143
-------------+----------------------------------   Adj R-squared   =    0.5000
       Total |  94.3055556         35  2.69444444   Root MSE        =    1.1607


------------------------------------------------------------------------------
 taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
     enj_last |   .5964948   .0994193     6.00   0.000     .3944505   .7985391
        _cons |   3.364989   .6139807     5.48   0.000      2.11723   4.612748
------------------------------------------------------------------------------

. reg taste_general enj_last if treatment == 2 //End model - Full price ($8)

     Source |       SS           df       MS       Number of obs   =        36
-------------+----------------------------------   F(1, 34)        =    151.96
       Model |  52.9113833          1  52.9113833   Prob > F        =    0.0000
    Residual |  11.8386167         34  .348194609   R-squared       =    0.8172
-------------+----------------------------------   Adj R-squared   =    0.8118
```

```
        Total |       64.75         35        1.85    Root MSE           =     .59008

--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.       t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
    enj_last |   .7809798   .0633543      12.33   0.000     .6522283    .9097313
       _cons |   1.957733   .4800597       4.08   0.000     .9821342    2.933332
--------------------------------------------------------------------------------

. reg taste_general enj_last //End model - All treatments

      Source |       SS         df       MS            Number of obs  =        72
-------------+------------------------------------        F(1, 70)       =    132.86
       Model |  113.486155         1   113.486155        Prob > F       =    0.0000
    Residual |  59.7916233        70   .854166046        R-squared      =    0.6549
-------------+------------------------------------        Adj R-squared  =    0.6500
       Total |  173.277778        71   2.44053208        Root MSE       =    .92421

--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.       t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
    enj_last |   .6524276    .056602      11.53   0.000     .5395384    .7653168
       _cons |   2.974161   .3912416       7.60   0.000     2.193855    3.754468
--------------------------------------------------------------------------------


.
. //Generating a peak variable as a max for each of the slices
. gen peak_enj = 0

. replace peak_enj = max(enj_first, enj_middle, enj_last)
(139 real changes made, 20 to missing)

. label variable peak_enj "The maximum enjoyment rating out of three"


.
. //Peak model
. reg taste_general peak_enj if treatment == 1 //Peak model - Half price ($4)

      Source |       SS         df       MS            Number of obs  =        60
-------------+------------------------------------        F(1, 58)       =     87.97
       Model |  69.0546422         1   69.0546422        Prob > F       =    0.0000
```

```
   Residual |  45.5286912          58  .784977434   R-squared       =    0.6027
-------------+----------------------------------   Adj R-squared   =    0.5958
      Total |  114.583333          59   1.9420904   Root MSE        =    .88599


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_enj |   .8172147   .0871301     9.38   0.000     .6428048    .9916246
       _cons |   1.114442   .6291092     1.77   0.082    -.1448567    2.373741
------------------------------------------------------------------------------

. reg taste_general peak_enj if treatment == 2 //Peak model - Full price ($8)

      Source |       SS          df       MS      Number of obs   =        58
-------------+----------------------------------   F(1, 56)        =    259.31
       Model |  94.0368668           1  94.0368668   Prob > F        =    0.0000
    Residual |  20.3079608          56  .362642157   R-squared       =    0.8224
-------------+----------------------------------   Adj R-squared   =    0.8192
       Total |  114.344828          57  2.00604961   Root MSE        =     .6022


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_enj |   .8556853   .0531379    16.10   0.000     .7492374    .9621333
       _cons |   1.104578   .4081001     2.71   0.009     .2870551    1.922101
------------------------------------------------------------------------------

. reg taste_general peak_enj //Peak model - All treatments

      Source |       SS          df       MS      Number of obs   =       118
-------------+----------------------------------   F(1, 116)       =    294.62
       Model |  172.789692           1  172.789692   Prob > F        =    0.0000
    Residual |  68.0323421         116  .586485708   R-squared       =    0.7175
-------------+----------------------------------   Adj R-squared   =    0.7151
       Total |  240.822034         117  2.05830798   Root MSE        =    .76582


------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
    peak_enj |   .8531396   .0497038    17.16   0.000     .7546949    .9515843
       _cons |   .9893264   .3702852     2.67   0.009     .2559298    1.722723
------------------------------------------------------------------------------
```

```
--------------------------------------------------------------------------------

.
. //Peak-end model
. reg taste_general peak_enj enj_last if treatment == 1 //Peak-end model - Half price ($4)

      Source |       SS           df       MS       Number of obs   =        36
-------------+----------------------------------   F(2, 33)        =     60.24
       Model |  74.0276296         2  37.0138148   Prob > F        =    0.0000
    Residual |  20.2779259        33  .614482604   R-squared       =    0.7850
-------------+----------------------------------   Adj R-squared   =    0.7719
       Total |  94.3055556        35  2.69444444   Root MSE        =    .78389


--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
    peak_enj |   .9527419   .1478123     6.45   0.000     .6520154    1.253468
    enj_last |   .1842937   .0927244     1.99   0.055    -.0043554    .3729428
       _cons |  -1.073503   .8038117    -1.34   0.191     -2.70887    .5618642
--------------------------------------------------------------------------------

. reg taste_general peak_enj enj_last if treatment == 2 //Peak-end model - Full price ($8)

      Source |       SS           df       MS       Number of obs   =        36
-------------+----------------------------------   F(2, 33)        =    202.00
       Model |  59.8605093         2  29.9302546   Prob > F        =    0.0000
    Residual |  4.88949074        33  .148166386   R-squared       =    0.9245
-------------+----------------------------------   Adj R-squared   =    0.9199
       Total |      64.75        35        1.85   Root MSE        =    .38492


--------------------------------------------------------------------------------
taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+------------------------------------------------------------------
    peak_enj |   1.002361   .1463639     6.85   0.000     .7045815    1.300141
    enj_last |  -.1299074   .1392797    -0.93   0.358     -.413274    .1534592
       _cons |   1.084398   .3381245     3.21   0.003     .3964786    1.772318
--------------------------------------------------------------------------------

. reg taste_general peak_enj enj_last //Peak-end model - All treatments

      Source |       SS           df       MS       Number of obs   =        72
```

```
  -------------+------------------------------         F(2, 69)        =     169.36
        Model |  143.953574         2  71.9767872       Prob > F        =     0.0000
     Residual |  29.3242033        69  .424988454       R-squared       =     0.8308
  -------------+------------------------------         Adj R-squared   =     0.8259
        Total |  173.277778        71  2.44053208       Root MSE        =     .65191


  ------------------------------------------------------------------------------
  taste_gene~l |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
  -------------+----------------------------------------------------------------
     peak_enj |   .7690086   .0908243     8.47   0.000     .5878192    .9501981
     enj_last |   .2212924   .0647058     3.42   0.001      .092208    .3503769
        _cons |   .1436198   .4334952     0.33   0.741    -.7211795    1.008419
  ------------------------------------------------------------------------------


.
. log close // closing the log file
       name:  <unnamed>
        log:  /Users/codydehaan/Desktop/Peak_Prices.smcl
   log type:  text
  closed on:  24 Apr 2017, 20:21:55
  ----------------------------------------------------------------------------------------------------------
```