

表 1: regression table

	(1)	(2)
	Price	Price
Weight (lbs.)	1.747** (2.72)	3.465*** (5.49)
Mileage (mpg)	-49.51 (-0.57)	21.85 (0.29)
Car type		3673.1*** (5.37)
Constant	1946.1 (0.54)	-5853.7 (-1.73)
Observations	74	74

t statistics in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

	Estimates	SE
High type (α_1)	4.272315	0.559544
Own competition (α_2)	-0.356224	0.043266
Rival competition (α_3)	-0.236825	0.010232
Population (θ_1)	0.004272	0.009724
Average income (θ_2)	-0.030404	0.022769
Entry sunk cost (κ_{entry})	33.975889	4.931816
Exit sunk cost (κ_{exit})	0.000000	0.000000
Low type (ω_1)	-3.800827	0.829814
Medium type (ω_2)	-0.593939	0.099316