

PS1Q1

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	OLS	OLS	OLS	Cost IV	Cost IV	Cost IV	Hausman IV	Hausman IV	Hausman IV
Dependent Variable: log(s_jt)-log(s_0t)									
price	-0.139***	-0.387***	-0.387***	-0.0813***	-0.359***	-0.360***	-0.141***	-0.405***	-0.405***
	-0.00303	-0.00329	-0.00311	-0.00323	-0.00349	-0.00327	-0.00307	-0.00339	-0.00318
prom	0.238***	0.363***	0.361***	0.295***	0.380***	0.377***	0.237***	0.353***	0.350***
	-0.0174	-0.0135	-0.0128	-0.0175	-0.0136	-0.0127	-0.0174	-0.0135	-0.0127
tylenol		1.700***			1.614***			1.753***	
		-0.0150			-0.0154			-0.0152	
advil		0.833***			0.749***			0.886***	
		-0.0149			-0.0153			-0.0151	
bayer		-0.0857***			-0.132***			-0.0573***	
		-0.0125			-0.0127			-0.0126	
Constant	-7.355***	-7.010***	-7.519***	-7.601***	-7.072***	-7.578***	-7.348***	-6.972***	-7.480***
	-0.0139	-0.0114	-0.0709	-0.0147	-0.0117	-0.0708	-0.0141	-0.0115	-0.0707
Brand X Store	No	No	Yes	No	No	Yes	No	No	Yes
Observations	38,544	38,544	38,544	38,544	38,544	38,544	38,544	38,544	38,544
R-squared	0.063	0.442	0.508	0.054	0.441	0.507	0.063	0.441	0.508
Standard errors in parentheses									
*** p<0.01, ** p<0.05, * p<0.1									