

Interaction log_price and log_value_price

```
``{r}
```

```
preliminar.model8 <- glm(online_only ~ limited_edition + exclusive + log_price +  
log_value_price + log_love + log_price:log_value_price, family = binomial, data  
= sephora)
```

```
summary(preliminar.model8)
```

```
``
```

Call:

```
glm(formula = online_only ~ limited_edition + exclusive + log_price +  
    log_value_price + log_love + log_price:log_value_price, family = binomial,  
    data = sephora)
```

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	7.22844	0.55738	12.969	< 2e-16 ***
limited_edition1	0.41927	0.09382	4.469	7.86e-06 ***
exclusive1	-0.34335	0.06768	-5.073	3.91e-07 ***
log_price	-2.13571	0.28558	-7.478	7.52e-14 ***
log_value_price	0.01759	0.26263	0.067	0.947
log_love	-0.54886	0.01990	-27.584	< 2e-16 ***
log_price:log_value_price	0.27657	0.03461	7.991	1.34e-15 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 9791.0 on 8986 degrees of freedom

Residual deviance: 8587.5 on 8980 degrees of freedom

AIC: 8601.5

Number of Fisher Scoring iterations: 4