Interaction log_price and log_love

```{r}

preliminar.model9 <- glm(online_only ~ limited_edition + exclusive + log_price + log_value_price + log_love + log_price:log_love, family = binomial, data = sephora)



summary(preliminar.model9)

```

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

Coefficients:
                   Estimate Std. Error z value Pr(>|z|)
(Intercept)         1.31514    0.86409   1.522  0.12801
limited_edition1    0.41350    0.09374   4.411 1.03e-05 ***
exclusive1         -0.30744    0.06697  -4.590 4.42e-06 ***
log_price          -0.41613    0.32527  -1.279  0.20077
log_value_price     0.95460    0.23507   4.061 4.89e-05 ***
log_love           -0.31309    0.10816  -2.895  0.00379 **
log_price:log_love -0.06380    0.02860  -2.231  0.02570 *
---
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: 8644.1  on 8980  degrees of freedom
AIC: 8658.1

Number of Fisher Scoring iterations: 4
```