

Interaction exclusive and log price

```
``{r}
```

```
preliminar.model5 <- glm(online_only ~ limited_edition + exclusive + log_price +  
log_value_price + log_love + exclusive:log_price, family = binomial, data =  
sephora)
```

```
summary(preliminar.model5)
```

```
``
```

Call:

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

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	3.54226	0.24809	14.278	< 2e-16	***
limited_edition1	0.38549	0.09424	4.091	4.30e-05	***
exclusive1	-1.89422	0.36060	-5.253	1.50e-07	***
log_price	-0.97591	0.24110	-4.048	5.17e-05	***
log_value_price	0.93144	0.23610	3.945	7.97e-05	***
log_love	-0.55495	0.01984	-27.976	< 2e-16	***
exclusive1:log_price	0.44527	0.09866	4.513	6.38e-06	***

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: 8628.4 on 8980 degrees of freedom

AIC: 8642.4

Number of Fisher Scoring iterations: 4