## Interaction log value_price and log love

```{r}

preliminar.model10 <- glm(online_only ~ limited_edition + exclusive + log_price + log_value_price + log_love + log_value_price:log_love, family = binomial, data = sephora)



summary(preliminar.model10)

```

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

Coefficients:
                          Estimate Std. Error z value Pr(>|z|)
(Intercept)                1.50912    0.84967   1.776 0.075711 .
limited_edition1           0.41093    0.09389   4.377 1.20e-05 ***
exclusive1                -0.30602    0.06698  -4.569 4.90e-06 ***
log_price                 -0.93278    0.24174  -3.859 0.000114 ***
log_value_price            1.41561    0.32959   4.295 1.75e-05 ***
log_love                  -0.33800    0.10624  -3.181 0.001466 **
log_value_price:log_love  -0.05665    0.02783  -2.035 0.041835 *
---
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: 8644.9  on 8980  degrees of freedom
AIC: 8658.9

Number of Fisher Scoring iterations: 4
```