

## Interaction limited\_edition and Log value\_price

```
``{r}
```

```
preliminar.model3 <- glm(online_only ~ limited_edition + exclusive + log_price +  
log_value_price + log_love + limited_edition:log_value_price, family = binomial,  
data = sephora)
```

```
summary(preliminar.model3)
```

```
```
```

Call:

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

Coefficients:

|                                  | Estimate | Std. Error | z value | Pr(> z ) |     |
|----------------------------------|----------|------------|---------|----------|-----|
| (Intercept)                      | 3.38913  | 0.23851    | 14.210  | < 2e-16  | *** |
| limited_edition1                 | -1.72318 | 0.48474    | -3.555  | 0.000378 | *** |
| exclusive1                       | -0.31522 | 0.06717    | -4.693  | 2.69e-06 | *** |
| log_price                        | -0.62368 | 0.25260    | -2.469  | 0.013548 | *   |
| log_value_price                  | 0.60743  | 0.25173    | 2.413   | 0.015820 | *   |
| log_love                         | -0.54952 | 0.01980    | -27.756 | < 2e-16  | *** |
| limited_edition1:log_value_price | 0.55567  | 0.12242    | 4.539   | 5.65e-06 | *** |

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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: 8627.4 on 8980 degrees of freedom

AIC: 8641.4

Number of Fisher Scoring iterations: 4