

Table 5
Regression Coefficient for weighted U.S. and China models in the WTP space.

Attribute	Coef.	Model 1: MNL		Model 2: MXL	
		U.S.	China	U.S.	China
Price	μ	0.052 (0.002)***	0.033 (0.002)***	0.066 (0.003)***	0.039 (0.002)***
<i>Powertrain type (base = CV)</i>					
HEV	μ	−1.176 (1.611)	4.882 (1.917)	−0.418 (1.585)	4.962 (1.992)
	σ	–	–	0.188 (4.664)	19.403 (7.723)
PHEV10	μ	0.027 (1.782)	−1.291 (2.069)	0.822 (1.796)	−1.748 (2.098)
	σ	–	–	2.197 (5.428)	6.055 (8.872)
PHEV20	μ	1.695 (1.751)	−1.242 (2.031)	3.207 (1.734)	−2.245 (2.074)
	σ	–	–	8.664 (5.719)	4.041 (6.792)
PHEV40	μ	2.650 (1.774)	0.930 (2.023)	3.304 (1.741)	0.380 (2.039)
	σ	–	–	7.141 (5.466)	9.108 (6.179)
BEV75	μ	−20.137 (1.978)***	−6.032 (2.088)***	−18.453 (1.934)***	−7.627 (2.365)***
	σ	–	–	4.175 (6.232)	29.843 (7.417)***
BEV100	μ	−19.496 (1.984)***	−8.151 (2.144)***	−18.947 (1.965)***	−10.377 (2.286)***
	σ	–	–	1.898 (5.368)	8.600 (7.340)
BEV150	μ	−13.691 (1.959)***	1.305 (2.050)	−12.727 (1.959)***	0.616 (2.075)
	σ	–	–	10.486 (6.061)	6.973 (6.406)
<i>Brand (base = German)</i>					
American	μ	8.188 (1.289)***	−10.574 (1.560)***	7.432 (1.268)***	−7.612 (1.687)***
	σ	–	–	0.665 (3.439)	19.299 (5.866)***
Japanese	μ	0.934 (1.289)	−18.098 (1.689)***	−0.577 (1.289)	−15.169 (1.790)***
	σ	–	–	11.765 (3.508)***	23.666 (5.941)***
Chinese	μ	−19.008 (1.550)***	−9.674 (1.509)***	−19.848 (1.666)***	−6.049 (1.691)***
	σ	–	–	8.078 (4.173)	34.541 (6.544)***
S. Korean	μ	−9.510 (1.398)***	−19.361 (1.725)***	−10.412 (1.378)***	−17.774 (2.124)***
	σ	–	–	12.335 (3.850)***	54.771 (6.171)***
<i>Cost and performance</i>					
PHEV fast-charge	μ	3.944 (1.330)***	7.615 (1.565)***	3.331 (1.335)	7.567 (1.653)***
	σ	–	–	8.882 (4.396)	20.119 (5.449)***
BEV fast-charge	μ	3.343 (1.478)	6.662 (1.599)***	0.030 (1.821)	6.428 (1.668)***
	σ	–	–	26.237 (3.871)***	11.567 (5.360)
Operating cost	μ	−1.598 (0.106)***	−3.214 (0.242)***	−1.626 (0.104)***	−3.467 (0.267)***
	σ	–	–	0.076 (0.247)	3.275 (0.968)***
Acceleration time	μ	−1.172 (0.255)***	−4.651 (0.299)***	−1.269 (0.293)***	−4.878 (0.319)***
	σ	–	–	5.766 (0.880)***	3.359 (0.949)***
LL:		−3425.6	−6788.8	−3373.1	−6720.9
Null model LL:		−4360.5	−7487.3	−4360.6	−7487.3
AIC:		6883.3	13609.6	6808.3	13503.8
McFadden R^2 :		0.21	0.09	0.23	0.10
Adj. McFadden R^2 :		0.21	0.09	0.22	0.10
Num. of Obs:		5760	6720	5760	6720

Standard errors of estimates are presented in parenthesis. Coefficient units are USD \$1000. * ≤ 0.05 . ** ≤ 0.01 . *** ≤ 0.001 .