
Algorithm 1 Monte Carlo Simulation for Discrete Choice Model

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1: Input:  
    $N$ : Number of individuals  
    $D$ : Dimensions of product characteristics ( $\geq 3$ )  
    $J$ : Number of alternatives ( $\geq 3$ )  
    $T$ : Time periods ( $\geq 2$ )  
    $B$ : Monte Carlo repetitions  
    $\beta_0$ : True parameter vector  
2: procedure DATAGENERATION  
3:   for  $b = 1$  to  $B$  do  
4:     Generate latent variable  $Z_i \sim \mathcal{N}(0, 1)$   
5:     Initialize  $X \in R^{N \times D \times J \times T}$ :  
6:        $X_{:,1,:,:} \sim \text{Uniform}(-1, 1)$   
7:        $X_{:,2,:,:} \sim \mathcal{N}(Z_i, 2\sigma)$   
8:        $X_{:,3:D,:,:} \sim \mathcal{N}(0, 1)$   
9:     Generate  $A$  components:  
10:       $A_{\text{scale}} \sim \text{Uniform}(2, 2.5)$   
11:       $A_{\text{location}}(:, 1) = 0$   
12:       $A_{\text{location}}(:, 2) = \max(Z_i, 0)$   
13:       $A_{\text{location}}(:, 3 : J) \sim \text{Uniform}(-0.25, 0.25)$   
14:      Compute utility:  $U = A_{\text{scale}} \circ (X\beta_0 + A_{\text{location}}) + \epsilon$   
15:      Generate choices  $y = I[U = \max(U)]$   
16:   end for  
17: end procedure  
18: procedure ESTIMATION  
19:   for  $b = 1$  to  $B$  do  
20:     Compute differences:  $\Delta X = X_t - X_s, \Delta y = y_t - y_s$   
21:     Estimate  $E[\Delta y | \Delta X]$  using LASSO regression  
22:     Initialize search space  $\Theta = [-\pi/2, \pi/2] \times [-\pi, \pi]$   
23:     while not converged do  
24:       Discretize  $\Theta$  into  $M \times M$  grid  
25:       Evaluate  $Q(\theta) = \|\Delta y - \Delta X\beta(\theta)\|^2$   
26:       Identify  $\theta_{\min}$  minimizing  $Q(\theta)$   
27:       Refine  $\Theta$  around  $\theta_{\min}$   
28:       Reduce tolerance  $\tau \leftarrow \tau/2$   
29:     end while  
30:     Recover  $\hat{\beta} = [\cos \theta_1 \cos \theta_2, \cos \theta_1 \sin \theta_2, \sin \theta_1]$   
31:     Store estimates  $\beta_B(b)$  and bounds  
32:   end for  
33: end procedure  
34: procedure PERFORMANCEEVALUATION  
35:   Compute bias:  $\text{Mid\_bias} = E[\hat{\beta} - \beta_0]$   
36:   Compute MSE:  $\text{Mid\_MSE} = E[(\hat{\beta} - \beta_0)^2]$   
37:   Compute bounds:  $\text{dUL\_mean} = E[\beta_{\text{upper}} - \beta_{\text{lower}}]$   
38:   Output summary statistics  
39: end procedure
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