Table 1: Parameter estimates

Parameter	Base dynamic model	Dynamic model without repurchases	Static model	Dynamic model with micro-moment
	(1)	(2)	(3)	(4)
Mean coefficients (α)				
Constant	-.092 (.029) *	-.093 (7.24)	-6.86 (358)	-.367 (.065) *
Log price	-3.30 (1.03) *	-.543 (3.09)	-.099 (148)	-3.43 (.225) *
Log size	-.007 (.001) *	-.002 (.116)	-.159 (.051) *	-.021 (.003) *
Log pixel	.010 (.003) *	-.002 (.441)	-.329 (.053) *	.027 (.003) *
Log zoom	.005 (.002) *	.006 (.104)	.608 (.075) *	.018 (.004) *
Log LCD size	.003 (.002) *	.000 (.141)	-.073 (.093)	.004 (.005)
Media: DVD	.033 (.006) *	.004 (1.16)	.074 (.332)	.060 (.019) *
Media: tape	.012 (.005) *	-.005 (.683)	-.667 (.318) *	.015 (.018)
Media: HD	.036 (.009) *	-.002 (1.55)	-.647 (.420)	.057 (.022) *
Lamp	.005 (.002) *	-.001 (.229)	-.219 (.061) *	.002 (.003)
Night shot	.003 (.001) *	.004 (.074)	.430 (.060) *	.015 (.004) *
Photo capable	-.007 (.002) *	-.002 (.143)	-.171 (.173)	-.010 (.006)
Standard deviation coefficients ($\Sigma^{1/2}$)				
Constant	.079 (.021) *	.038 (1.06)	.001 (1147)	.087 (.038) *
Log price	.345 (.115) *	.001 (1.94)	-.001 (427)	.820 (.084) *

Standard errors in parentheses; statistical significance at 5% level indicated with *. All models include brand dummies, with Sony excluded. There are 4436 observations.