| | (i) | (ii) | (iii) | (iv) | (v) | (vi) | (vii) | (viii) | (ix) | (x) |
|---------------------------|---------|---------|---------|---------|---------|--------------|--------------|--------------|--------------|--------------|
| Price | -0.51 | -1.06 | -0.49 | -0.26 | -0.27 | -0.38 | -0.38 | -0.57 | -1.41 | -0.75 |
| | (0.022) | (0.038) | (0.043) | (0.050) | (0.052) | (0.055) | (0.056) | (0.085) | (0.092) | (0.098) |
| *Suburban dummy | | | | -0.33 | -0.30 | -0.34 | -0.33 | -0.25 | -0.45 | -0.19 |
| | | | | (0.055) | (0.061) | (0.055) | (0.056) | (0.113) | (0.127) | (0.127) |
| *Nonwhite dummy | | | | -0.34 | -0.39 | -0.38 | -0.33 | -0.34 | -0.33 | -0.26 |
| | | | | (0.075) | (0.083) | (0.076) | (0.076) | (0.152) | (0.166) | (0.168) |
| Large family | | | | -0.23 | -0.13 | -0.21 | -0.22 | -0.46 | -0.38 | -0.43 |
| | | | | (0.080) | (0.107) | (0.080) | (0.082) | (0.181) | (0.192) | (0.195) |
| Feature | | | 1.06 | 1.05 | 1.08 | 0.92 | 0.93 | 1.08 | | 1.05 |
| | | | (0.095) | (0.096) | (0.097) | (0.099) | (0.100) | (0.123) | | (0.126) |
| Display | | | 1.19 | 1.17 | 1.20 | 1.14 | 1.15 | 1.55 | | 1.52 |
| | | | (0.069) | (0.070) | (0.071) | (0.071) | (0.072) | (0.093) | | (0.093) |
| Brand dummy variable | | ✓ | ✓ | ✓ | ✓ | | | | | |
| *Demographics | | | | | ✓ | | | | | |
| *Size | | | | | | \checkmark | | | | |
| Brand-size dummy variable | | | | | | | \checkmark | | | |
| Brand-HH dummy variable | | | | | | | | \checkmark | | |
| *Size | | | | | | | | | \checkmark | \checkmark |