

Parameter	Normal		Normal		Flexible Ad Coefs	.5 Logit	With Mean Advertising	Extra Promotional Variables
	Simple Logit	Random Effect	Simple Logit	Random Effect				
Advertising *	2.04073	2.30566	—	—	2.32360	—	—	—
Inexperienced	(.72313)	(.77561)			(.78683)			
Advertising *	.90371	.43304	—	—	1.33200	—	—	—
Experienced	(.63504)	(1.21180)			(1.39850)			
t-statistic on difference	1.47662	1.58703						
Advertising	—	—	1.71550	2.01370	—	2.10570	1.73080	2.40619
			(.76392)	(.79037)		(.85627)	(.82047)	(.89738)
Advertising *	—	—	−.14812	−.35627	−.29487	−.27106	−.35253	−.39207
Num prev pur			(.06282)	(.10803)	(.12079)	(.14411)	(.10904)	(.11248)
Mean	—	—	—	—	—	—	2.48400	—
ads							(2.40050)	
Own price	−4.89980	−5.58440	−4.89500	−5.61630	−5.61890	−7.21680	−5.60710	−5.02189
	(.33114)	(.34993)	(.33501)	(.35604)	(.35541)	(.43486)	(.35583)	(.38633)
Store	2.72990	2.88690	2.73590	2.87050	2.88770	3.23160	2.88460	2.91887
coupon	(.74368)	(.85073)	(.74214)	(.85707)	(.85558)	(.95421)	(.86097)	(.86565)
Competitor	.76070	.76116	.76215	.76848	.76809	1.00150	.76963	.63461
price	(.19214)	(.21745)	(.19180)	(.21904)	(.21889)	(.24940)	(.21953)	(.23211)
Number prev	.10810	−.26717	.10314	−.27046	−.27303	−.55373	−.27129	−.27843
purchases	(.06370)	(.09312)	(.06227)	(.09152)	(.09235)	(.15038)	(.09161)	(.09715)
Number prev	−.00360	.00085	−.00340	.00110	.00117	.00019	.00119	.00130
purchases <sup>2</sup>	(.00053)	(.00096)	(.00057)	(.00099)	(.00099)	(.00124)	(.00099)	(.00106)
Never	−2.78400	−.81135	−2.72150	−.58661	−.70453	−.22113	−.655 61	−.59998
purchased	(.11685)	(.22343)	(.11042)	(.21866)	(.22804)	(.29160)	(.21907)	(.22796)
Once	−.59088	−.08104	−.59857	.00169	−.06915	.11842	−.07050	−.03513
purchased	(.11515)	(.15986)	(.11430)	(.16046)	(.16103)	(.18864)	(.16181)	(.16683)
Prev purch/ time	.84429	.46907	.84135	.46784	.46557	0.85689	0.46457	0.46080
	(.08562)	(.10757)	(.08571)	(.10882)	(.10903)	(.16457)	(.10940)	(.11785)
Purchased	.17144	.47774	.19047	.51778	.51009	1.12970	.51200	.51312
last s. trip	(.10042)	(.15667)	(.09691)	(.15421)	(.15550)	(.28121)	(.15559)	(.16910)
Days since	−.00577	−.00487	−.00582	−.00511	−.00499	−.00470	−.00504	−.00552
last purch	(.00072)	(.00091)	(.00073)	(.00092)	(.00092)	(.00103)	(.00092)	(.00096)
Time trend	−1.65580	−.36393	−1.64200	−.26339	−.30594	−.19387	−.28784	−.01729
	(.17406)	(.26303)	(.17325)	(.27417)	(.27314)	(.30920)	(.27332)	(.29203)
Constant	.27671	−3.83780	.22409	−4.18620	−4.03510	−3.05580	−4.26380	−4.32983
	(.29693)	(.60556)	(.29907)	(.62472)	(.62341)	(.72518)	(.64286)	(.68434)