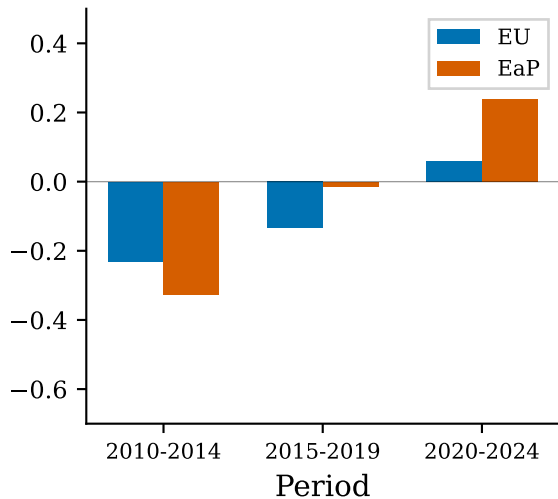
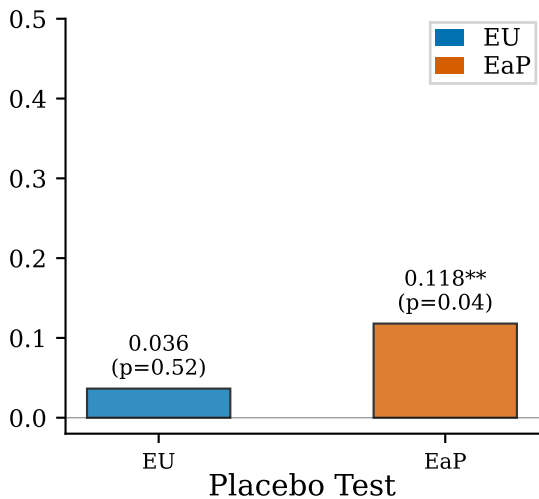


Price Elasticity (ε)



(a)

Placebo Coefficient



(b)