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Appendix A: Results – Other utility function forms

Utility Form 1: Price only

Attribute	Estimate	Standard Error	T-Ratio
price2nd	- 0.1246	0.000296	- 420.6
price3rd	- 0.1999	0.000544	- 367.2

Utility Form 3: Price & availability

Attribute	Estimate	Standard Error	T-Ratio
avai2nd	- 0.007264	0.000517	14.1
price2nd	- 0.08777	0.000358	- 245.0
avai3rd	0.07397	0.000124	597.3
price3rd	- 0.1498	0.000651	- 230.0