

# Televisions

## Televisions (2009)

Variable Name	Coefficient	Chi <sup>2</sup> Statistic
Intercept	4.225306	N/A
<b>TV Types:</b>		
CRT TV	-0.40481	13.374**
DLP TV	0.263869	18.629**
LCD TV	-0.14527	1.929
<b>Resolution:</b>		
1080p Resolution	0.035387	4.927*
Plasma * 1080p	0.089034	17.017**
Standard Definition	-0.10663	6.181**
<b>Other Features:</b>		
Brightness * LCD	0.000663	26.97**
Top quality brand	0.037574	12.443**
Low quality brand	-0.11325	85.154**
Picture-in-Picture (# tuners)	0.053847	36.535**
HDMI Inputs (#)	0.024984	16.688**
Total Speaker Power	0.001799	4.843*
Built-in DVD	0.084912	23.294**
120hz Refresh	0.092171	40.628**
Plasma * Energy Star	0.029126	2.801*
<b>Control Variables:</b>		
Mid-West	-0.02597	9.116**
South	-0.01803	4.948*
Discount Department Store	-0.05113	16.107**
Discount Warehouse	-0.04811	15.571**
Other Non-Electronics Stores	0.156406	12.634**
Sale	-0.03135	16.773**

Transformed Variables	Coefficients	Chi <sup>2</sup> Statistic
LCD Size	0.00037	269.283**
CRT Size	0.001282	103.827**
Plasma Size	0.000427	250.228**
DLP Size	0.000202	84.907**

Box-Cox Parameters	Coefficients	Std. Err.	z Value	P> z	[95% Conf. Interval]	
lambda	2.054663	0.339549	6.05**	0	1.389159	2.720167
theta	-0.10823	0.033912	-3.19**	0.001	-0.1747	-0.04176

Pseudo R<sup>2</sup> = 0.91; Number of Observations = 455; \*\*Sig at 1%; \*Sig at 5%