

Multinomial logistic regression
 Log likelihood = -356.73943

Number of obs = 410
 LR chi2(36) = 392.89
 Prob > chi2 = 0.0000
 Pseudo R2 = 0.3551

SHOP_SHOP	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]
1					
AGE	.0192016	.0144073	1.33	0.183	-.0090361 .0474394
AGE2	-8.72e-06	.0000529	-0.16	0.869	-.0001124 .0000095
INCOME_P	5.68e-06	7.18e-06	0.79	0.429	-8.39e-06 .0000197
OBJ_BUSINESS	-2.502617	.7030721	-3.56	0.000	-3.880613 -1.124621
TIME_SUPER~P	-2.057339	.346652	-5.93	0.000	-2.736765 -1.377914
ST1_LOWPRICE	-2.889483	.6807911	-4.24	0.000	-4.223809 -1.555157
ST2_VARIETY	-1.524798	.6623873	-2.30	0.021	-2.823054 -.226543
ST3_HOMESE~E	-.0913057	1.744268	-0.05	0.958	-3.510007 3.327396
ST4_SHORTT~E	-1.518677	.702445	-2.16	0.031	-2.895444 -.1419102
ST5_PROMOT~N	-.2717081	1.437775	-0.19	0.850	-3.089695 2.546278
PRO1_POINT	-1.392523	.4701621	-2.96	0.003	-2.314024 -.4710226
RISK	.0031952	.0261545	0.12	0.903	-.0480667 .054457
_cons	2.0765	1.061283	1.96	0.050	-.0035767 4.156577
2					
AGE	.1571491	.0848717	1.85	0.064	-.0091964 .3234946
AGE2	-.0024595	.0012218	-2.01	0.044	-.0048542 -.0000648
INCOME_P	8.40e-06	6.76e-06	1.24	0.214	-4.86e-06 .0000217
OBJ_BUSINESS	-1.565133	.5502941	-2.84	0.004	-2.64369 -.4865768
TIME_SUPER~P	-2.280459	.351215	-6.49	0.000	-2.968828 -1.592091
ST1_LOWPRICE	-2.189536	.6774711	-3.23	0.001	-3.517355 -.8617174
ST2_VARIETY	-1.650304	.6871059	-2.40	0.016	-2.997007 -.3036016
ST3_HOMESE~E	-.715178	1.625118	-0.44	0.660	-3.90035 2.469994
ST4_SHORTT~E	-1.017969	.7120317	-1.43	0.153	-2.413526 .3775874
ST5_PROMOT~N	-.1607567	1.501121	-0.11	0.915	-3.102899 2.781386
PRO1_POINT	-.7623208	.4185677	-1.82	0.069	-1.582698 .0580568
RISK	.0327287	.0253462	1.29	0.197	-.016949 .0824064
_cons	-.6174957	1.694141	-0.36	0.715	-3.937952 2.70296
3					
AGE	.2164263	.101758	2.13	0.033	.0169844 .4158683
AGE2	-.0021978	.0011952	-1.84	0.066	-.0045403 .0001448
INCOME_P	.0000116	6.25e-06	1.85	0.064	-6.64e-07 .0000238
OBJ_BUSINESS	2.749484	.485652	5.65	0.000	1.79584 3.703128
TIME_SUPER~P	-2.735842	.4788641	-5.71	0.000	-3.674398 -1.797286
ST1_LOWPRICE	-.7231899	.9091837	-0.80	0.426	-2.505157 1.058777
ST2_VARIETY	-1.962284	.9680097	-2.03	0.043	-3.859548 -.0650195
ST3_HOMESE~E	-39.11429	1.78e+08	-0.00	1.000	-3.48e+08 3.48e+08
ST4_SHORTT~E	.5240743	.9303157	0.56	0.573	-1.299311 2.34746
ST5_PROMOT~N	.1336537	1.911614	0.07	0.944	-3.61304 3.880348
PRO1_POINT	-1.214675	.4706043	-2.58	0.010	-2.137043 -.2923079
RISK	-.0018939	.0364743	-0.05	0.959	-.0733822 .0695943
_cons	-4.966579	2.506011	-1.98	0.047	-9.878271 -.0548868

(SHOP_SHOP==0 is the base outcome)

Measures of Fit for mlogit of SHOP_SHOP

Log-Lik Intercept Only:	-553.183	Log-Lik Full Model:	-356.739
D(371):	713.479	LR(36):	392.887
		Prob > LR:	0.000
McFadden's R2:	0.355	McFadden's Adj R2:	0.285
Maximum Likelihood R2:	0.616	Cragg & Uhler's R2:	0.661
Count R2:	0.485	Adj Count R2:	0.179
AIC:	1.930	AIC*n:	791.479
BIC:	-1518.515	BIC':	-176.305

Test: Ho: difference in coefficients not systematic
 $\chi^2(20) = (b-B)'[(V_b-V_B)^{-1}](b-B)$
 = -58.37
 (V_b-V_B is not positive definite)