# Tutorial 3: demand estimation Yiran Hao Oct.21.2019

#### 1. Reading the dataset

### use "F:\TA ECO310H1 2018FALL\Tutorial3\verboven\_cars.dta", clear

This directory depends on where you save the dataset. By typing "clear", it specifies that it is okay to replace the data in memory, even though the current data have not been saved to disk

#### 2. Summary statistics

#### sort ma co ye

	уе	ma	co
1	83	Belgium	1
2	84	Belgium	1
3	85	Belgium	1
4	86	Belgium	1
5	87	Belgium	1
6	88	Belgium	1
7	89	Belgium	1
8	90	Belgium	1
9	91	Belgium	1
10	92	Belgium	1
11	93	Belgium	1
12	94	Belgium	1
13	86	Belgium	2
14	87	Belgium	2
15	88	Belgium	2

Sort command arrange the observations of the current data into ascending order based on the values of the variables. Data can be sorted by more than one variable, and in such cases, the sort order is lexicographic. If we sort the data by two variables, for instance, the data are placed in ascending order of the first variable, and then observations that share the same value of the first variable are placed in ascending order of the second variable. Here, we sort market, model, year. The data are in ascending order of market and within each market category, the data are in ascending order of model and within each model code, the data are in ascending order of year. Therefore, the oldest year of model No.1 in Belgium is 1983.

### list ma co ye qu in 1/20

list displays the values of variables. Here we list first 20 observations' market, model code, year, number of sales.

. list ma co ye qu in 1/20

ma co ye qu  1. Belgium 1 83 72: 2. Belgium 1 84 186
2. Belgium 1 84 1860
<ol> <li>Belgium 1 85 177:</li> </ol>
4. Belgium 1 86 204
5. Belgium 1 87 214
6. Belgium 1 88 208
7. Belgium 1 89 180
8. Belgium 1 90 268
9. Belgium 1 91 2880
10. Belgium 1 92 284
ll. Belgium 1 93 161
12. Belgium 1 94 1098
13. Belgium 2 86 77
14. Belgium 2 87 99°
15. Belgium 2 88 126
16. Belgium 2 89 1200
17. Belgium 2 90 106
18. Belgium 2 91 80:
19. Belgium 2 92 230
20. Belgium 3 89 920

# tab ma

# tab ye

tabulate produces a one-way table of frequency counts. Here we tabulate market and find there are five categories of market: Belgium France Germany Italy and UK. There are 2,673 cars in Belgium, which accounts for 23.14%. By tabulating year, we can see the oldest year is 1970 and the most recent year is 1999 in our dataset.

tab ma			
market			
(=second			
dimension			
of panel)	Freq.	Percent	Cum.
Belgium	2,673	23.14	23.14
France	2,265	19.61	42.76
Germany	2,283	19.77	62.52
Italy	2,027	17.55	80.08
UK	2.301	19.92	100.00

. tab ye

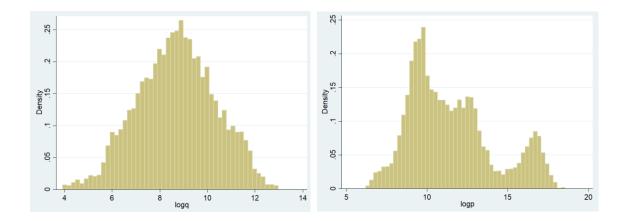
year (=first			
dimension			
of panel)	Freq.	Percent	Cum.
70	272	2.36	2.36
71	309	2.68	5.03
72	341	2.95	7.98
73	322	2.79	10.77
74	335	2.90	13.67
75	322	2.79	16.46
76	339	2.94	19.40
77	348	3.01	22.41
78	369	3.20	25.60
79	363	3.14	28.75
80	379	3.28	32.03
81	385	3.33	35.36
82	383	3.32	38.68
83	423	3.66	42.34
84	411	3.56	45.90
85	406	3.52	49.42
86	396	3.43	52.84
87	386	3.34	56.19
88	400	3.46	59.65
89	392	3.39	63.04
90	398	3.45	66.49
91	415	3.59	70.08
92	401	3.47	73.56
93	420	3.64	77.19
94	417	3.61	80.80
95	427	3.70	84.50
96	440	3.81	88.31
97	437	3.78	92.09
98	450	3.90	95.99
99	463	4.01	100.00
Total	11,549	100.00	

```
gen logq = In(qu)
gen logp = In(pr)
gen logpop = In(pop)
gen loggdp = In(ngdp)
```

Then we generate new variables: logq logp logpop loggdp, which are log forms of variable: number of sales, prices, population and nominal GDP.

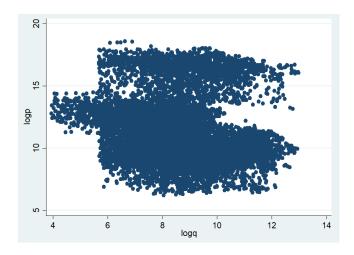
# hist logq, bin(50) hist logp, bin(50)

A histogram is a plot that lets you discover, and show, the underlying frequency distribution (shape) of a set of continuous data. This allows the inspection of the data for its underlying distribution (e.g., normal distribution), outliers, skewness, etc. "histogram" command assumes that the variable is continuous, so you need to type only histogram followed by the variable name. If you add up the area of the bars, you would get 1.



#### scatter logp logq

Scatter plots are important in statistics because they can show the extent of correlation, if any, between the values of observed quantities or phenomena (called variables). If no correlation exists between the variables, the points appear randomly scattered on the coordinate plane. If a large correlation exists, the points concentrate near a straight line.



- 3. Simple regressions: isoelastic demands (CES)
- 1) OLS

### reg logq logp, robust

Linear r	regress	sion			Number F(1, 11 Prob > R-squar	.547) F	= = =	11,549 217.88 0.0000 0.0185
					Root MS	E	=	1.6118
	logq	Coef.	Robust Std. Err.	t	P> t	[95% C	Conf.	Interval]
	logp cons	0834329 9.669009	.0056524	-14.76 148.75	0.000	09451 9.5415		0723533 9.796425

Robust here means robust(unclustered) variance estimator. This simple OLS shows the negative relationship between price and quantity demanded.

Notes: The difference between three types of variance estimators: OLS, robust, and robust cluster is following:

- a) OLS variance estimator: VOLS = s2 \* (X'X)-1 Where s2 =  $(1/(N - k)) \Sigma Ni=1 ei2$
- b) Robust (unclustered) variance estimator: Vrob = (X'X)-1 \* [ΣNi=1 (ei\*xi)' \* (ei\*xi)] \* (X'X)-1
- c) Robust cluster variance estimator: Vcluster =  $(X'X)-1 * \Sigma nj=1 uj'*uj * (X'X)-1$ Where  $uj = \Sigma j$ \_cluster ei\*xi and n is the total number of clusters.

Above, ei is the residual for the ith observation and xi is a row vector of predictors including the constant. For simplicity, I omitted the multipliers (which are close to 1) from the formulas for Vrob and Vclusters. The formula for the clustered estimator is simply that of the robust (unclustered) estimator with the individual ei\*xi's replaced by their sums over each cluster.

However, simple OLS does not consider simultaneity issue between price and unobservable attributes. Therefore we would like to control Fixed effects to see the difference:

### 2) OLS controlling model Fixed Effect

### areg logq logp, robust a(co)

Linear regress	sion, absorbin	g indicator	s	Number of ob	s =	11,54
				F( 1, 111	92) =	336.3
				Prob > F	=	0.000
				R-squared	=	0.456
				Adj R-square	d =	0.439
				Root MSE	=	1.218
		Robust				
logq	Coef.	Std. Err.	t	P> t  [9	5% Conf.	Interval
logp	0873493	.0047632	-18.34	0.000	096686	078012
_cons	9.714052	.0544106	178.53	0.000 9.	607397	9.82070
co	absorbed				(356 c	ategories

Typical use of areg: "areg depvar indvar1 indvar2, absorb(groupvar)" areg and absorb() allows you to dummy for qualitative variables and obtain OLS regression results, except it does not create new variables or include coefficients for these dummies in regression results.

Notes: Regression results for our variable of interest and other quantitative covariates remain identical whether you: 1) manually generate dummies and include them in the regression (and use "reg") or 2) use the areg method

#### 3) OLS controlling model & time Fixed Effect

#### areg logq logp i.ye, robust a(co)

Here we can see time dummies are manually generated and added into results table instead of being absorbed.

Notes: areg fits a linear regression absorbing one categorical factor. areg is designed for datasets with many groups, but not a number of groups that increases with the sample size. xtreg, fe command for an estimator that handles the case in which the number of groups increases with the sample size.

ı						
Linear regress	sion, absorbi	ng indicato	rs	Number	of obs =	11,549
				F( 30,	, 11163) =	13.54
				Prob >	F =	0.0000
				R-squar	red =	0.4600
				Adj R-	squared =	0.4414
				Root M	SE =	1.2159
		Robust				
logq	Coef.	Std. Err.	t	P> t	[95% Conf.	Interval]
logp	0840172	.0048286	-17.40	0.000	093482	0745524
ye						
71	1727481	.1210149	-1.43	0.153	4099587	.0644625
72	1397776	.1186462	-1.18	0.239	3723452	.0927899
73	2341855	.1269346	-1.84	0.065	4829997	.0146288
74	4747776	.1232544	-3.85	0.000	7163781	2331771
75	4320747	.1250837	-3.45	0.001	6772608	1868886
76	429757	.1284696	-3.35	0.001	6815801	1779338
77	4272939	.1271746	-3.36	0.001	6765785	1780092
78	4016003	.1274453	-3.15	0.002	6514156	151785
79	3554762	.127734	-2.78	0.005	6058574	1050951
80	3345294	.1270051	-2.63	0.008	5834817	0855771
81	34567	.1251581	-2.76	0.006	5910019	1003381
82	3581478	.1246306	-2.87	0.004	6024457	1138498
83	4817167	.1248784	-3.86	0.000	7265004	2369331
84	520714	.1262474	-4.12	0.000	7681812	2732469
85	5705927	.1266984	-4.50	0.000	8189439	3222415
86	4603905	.1275012	-3.61	0.000	7103153	2104656
87	3783774	.1275767	-2.97	0.003	6284503	1283046
88	3902727	.1285992	-3.03	0.002	6423499	1381955
89	3415429	.1282957	-2.66	0.008	5930251	0900606
90	3950173	.1299559	-3.04	0.002	6497539	1402808
91	428876	.1285952	-3.34	0.001	6809452	1768068
92	3698482	.1281457	-2.89	0.004	6210363	1186601
93	5713861	.1285448	-4.45	0.000	8233567	3194155
94	5195882	.128253	-4.05	0.000	7709867	2681896
95	6096484	.1301979	-4.68	0.000	8648594	3544375
96	5894632	.1293554	-4.56	0.000	8430226	3359038
97	5540222	.1293488	-4.28	0.000	8075688	3004757
98	5514813	.1301695	-4.24	0.000	8066365	296326
99	6114863	.131037	-4.67	0.000	8683418	3546307
_cons	10.10385	.1172574	86.17	0.000	9.874001	10.33369
co	absorbed				(356 c	ategories)

# 4) OLS controlling model & time & market Fixed Effect

areg logq logp i.ye i.ma, robust a(co)

Linear regress	sion, absorbi	ng indicator	s	Number	of obs =	11,549
				F( 34,	11159) =	130.95
				Prob >	F =	0.0000
				R-squar	ed =	0.5698
				Adj R-s	quared =	0.5548
				Root MS		1.0854
		Robust				
logq	Coef.	Std. Err.	t	P>   t	[95% Conf.	Interval]
logp	3278852	.0536588	-6.11	0.000	4330659	2227044
ye						
71	1519985	.1127467	-1.35	0.178	373002	.069005
72	1224336	.1109064	-1.10	0.270	3398297	.0949624
73	1782098	.1180508	-1.51	0.131	4096102	.0531906
74	3651415	.1167065	-3.13	0.002	5939069	1363761
75	2554398	.1180773	-2.16	0.031	4868922	0239875
76	2197915	.1233863	-1.78	0.075	4616504	.0220674
77	2046685	.1244622	-1.64	0.100	4486364	.0392993
78	1751628	.1247158	-1.40	0.160	4196279	.0693023
79	0653323	.1255881	-0.52	0.603	3115073	.1808426
80	0201461	.1251806	-0.16	0.872	2655222	.2252301
81	0151788	.1247302	-0.12	0.903	259672	.2293145
82	0016677	.1269493	-0.01	0.990	2505107	.2471754
83	1105638	.1290756	-0.86	0.392	3635747	.142447
84	1227381	.1321203	-0.93	0.353	3817173	.1362411
85	1616334	.1340867	-1.21	0.228	424467	.1012002
86	0310021	.1368161	-0.23	0.821	2991858	.2371817
87	.0574673	.1390321	0.41	0.679	2150601	.3299947
88	.0566239	.1421265	0.40	0.690	2219691	.3352168
89	.1104069	.1429447	0.77	0.440	16979	.3906038
90	.0888126	.1462462	0.61	0.544	1978558	.375481
91	.0464162	.146854	0.32	0.752	2414435	.334276
92	.1128623	.1474214	0.77	0.444	1761096	.4018342
93	0724912	.1497373	-0.48	0.628	3660028	.2210203
94	0347442	.1506816	-0.23	0.818	3301068	.2606184
95	1100498	.1527152	-0.72	0.471	4093985	.189299
96	085951	.1527998	-0.56	0.574	3854655	.2135636
97	050661	.15286	-0.33	0.740	3502937	.2489716
98	0505303	.1547951	-0.33	0.744	3539561	. 2528955
99	0962571	.156096	-0.62	0.537	4022328	.2097186
ma						
France	.5672602	.1018319	5.57	0.000	.3676518	.7668686
Germany	. 693624	.157776	4.40	0.000	.384355	1.002893
Italy	2.34081	.1946571	12.03	0.000	1.959248	2.722372
UK	06162	.2163	-0.28	0.776	4856063	.3623662
_cons	11.90324	. 6235748	19.09	0.000	10.68092	13.12555
co	absorbed				(356 c	ategories)

Another command reghdfe performs exactly same as above:

# reghdfe logq logp, vce(robust) a(co ma ye)

HDFE Linear re	egression			Numbe	r of ob:	5 =	11,534
Absorbing 3 HDFE groups			F(	1, 111	59) =	37.39	
Statistics rol	bust to hetero	skedasticity	7	Prob	> F	=	0.0000
				R-squ	ared	=	0.5691
				Adi R	-square	d =	0.5547
				_	n R-sq.		
					MSE		
							1.0001
-							
		Robust					
logq	Coef.	Std. Err.	t	P> t	[95%	Conf.	Interval]
logp	3278852	. 053624	-6.11	0.000	432	9976	2227727
	•						
Absorbed degre	ees of freedom	:					
Absorbed FE	Num. Coefs.	- Cators	rice -	Dedund	-n+	7	
ADSCIDEG FE	Num. Coers.	- Catego	ories -	Reduiid	anc	_	
co	341		341		0		
ma	4		5		1		
ye	29		30		1 ?		
? = number of	redundant par	ameters may	be highe	er			

reghdfe is a Stata package that runs linear and instrumental-variable regressions with many levels of fixed effects. Within Stata, it can be viewed as a generalization of areg/xtreg, with several additional features:

- a) Supports two or more levels of fixed effects.
- b) It can estimate not only ols regressions but two-stage least squares, instrumental-variable regressions, and linear gmm (via the ivreg2 and ivregress commands).

- c) Careful estimation of degrees of freedom, taking into account nesting of fixed effects within clusters, as well as many possible sources of collinearity within the fixed effects.
- d) Even with only one level of fixed effects, it is faster than areg/xtreg

From the result, we can see the endogeneity problem due to the correlation of price with time-invariant country heterogeneity seems much more important than the endogeneity problem due to the correlation of price with time-invariant model heterogeneity

5) OLS adding population, GDP into explanatory variables, controlling model & time & market Fixed Effect

### reghdfe logq logp logpop loggdp, vce(robust) a(co ma ye)

HDFE Linear regression Absorbing 3 HDFE groups Statistics robust to heteroskedasticity				Number of obs  F( 3, 11157)  Prob > F  R-squared  Adj R-squared  Within R-sq.  Root MSE			11,534 134.08 0.0000 0.5836 0.5695 0.0377 1.0672
logq	Coef.	Robust Std. Err.	t	P> t	[95% Co	nf.	Interval]
logp logpop loggdp	-1.977126 .2430475 1.965084	.103842 .2128435 .1089951	-19.04 1.14 18.03	0.000 0.25 <b>4</b> 0.000	-2.18067 174163 1.75143	4	-1.773578 .6602583 2.178734

Absorbed FE	Num. Coefs.	=	Categories	-	Redundant
co	341		341		0
ma	4		5		1
ye	29		30		1 ?

<sup>?</sup> = number of redundant parameters may be higher

By controlling GDP and population, the coefficient of logp starts to look like a reasonable elasticity of demand.

#### 4. Construction of market shares

We use population as measure of market size, consider the demand is at the household level and assume an average family size of 4 members. Therefore, market size H = pop/4. This will not be very important for the empirical results because eventually we are going to control for market\*year fixed effects.

### gen msize = pop/4

Then we generate market share, which equals to number of sales divided by market size:

### gen share = qu/msize

#### egen sum\_share = sum(share), by(ma ye)

One of Stata's most powerful and useful commands is egen. Like generate, it is used to create new variables, but it is much more than that. Using egen difficult and tedious variables can be created easily. Some examples are variables whose values are the mean of another variable for each group such as sociability for males and females. You can also use egen to create other variables that count the number of observations that fit a certain criteria, or even simply number observations. Here we are producing sum of market shares, separately for groups defined by one or more variables specified as arguments to by(), i.e, by market and year.

	ye	ma	sum_share
1	70	Belgium	.1079466
2	70	Belgium	.1079466
3	70	Belgium	.1079466
4	70	Belgium	.1079466
5	70	Belgium	.1079466
6	70	Belgium	.1079466
7	70	Belgium	.1079466
8	70	Belgium	.1079466
9	70	Belgium	.1079466
10	70	Belgium	.1079466
11	70	Belgium	.1079466
12	70	Belgium	.1079466
13	70	Belgium	.1079466
14	70	Belgium	.1079466
15	70	Belgium	.1079466

The outside good's market share in a given country, given year, is defined as follows:

#### gen share0 = 1 - sum\_share

#### sum share share0

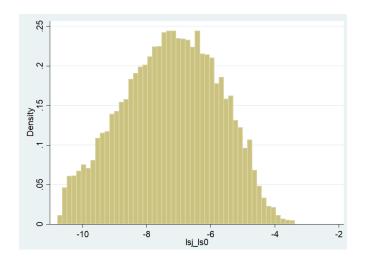
sum share shareO

Variable	Obs	Mean	Std. Dev.	Min	Max
share	11,549	.0016367	.0025921	.0000176	.0303018
share0	11,549	.8717519	.0234954	.8181894	.9356163

Let's generate log of odds-ratio and make the histogram:

gen lsj\_ls0 = ln(share/share0)

hist lsj\_ls0, bin(50)



# 5. Logit demand regressions (OLS and FE)

Now we are ready for logit demand estimation:

# 1) OLS

# reg lsj\_ls0 logp, robust

logp cons	0122702 -7.106636		-2.32	0.021	022	6545 8364	0018859 -6.984908
lsj_ls0	Coef.	Robust Std. Err.	t	P> t	[95%	Conf.	Interval:
				Root MS	E	-	1.5014
				R-squar	ed	=	0.0005
				Prob >	F	-	0.0206
				F(1, 11	547)	=	5.36
inear regress	ion			Number	of obs	=	11,549

Remember that we need to solve the price endogeneity problem by including FEs:

# 2) OLS with model FE

# reghdfe lsj\_ls0 logp, vce(robust) a(co)

HDFE Linear re	E Linear regression				r of obs	=	11,534
Absorbing 1 HI	sorbing 1 HDFE group					) =	0.69
Statistics rob	atistics robust to heteroskedasticity					=	0.4065
				R-squ	ared	=	0.4613
				Adj R	-squared	=	0.4449
				Withi	n R-sq.	=	0.0001
				Root	MSE	=	1.1189
lsj_ls0	Coef.	Robust Std. Err.	t	P> t	[95% Cd	onf.	Interval]
logp	0038331	.0046181	-0.83	0.407	012885	53	.0052192
Absorbed degre	es of freedom	:					
Absorbed FE	Num. Coefs.	= Categ	ories -	Redund	ant		
co	341		341		0		

### 3) OLS with model & year FE

### reghdfe lsj\_ls0 logp, vce(robust) a(co ye)

HDFE Linear regression	Number of obs	=	11,534
Absorbing 2 HDFE groups	F( 1, 11163)	-	0.34
Statistics robust to heteroskedasticity	Prob > F	=	0.5624
	R-squared	=	0.4693
	Adj R-squared	=	0.4517
	Within R-sq.	=	0.0000
	Root MSE	=	1.1120

			Robust				
lsj	_ls0	Coef.	Std. Err.	t	P> t	[95% Conf.	Interval]
	logp	.0027145	.0046861	0.58	0.562	0064711	.0119002

Absorbed degrees of freedom

Absorbed FE	Num. Coefs.	=	Categories	-	Redundant
co	341 29		341 30		0 1

### 4) OLS with model & year & market FE

## reghdfe lsj\_ls0 logp, vce(robust) a(co ye ma)

HDFE Linear regression	Number of obs	=	11,534
Absorbing 3 HDFE groups	F( 1, 11159)	=	23.72
Statistics robust to heteroskedasticity	Prob > F	=	0.0000
	R-squared	=	0.4932
	Adj R-squared	=	0.4762
	Within R-sq.	=	0.0028
	Root MSE	=	1.0868

lsj_ls0	Coef.	Robust Std. Err.	t	P> t	[95% Conf.	Interval]
logp	2613373	.0536553	-4.87	0.000	3665112	1561635

Absorbed degrees of freedom:

Absorbed FE	Num. Coefs.	=	Categories	-	Redundant
co	341		341		0
Уe	29		30		1
ma	4		5		1 ?

<sup>?</sup> = number of redundant parameters may be higher

5) OLS controlling population & GDP with model & year & market FE

reghdfe lsj\_ls0 logp logpop loggdp, vce(robust) a(co ma ye)

HDFE Linear r	egracsion			Numbe	r of obs	_	11,534
Absorbing 3 H	-				3, 11157)		
_	bust to hetero	skedasticit	v			=	
			•	R-squ	ared	=	0.5109
				Adj R	-squared	=	0.4945
				Withi	n R-sq.	=	0.0377
				Root	MSE	=	1.0677
		Robust					
lsj_ls0	Coef.	Std. Err.	t	P> t	[95% Co:	nf.	Interval]
logp	-2.00379	.1038401	-19.30	0.000	-2.20733	5	-1.800245
logpop	7852034	.2129166	-3.69	0.000	-1.20255	В	3678493
loggdp	2.00369	.1089785	18.39	0.000	1.79007	3	2.217307
Absorbed degr	ees of freedom	:					
Absorbed FE	Num. Coefs.	= Cateo	jories -	Redund	ant		
co	341		341		0		
			5		1		
ma	4		•		-		

6) OLS controlling population & GDP with brand & year & market FE

## reghdfe lsj\_ls0 logp logpop loggdp, vce(robust) a(ma ye brd)

lsj_ls0	Coef.	Robust Std. Err.	t	P> t	[95% Conf.	Interval]
logp	-1.632788	.0378404	-43.15	0.000	-1.706962	-1.558615
logpop	6008506	.2377051	-2.53	0.011	-1.066793	134908
loggdp	1.652463	.0698674	23.65	0.000	1.515511	1.789415

Absorbed degrees of freedom:

Absorbed FE	Num. Coefs. =	Categories -	Redundant
ma	5	5	0
ye	29	30	1
brd	39	40	1 ?

<sup>?</sup> = number of redundant parameters may be higher

7) OLS controlling population & GDP with brand & year & market FE and including model attributes:

reghdfe lsj\_ls0 logp sp ac li wi cy hp we pl do le he logpop loggdp, vce(robust) a(ma ye brd)

. reghdfe lsj\_ls0 logp sp ac li wi cy hp we pl do le he logpop loggdp, vce(robust) a(ma ye brd) (converged in 8 iterations)

		Robust				
lsj_ls0	Coef.	Std. Err.	t	P> t	[95% Conf.	Interval]
logp	-1.339531	.1342044	-9.98	0.000	-1.602602	-1.076461
sp	.0272126	.0025619	10.62	0.000	.0221908	.0322344
ac	.0148311	.0058055	2.55	0.011	.0034511	.0262111
li	0520444	.018889	-2.76	0.006	0890711	015017
wi	.0596532	.0040658	14.67	0.000	.0516833	.067623
cy	0005557	.000104	-5.34	0.000	0007595	0003519
hp	0335244	.0026927	-12.45	0.000	0388026	0282462
we	.0004381	.0002447	1.79	0.073	0000416	.0009178
pl	.3583704	.0508141	7.05	0.000	.2587634	. 457977
do	0478343	.0197557	-2.42	0.015	0865599	0091088
le	0026625	.0009728	-2.74	0.006	0045694	0007556
he	0107419	.0040727	-2.64	0.008	0187252	002758
logpop	8305754	.250483	-3.32	0.001	-1.321578	339572
loggdp	1.41743	.1406121	10.08	0.000	1.141798	1.69306
	ı					

Absorbed degrees of freedom:

Absorbed FE	Num. Coefs. =	Categories -	Redundant
ma	5	5	0
ye	29	30	1
brd	38	39	1 ?

? = number of redundant parameters may be higher

The effect of some characteristics have the expected sign (sp ac li wi), ,i.e, maximum speed, acceleration time, fuel efficiency, width. The own price-elasticity of demand seems kind of reasonable.