Estimating the Benefits of New Products: Some Approximations

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Abstract

A major challenge facing statistical agencies is the problem of adjusting price and quantity indexes for changes in the availability of commodities. This problem arises in the scanner data context as products in a commodity stratum appear and disappear in retail outlets. Hicks suggested a reservation price methodology for dealing with this problem in the context of the economic approach to index number theory. Feenstra and Hausman suggested specific methods for implementing the Hicksian approach. The present paper evaluates these approaches and suggests some alternative approaches to the estimation of reservation prices. The various approaches are implemented using some scanner data on frozen juice products that are available online.

Keywords

Hicksian reservation prices, virtual prices, Laspeyres, Paasche, Fisher, Törnqvist and Sato-Vartia price indexes, new goods, welfare measurement, Constant Elasticity of Substitution (CES) preferences, Konüs, Byushgens and Fisher (KBF) preferences, duality theory, consumer demand systems, flexible functional forms.

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1. Introduction

One of the more pressing problems facing statistical agencies and economic analysts is the new goods (and services) problem; i.e., how should the introduction of new products and the disappearance of (possibly) obsolete products be treated in the context of forming a consumer price index? Hicks (1940) suggested a general approach to this measurement problem in the context of the economic approach to index number theory. His approach was to apply normal index number theory but estimate hypothetical prices that would induce utility maximizing purchasers of a related group of products to demand 0 units of unavailable products.[2] With these virtual (or reservation or imputed) prices[3] in hand, one could just apply normal index number theory using the augmented price data and the observed quantity data. The practical problem facing statistical agencies is: *how exactly are these virtual prices to be estimated*?

Economists have been worrying about the new goods problem at least since the early contributions of Lehr (1885; 45-46) and Marshall (1887; 373-374), who independently introduced the concept of *chained index numbers* in an attempt to deal with this problem.[4] These authors suggested that the best way to deal with the problem was to use the price and quantity data for adjacent periods and use a suitable index number formula on the set of products that were present in both periods. Keynes (1930; 105-106) endorsed the idea of restricting index number comparisons to the set of products that were present in both periods being compared but he preferred to use this *maximum overlap method* [5] in the context of fixed base indexes. He rejected the idea of using chained indexes because he felt that chained indexes would suffer from a *chain drift problem*.[6] Indeed, we will find that the problem of chain drift is a serious one when calculating price indexes using scanner data on the sales of a retail outlet.

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[2] "The same kind of device can be used in another difficult case, that in which new sorts of goods are introduced in the interval between the two situations we are comparing. If certain goods are available in the II situation which were not available in the I situation, the p_1's corresponding to these goods become indeterminate. The p_2's and q_2's are given by the data and the q_1"s are zero. Nevertheless, although the p_1's cannot be determined from the data, since the goods are not sold in the I situation, it is apparent from the preceding argument what p_1's ought to be introduced in order to make the index-number tests hold. They are those prices which, in the I situation, would *just* make the demands for these commodities (from the whole community) equal to zero." J.R. Hicks (1940; 114). Hofsten (1952; 95-97) extended Hicks' methodology to cover the case of disappearing goods as well.

[3] Rothbarth introduced the term "virtual prices" to describe these hypothetical prices in the rationing context: " I shall call the price system which makes the quantities actually consumed under rationing an optimum the 'virtual price system.' ". E. Rothbarth (1941; 100).

[4] See Diewert (1993a; 52-63) for additional material on the early history of the new goods problem.

[5] Keynes (1930; 94) called this the *highest common factor method*.

[6] Keynes noted that chained index numbers failed Walsh's (1901; 389) *multiperiod identity test* which is the following test: $P(p^1.p^2,q^1,q^2)P(p^2.p^3,q^2,q^3)P(p^3.p^1,q^3,q^1) = 1$ where $P(p^1.p^2,q^1,q^2)$ is the bilateral index number formula which is being used. The divergence of the product of the 3 indexes from 1 serves as a measure of the amount of chain drift.

Following up on the contribution of Hicks, many authors developed bounds or rough approximations to the bias that might result from omitting the contribution of new goods in the consumer price index context. Thus Rothbarth (1941) attempted to find some bounds for the bias while Hofsten (1952; 47-50) discussed a variety of approximate methods to adjust for quality change in products, which is essentially the same problem as adjusting an index for the contribution of a new product. Diewert (1980; 498-501) developed some bounds for the bias in a maximum overlap Fisher (1922) index relative to the bias that would result from using the Fisher formula where 0 prices and quantities were used in the Fisher formula for the base period when a new product was not available.[7] Additional bias formulae were developed by Diewert (1987; 779) (1998; 51-54) and Hausman (2003; 26-28). These approximations relied on information (or guesses) about expenditure shares, elasticities or ratios of virtual prices to actual prices. We will examine the Hausman approximate formula in more detail in section 13 below.

We turn now to methods that rely on some form of econometric estimation in order to form estimates of the welfare cost (or changes in the true cost of living index) of changes in product availability. The two main contributors in this area are Feenstra (1994) and Hausman (1996).[8] Econometric methods for adjusting price and quantity indexes will be the main focus of this study. We will apply various econometric methods in order to adjust a consumer price index for changes in the availability of products. We will also obtain econometric estimates for the virtual prices for unavailable products for each period in our sample period. We will test out our suggested methods on a scanner data set that is available on line.[9] The data set is listed in an Appendix so that researchers can use this data set to test out possible improvements to our suggested methodology.

Feenstra's (1994) methodology rests on the properties of the CES unit cost function. His methodology is explained in section 2. In section 3, we look at possible methods for estimating CES utility functions rather than estimating CES unit cost functions. It will turn out that estimating CES utility functions leads to systems of derived demand functions that fit the data much better than the corresponding methods that fit CES unit cost functions. Section 4 introduces our scanner data set which we use to test out Feenstra's methodology. Section 5 develops a new method for estimating the elasticity of substitution parameter in a CES direct utility function. This method is applied to our frozen juice scanner data set. This new method is based on the use of Feenstra's (1994) double differencing method for estimating CES preferences. Section 6 uses the elasticity of substitution parameter σ that was estimated in section 5 in an application to our data set of Feenstra's methodology for measuring the changes in the true cost of living index that is explained in section 2.

However, there are two problems with Feenstra's CES methodology for measuring the net benefits of changes in the availability of products:

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[7] Diewert (1980; 501) concluded that both Fisher price indexes would probably have an upward bias but the index which used zeros would definitely have a larger bias than the maximum overlap Fisher index. The similar type of argument appears in Diewert (1987; 779).

[8] See also Hausman (1999) (2003) and Hausman and Leonard (2002)

[9] The data are described in section 4 below.

- The CES functional form is not fully flexible[10] and
- The reservation price that induces a potential purchaser to *not* purchase a product is equal to plus infinity, which seems high. Thus the CES methodology may overstate the benefits of increases in product availability.

Thus in section 7, we replace the CES utility function with a flexible functional form which was initially due to Konüs and Byushgens (1926; 171). This utility function is $u = f(q) \equiv (q^TAq)^{1/2}$ where A is a symmetric matrix of parameters and q^T is the row vector transpose of the column vector of quantities purchased, q. Konüs and Byushgens showed that if purchasers maximized this utility function in two periods where they faced the price vectors p^1 and p^2 and the utility maximizing vectors were q^1 and q^2, then the utility ratio, $f(q^2)/f(q^1)$, is equal to the Fisher (1922) quantity index, $Q_F(p^1,p^2,q^1,q^2) \equiv [p^{1T}q^2p^{2T}q^2/ p^{1T}q^1p^{2T}q^1]$.[11] Thus we will call this functional form for f the *KBF functional form*. The advantage in working with this flexible functional form is that when some component of the q vector is equal to 0, the resulting utility function is still well defined and the corresponding reservation price can be calculated by partially differentiating the estimated utility function with respect to the quantity variable that happens to equal 0 in the period under consideration. In fact, Diewert (1980; 501-503) suggested exactly this methodological approach to the estimation of reservation prices but in the end, he suggested that it would be difficult to estimate all of the N(N+1)/2 unknown parameters in the A matrix. In the present paper, we solve this degrees of freedom problem by introducing a *semiflexible version* of the flexible KBF functional form.[12] This new methodology is explained in section 7.

In section 8, we attempt to estimate the KBF functional form using the usual systems approach to the estimation of consumer demand functions. However, the nonlinearity in our estimating share equations causes our nonlinear estimating procedure to come to a premature halt as we increase the rank of the A matrix. Hence in section 9, we drop the systems approach to the estimation of the unknown parameters in favour of the one big equation approach. The latter approach has the advantage of being able to drop the observations where a product was missing.

Although the implied fits in the product share equations were quite good using our one big equation approach, when we moved from predicted shares generated by our estimates

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[10] See Diewert (1974) (1976) for the definition of a flexible functional form.

[11] Konüs and Byushgens (1926; 169-172) also introduced the KBF unit cost function, $c(p) \equiv (p^TBp)^{1/2}$ where B is a symmetric matrix of parameters. They showed that this unit cost function functional form is exact for the Fisher price index. If A or B is of full rank, then $B = A^{-1}$. For a description of the contributions of Konüs and Byushgens to index number theory and duality theory, see Diewert (1993a; 47-51). For a description of the regularity conditions that the matrices A and B must satisfy for the KBF f(q) or c(p) to be well behaved, see Diewert and Hill (2010). Diewert (1976) generalized the KB results to more general functional forms for f and c.

[12] Our new semiflexible functional form has properties that are similar to the semiflexible generalization of the Normalized Quadratic functional form introduced by Diewert and Wales (1987) (1988). In section 7 below, we also show how the correct curvature conditions can be imposed on our semiflexible KBF functional form.

to predicted prices, we found that predicted prices did not match up well with actual prices for the observations where products were present. Thus in section 10, we moved from shares as the dependent variables to using prices as the dependent variables. We continued to estimate higher rank A matrices using the one big equation approach with prices as the dependent variables until we estimated a rank 7 A matrix with 111 unknown parameters. We then used our estimated A matrix in order to define virtual or reservation prices for the unavailable products. We were also able to quantify the effects of the changing availability of products and compare the results of the KBF estimation with the earlier CES benefit measures. We found that the CES methodology did indeed give much higher estimates for the gains from increases in product availability as compared to our KBF methodology.

However, due to the fact that our estimated KBF preferences did not fit the data exactly, we found that occasionally our estimated gain from having an additional product had the wrong sign. Thus in section 11, we developed an alternative methodological approach based on our estimated KBF utility function (which is well behaved by construction) that was free from anomalous results. This utility function based approach is an alternative to Hausman's (1996) expenditure or cost function approach to measuring the gains from increases in product availability. Table 6 in section 11 summarizes the differences in the net benefits of an increasing choice set using our new KBF methodology versus the Feenstra CES methodology using our empirical example. We found that the net benefits from increasing product availability was a 0.728 percentage points increase in utility over our 3 year sample period using the CES methodology versus a 0.138 percentage points increase in purchaser utility using the new KBF methodology over our sample period. This is only one empirical example but it does indicate the strong possibility that the traditional CES approach may overstate the benefits of an increased choice set by a substantial amount. The methodological approach explained in section 11 is extended in Appendix C, where we calculate the hypothetical loss of utility due to the withdrawal from the marketplace of any product in any time period. Again, we find that the losses due to product withdrawal are much smaller using our estimated KBF utility function rather than the estimated CES utility function.

In section 12, we consider the case of two products in this section and develop a second order approximation formula for the loss of utility due to the disappearance of a product. We compare the approximate losses using our estimated CES and KBF functional forms and explain why the CES results are likely to be biased. As a by product of this approximate approach, we exhibit a simple formula for the percentage increase in observed price that is required to decrease the demand for an existing product down to 0. This formula may be useful to statistical agencies that use carry forward prices for temporarily missing prices.

In section 13, we consider another approach to measuring the benefits of new products that is also due to Hausman (1981) in the two product context. This approach measures the extra amount of income it would take to compensate consumers for the disappearance of a product. In the two product case, it turns out that the Hausman income measure is equal to our utility measure developed in section 12 to the accuracy of a second order approximation.

Section 14 concludes.

Appendix A lists our frozen juice data while Appendix B provides formal proofs of some of our results. As mentioned above, Appendix C extends the methodological approach to measuring the costs of product disappearance (which is equivalent to measuring the gains from the availability of new products) that was explained in section 11 to the hypothetical disappearance of any product in any period.

2. Feenstra's CES Unit Cost Function Methodology

In this section, we will explain Feenstra's (1994) CES cost function methodology that he proposed to measure the benefits and costs to consumers due to the appearance of new products and the disappearance of existing products.

The methodology assumes that purchasers of a group of N products all have the same linearly homogeneous, concave and nondecreasing utility function f(q), where the nonnegative vector of purchased products is $q \equiv (q_1,...,q_N) \geq 0_N$ and $u = f(q) \geq 0$ is the utility that the vector of purchases q generates. Given that purchasers face the positive vector of prices $p \equiv (p_1,...,p_N)$ at an outlet, the unit cost function c(p) that is dual to the utility function f is defined as the minimum cost of attaining the utility level that is equal to one:

$$(1)\ c(p) \equiv \min_q\{p\cdot q: f(q) \geq 1; q \geq 0_N\}$$

where $p\cdot q \equiv \Sigma_{n=1}^N p_nq_n$. If the unit cost function c(p) is known, then using duality theory, it is possible to recover the underlying utility function f(q).[13] Feenstra assumed that the unit cost function has the following CES functional form:

$$(2)\ c(p) \equiv \alpha_0 [\textstyle\sum_{n=1}^N \alpha_n p_n^{1-\sigma}]^{1/(1-\sigma)} \qquad \text{if } \sigma \neq 1;$$
$$\equiv \alpha_0 \textstyle\prod_{n=1}^N p_n^{\alpha_n} \qquad \text{if } \sigma = 1$$

where the α_i and σ are nonnegative parameters with $\sum_{i=1}^N \alpha_i = 1$. The unit cost function defined by (2) is a *Constant Elasticity of Substitution (CES) utility function* which was introduced into the economics literature by Arrow, Chenery, Minhas and Solow (1961)[14]. The parameter σ is the *elasticity of substitution*;[15] when $\sigma = 0$, the unit cost function

[13] It can be shown that for $q >> 0_N$, $f(q) = 1/\max_p \{c(p): \Sigma_{n=1}^N p_nq_n \leq 1 ; p \geq 0_N\}$; see Diewert (1974; 110-112) (1993b; 129) on the duality between linearly homogeneous aggregator functions f(q) and unit cost functions c(p).

[14] In the mathematics literature, this aggregator function or utility function is known as a mean of order $r \equiv 1 - \sigma$; see Hardy, Littlewood and Polyá (1934; 12-13).

[15] Let c(p) be an arbitrary unit cost function that is twice continuously differentiable. The Allen (1938; 504) Uzawa (1962) *elasticity of substitution* $\sigma_{nk}(p)$ between products n and k is defined as $c(p)c_{nk}(p)/c_n(p)c_k(p)$ for $n \neq k$ where the first and second order partial derivatives of c(p) are defined as $c_n(p) \equiv \partial c(p)/\partial p_n$ and

defined by (2) becomes linear in prices and hence corresponds to a fixed coefficients aggregator function which exhibits 0 substitutability between all commodities. When $\sigma = 1$, the corresponding aggregator or utility function is a Cobb-Douglas function. When σ approaches $+\infty$, the corresponding aggregator function f approaches a linear aggregator function which exhibits infinite substitutability between each pair of inputs. The CES unit cost function defined by (2) is of course *not* a fully flexible functional form (unless the number of commodities N being aggregated is 2) but it is considerably more flexible than the zero substitutability aggregator function (this is the special case of (2) where σ is set equal to zero) that is exact for the Laspeyres and Paasche price indexes.

In order to simplify the notation, we set $r \equiv 1 - \sigma$. Under the assumption of cost minimizing behavior on the part of purchasers of the N products for periods $t = 1,...,T$, Shephard's (1953; 11) Lemma tells us that the observed period t consumption of commodity i, q_i^t, will be equal to $u^t\partial c(p^t)/\partial p_i$ where $\partial c(p^t)/\partial p_i$ is the first order partial derivative of the unit cost function with respect to the ith commodity price evaluated at the period t prices and $u^t = f(q^t)$ is the aggregate (unobservable) level of period t utility. Denote the share of product i in total sales of the N products during period t as $s_i^t \equiv p_i^t q_i^t/p^t\cdot q^t$ for $i = 1,...,N$ and $t = 1,...,T$ where $p^t\cdot q^t \equiv \Sigma_{n=1}^N p_n^t q_n^t$. Note that the assumption of cost minimizing behavior during each period implies that the following equations will hold:

$$(3)\quad p^t\cdot q^t = u^t c(p^t)\,; \qquad t = 1,...,T$$

where c is the CES unit cost function defined by (2).

Using the CES functional form defined by (2) and assuming that $\sigma \neq 1$ (or $r \neq 0$),[16] the following equations are obtained using Shephard's Lemma:

$$(4)\quad q_i^t = u^t\alpha_0\,[\Sigma_{n=1}^N \alpha_n (p_n^t)^r]^{(1/r)-1}\alpha_i (p_i^t)^{r-1}; \qquad i = 1,\ldots,N;\ t = 1,...,T$$
$$= u^t c(p^t)\,\alpha_i (p_i^t)^{r-1}/\Sigma_{n=1}^N \alpha_n (p_n^t)^r .$$

Premultiply equation i for period t in (4) by $p_i^t/p^t\cdot q^t$. Using (2) and (3), the resulting equations can be rewritten as follows:

$$(5)\quad s_i^t = \alpha_i (p_i^t)^r/\Sigma_{n=1}^N \alpha_n (p_n^t)^r\,; \qquad i = 1,\ldots,N;\ t = 1,...,T.$$

The NT share equations defined by (5) can be used as estimating equations using a nonlinear regression approach. We will implement this approach later in the paper. Note that the positive scale parameter α_0 cannot be identified using equations (5), which of course is normal: utility can only be estimated up to an arbitrary scaling factor. Henceforth, we will assume $\alpha_0 = 1$. The share equations (5) are homogeneous of degree

$c_{nk}(p) \equiv \partial^2 c(p)/\partial p_n\partial p_k$. For the CES unit cost function defined by (2), $\sigma_{nk}(p) = \sigma$ for all pairs of products; i.e., the elasticity of substitution between all pairs of products is a constant for the CES unit cost function.

[16] When $\sigma = 1$, we have the case of Cobb-Douglas preferences. In the remainder of this paper, we will assume that $\sigma > 1$ (or equivalently, that $r < 0$).

one in the parameters $\alpha_1,...,\alpha_N$ and thus the identifying restriction on these parameters, $\sum_{i=1}^N \alpha_i = 1$, can be replaced with an equivalent restriction such as $\alpha_N = 1$.

Suppose that all N products are available in all T periods in our sample and we have estimated the unknown parameters which appear in equations (5). Then the *period t CES price index* (relative to the level of prices for period 1), P_{CES}^t, can be defined as the following ratio of unit costs in period t relative to period 1:

$$(6)\ P_{CES}^t \equiv [\sum_{n=1}^N \alpha_n (p_n^t)^r]^{(1/r)} / [\sum_{n=1}^N \alpha_n (p_n^1)^r]^{(1/r)} ; \qquad t = 1,...,T.$$

Suppose further that the observed price and quantity data vectors , p^t and q^t for t = 1,...,T, satisfy equations (3) where c(p) is defined by (2) and the quantity data vectors q^t satisfy the Shephard's Lemma equations (4). Thus the observed price and quantity data are assumed to be consistent with cost minimizing behavior on the part of purchasers where all purchasers have CES preferences that are dual to the CES unit cost function defined by (2). Then Sato (1976) and Vartia (1976) showed that the sequence of CES price indexes defined by (6) *could be numerically calculated just using the observed price and quantity data*; i.e., it would not be necessary to estimate the unknown α_n and σ (or r) parameters in equations (6). The logarithm of the period t fixed base *Sato-Vartia Index* P_{SV}^t is defined by the following equation:

$$(7)\ \ln P_{SV}^t \equiv \Sigma_{n=1}^N w_n^t \ln(p_n^t/p_n^1) ; \qquad t = 1,...,T.$$

The weights w_n^t that appear in equations (7) are calculated in two stages. The first stage set of weights is defined as $w_n^{t*} \equiv (s_n^t - s_n^1)/(\ln s_n^t - \ln s_n^1)$ for n = 1,...,N and t = 1,...,T provided that $s_n^t \neq s_n^1$. If $s_n^t = s_n^1$, then define $w_n^{t*} \equiv s_n^t = s_n^1$. The second stage weights are defined as $w_n^t \equiv w_n^{t*}/\Sigma_{i=1}^N w_i^{t*}$ for n = 1,...,N and t = 1,...,T. Note that in order for $\ln P_{CES}^t$ to be well defined, we require that $s_n^t > 0$, $s_n^1 > 0$, $p_n^t > 0$ and $p_n^1 > 0$ for all n = 1,...,N and t = 1,...,T; i.e., all prices and quantities must be positive for all products and for all periods.

Now we can explain Feenstra's (1994) model where "new" commodities can appear and "old" commodities can disappear from period to period.

Feenstra (1994) assumed CES preferences with $\sigma > 1$ (or equivalently, $r < 0$). He applied the reservation price methodology first introduced by Hicks (1940); i.e., Hicks assumed that the consumer had preferences over all goods, but for the goods which had not yet appeared, there was a reservation price that would be just high enough that consumers would not want to purchase the good in the period under consideration.[17] This assumption works rather well with CES preferences, *because we do not have to estimate these reservation prices*; they will all be equal to $+\infty$ when $\sigma > 1$.

[17] The same logic is applied to disappearing products.

Feenstra allowed for new products to appear and for existing products to disappear from period to period.[18] Feenstra assumed that the set of commodities that are available in period t is I(t) for t = 1,...,T. The (imputed) prices for the unavailable commodities in each period are set equal to $+\infty$ and thus if $r < 0$, an infinite price p_n^t raised to a negative power generates a 0; i.e., if product n is unavailable in period t, then $(p_n^t)^r = (\infty)^r = 0$ if r is negative.

The CES period t true price level under these conditions when $r < 0$ turns out to be the following CES unit cost function that is defined over only products that are available during period t:

$$(8)\ c(p^t) \equiv [\sum_{n=1}^N \alpha_n (p_n^t)^r]^{(1/r)} = [\sum_{i\in I(t)} \alpha_i (p_i^1)^r]^{1/r} .$$

Using equations (4) for this new model and multiplying the period t demand q_i^t by the corresponding price p_i^t for the items that are actually available leads to the following equations which describe the purchasers' nonzero expenditures on product i in period t:

$$\begin{aligned}(9)\ p_i^t q_i^t &= u^t [\sum_{n\in I(t)} \alpha_n (p_n^t)^r]^{(1/r)-1} \alpha_i (p_i^t)^r ; \qquad t = 1,...,T;\ i\in I(t)\\ &= u^t c(p^t)\, \alpha_i (p_i^t)^r / \sum_{n\in I(t)} \alpha_n (p_n^t)^r .\end{aligned}$$

In each period t, the sum of observed expenditures, $\Sigma_{n\in I(t)}\, p_n^t q_n^t$, equals the period t utility level, u^t, times the CES unit cost $c(p^t)$ defined by (8):

$$(10)\ \Sigma_{n\in I(t)}\, p_n^t q_n^t = u^t c(p^t) = u^t [\sum_{i\in I(t)} \alpha_i (p_i^1)^r]^{1/r} ; \qquad t = 1,...,T.$$

Recall that the ith sales share of product i in period t was defined as $s_i^t \equiv p_i^t q_i^t / \Sigma_{n\in I(t)}\, p_n^t q_n^t$ for t = 1,...,T and $i\in I(t)$. Using these share definitions and equations (10), we can rewrite equations (9) in the following form:

$$\begin{aligned}(11)\ s_i^t &= \alpha_i (p_i^t)^r / \sum_{n\in I(t)} \alpha_n (p_n^t)^r ; \qquad t = 1,...,T;\ i\in I(t)\\ &= \alpha_i (p_i^t)^r / c(p^t)^r\end{aligned}$$

where the second set of equations follows using definitions (8).

Now we can work out Feenstra's (1994) model for measuring the benefits and costs of new and disappearing commodities. Start out with the period t CES exact price level defined by (8) and define the CES fixed base price index for period t, P_{CES}^t, as the ratio of the period t CES price level to the corresponding period 1 price level:[19]

[18] In many cases, a "new" product is not a genuinely new product; it is just a product that was not in stock in the previous period. Similarly, in many cases, a disappearing product is not necessarily a truly disappearing product; it is simple a product that was not in stock for the period under consideration. Many retail chains rotate products, temporarily discontinuing some products in favour of competing products in order to take advantage of manufacturer discounted prices for selected products.

[19] In the algebra which follows, the prices and quantities of period 1 can be replaced with the prices and quantities of any period. Feenstra (1994) developed his algebra for $c(p^t)/c(p^{t-1})$.

$$(12)\ P_{CES}^{t} \equiv c(p^t)/c(p^1)\ ; \qquad t = 1,\ldots,T$$
$$= [\sum_{i\in I(t)} \alpha_i (p_i^t)^r]^{1/r} / [\sum_{i\in I(1)} \alpha_i (p_i^1)^r]^{1/r}$$
$$= [\text{ Index } 1]\times[\text{Index } 2]\times[\text{Index } 3]$$

where the three indexes in equations (12) are defined as follows:

$$(13)\ \text{Index } 1 \equiv [\sum_{i\in I(t)\cap I(1)} \alpha_i (p_i^t)^r]^{1/r} / [\sum_{i\in I(1)\cap I(t)} \alpha_i (p_i^1)^r]^{1/r}\ ;$$
$$(14)\ \text{Index } 2 \equiv [\sum_{i\in I(t)} \alpha_i (p_i^t)^r]^{1/r} / [\sum_{i\in I(1)\cap I(t)} \alpha_i (p_i^t)^r]^{1/r}\ ;$$
$$(15)\ \text{Index } 3 \equiv [\sum_{i\in I(1)\cap I(t)} \alpha_i (p_i^1)^r]^{1/r} / [\sum_{i\in I(1)} \alpha_i (p_i^1)^r]^{1/r}\ .$$

Note that Index 1 defines a CES price index over the set of commodities that are available in both periods t and 1. Denote the CES cost function c^{t*} that has the same α_n parameters as before but is now defined over only products that are available in periods 1 and t:

$$(16)\ c^{t*}(p) \equiv [\sum_{i\in I(t)\cap I(1)} \alpha_i (p_i)^r]^{1/r}\ ; \qquad t = 1,2,\ldots,T.$$

The period t expenditure share equations that correspond to equations (11) using the unit cost function defined by (16) are the following ones:

$$(17)\ s_i^{t*} \equiv p_i^t q_i^t / \Sigma_{n\in I(t)\,)\cap I(1)}\, p_n^t q_n^t \qquad t = 1,\ldots,T;\ i\in I(1)\cap I(t)$$
$$= \alpha_i (p_i^t)^r / \sum_{n\in I(t)\,)\cap I(1)} \alpha_n (p_n^t)^r$$
$$= \alpha_i (p_i^t)^r / c^{t*}(p^t)^r$$

where the third equality follows using definitions (16).

Note that Index 1 is equal to $c^{t*}(p^t)/c^{t*}(p^1)$ and the Sato-Vartia formula (7) (restricted to commodities n that are present in periods 1 and t) can be used to calculate this index using the observed price and quantity data for the products that are available in both periods 1 and t.

We turn now to the evaluation of Indexes 2 and 3. It turns out that we will need an estimate for the elasticity of substitution σ (or equivalently of r) in order to find empirical expressions for these indexes. It is convenient to define the following *observable expenditure or sales ratios*:

$$(18)\ \lambda^t \equiv \sum_{n\in I(t)} p_n^t q_n^t / \sum_{n\in I(1)\cap I(t)} p_n^t q_n^t\ ; \qquad t = 1,,\ldots,T.$$
$$(19)\ \mu^t \equiv \sum_{n\in I(1)\cap I(t)} p_n^1 q_n^1 / \sum_{n\in I(1)} p_n^1 q_n^1\ ; \qquad t = 1,,\ldots,T.$$

We assume that there is at least one product that is present in periods 1 and t for each t. Let product i be any one of these common products for a given t. Then the share equations (11) and (17) hold for this product. These share equations can be rearranged to give us the following two equations:

$$(20)\ \alpha_i(p_i^t)^r = [\sum_{n\in I(t)} \alpha_n (p_n^t)^r]\, p_i^t q_i^t / [\sum_{n\in I(t)} p_n^t q_n^t]\ ;$$

(21) $\alpha_i(p_i^t)^r = [\sum_{n\in I(1)\cap I(t)} \alpha_n (p_n^t)^r]\, p_i^t q_i^t / [\sum_{n\in I(1)\cap I(t)} p_n^t q_n^t]$.

Equating (20) to (21) leads to the following equations:

$$\text{(22) } \sum_{n\in I(t)} \alpha_n (p_n^t)^r / \sum_{n\in I(1)\cap I(t)} \alpha_n (p_n^t)^r = \sum_{n\in I(t)} p_n^t q_n^t / \sum_{n\in I(1)\cap I(t)} p_n^t q_n^t = \lambda^t$$

where the last equality follows using definition (18). Now take the 1/r root of both sides of (22) and use definition (14) in order to obtain the following equality:

(23) Index 2 $= [\lambda^t]^{1/r} = [\sum_{i\in I(t)} p_i^t q_i^t / \sum_{i\in I(1)\cap I(t)} p_i^t q_i^t]^{1/r}$.[20]

Again assume that product i is available in periods 1 and t. Rearrange the share equations (11) and (17) for t = 1 and product i and we obtain the following two equations:

(23) $\alpha_i(p_i^1)^r = [\sum_{n\in I(1)} \alpha_n (p_n^1)^r]\, p_i^1 q_i^1 / [\sum_{n\in I(1)} p_n^1 q_n^1]$;
(24) $\alpha_i(p_i^1)^r = [\sum_{n\in I(1)\cap I(t)} \alpha_n (p_n^1)^r]\, p_i^1 q_i^1 / [\sum_{n\in I(1)\cap I(t)} p_n^1 q_n^1]$.

Equating (23) to (24) leads to the following equations:

$$\text{(25) } \sum_{n\in I(1)\cap I(t)} \alpha_n (p_n^1)^r / \sum_{n\in I(1)} \alpha_n (p_n^1)^r = \sum_{n\in I(1)\cap I(t)} p_n^1 q_n^1 / \sum_{n\in I(1)} p_n^1 q_n^1 = \mu^t$$

where the last equality follows using definition (19). Now take the 1/r root of both sides of (25) and use definition (15) in order to obtain the following equality:[21]

(26) Index 3 $= [\mu^t]^{1/r} = [\sum_{n\in I(1)\cap I(t)} p_n^1 q_n^1 / \sum_{n\in I(1)} p_n^1 q_n^1]^{1/r}$.

Thus if r is known or has been estimated, then Index 2 and Index 3 can readily be calculated as simple ratios of sums of observable expenditures raised to the power1/r. Note that $[\sum_{i\in I(t)} p_i^t q_i^t / \sum_{i\in I(1)\cap I(t)} p_i^t q_i^t] \geq 1$. If period t has products that were not available in period 1, then the strict inequality will hold and since $1/r < 0$, it can be seen that Index

[20] If new products become available in period t that were not available in period 1, then $\lambda^t > 1$. Recall that $r = 1 - \sigma$ and $r < 0$. Index 2 evaluated at period t prices equals $(\lambda^t)^{1/r} = (\lambda^t)^{1/(1-\sigma)}$ and thus is an increasing function of σ for $1 < \sigma < +\infty$. With $\lambda^t > 1$, the limit of $(\lambda^t)^{1/(1-\sigma)}$ as σ approaches 1 is 0 and the limit of $(\lambda^t)^{1/(1-\sigma)}$ as σ approaches $+\infty$ is 1. Thus the gains in utility from increased product variety are huge if σ is slightly greater than 1 and diminish to no gains at all as σ becomes very large. Suppose that $\lambda^t = 1.05$ and σ = 1.01, 1.1, 1.5, 2, 3, 5, 10 and 100. Then Index 2 will equal 0.0076, 0.614, 0.907, 0.952, 0.976, 0.988, 0.995 and 0.9995 respectively. Thus the gains from increased product variety are very sensitive to the estimate for the elasticity of substitution. The gains are gigantic if σ is close to 1.

[21] If some products that were available in period 1 become unavailable in period t, then $\mu^t < 1$. Index 3 evaluated at period 1 prices equals $(\mu^t)^{1/r} = (\mu^t)^{1/(1-\sigma)}$ and is an decreasing function of σ for $1 < \sigma < +\infty$. With $\mu^t < 1$, the limit of $(\mu^t)^{1/(1-\sigma)}$ as σ approaches 1 is $+\infty$ and the limit of $(\mu^t)^{1/(1-\sigma)}$ as σ approaches $+\infty$ is 1. Thus the losses in utility from decreased product variety are huge if σ is slightly greater than 1 and diminish to no gains at all as σ becomes very large. Suppose that $\mu^t = 0.95$ and σ takes on the same values as in the previous footnote. Then Index 3 will equal 168.9, 1.670, 1.108, 1.053, 1.026, 1.013, 1.0057 and 1.00052 respectively. Thus the losses are gigantic if σ is close to 1 and negligible if σ is very large.

2 will be less than unity. Thus Index 2 is a measure of how much the true cost of living index is *reduced* in period t due to the introduction of products that were not available in period 1. Similarly, $[\sum_{i\in I(1)\cap I(t)} p_i^1 q_i^1/\sum_{i\in I(1)} p_i^1 q_i^1] \leq 1$. If period 1 has products that are not available in period t, then the strict inequality will hold and since$1/r < 0$, it can be seen that Index 3 will be greater than unity, Thus Index 3 is a measure of how much the true cost of living index is *increased* in period t due to the disappearance of products that were available in period 1 but are not available in period t.

Turning briefly to the problems associated with estimating r (and the α_n) when not all products are available in all periods, it can be seen that the initial estimating share equations (5) are now replaced by the following equations:

$$(27)\ s_n^t = \alpha_n (p_n^t)^r/\Sigma_{k=1}^N \alpha_k (p_k^t)^r\ ; \qquad t = 1,...,T;\ n\in I(t).$$

In the next section, we obtain an alternative set of share equations that could be used in order to estimate the elasticity of substitution.

3. The Primal Approach to the Estimation of CES Preferences

It turns out that estimating the purchaser's utility function directly (rather than estimating the dual unit cost function) is advantageous when estimates of reservation prices for products that are not available are required. In the case of CES preferences, this advantage is not apparent since the CES reservation prices are automatically set equal to infinity. But it turns out that there are advantages in estimating the CES utility function directly because of econometric considerations as we shall see. Thus in this section, we will show how estimates for the elasticity of substitution can be obtained by estimating the CES system of inverse demand functions.

Using the same notation for prices and quantities that was used in the beginning of the previous section, we assume that the purchaser utility function f(q) is defined as the following *CES utility function*:

$$(28)\ f(q_1,...,q_N) \equiv [\Sigma_{n=1}^N \beta_n q_n^s]^{1/s}$$

where the parameters β_n are positive and sum to 1 and s is a parameter which satisfies the inequalities $0 < s \leq 1$. Thus f(q) is a mean of order s.

Assume that all products are available in a period and purchasers face the positive prices $p \equiv (p_1,...,p_N) >> 0_N$. The first order necessary (and sufficient) conditions (provided that $s \leq 1$) that can be used to solve the unit cost minimization problem defined by (1) are the following conditions:

$$(29)\ p_n = \lambda\beta_n q_n^{s-1}\ ; \qquad n = 1,...,N;$$
$$(30)\ 1 = [\Sigma_{n=1}^N \beta_n q_n^s]^{1/s}.$$

Multiply both sides of equation n in (29) by q_n and sum the resulting N equations. This leads to the equation $\Sigma_{n=1}^N p_nq_n = \lambda\Sigma_{n=1}^N \beta_nq_n^s$. Solve this equation for λ and use this solution to eliminate the λ in equations (29). The resulting equations (where equation n is multiplied by q_n) are the following ones:

(31) $p_nq_n/\Sigma_{i=1}^N p_iq_i = \beta_nq_n^s/\Sigma_{i=1}^N \beta_iq_i^s$; $\qquad$ n = 1,...,N.

Equations (29) and (30) can be used to obtain an explicit solution for $q_1,...,q_N$ and λ as functions of the price vector p.[22] Use these solution functions to form the unit cost function, c(p) equal to $\Sigma_{n=1}^N p_nq_n(p)$. This function turns out to be the following one:[23]

(32) $c(p) = [\Sigma_{n=1}^N \beta_n^{1/(1-s)} p_n^{s/(s-1)}]^{(s-1)/s}$.

Compare the c(p) defined by (32) to the c(p) that was defined directly by (2). It can be seen that the c(p) defined by (32) is proportional to a mean of order r where $r = s/(s-1)$. Thus if f(q) is the CES utility function defined by (28), then the corresponding elasticity of substitution is $\sigma = 1 - r = 1 - [s/(s-1)] = - 1/(s-1) = 1/(1-s)$. Note that our assumption that s satisfies $0 < s \leq 1$ implies that σ satisfies $1 < \sigma \leq \infty$.

If purchasers maximize the CES utility function defined by (28) when they face the positive price vector p, the utility maximizing q will satisfy the share equations (31). If we evaluate equations (31) using the period t price and quantity data, we obtain the following system of estimating equations, assuming that all products are available in all periods:

(33) $s_n^t \equiv p_n^tq_n^t/\Sigma_{i=1}^N p_i^tq_i^t = \beta_n(q_n^t)^s/\Sigma_{i=1}^N \beta_i(q_i^t)^s$; $\qquad$ t = 1,...,T; n = 1,...,N.

It can be seen that the right hand sides of equations (33) are homogeneous of degree 0 in the parameters $\beta_1,...,\beta_N$ so a normalization of these parameters is required for the identification of the parameters. The normalization $\Sigma_{n=1}^N \beta_n = 1$ can be replaced by an equivalent normalization such as $\beta_N = 1$.

We now consider the case where not all products are available in all periods. The parameter s is assumed to be greater than 0 (and less than or equal to 1 so that the resulting CES utility function is concave). If product n is not available in period t, we can set $q_n^t = 0$ and $(q_n^t)^s = (0)^s = 0$ and thus product n will drop out of the utility function. Thus if we simply set quantities equal to 0 when the corresponding products are not available in a period, the overall CES utility function evaluated at the period t quantity data (with the appropriate 0 values inserted), $f(q^t)$, will be equal to $[\Sigma_{n\in I(t)} \beta_n (q_n^t)^s]^{1/s}$, the utility function f^t which is defined over just the products that are actually available during

---

[22] If $s \leq 1$,, the first order necessary conditions (29) and (30) for solving the unit cost minimization problem are also sufficient conditions.

[23] Explicit solutions for the $q_n(p)$ can be obtained by using Shephard's Lemma; i.e., $q_n(p) = \partial c(p)/\partial p_n$ for n = 1,...,N where c(p) is defined by (32).

period t; i.e., the following equations will be satisfied where we define $u_{CES}{}^t$ as the *period t aggregate CES utility or quantity* (or volume) *level*:

$$(34)\ u_{CES}{}^t = f(q^t) \equiv [\Sigma_{n=1}{}^N \beta_n (q_n{}^t)^s]^{1/s} = [\Sigma_{n\in I(t)} \beta_n (q_n{}^t)^s]^{1/s}\ ; \qquad t = 1,...,T$$

where the last equality follows under the assumption that s > 0. Thus the period t estimating share equations for the CES inverse demand functions for the case where not all products are available during period t are the following modifications of equations (33):

$$(35)\ s_n{}^t = \beta_n(q_n{}^t)^s/\Sigma_{i\in I(t)}\ \beta_i(q_i{}^t)^s; \qquad t = 1,...,T;\ n\in I(t)$$

where $s_n{}^t$ is the product n share of period t sales or expenditure e^t. Note that since $n\in I(t)$, $s_n{}^t > 0$. Recall that in section 2 above, we obtained equations (27) as estimating share equations for the CES demand functions (quantities or shares as functions of prices) as opposed to estimating equations for the CES inverse demand functions (prices or shares as functions of equilibrium quantities) as in equations (35). We repeat equations (27) below for convenience:

$$(36)\ s_n{}^t = \alpha_n(p_n{}^t)^r/\Sigma_{k=1}{}^N\ \alpha_k(p_k{}^t)^r\ ; \qquad t = 1,...,T;\ n\in I(t).$$

Multiply both sides of equation (35) for $n\in I(t)$ for period t by $e^t/q_n{}^t$ and we obtain the following system of estimating equations:

$$(37)\ p_n{}^t = e^t\, \beta_n(q_n{}^t)^s/q_n{}^t\ \Sigma_{i\in I(t)}\ \beta_i(q_i{}^t)^s; \qquad t = 1,...,T;\ n\in I(t).$$

Multiply both sides of of equation (36) for $n\in I(t)$ for period t by $e^t/p_n{}^t$ and we obtain the following system of estimating equations:

$$(38)\ q_n{}^t = e^t\alpha_n(p_n{}^t)^r/p_n{}^t\ \Sigma_{k=1}{}^N\ \alpha_k(p_k{}^t)^r\ ; \qquad t = 1,...,T;\ n\in I(t).$$

Of course, we need a normalization on the α_n and β_n in order to identify the remaining parameters. The estimated r for equations (36) and (38) is converted into an estimate for the elasticity of substitution using $\sigma = 1 - r$ and the estimated s for equations (35) and (37) is converted into an estimate for the elasticity of substitution using $\sigma = 1/(1 - s)$.

In Diewert and Feenstra (2017), we experimented with the alternative estimating equations defined by (35)-(38) in order to obtain estimates for the elasticity of substitution. These estimates for σ were then used in order to implement Feenstra's index number methodology for measuring the gains and losses of utility to purchasers of competing products as commodities appeared and disappeared from the marketplace. However, we found that the most satisfactory empirical approach to estimating the elasticity of substitution in a CES model was to use Feenstra's (1994) *double differencing method* for estimating CES preferences. We will explain this methodology in section 5 below but we will conclude this section with a useful observation on estimating CES preferences in two stages. This observation will be used in section 5.

Suppose we break up the N commodities into two groups: A and B. Denote the set of indices that belong to the group A and B commodities by I(A) and I(B) respectively. Suppose that in period t, the vector $q^t \equiv [q_1{}^t,...,q_N{}^t] > 0_N$ solves the following CES utility maximization problem:

(39) $\max_q \{[\Sigma_{n=1}^N \beta_n(q_n)^s]^{1/s} : \Sigma_{n=1}^N p_n{}^t q_n = e^t\} = \{[\Sigma_{n=1}^N \beta_n(q_n{}^t)^s]^{1/s}$

where $e^t \equiv \Sigma_{n=1}^N p_n{}^t q_n{}^t$ is observed period t expenditure. Assume that s satisfies the following bounds:

(40) $0 < s < 1$.

Since s satisfies the above bounds, it can be seen that q^t also is a solution to the following constrained maximization problem:[24]

$$
\begin{aligned}
(41)\ & \max_q \{\Sigma_{n=1}^N \beta_n q_n{}^s : \Sigma_{n=1}^N p_n{}^t q_n = e^t\} \\
&= \max_q \{\Sigma_{i\in I(A)} \beta_i q_i{}^s + \Sigma_{k\in(B)} \beta_k q_k{}^s : \Sigma_{i\in I(A)} p_i{}^t q_i + \Sigma_{k\in I(A)} p_k{}^t q_k = e^t\} \\
&= \max_{q,\, e(A),\, e(B)} \{\Sigma_{i\in I(A)} \beta_i q_i{}^s + \Sigma_{k\in(B)} \beta_k q_k{}^s : \Sigma_{i\in I(A)} p_i{}^t q_i = e(A); \Sigma_{k\in I(A)} p_k{}^t q_k = e(B); \\
&\qquad\qquad e(A)+e(B) = e^t\} \\
&= \max_{e(A),\, e(B)} \{\max_{q_i\in I(A)}\{\Sigma_{i\in I(A)} \beta_i q_i{}^s : \Sigma_{i\in I(A)} p_i{}^t q_i = e(A)\} \\
&\qquad + \max_{q_k\in I(B)} \{\Sigma_{k\in I(B)} \beta_k q_k{}^s : \Sigma_{k\in I(B)} p_k{}^t q_k = e(B)\}; e(A)+e(B) = e^t\} \\
&= \max_{q_i\in I(A)} \{\Sigma_{i\in I(A)} \beta_i q_i{}^s : \Sigma_{i\in I(A)} p_i{}^t q_i = e_A{}^t\} \\
&\qquad + \max_{q_k\in I(B)} \{\Sigma_{k\in I(B)} \beta_k q_k{}^s : \Sigma_{k\in I(B)} p_k{}^t q_k = e_B{}^t\} \\
&= \Sigma_{i\in I(A)} \beta_i(q_i{}^t)^s + \Sigma_{k\in I(B)} \beta_k(q_k{}^t)^s
\end{aligned}
$$

where $e_A{}^t \equiv \Sigma_{i\in I(A)} p_i{}^t q_i{}^t$ and $e_B{}^t \equiv \Sigma_{k\in I(B)} p_k{}^t q_k{}^t$ are the observed period t expenditures on group A and B products respectively. Thus the group A components of the period t solution vector q^t solve the problem of maximizing $\Sigma_{i\in I(A)} \beta_i q_i{}^s$ subject to the budget constraint $\Sigma_{i\in I(A)} p_i{}^t q_i = e_A{}^t$. Hence using assumption (40), the group A components of the period t solution vector q^t also solve the problem of maximizing $[\Sigma_{i\in I(A)} \beta_i q_i{}^s)]^{1/s}$ with respect to the group A quantities subject to the group A budget constraint $\Sigma_{i\in I(A)} p_i{}^t q_i = e_A{}^t$.[25] A similar property holds for the group B components.

Define the group A expenditure shares for period t as $s_i{}^{t*} \equiv p_i{}^t q_i{}^t/e_A{}^t$ for $i\in I(A)$. Then in addition to the share equations (35) holding, the following share equations will also hold:

(42) $s_n{}^{t*} = \beta_n(q_i{}^t)^s/\Sigma_{i\in I(A)} \beta_i(q_i{}^t)^s$; $\qquad t = 1,...,T;\ n\in I(A)$.

Because of the separability properties of the CES utility function, the assumption of CES utility maximizing behavior on the part of purchasers will imply that the share equations (35) and (42) will hold simultaneously.[26]

[24] The new objective function is a monotonic transformation of the original objective function.
[25] The above argument is similar to the two stage CES optimization analysis in Diewert (1999; 57-60).
[26] This fact was utilized by Feenstra (1994).

4. Scanner Data for Sales of Frozen Juice

Feenstra and Diewert (2017) used the data from Store Number 5[27] in the Dominick's Finer Foods Chain of 100 stores in the Greater Chicago area on 19 varieties of frozen orange juice for 3 years in the period 1989-1994 in order to test out the CES models explained in the previous two sections; see the University of Chicago (2013) for the micro data. In the present paper, we will use the CES methodology that will be explained in section 5 below.

The micro data are weekly quantities sold of each product and the corresponding unit value price. However, our focus is on calculating a monthly index and so the weekly price and quantity data need to be aggregated into monthly data. Since months contain varying amounts of days, we are immediately confronted with the problem of converting the weekly data into monthly data. We decided to side step the problems associated with this conversion by aggregating the weekly data into *pseudo-months* that consist of 4 consecutive weeks.

In the Appendix, the "monthly" data for quantities sold and the corresponding unit value prices for the 19 products are listed in Tables A1 and A2. There were no sales of Products 2 and 4 for "months" 1-8 and there were no sales of Product 12 in "month" 10 and in "months" 20-22. Thus there is a new and disappearing product problem for 20 observations in this data set. Later in this paper, we will impute Hicksian reservation prices for these missing products and these estimated prices are listed in Table A2 in italics. The corresponding imputed quantity for a missing observation is set equal to 0.

Expenditure or sales shares, $s_i^t \equiv p_i^t q_i^t / \Sigma_{n=1}^{19} p_n^t q_n^t$, were computed for products i = 1,...,19 and "months" t = 1,...,39.[28] We computed the sample average expenditure shares for each product. The best selling products were products 1, 5, 11, 13, 14, 15, 16, 18 and 19. These products had a sample average share which exceeded 4% or a sample maximum share that exceeded 10%. There is tremendous volatility in product prices, quantities and sales shares for both the best selling and least popular products.

In the following sections, we will use this data set in order to implement Feenstra's CES unit cost function methodology for the treatment of new and disappearing products that was explained in section 2.

5. The Feenstra Double Differencing Approach to the Estimation of a CES Utility Function

In order to implement Feenstra's index number approach to the estimation of the benefits and costs of new and disappearing products, we need an estimate for the elasticity of substitution. As was mentioned in the previous section, we found that the best method for estimating σ utilized the *double differencing approach* that was introduced by Feenstra

[27] This store is located in a North-East suburb of Chicago.
[28] In what follows, we will describe our 4 week "months" as months.

(1994). His method requires that product shares be positive in all periods. In order to implement his method, we drop the products that are not present in all periods. Thus we drop products 2, 4 and 12 from our list of 19 frozen juice products since products 2 and 4 were not present in months 1-8 and product 12 was not present in months 20-22. Thus in our particular application, the number of always present products in our sample will equal 16. In this section, we set N = 16. We also renumber our products so that the original Product 13 becomes the Nth product in this Appendix. This product had the largest average sales share. Using the results noted at the end of section 3, if we assume that purchasers are choosing all 19 products by maximizing CES preferences over the 19 products, then this assumption implies that they are also maximizing CES preferences restricted to the always present products.

There are 3 sets of variables in the model ($i = 1,...,N$; $t = 1,...,T$):

- q_i^t is the observed amount of product i sold in period t;
- p_i^t is the observed unit value price of product i sold in period t and
- s_i^t is the observed share of sales of product i in period t that is constructed using the quantities q_i^t and the corresponding observed unit value prices p_i^t.

In our particular application, N = 16 and T = 39. We aggregated over weekly unit values to construct "monthly" t unit value prices. Since there was price change within the monthly time period, the observed monthly unit value prices will have some time aggregation errors in them. Any time aggregation error will carry over into the observed sales shares. Interestingly, as we aggregate over time, the aggregated monthly quantities sold during the period do not suffer from this time aggregation bias.

Our goal is to estimate the elasticity of substitution for a CES direct utility function f(q) that was discussed in sections 3 above. This function is defined as $f(q_1,...,q_N) \equiv [\Sigma_{n=1}^N \beta_n q_n^s]^{1/s}$, where N is now equal to 16. The parameters β_n are positive and sum to 1 and s is a parameter which satisfies the inequalities $0 < s < 1$. The corresponding elasticity of substitution is defined as $\sigma \equiv 1/(1-s)$. The system of share equations which corresponds to this purchaser utility function was derived as equations (33) in the main text which we repeat here:

$$(43)\quad s_n^t \equiv p_n^t q_n^t / \Sigma_{i=1}^N p_i^t q_i^t = \beta_n (q_n^t)^s / \Sigma_{i=1}^N \beta_i (q_i^t)^s ; \qquad t = 1,...,T;\ n = 1,...,N$$

where T = 39 and N = 16. This system of share equations corresponds to the purchasers' system of inverse demand equations for always present products, which give monthly unit value prices as functions of quantities purchased. We take natural logarithms of both sides of the equations in (43) and add error terms e_n^t in order to obtain the following *fundamental set of estimating equations*:

$$(44)\quad \ln s_i^t = \ln\beta_i + s\ln q_i^t + \ln[\Sigma_{n=1}^N \beta_n \ln(q_n^t)^s] + e_{si}^t ; \qquad i = 1,...,N;\ t = 1,...,T$$

where the q_i^t are measured without error and the error terms have 0 means and a classical (singular) covariance matrix for the shares within each time period and the error terms are uncorrelated across time periods. The unknown parameters in (44) are the positive parameters β_n and the positive parameter s where $0 < s < 1$.

The error terms in equations (44) reflect not only time aggregation errors in forming the monthly unit value prices but they also reflect the fact that our assumed CES functional form for the purchasers' utility function may not be correct and the maximization of this utility function may take place with errors. Note that we are also assuming that the error terms are multiplicative error terms on the observed shares (before taking logs).

The Feenstra double differenced variables are defined in two stages. First we difference the *logarithms* of the s_n^t with respect to time; i.e., define Δs_n^t as follows:

$$(45)\ \Delta s_n^t \equiv \ln(s_n^t) - \ln(s_n^{t-1})\ ; \qquad n = 1,...,N;\ t = 2,3,...,T.$$

Now pick product N as the numeraire product and difference the Δs_n^t with respect to product N, giving rise to the following *double differenced log variable*, ds_n^t:

$$\begin{aligned}(46)\ ds_n^t &\equiv \Delta s_n^t - \Delta s_N^t\ ; \qquad n = 1,...,N-1;\ t = 2,3,...,T \\ &= \ln(s_n^t) - \ln(s_n^{t-1}) - \ln(s_N^t) - \ln(s_N^{t-1}).\end{aligned}$$

Define the *double differenced log quantity variables* in a similar manner:

$$\begin{aligned}(47)\ dq_n^t &\equiv \Delta q_n^t - \Delta q_N^t\ ; \qquad n = 1,...,N-1;\ t = 2,3,...,T \\ &= \ln(q_n^t) - \ln(q_n^{t-1}) - \ln(q_N^t) - \ln(q_N^{t-1}).\end{aligned}$$

Finally, define the *double differenced error variables* ε_n^t as follows:

$$(48)\ \varepsilon_n^t \equiv e_n^t - e_n^{t-1} - e_N^t + e_N^{t-1}\ ; \qquad n = 1,...,N-1;\ t = 2,3,...,T.$$

Using definitions (45)-(48) and equations (44), it can be verified that the double differenced log shares ds_n^t satisfy the following system of (N−1)(T−1) estimating equations under our assumptions:

$$(49)\ ds_n^t = s\ dq_n^t + \varepsilon_n^t\ ; \qquad n = 1,...,N-1;\ t = 2,3,...,T$$

where the new residuals, ε_{si}^t, have means 0 and a constant covariance matrix with 0 covariances for observations which are separated by two or more time periods. Thus we have a system of linear estimating equations with only one unknown parameter across all equations, namely the parameter s. This is almost[29] the simplest possible system of estimating equations that one could imagine.

[29] The variance covariance structure is not quite classical due to the correlation of residuals between adjacent time periods. We did not take this correlation into account in our empirical estimation of this system of estimating equations; i.e., we just used a standard systems nonlinear regression package that assumed intertemporal independence of the error terms.

Using the data listed in the Appendix, we have 15 product estimating equations of the form (49) which we estimated using the NL system command in Shazam.[30] thus our N = 16 and our T = 39. The resulting estimate for s was 0.86491 (with a standard error of 0.0067) and thus the corresponding estimated σ is equal to $1/(1-s) = 7.4025$. The standard error on s was tiny using the present regression results so σ was very accurately determined using this method. The equation by equation R^2 were as follows: 0.9936, 0.9895, 0.9905, 0.9913, 0.9869, 0.9818, 0.9624, 0.9561, 0.9858, 0.9911, 0.9934, 0.994, 0.9906, 0.9921 and 0.9893. The average R^2 is 0.9859 which is very high for share equations or for transformations of share equations. The results are all the more remarkable considering that *we have only one unknown parameter* in the entire system of $(N-1)(T-1) = 570$ equations.[31] This double differencing method for estimating the elasticity of substitution worked much better than any other method that we tried.

Now that we have an estimate for σ, we can implement Feenstra's (1994) methodology for measuring the changes in the true price index for frozen juice due to the appearance and disappearance of products.

6. The Estimation of the Changes in the CES CPI Due to Changing Product Availability

Recall that in section 2 above, we explained Feenstra's methodology for adjusting the Sato-Vartia price index over jointly available products for two periods, periods 1 and t. In practice, this methodology is usually applied to chained indexes (rather than fixed base indexes) because the overlap of products is usually larger for consecutive periods. Thus the methodology explained in section 2 needs some adjustments to be applicable in the context of chained index numbers.

Recall that the Feenstra methodology required methods for the empirical evaluation of his Indexes 1-3, which were defined by (13)-(15) in section 2. If we adapt these definitions to the evaluation of the true CES cost of living between periods $t-1$ and t (instead of periods 1 and t), these definitions are replaced by the following definitions:

$$(50)\ \mathrm{Index}_1^t \equiv [\sum_{i\in I(t)\cap I(t-1)} \alpha_i (p_i^t)^r]^{1/r} / [\sum_{i\in I(t-1)\cap I(t)} \alpha_i (p_i^1)^r]^{1/r} ;$$
$$(51)\ \mathrm{Index}_2^t \equiv [\sum_{i\in I(t)} \alpha_i (p_i^t)^r]^{1/r} / [\sum_{i\in I(t-1)\cap I(t)} \alpha_i (p_i^t)^r]^{1/r} ;$$
$$(52)\ \mathrm{Index}_3^t \equiv [\sum_{i\in I(t-1)\cap I(t)} \alpha_i (p_i^1)^r]^{1/r} / [\sum_{i\in I(t-1)} \alpha_i (p_i^1)^r]^{1/r} .$$

Index 1 for period t defined by (50) can be estimated by the Sato-Vartia chain link index between periods $t-1$ and t. Denote the Sato-Vartia index level for period t by P_{SV}^t for $t = 1,...,T$. The *Sato-Vartia chain link* going from period $t-1$ to t, P_{LSV}^t, is defined over the set of products that are available in both periods t and $t-1$. The logarithm of the chain link going from period $t-1$ to period t, is defined as follows:

[30] See White (2004).
[31] The results are dependent on the choice of the numeraire product. Ideally, we want to choose the product that has the largest sales share and the lowest share variance.

(53) $\ln P_{LSV}^{t} \equiv \Sigma_{n\in I(t-1)\cap I(t)}\, w_n^{t} \ln(p_n^{t}/p_n^{t-1}) \equiv \ln(\mathrm{Index}_1^{t})$ $\qquad t = 2,3,...,T.$

The weights w_n^t that appear in equations (53) are calculated in two stages. The first stage weight for product n in period t is defined as $w_n^{t*} \equiv (s_n^t - s_n^{t-1})/(\ln s_n^t - \ln s_n^t)$ for $n\in I(t-1)\cap I(t)$ and t = 2,...,T provided that $s_n^t \neq s_n^{t-1}$. If $s_n^t = s_n^{t-1}$, then define $w_n^{t*} \equiv s_n^t = s_n^{t-1}$. The second stage weights are defined as $w_n^t \equiv w_n^{t*}/\Sigma_{i\in I(t-1)\cap I(t)}\, w_i^{t*}$ for $n\in I(t-1)\cap I(t)$ and t = 2,...,T. These chain links P_{LSV}^t are cumulated into the chained Sato-Vartia price index $P_{SVCh}^t \equiv P_{SV}^{t-1}\times P_{LSV}^t$ for t = 2,3,...,39 that is listed below in Table 2 using our frozen juice data. This index ends up at the level 1.04607 in "month" 39.

The chained Sato-Vartia indexes, P_{SVCh}^t, are set equal to Feenstra's Index 1 in his decomposition of the CES price index using index numbers. We can also compute his Index 2 and Index 3 terms in the chained context once we use our estimate for the elasticity of substitution that we obtained using the above systems regression with the single parameter which was $\sigma^* \equiv 7.4025$. This translates into a unit cost function parameter for r equal to $r^* \equiv 1 - \sigma^* = -6.4025$. Using this estimated r^*, Feenstra's Indexes 2 and Index 3 for month t in the present context when we are computing chained indexes are defined as follows:

(54) $\mathrm{Index}_2^{t} \equiv [\sum_{i\in I(t)} p_i^t q_i^t / \sum_{i\in I(t-1)\cap I(t)} p_i^t q_i^t]^{1/r^*}$;
(55) $\mathrm{Index}_3^{t} \equiv [\sum_{n\in I(t-1)\cap I(t)} p_n^{t-1} q_n^{t-1} / \sum_{n\in I(t-1)} p_n^{t-1} q_n^{t-1}]^{1/r^*}$.

The above indexes will be equal to 1 if the available products remain the same going from period t−1 to period t. There are 5 periods where the number of available products changes from the previous period: months 9, 10, 11, 20 and 23. Index_2^t will be less than unity for months 9 (products 2 and 4 become available), 11 (product 12 becomes available), and 23 (product 12 again becomes available). Index_3^t will be greater than unity for months 10 (product 12 becomes unavailable) and 20 (product 12 again becomes unavailable). Using $r^* = -6.4025$ and the data tabled in the Appendix, we can calculate Index_2^t and Index_3^t for these 5 months. The results are listed in Table 1.

Table 1: Indexes Measuring the Effects of Changes in the Price Level due to the Availability of Products when σ = 7.4025

Month t	Index_2^t	Index_3^t
9	0.99277	1.00000
10	1.00000	1.00358
11	0.99569	1.00000
20	1.00000	1.00386
23	0.99690	1.00000

In month 9, products 2 and 4 make their appearance and Table 1 tells us that the effect on the CES price level of this increase in variety is to lower the price level for month 9 by about 0.07 percentage points. In month 10 when product 12 disappears from the store, this disappearance has the effect of increasing the price level for frozen juice by 0.36

percentage points. The overall effect on the price level of the changes in the availability of products is equal to 0.99277×1.00358×0.99569×1.00386×0.99690 = 0.99277, a decrease in the price level over the sample period of about 0.73 percentage points. This is a noticeable reduction in the price level.

The indexes listed in Table 1 are chain links. For the 5 months when one of the two indexes is not equal to 1, these links can be multiplied with the corresponding Sato-Vartia chain link in order to obtain the overall Feenstra chain link index. The Feenstra chain links can be cumulated and the resulting indexes are the P_{FEEN}^{t} that are listed in Table 2 above. Note that P_{FEEN}^{39} ends up at 1.03851 which is lower than the corresponding chained Sato-Vartia chained index, $P_{SVCh}^{39} = 1.04607$. Recall that the cumulative effects of changes in the availability of products was 0.99277. This factor times P_{SVCh}^{39} is equal to P_{FEEN}^{39}.

It is of some interest to compare P_{SVCh}^{t} and P_{FEEN}^{t} to traditional fixed base and chained Laspeyres, Paasche and Fisher price indexes. It should be noted that these indexes cannot take into account the effects of changes in the availability of products. The chain links for these indexes are calculated for each period t using the usual formulae but restricting the scope of the index to products that are available in periods t−1 and t. These *maximum overlap chain links* are then cumulated into the Chained Laspeyres, Paasche and Fisher indexes P_{LCh}^{t}, P_{PCh}^{t} and P_{FCh}^{t} that are listed in Table 2 below.

Calculating traditional fixed base indexes is a tricky business when the base period does not include all products, which is the case with our data. Thus for months 1 to 9, we calculated fixed base Laspeyres, Paasche and Fisher indexes, excluding products 2 and 4, which were not available in months 1 to 8. In month 9, all products were available. In the subsequent months, all products were available except for months 10 and 20-22. Excluding these 4 months (and months 1 to 9), we calculated fixed base Laspeyres, Paasche and Fisher indexes relative to month 9 and then linked the resulting indexes (at month 9) to their fixed base counterparts that were constructed for months 1 to 9. We are missing indexes for months 9 and 20-22. For month 10, we used the Laspeyres, Paasche and Fisher indexes going from month 9 to 10, excluding product 12 (which is missing for month 10) and used these links to our earlier index levels established for month 9. For months 20-22, we calculated fixed base Laspeyres, Paasche and Fisher indexes over the 4 months 19-22 excluding product 12 and then linked these indexes for months 20-22 to their earlier counterpart index levels for month 19. The resulting sequence of indexes, P_{L}^{t}, P_{P}^{t} and P_{F}^{t} are listed in Table 2 below.

Table 2: Feenstra Price Indexes and Sato-Vartia, Fisher, Laspeyres, Paasche Fixed Base and Chained Maximum Overlap Price Indexes

t	P_{FEEN}^{t}	P_{SVCh}^{t}	P_{F}^{t}	P_{FCh}^{t}	P_{l}^{t}	P_{LCh}^{t}	P_{P}^{t}	P_{PCh}^{t}
1	**1.00000**	**1.00000**	**1.00000**	**1.00000**	**1.00000**	**1.00000**	**1.00000**	**1.00000**
2	**0.99711**	**0.99711**	**1.00218**	**1.00218**	**1.08991**	**1.08991**	**0.92151**	**0.92151**
3	**1.00504**	**1.00504**	**1.02342**	**1.01124**	**1.06187**	**1.12136**	**0.98637**	**0.91193**
4	**0.93679**	**0.93679**	**0.93388**	**0.94265**	**1.00174**	**1.06797**	**0.87061**	**0.83202**
5	**0.93730**	**0.93730**	**0.93964**	**0.93715**	**0.98198**	**1.11998**	**0.89913**	**0.78417**

6	**1.04223**	**1.04223**	**1.03989**	**1.04075**	**1.13639**	**1.27665**	**0.95159**	**0.84844**
7	**1.08505**	**1.08505**	**1.05662**	**1.10208**	**1.22555**	**1.42086**	**0.91097**	**0.85481**
8	**1.25882**	**1.25882**	**1.15739**	**1.26987**	**1.17446**	**1.75897**	**1.14057**	**0.91676**
9	**1.22850**	**1.23745**	**1.15209**	**1.24778**	**1.17750**	**1.73986**	**1.12722**	**0.89487**
10	**1.22659**	**1.23111**	**1.14617**	**1.24137**	**1.21100**	**1.78937**	**1.08481**	**0.86120**
11	**1.19924**	**1.20887**	**1.14088**	**1.22950**	**1.19184**	**1.85291**	**1.09210**	**0.81584**
12	**1.18650**	**1.19602**	**1.12760**	**1.22009**	**1.21172**	**2.00384**	**1.04932**	**0.74288**
13	**1.18072**	**1.19020**	**1.10698**	**1.20731**	**1.15736**	**2.16323**	**1.05880**	**0.67380**
14	**1.20991**	**1.21962**	**1.13419**	**1.23863**	**1.19572**	**2.29212**	**1.07582**	**0.66934**
15	**1.13385**	**1.14295**	**1.05579**	**1.15978**	**1.12363**	**2.30484**	**0.99205**	**0.58359**
16	**1.12971**	**1.13877**	**1.05099**	**1.15371**	**1.09373**	**2.32686**	**1.00993**	**0.57204**
17	**1.06045**	**1.06896**	**0.98640**	**1.08568**	**1.07191**	**2.27306**	**0.90771**	**0.51855**
18	**0.96139**	**0.96911**	**0.89490**	**0.98385**	**0.96788**	**2.12683**	**0.82742**	**0.45512**
19	**0.96909**	**0.97687**	**0.89032**	**0.99122**	**0.97566**	**2.19851**	**0.81244**	**0.44690**
20	**0.96404**	**0.96805**	**0.89016**	**0.99104**	**1.04652**	**2.35818**	**0.75716**	**0.41649**
21	**0.97495**	**0.97900**	**0.89453**	**1.00061**	**1.01001**	**2.46345**	**0.79225**	**0.40643**
22	**0.93559**	**0.93948**	**0.85466**	**0.95983**	**0.96827**	**2.42222**	**0.75438**	**0.38034**
23	**0.94937**	**0.95627**	**0.88842**	**0.97730**	**0.94697**	**2.52523**	**0.83349**	**0.37823**
24	**0.93953**	**0.94636**	**0.88930**	**0.96178**	**0.95666**	**2.59808**	**0.82668**	**0.35604**
25	**0.86112**	**0.86738**	**0.80421**	**0.88017**	**0.83788**	**2.52526**	**0.77189**	**0.30678**
26	**0.89913**	**0.90567**	**0.84644**	**0.91938**	**0.92401**	**2.82064**	**0.77539**	**0.29967**
27	**0.95695**	**0.96391**	**0.88641**	**0.98171**	**0.92853**	**3.20399**	**0.84620**	**0.30080**
28	**0.88005**	**0.88645**	**0.81528**	**0.90580**	**0.90110**	**3.25314**	**0.73763**	**0.25221**
29	**0.92875**	**0.93550**	**0.85705**	**0.95671**	**0.91523**	**3.55936**	**0.80258**	**0.25715**
30	**0.91641**	**0.92307**	**0.84508**	**0.94446**	**0.92571**	**3.60564**	**0.77147**	**0.24739**
31	**0.94184**	**0.94869**	**0.87333**	**0.97386**	**0.94494**	**3.80130**	**0.80715**	**0.24949**
32	**0.99480**	**1.00204**	**0.89973**	**1.00016**	**1.04403**	**4.32811**	**0.77538**	**0.23112**
33	**1.00949**	**1.01683**	**0.92673**	**1.02452**	**1.01783**	**5.40982**	**0.84377**	**0.19402**
34	**1.03583**	**1.04336**	**0.95385**	**1.05227**	**0.99801**	**5.91196**	**0.91165**	**0.18729**
35	**1.08709**	**1.09500**	**0.98690**	**1.10820**	**1.05351**	**6.39424**	**0.92451**	**0.19206**
36	**1.06685**	**1.07461**	**0.96237**	**1.08529**	**1.00318**	**6.63992**	**0.92322**	**0.17739**
37	**1.17502**	**1.18356**	**1.04948**	**1.18995**	**1.09380**	**7.44751**	**1.00696**	**0.19013**
38	**1.19830**	**1.20701**	**1.09545**	**1.21560**	**1.16242**	**7.84172**	**1.03234**	**0.18844**
39	**1.03851**	**1.04607**	**0.94999**	**1.05918**	**1.02873**	**7.11030**	**0.87729**	**0.15778**

Looking at Table 2, it can be seen that the chained Laspeyres and chained Paasche indexes are complete disasters. P_{LCh}^{t} ended up at 7.11030 for month 39 (too high) and P_{PCh}^{t} ended up at 0.15778 (too low). Their fixed base counterparts, P_L^{t} and P_P^{t}, ended up at 1.02873 and 0.87729. This is a fairly substantial gap and indicates that these indexes are subject to substitution bias. The chained Fisher index P_{FCh}^{t} ended up at 1.05918 and its fixed base counterpart P_F^{t} ended up at 0.94999. The chained Fisher index is comparable to the chained Sato-Vartia index P_{SVCh}^{t} which ended up at 1.04607.[32] Since the fixed base Fisher index ended up about 11 percentage points below its fixed base counterpart, the chained Fisher and Sato-Vartia appear to have a substantial upward chain drift. The chain drift problem is generally severe when working with detailed price and quantity data in an elementary index category where dynamic pricing is common.[33]

[32] Diewert (1978) showed that the Fisher and Sato-Vartia indexes approximated each other to the second order around an equal price and quantity point so we should expect P_{FCh}^{t} to be reasonably close to P_{SVCh}^{t}.
[33] For discussions on how to address the chain drift problem with scanner data using multilateral index number theory, see Ivancic, Diewert and Fox (2011), the Australian Bureau of Statistics (2016) and Diewert and Fox (2017).

The fact that the chained Fisher index ended up higher than its fixed base counterpart is a priori surprising; this fact indicates *upward chain drift* when we would expect downward chain drift. However, Feenstra and Shapiro (2003; 125) also found upward chain drift using chained Törnqvist price indexes on weekly ACNielson scanner data.[34] It is somewhat surprising that this upward chain drift that was found using weekly unit value data persists when monthly unit value data are used.[35]

As was mentioned in the introduction, potential problems with the Feenstra methodology for measuring the gains from increased product availability are the following:

- The reservation prices which induce purchasers to demand 0 units of products that are not available in a period are infinite, which a priori seems implausible and
- The CES functional form is not fully flexible.

Thus in the following section, we will introduce a flexible functional form that will generate finite reservation prices for new and unavailable products and hence will provide an alternative methodology for measuring the benefits of new products (and the losses for disappearing products).

7. The Konüs-Byushgens-Fisher Utility Function

The functional form for a purchaser's utility function f(q) that we will introduce in this section is the following one:[36]

(56) $f(q) = (q^TAq)^{1/2}$

where the N by N matrix $A \equiv [a_{nk}]$ is symmetric (so that $A^T = A$) and thus has N(N+1)/2 unknown a_{nk} elements. We also assume that A has one positive eigenvalue with a corresponding strictly positive eigenvector and the remaining N−1 eigenvalues are negative or zero.[37] These conditions will ensure that the utility function has indifference curves with the correct curvature.

Konüs and Byushgens (1926) showed that the Fisher (1922) quantity index $Q_F(p^0,p^1,q^0,q^1) \equiv [p^0{\cdot}q^1p^1{\cdot}q^1/p^0{\cdot}q^0p^1{\cdot}q^0]^{1/2}$ is exactly equal to the aggregate utility ratio $f(q^1)/f(q^0)$ provided that all purchasers maximized the utility function defined by (56) in

[34] For our data set, the maximum overlap chained Törnqvist indexes were fairly close to our chained Fisher indexes. The maximum overlap chained Törnqvist index ended up 1.5% higher than $P_{FCh}{}^{39}$.

[35] Feenstra and Shapiro (2003; 125) suggested the following cure for the chain drift problem: "The only theoretically correct index to use in this type of situation is a fixed base index, as demonstrated in section 5.3." However, this proposed solution does not treat all periods in a symmetric manner and it does not deal with the problem of entering and exiting products.

[36] We assume that vectors are column vectors when matrix algebra is used. Thus q^T denotes the row vector which is the transpose of q.

[37] Diewert and Hill (2010) show that these conditions are sufficient to imply that the utility function defined by (56) is positive, increasing, linearly homogeneous and concave over the regularity region $S \equiv \{q: q >> 0_N \text{ and } Aq >> 0_N\}$.

periods 0 and 1 where p^0 and p^1 are the price vectors prevailing during periods 0 and 1 and aggregate purchases in periods 0 and 1 are equal to q^0 and q^1. Diewert (1976) elaborated on this result by proving that the utility function defined by (56) was a *flexible functional form*; i.e., it can approximate an arbitrary twice continuously differentiable linearly homogeneous function to the accuracy of a second order Taylor series approximation around an arbitrary positive quantity vector q^*. Since the Fisher quantity index gives exactly the correct utility ratio for the functional form defined by (56), he labelled the Fisher quantity index as a *superlative index*.

Assume that all products are available in a period and purchasers face the positive prices $p \equiv (p_1,...,p_N) >> 0_N$. The first order necessary (and sufficient) conditions (provided that s ≤ 1) that can be used to solve the unit cost minimization problem defined by (2) when the utility function f is defined by (56) are the following conditions:

(57) $p = \lambda Aq/(q^TAq)^{1/2}$;
(58) $1 = (q^TAq)^{1/2}$.

Multiply both sides of equation n in (57) by q_n and sum the resulting N equations. This leads to the equation $p{\cdot}q = \lambda(q^TAq)^{1/2}$. Solve this equation for λ and use this solution to eliminate the λ in equations (58). The resulting equations (where equation n is multiplied by q_n) are the following *system of inverse demand share equations*:

(59) $s_n \equiv p_nq_n/p{\cdot}q = q_n\, \Sigma_{k=1}^N a_{nk}q_j/q^TAq$; $\qquad n = 1,...,N$

where a_{nk} is the element of A that is in row n and column j for n, k = 1,...,N. These equations will form the basis for our system of estimating equations in subsequent sections. Note that they are nonlinear equations in the unknown parameters a_{nk}.

It turns out to be useful to reparameterize the A matrix in definition (56). Thus we set A equal to the following expression:

(60) $A = bb^T + B$; $b >> 0_N$; $B = B^T$; B is negative semidefinite; $Bq^* = 0_N$.

The vector $b^T \equiv [b_1,...,b_N]$ is a row vector of positive constants and so bb^T is a rank one positive semidefinite N by N matrix. The symmetric matrix B has N(N+1)/2 independent elements b_{nk} but the N constraints Bq^* reduce this number of independent parameters by N. Thus there are N independent parameters in the b vector and N(N−1)/2 independent parameters in the B matrix so that $bb^T + B$ has the same number of independent parameters as the A matrix. Diewert and Hill (2010) showed that replacing A by $bb^T + B$ still leads to a flexible functional form.

The reparameterization of A by $bb^T + B$ is useful in our present context because we can use this reparameterization to estimate the unknown parameters in stages. Thus we will initially set $B = O_{N\times N}$, a matrix of 0's. The resulting utility function becomes $f(q) = (q^Tbb^Tq)^{1/2} = (b^Tqb^Tq)^{1/2} = b^Tq$, a linear utility function. Thus this special case of (56) boils down to the *linear utility function* model.

The matrix B is required to be negative semidefinite. We can follow the procedure used by Wiley, Schmidt and Bramble (1973) and Diewert and Wales (1987) and impose negative semidefiniteness on B by setting B equal to $-CC^T$ where C is a lower triangular matrix.[38] Write C as $[c^1,c^2,...,c^N]$ where c^k is a column vector for k = 1,...,K. If C is lower triangular, then the first k−1 elements of c^k are equal to 0 for k = 2,3,...,N. Thus we have the following representation for B:

$$(61)\ B = -CC^T = -\Sigma_{n=1}^N c^n c^{nT}$$

where we impose the following restrictions on the vectors c^n in order to impose the restrictions $Bq^* = 0_N$ on B:[39]

$$(62)\ c^{nT}q^* = c^{nT}q^* = 0\ ; \qquad n = 1,....,N.$$

If the number of products N in the commodity group under consideration is not small, then typically, it will not be possible to estimate all of the parameters in the C matrix. Furthermore, typically nonlinear estimation is not successful if one attempts to estimate all of the parameters at once. Thus we estimated the parameters in the utility function $f(q) = (q^TAq)^{1/2}$ in stages. In the first stage, we estimated the linear utility function $f(q) = b^Tq$. In the second stage, we estimate $f(q) = (q^T[bb^T - c^1c^{1T}]q)^{1/2}$ where $c^{1T} \equiv [c_1^1,c_2^1,...,c_N^1]$ and $c^{1T}q^* = 0$. For starting coefficient values in the second nonlinear regression, we use the final estimates for b from the first nonlinear regression and set the starting $c^1 \equiv 0_N$.[40] In the third stage, we estimate $f(q) = (q^T[bb^T - c^1c^{1T} - c^2c^{2T}]q)^{1/2}$ where $c^{1T} \equiv [c_1^1,c_2^1,...,c_N^1]$, $c^{1T}q^* = 0$, $c^{2T} \equiv [0,c_2^1,...,c_N^1]$ and $c^{2T}q^* = 0$. The starting coefficient values are the final values from the second stage with $c^2 \equiv 0_N$. In the fourth stage, we estimate $f(q) = (q^T[bb^T - c^1c^{1T} - c^2c^{2T} - c^3c^{3T}]q)^{1/2}$ where $c^{1T} \equiv [c_1^1,c_2^1,...,c_N^1]$, $c^{1T}q^* = 0$, $c^{2T} \equiv [0,c_2^1,...,c_N^1]$, $c^{2T}q^* = 0$, $c^{3T} \equiv [0,0,c_3^1,...,c_N^1]$ and $c^{3T}q^* = 0$. At each stage, the log likelihood will generally increase.[41] We stop adding columns to the C matrix when the increase in the log likelihood becomes small (or the number of degrees of freedom becomes small). At stage k of this procedure, it turns out that we are estimating the substitution matrices of rank k−1 that is the most negative semidefinite that the data will support. This is the same type of procedure that Diewert and Wales (1988) used in order to estimate normalized quadratic preferences and they termed the final functional form a

[38] $C = [c_{nk}]$ is a lower triangular matrix if $c_{nk} = 0$ for k > n; i.e., there are 0's in the upper triangle. Wiley, Schmidt and Bramble showed that setting $B = -CC^T$ where C was lower triangular was sufficient to impose negative semidefiniteness while Diewert and Wales showed that any negative semidefinite matrix could be represented in this fashion.

[39] The restriction that C be upper triangular means that c^N will have at most one nonzero element, namely c_N^N. However, the positivity of q^* and the restriction $c^{NT}q^* = 0$ will imply that $c^N = 0_N$. Thus the maximal rank of B is N−1. For additional materials on the properties of the KBF functional form, see Diewert (2018).

[40] We also use the constraint $c^{1T}q^*$ to eliminate one of the c_n^1 from the nonlinear regression.

[41] If it does not increase, then the data do not support the estimation of a higher rank substitution matrix and we stop adding columns to the C matrix. The log likelihood cannot decrease since the successive models are nested.

semiflexible functional form. The above treatment of the KBF functional form also generates a semiflexible functional form.

Instead of developing the above theory for the KBF utility function, we could develop the analogous theory for the dual KBF unit cost function, $c(p) \equiv (p^TA^*p)^{1/2}$ where $A^* = b^*b^{*T} - C^*C^{*T}$ where C^* is a lower triangular N by N matrix that satisfies $C^{*T}p^* = 0_N$ for the reference price vector p^*. The special case of this unit cost function where $C^* = O_{N\times N}$ leads to the Leontief (no substitution) unit cost function, $c(p) = b^{*T}p$ which we estimated in Diewert and Feenstra (2017). However, this model did not fit the data very well at all, which is not surprising since it is unlikely that there would be zero substitutability between closely related products. The linear utility function, $f(q) = b^Tq$, , which assumes that the products were perfectly substitutable fit the data much better than the Leontief unit cost function. Hence we will not estimate the KBF unit cost function model in this study since it is unlikely to fit the data very well.[42] Furthermore, a major goal of our econometric efforts is to estimate reservation prices that will induce purchasers of the group of products under consideration that result when a product is not available. This can be done rather easily if we estimate the purchasers' utility function rather than their dual unit cost function.

8. The Systems Approach to the Estimation of KBF Preferences

A possible system of estimating equations for the KBF utility function is the following stochastic version of the share equations (59) above where $A = bb^T - c^1c^{1T}$:

$$(63)\quad s_i^t = q_i^t\, \Sigma_{k=1}^{19}\, a_{ik}q_k^t/[\Sigma_{n=1}^{19}\Sigma_{m=1}^{19}\, a_{nm}q_n^tq_m^t] + \varepsilon_i^t \qquad t = 1,...,39;\ i = 1,...,19$$

where $b^T = [b_1,...,b_{19}]$, $c^{1T} = [c_1^1,...,c_{19}^1]$ and the error term vectors, $\varepsilon^{tT} = [\varepsilon_1^t,...,\varepsilon_{19}^t]$ are assumed to be distributed as a multivariate normal random variable with mean vector 0_{19} and variance-covariance matrix Σ for t = 1,...,39.[43] In order to identify the parameters, the normalization $b_{19} = 1$ could be imposed.

We also require another normalization on the elements of c^1; i.e., we need to satisfy the constraint $c^1{\cdot}q^* = 0$ for some positive vector q^*. We initially chose q^* to equal the sample mean of the observed q^t vectors; i.e., we set $q^* \equiv (1/19)\Sigma_{t=1}^{19}\, q^t$. We used the constraint $c^1{\cdot}q^* = 0$ to solve for $c_{19}^1 = -\,\Sigma_{n=1}^{18}\, c_n^1q_n^*/q_{19}^*$ and we substituted this c_{19}^1 into equations (63). Since the shares s_i^t sum to one for each period t, all 19 error terms ε_i^t for i = 1,...,19 cannot be distributed independently so we dropped the equation for product 19 from our list of estimating equations.

We used the nonlinear regression software package in Shazam to estimate the 36 unknown b_n and c_n^1 in equations (82). In order to determine the effects of changing the

[42] If the A matrix in (56) has full rank N, then it can be shown that the dual unit cost function is equal to $c(p) = (p^TA^{-1}p)^{1/2}$.

[43] Again this is a slightly incorrect econometric specification since ε_n^t will automatically equal 0 if product n is not present during month t.

reference quantity vector q^*, we reestimated the above model but chose q^* to equal 1_{19}, a vector of ones of dimension 19. Thus in this case, we set the last component of the vector c^1 equal to $c_{19}{}^1 = -\,\Sigma_{n=1}{}^{18}\, c_n{}^1$. The estimated b and c^1 vectors changed when we reestimated our rank one substitution matrix model with the new normalization but the predicted values for each observation turned out to be identical to the predicted values generated by our initial model and thus the R^2 for each equation did not change and the final log likelihood also did not change. Thus it appears that the choice of q^* does not matter, as long as the chosen reference vector q^* is strictly positive. Thus in subsequent models where we added additional columns to the C matrix, we chose q^* to equal 1_{19}. This choice of q^* led to simpler programming codes for our subsequent nonlinear regressions.

Our system of nonlinear estimating equations for the rank 2 substitution matrix model are equations (63) where $A = bb^T - c^1c^{1T} - c^2c^{2T}$ with $c^{2T} = [0,c_2{}^2,...,c_{19}{}^2]$ and the normalizations $b_{19} = 1$, $c_{19}{}^1 = -\,\Sigma_{n=1}{}^{18}\, c_n{}^1$ and $c_{19}{}^2 = -\,\Sigma_{n=2}{}^{18}\, c_n{}^2$. Thus there are 18 + 18 + 17 unknown parameters to estimate in the A matrix. However, the nonlinear maximum likelihood estimation package in Shazam did not converge for this model. The problem is that the error specification that is used in the system command for the Nonlinear estimation option in Shazam also estimates the elements of the variance covariance matrix Σ. Thus for our rank 2 substitution matrix model, it was necessary to estimate the 53 unknown parameters in the A matrix plus $19\times18/2 = 171$ unknown variances and covariances. This proved to be a too difficult task for Shazam.

Thus in the following section, we will develop an alternative estimation strategy: we will stack up our 18 product estimating equations into a single estimating equation. In this setup, we will only have to estimate a single variance parameter instead of estimating 171 such parameters. The cost of using this strategy will be a somewhat incorrect variance specification; i.e., it is not likely that all product equations will have exactly the same variance but it will turn out that the predicted values for the product shares are quite close to the actual product shares so a somewhat incorrect variance specification will not be too troublesome.

9. The Single Equation Approach to the Estimation of KBF Preferences Using Share Equations

For our next model, we stacked the first 18 estimating share equations listed in equations (63) into a single equation and estimated the 18 unknown parameters in $A = bb^T$ with $b^T \equiv [b_1,b_2,...,b_{19}]$ and $b_{19} = 1$ using the single equation Nonlinear command in Shazam. The final log likelihood was 2379.380 and the R^2 was 0.9818. The estimated b_n were similar to the corresponding estimates that we got using the systems approach to estimate the linear utility function model.

An advantage of the single equation approach is that we can now easily drop the 20 observations where the product was missing.[44] Thus for our next model, we dropped the

[44] The error terms will automatically be 0 for these 20 observations.

20 observations for products 2, 4 and 12 for the months when these products were missing. Thus the number of observations for this new model is equal to $(39\times18) - 20 = 682$. We found that the parameter estimates for this new model were exactly the same as the corresponding parameter estimates that we obtained for the previous linear utility function model using the one big regression equation approach. However, the new log likelihood decreased to 2301.735 and the new R^2 decreased to 0.9814 (from the previous 0.9818).

In the models which follow, we continued to drop the 20 observations that correspond to the months when the products were missing. Thus when we refer to the estimating equations (63), we assumed that the 20 missing product observations were dropped from equations (63). Moreover, we also dropped the 39 observations that correspond to the 19th product.[45]

In our next model, we set $A = bb^T - c^1c^{1T}$ with the normalizations $b_{19} = 1$ and $c_{19}^1 = -\Sigma_{n=1}^{18} c_n^1$. We used the final estimates for the components of the b vector from the previous model as starting coefficient values for this model and we used $c_n^1 = 0.001$ for $n = 1,...,18$ as starting values for the components of the c vector. The final log likelihood for this model was 2445.888, an increase of 144.153 for adding 18 new parameters to the Model 7 parameters. The R^2 increased to 0.9884.

We continued on adding new columns c^i one at a time to the substitution matrix, using the finishing coefficient values from the previous nonlinear regression as starting values for the next nonlinear regression.

Our final model added the column vector c^4 to the previous A matrix. Thus we had $A = bb^T - c^1c^{1T} - c^2c^{2T} - c^3c^{3T} - c^4c^{4T}$ with $c^{4T} = [0,0,0,c_4^4,...,c_{19}^4]$ and the additional normalization $c_{19}^4 = -\Sigma_{n=4}^{18} c_n^4$. As usual, we used the final estimates for the components of the b, c^1, c^2 and c^3 vectors from the previous model as starting coefficient values for this model and we used $c_n^4 = 0.001$ for $n = 4,...,18$ as starting values for the nonzero components of the c^4 vector. The final log likelihood for this model was 2629.182, an increase of 14.656 for adding 15 new parameters to the previous model's parameters. Thus the increase in log likelihood is now less than one per additional parameter. The single equation R^2 increased to 0.9922. However, this single equation R^2 is not comparable to the equation by equation R^2 that we obtained using the systems approach in the previous section. The comparable R^2 for each separate product share equation were as follows:[46] 0.9859, 0.9930, 0.9773, 0.9853, 0.9814, 0.9543, 0.9755, 0.8581, 0.9760,

[45] Since the shares within one period must sum to 1, the corresponding error terms cannot all be independently distributed and thus we drop one set of shares from the estimating equations.

[46] These equation by equation R^2 are the squares of the correlation coefficients between the actual share equations for product n and the corresponding predicted values from the nonlinear regression. We included the 20 zero share and quantity product observations since our model correctly predicts these 0 shares. These 0 share observations were also included in the Model 4 systems regression in the previous section.

0.9694, 0.8923, 0.9278, 0.9908, 0.9202, 0.9874, 0.9566, 0.9111 and 0.9653. The average R^2 was 0.9560 which is a relatively high average when estimating share equations.[47]

Since the present model estimated 84 unknown parameters and we had only 682 degrees of freedom, we had only about 8 degrees of freedom per parameter at this stage. Moreover, the increase in log likelihood over the previous model was relatively small. Thus we decided to stop adding columns to the C matrix at this point.

With the estimated b and c vectors in hand (denote them as b^* and c^{k*} for k = 1,2,3,4), form the estimated A matrix as follows:

$$(64)\ A^* \equiv b^*b^{*T} - c^{1*}c^{1*T} - c^{2*}c^{2*T} - c^{3*}c^{3*T} - c^{4*}c^{4*T}$$

and denote the ij element of A^* as a_{ij}^* for i,j = 1,...,19. The *predicted expenditure share* for product i in month t is s_i^{t*} defined as follows:

$$(65)\ s_i^{t*} \equiv q_i^t \Sigma_{k=1}^{19} a_{ik}^* q_k^t / [\Sigma_{n=1}^{19}\Sigma_{m=1}^{19} a_{nm}^* q_n^t q_m^t]\ ; \qquad t = 1,...,39;\ i = 1,...,19.$$

The *predicted price* for product i in month t is defined as follows:

$$(66)\ p_i^{t*} \equiv e^t \Sigma_{k=1}^{19} a_{ik}^* q_k^t / [\Sigma_{n=1}^{19}\Sigma_{m=1}^{19} a_{nm}^* q_n^t q_m^t]\ ; \qquad t = 1,...,39;\ i = 1,...,19$$

where $e^t \equiv p^t \cdot q^t$ is period t sales or expenditures on the 19 products during month t.[48] We calculated the predicted prices defined by (66) for all products and all months.

Of particular interest are the predicted prices for products 2 and 4 for months 1-8 and for product 12 for months 10 and 20-22 when these products were not available. The predicted prices for products 2 and 4 for the first 8 months in our sample period were 1.62, 1.56, 1.60, 1.52, 1.61, 1.52, 1.70. 1.97 and 1.85, 1.46, 1.80, 1.37, 1.77, 1.83, 1.88, 2.27 respectively. The predicted prices for product 12 for months 10 and 20-22 were 1.37, 1.20, 1.22 and 1.28. These prices are rather far removed from the infinite reservation prices implied by the CES model.

However, there is a problem with our model: even though the predicted expenditure shares are quite close to the actual expenditure shares, *the predicted prices are not particularly close to the actual prices*. Thus the equation by equation R^2 for the 19 product prices were as follows:[49] 0.7571, 0.8209, 0.8657, 0.8969, 0.9025, 0.7578, 0.8660,

[47] Note that the KBF Model 11 average R^2, 0.9560, is above the Model 4 direct CES utility function average R^2, which was 0.9439. The present model is much more flexible and hence is likely to generate more reliable estimates of elasticities of demand More importantly for our purposes is the fact that the present model will generate finite reservation prices for the missing products (rather than the rather high infinite reservation prices that the CES model generates).

[48] The predicted price p_i^{t*} is also equal to $[e^t\partial f(q^t)/\partial q_i]/f(q^t)$ where $f(q) \equiv (q^T A^* q)^{1/2}$. This follows from the first order necessary conditions for the month t utility maximization problem (with no errors) which are $p^{t*}/e^t = \nabla f(q^t)/f(q^t)$ where p^{t*} is the month t vector of predicted prices.

[49] For the 20 observations where the product was not available, we used the predicted prices as actual prices in computing these R^2. Thus for products 2, 4 and 12, the R^2 listed above are overstated.

0.0019, 0.2517, 0.1222, 0.0000, 0.0013, 0.9125, 0.6724, 0.4609, 0.7235, 0.5427, 0.8148 and 0.4226. The average R^2 is only 0.5681 which is not very satisfactory. How can the R^2 for the share equations be so high while the corresponding R^2 for the fitted prices are so low? The answer appears to be the following one: when a price is unusually low, the corresponding quantity is unusually high and vice versa. Thus the errors in the fitted price equations and the corresponding fitted quantity equations tend to offset each other and so the fitted share equations are fairly close to the actual shares whereas the errors in the fitted price and quantity equations can be rather large but in opposite directions.

The above poor fits for the predicted prices caused us to re-examine our estimating strategy. The primary purpose of our estimation of preferences is to obtain "reasonable" predicted prices for products which are not available. *Our primary purpose is not the prediction of expenditure shares; it is the prediction of reservation prices*! Thus in the following section, we will switch from estimating share equations to the estimation of price equations.

10. The Single Equation Approach to the Estimation of KBF Preferences Using Price Equations

Our next system of estimating equations used prices as the dependent variables:

(67) $p_i^t \equiv e^t \Sigma_{k=1}^{19} a_{ik}q_k^t/[\Sigma_{n=1}^{19}\Sigma_{m=1}^{19} a_{nm}q_n^tq_m^t] + \varepsilon_i^t$; $\qquad t = 1,...,39;\ i = 1,...,18$

where the A matrix was defined as $A = bb^T - c^1c^{1T} - c^2c^{2T} - c^3c^{3T} - c^4c^{4T}$ and the vectors b and c^1 to c^4 satisfy the same restrictions as the last model in the previous section. We stack up the estimating equations defined by (67) into a single nonlinear regression and we drop the observations that correspond to products i that were not available in period t.

We used the final estimates for the components of the b, c^1, c^2, c^3 and c^4 vectors from the previous model as starting coefficient values for the present model. The initial log likelihood of our new model using these starting values for the coefficients was 415.576. The final log likelihood for this model was 518.881, an increase of 103.305. Thus switching from having shares to having prices as the dependent variables did significantly change our estimates. The single equation R^2 was 0.9453. We used our estimated coefficients to form predicted prices p_i^{t*} using equations (67) evaluated at our new parameter estimates. The equation by equation R^2 comparing the predicted prices for the 19 products with the actual prices were as follows:[50] 0.8295, 0.8621, 0.9001, 0.9163, 0.8988, 0.8319, 0.9134, 0.0350, 0.2439, 0.2754, 0.0236, 0.0068, 0.8704, 0.6951, 0.4211, 0.8082, 0.6180, 0.8517 and 0.2868. The average R^2 was 0.5941.

Since the predicted prices are still not very close to the actual prices, we decided to press on and estimate a new model which added another rank 1 substitution matrix to the

[50] Again, for the 20 observations where the product was not available, we used the predicted prices as actual prices in computing these R^2. As usual, these R^2 are just the squares of the correlation coefficients between the 39 predicted prices and the actual prices for product i for i = 1,...,19.

substitution matrix; i.e., we set $A = bb^T - c^1c^{1T} - c^2c^{2T} - c^3c^{3T} - c^4c^{4T} - c^5c^{5T}$ where $c^{5T} = [0,0,0,0,c_5^5,...,c_{19}^5]$ and the additional normalization $c_{19}^5 = -\Sigma_{n=5}^{18} c_n^5$.

We used the final estimates for the components of the b, c^1, c^2, c^3 and c^4 vectors from the previous model as starting coefficient values for the present model along with $c_n^5 = 0.001$ for n = 5,6,...,18. The initial log likelihood of our new model using these starting values for the coefficients was 518.881. The final log likelihood for this model was 550.346, an increase of 31.465. The single equation R^2 was 0.9501. We used our estimated coefficients to form predicted prices p_i^{t*} using equations (67) evaluated at our new parameter estimates. The equation by equation R^2 comparing the predicted prices for the 19 products with the actual prices were as follows: 0.8295, 0.8621, 0.9001, 0.9163, 0.8988, 0.8319, 0.9134, 0.0350, 0.2439, 0.2754, 0.0236, 0.0068, 0.8704, 0.6951, 0.4211, 0.8082, 0.6180, 0.8517 and 0.2868.

Since the increase in log likelihood for the rank 5 substitution matrix over the previous rank 4 substitution matrix was fairly large, we decided to add another rank 1 matrix to the A matrix. Thus for our next model, we set $A = bb^T - c^1c^{1T} - c^2c^{2T} - c^3c^{3T} - c^4c^{4T} - c^5c^{5T} - c^6c^{6T}$ where $c^{6T} = [0,0,0, 0,0,c_6^6,...,c_{19}^6]$ and the additional normalization $c_{19}^6 = -\Sigma_{n=6}^{18} c_n^6$.

We used the final estimates for the components of the b, c^1, c^2, c^3, , c^4 and c^5 vectors from the previous model as starting coefficient values for the new model along with $c_n^6 = 0.001$ for n = 6,7,...,18. The final log likelihood for this model was 568.877, an increase of 18.531. The single equation R^2 was 0.9527.

The present model had 111 unknown parameters that were estimated (plus a variance parameter). We had only 680 observations and so we decided to call a halt to our estimation procedure. Also convergence of the nonlinear estimation was slowing down and so it was becoming increasingly difficult for Shazam to converge to the maximum likelihood estimates. Thus we stopped our sequential estimation process at this point.

The parameter estimates for the rank 5 substitution matrix are listed below in Table 3.[51]

Table 3: Estimated Parameters for KBF Preferences

Coef	Estimate	t Stat	Coef	Estimate	t Stat	Coef	Estimate	t Stat
b_1^*	1.3450	11.388	c_3^{2*}	-0.0780	-0.113	c_9^{4*}	0.1525	0.256
b_2^*	1.3138	10.769	c_4^{2*}	-0.7121	-0.724	c_{10}^{4*}	-0.0321	-0.053
b_3^*	1.4318	11.311	c_5^{2*}	-0.0973	-0.242	c_{11}^{4*}	-0.6147	-0.812
b_4^*	1.5697	11.541	c_6^{2*}	-0.6352	-1.275	c_{12}^{4*}	-1.5855	-1.128
b_5^*	1.3709	11.226	c_7^{2*}	-0.6146	-1.378	c_{13}^{4*}	-0.2332	-0.311
b_6^*	2.0885	11.886	c_8^{2*}	1.1453	1.811	c_{14}^{4*}	-0.1605	-0.242
b_7^*	1.4180	11.403	c_9^{2*}	-0.3882	-1.351	c_{15}^{4*}	-0.6687	-1.690
b_8^*	0.8216	9.021	c_{10}^{2*}	-0.5408	-1.728	c_{16}^{4*}	-0.2246	-0.302

[51] The standard errors for the estimated coefficients are equal to the coefficient estimate listed in Table 3 divided by the corresponding t statistic.

b_9^*	0.5692	9.670	c_{11}^{2*}	0.9956	2.140	c_{17}^{4*}	3.2700	3.547
b_{10}^*	0.5880	9.476	c_{12}^{2*}	1.9022	1.674	c_{18}^{4*}	-0.3506	-0.436
b_{11}^*	0.8010	10.010	c_{13}^{2*}	-0.4551	-1.480	c_5^{5*}	-0.0555	-0.105
b_{12}^*	1.0962	9.162	c_{14}^{2*}	-0.7303	-1.455	c_6^{5*}	-0.0444	-0.118
b_{13}^*	1.2411	11.136	c_{15}^{2*}	-0.3204	-0.795	c_7^{5*}	-0.0952	-0.056
b_{14}^*	1.6071	11.124	c_{16}^{2*}	0.2584	0.842	c_8^{5*}	-0.2548	-0.038
b_{15}^*	0.7145	10.115	c_{17}^{2*}	0.0199	0.007	c_9^{5*}	-0.6205	-0.887
b_{16}^*	1.3384	11.465	c_{18}^{2*}	-0.5013	-1.128	c_{10}^{5*}	-0.5634	-0.792
b_{17}^*	1.5759	7.968	c_3^{3*}	1.3620	5.405	c_{11}^{5*}	-0.1094	-0.028
b_{18}^*	1.3699	11.400	c_4^{3*}	1.7166	4.405	c_{12}^{5*}	-0.3085	-0.036
c_1^{1*}	1.9832	10.031	c_5^{3*}	1.0262	5.104	c_{13}^{5*}	0.6261	0.120
c_2^{1*}	1.6598	6.653	c_6^{3*}	-0.4277	-1.090	c_{14}^{5*}	0.0516	0.013
c_3^{1*}	-0.2507	-1.186	c_7^{3*}	0.8958	2.431	c_{15}^{5*}	-0.0774	-0.024
c_4^{1*}	0.1313	0.552	c_8^{3*}	-0.4633	-0.809	c_{16}^{5*}	0.7559	0.134
c_5^{1*}	0.0126	0.088	c_9^{3*}	-0.0097	-0.041	c_{17}^{5*}	0.6127	0.225
c_6^{1*}	-0.0106	-0.050	c_{10}^{3*}	-0.0785	-0.277	c_{18}^{5*}	0.4772	0.054
c_7^{1*}	-0.3807	-1.914	c_{11}^{3*}	-0.5885	-1.064	c_6^{6*}	-0.0093	-0.028
c_8^{1*}	-0.4251	-1.856	c_{12}^{3*}	-0.1383	-0.137	c_7^{6*}	0.1776	0.380
c_9^{1*}	-0.0179	-0.114	c_{13}^{3*}	-0.0220	-0.093	c_8^{6*}	-0.7621	-0.300
c_{10}^{1*}	-0.2753	-1.576	c_{14}^{3*}	-0.4538	-1.183	c_9^{6*}	-0.0805	-0.015
c_{11}^{1*}	-0.9620	-4.477	c_{15}^{3*}	-0.4603	-2.033	c_{10}^{6*}	0.0788	0.016
c_{12}^{1*}	-0.8816	-2.693	c_{16}^{3*}	-0.0116	-0.064	c_{11}^{6*}	-0.4361	-0.270
c_{13}^{1*}	0.1146	1.524	c_{17}^{3*}	-2.1645	-2.382	c_{12}^{6*}	-0.9471	-0.231
c_{14}^{1*}	-0.2175	-1.016	c_{18}^{3*}	0.0091	0.033	c_{13}^{6*}	-0.6016	-0.114
c_{15}^{1*}	-0.1262	-0.854	c_4^{4*}	-0.5049	-0.708	c_{14}^{6*}	0.4660	0.979
c_{16}^{1*}	0.1367	1.247	c_5^{4*}	0.4895	1.341	$c_{15}^{6(}$	0.3859	0.335
c_{17}^{1*}	-0.6792	-1.544	c_6^{4*}	0.2658	0.466	$c_{16}^{6(}$	0.6562	0.103
c_{18}^{1*}	0.0849	0.450	c_7^{4*}	0.3802	0.625	c_{17}^{6*}	0.1162	0.002
c_2^{2*}	0.7173	1.584	c_8^{4*}	-0.1078	-0.118	c_{18}^{6*}	1.0227	0.258

The estimated b_n^* in Table 3 for n = 1,...,18 plus $b_{19} = 1$ are proportional to the vector of first order partial derivatives of the KBF utility function f(q) evaluated at the vector of ones, $\nabla_q f(1_{19})$. Thus the b_n^* can be interpreted as estimates of the relative quality of the 19 products. Viewing Table 3, it can be seen that the highest quality products were products 6, 17 and 4 ($b_6^* = 2.09$, $b_{17}^* = 1.58$, $b_4^* = 1.57$) and the lowest quality products were products 9, 10 and 15 ($b_9^* = 0.57$, $b_{10}^* = 0.59$, $b_{15}^* = 0.71$).

With the estimated b^* and c^* vectors in hand (denote them as b^* and c^{k*} for k = 1,...,6), form the estimated A matrix as follows:

(68) $A^* \equiv b^*b^{*T} - c^{1*}c^{1*T} - c^{2*}c^{2*T} - c^{3*}c^{3*T} - c^{4*}c^{4*T} - c^{5*}c^{5*T} - c^{6*}c^{6*T}$

and denote the ij element of A^* as a_{ij}^* for i,j = 1,...,19. The *predicted price* for product i in month t is defined as follows:

(69) $p_i^{t*} \equiv e^t\, \Sigma_{k=1}^{19}\, a_{ik}^* q_k^t / [\Sigma_{n=1}^{19} \Sigma_{m=1}^{19}\, a_{nm}^* q_n^t q_m^t]$; t = 1,...,39; i = 1,...,19

where $e^t \equiv p^t \cdot q^t$ is period t sales or expenditures on the 19 products during month t. We calculated the predicted prices defined by (69) for all products and all months.

Of particular interest are the predicted prices for products 2 and 4 for months 1-8 and for product 12 for months 10 and 20-22 when these products were not available. The predicted prices for products 2 and 4 for the first 8 months in our sample period were 1.62, 1.56, 1.60, 1.52, 1.61, 1.52, 1.70. 1.97 and 1.85, 1.46, 1.80, 1.37, 1.77, 1.83, 1.88, 2.27 respectively. The predicted prices for product 12 for months 10 and 20-22 were 1.37, 1.20, 1.22 and 1.28. These predicted prices will be used as our "best" reservation prices for the missing products in the remainder of the paper.

The equation by equation R^2 that compares the predicted prices for the 19 products with the actual prices were as follows:[52] 0.8274, 0.8678, 0.9001, 0.9174, 0.8955, 0.8536, 0.9047, 0.0344, 0.3281, 0.4242, 0.0516, 0.2842, 0.8650, 0.7280, 0.4872, 0.8135, 0.8542, 0.8479 and 0.3210. The average R^2 for Model 14 was 0.6424. Twelve of the 19 equations had an R^2 greater than 0.70 while 5 of the equations had an R^2 less than 0.40.[53]

The *month t utility level* or aggregate quantity level implied by the KBF model, Q_{KBF}^t, is defined as follows:

$$(70)\ Q_{KBF}^t \equiv (q^{tT}A^*q^t)^{1/2}\ ; \qquad t = 1,...,39.$$

The corresponding *KBF (unnormalized) implicit price level*, P_{KBF}^{t*}, is defined as period t sales of the 19 products, e^t, divided by the period t aggregate KBF quantity level, Q_{KBF}^t:

$$(71)\ P_{KBF}^{t*} \equiv e^t/Q_{KBF}^t\ ; \qquad t = 1,...,39.$$

The month t *KBF price index*, P_{KBF}^t, is defined as the month t KBF price level divided by the month 1 KBF price level; i.e., $P_{KBF}^t \equiv P_{KBF}^{t*}/P_{KBF}^{1*}$ for t = 1,...,39. The KBF price index is listed below in Table 4.

Now that we have imputed prices for the unavailable products, we can compute fixed base and chained Fisher indexes using these prices for the unavailable products along with the corresponding 0 quantities. Denote these Fisher indexes for month t that use our imputed prices as P_{FI}^t and P_{FICh}^t for t = 1,...,39. These indexes are also listed in Table 4.

It turns out that we can define estimates of the change in the true cost of living index due to changes in the availability of products in our KBF framework in a manner that is similar to that used by Feenstra. In order to accomplish this task, we need to define

[52] As usual, the R^2 for the 39 product n equations was defined as the square of the correlation coefficient between the actual product n prices and their predicted counterparts using equations (90). For the prices of the 20 observations where a product was not available, we used the predicted prices in place of the actual prices. Thus the R^2 is overstated for products 2, 4 and 12.

[53] The sample average expenditure shares of these low R^2 products was 0.026, 0.026, 0.043, 0.025 and 0.050 respectively. Thus these low R^2 products are relatively unimportant compared to the high expenditure share products.

various Fisher price indexes that make use of the predicted prices that result from the estimation of our last KBF model. The first of these additional Fisher indexes is P_{FI}^t which uses the predicted or imputed prices for the missing products (along with the associated 0 quantities) along with the actual prices and quantities for the remaining products to produce a fixed base Fisher price index. Using the same data, we can produce a chained Fisher price index, P_{FICh}^t. These indexes are listed in Table 4 below. The next two Fisher price indexes are the fixed base and chained maximum overlap Fisher indexes P_F^t and P_{FCh}^t that were defined earlier in Section 5 above. These indexes were listed in Table 2 and are listed again in Table 4 below. The final two Fisher indexes are the fixed base and chained Fisher price indexes, P_{FP}^t and P_{FPCh}^t, that use the *predicted prices* for all products and all time periods defined by equations (69), which in turn are generated by our final estimated KBF utility function. It turns out that these indexes are identical and are also equal to the corresponding KBF price indexes, P_{KBF}^t, that are directly defined by the estimated utility function; see equations (71), which define the $P_{KBF}^{t*} \equiv e^t/Q_{KBF}^t$ which in turn are normalized to define the P_{KBF}^t. Thus we have $P_{KBF}^t = P_{FP}^t = P_{FPCh}^t$ for all t. All of these indexes are listed in Table 4.

Table 4: The KBF Implicit Price Index, Fixed Base and Maximum Overlap Fisher Price Indexes and Various Fisher Price Indexes using KBF Imputed Prices for Unavailable Products

Month	P_{KBF}^t	P_F^t	P_{FCh}^t	P_{FI}^t	P_{FICh}^t	P_{FP}^t	P_{FPCh}^t
1	1.00000	1.00000	1.00000	1.00000	1.00000	1.00000	1.00000
2	0.98816	1.00218	1.00218	1.00218	1.00218	0.98816	0.98816
3	0.99734	1.02342	1.01124	1.02342	1.01124	0.99734	0.99734
4	0.93078	0.93388	0.94265	0.93388	0.94265	0.93078	0.93078
5	0.92749	0.93964	0.93715	0.93964	0.93715	0.92749	0.92749
6	1.02000	1.03989	1.04075	1.03989	1.04075	1.02000	1.02000
7	1.04222	1.05662	1.10208	1.05662	1.10208	1.04222	1.04222
8	1.19800	1.15739	1.26987	1.15739	1.26987	1.19800	1.19800
9	1.14801	1.15209	1.24778	1.15165	1.24727	1.14801	1.14801
10	1.14946	1.14617	1.24137	1.16081	1.24528	1.14946	1.14946
11	1.13863	1.14088	1.22950	1.13876	1.23033	1.13863	1.13863
12	1.10858	1.12760	1.22009	1.10951	1.22091	1.10858	1.10858
13	1.08290	1.10698	1.20731	1.11511	1.20813	1.08290	1.08290
14	1.11953	1.13419	1.23863	1.14803	1.23948	1.11953	1.11953
15	1.04018	1.05579	1.15978	1.04086	1.16056	1.04018	1.04018
16	1.04081	1.05099	1.15371	1.04836	1.15449	1.04081	1.04081
17	0.94930	0.98640	1.08568	0.99410	1.08642	0.94930	0.94930
18	0.86479	0.89490	0.98385	0.89105	0.98452	0.86479	0.86479
19	0.87354	0.89032	0.99122	0.87308	0.99189	0.87355	0.87355
20	0.88231	0.89016	0.99104	0.88051	0.99193	0.88231	0.88231
21	0.88333	0.89453	1.00061	0.88920	1.00150	0.88333	0.88333
22	0.85408	0.85466	0.95983	0.86217	0.96068	0.85408	0.85408
23	0.87493	0.88842	0.97730	0.87981	0.97902	0.87493	0.87493
24	0.88535	0.88930	0.96178	0.89357	0.96347	0.88535	0.88535
25	0.79866	0.80421	0.88017	0.80050	0.88172	0.79866	0.79866
26	0.83066	0.84644	0.91938	0.83026	0.92100	0.83066	0.83066
27	0.87815	0.88641	0.98171	0.88749	0.98344	0.87815	0.87815

28	**0.79681**	**0.81528**	**0.90580**	**0.82665**	**0.90739**	**0.79681**	**0.79681**
29	**0.85006**	**0.85705**	**0.95671**	**0.85086**	**0.95839**	**0.85006**	**0.85006**
30	**0.83602**	**0.84508**	**0.94446**	**0.85383**	**0.94612**	**0.83602**	**0.83602**
31	**0.86528**	**0.87333**	**0.97386**	**0.87411**	**0.97557**	**0.86528**	**0.86528**
32	**0.89165**	**0.89973**	**1.00016**	**0.92038**	**1.00192**	**0.89165**	**0.89165**
33	**0.91245**	**0.92673**	**1.02452**	**0.92404**	**1.02632**	**0.91245**	**0.91245**
34	**0.94661**	**0.95385**	**1.05227**	**0.95012**	**1.05412**	**0.94660**	**0.94660**
35	**1.04573**	**0.98690**	**1.10820**	**0.99422**	**1.11014**	**1.04573**	**1.04573**
36	**0.95051**	**0.96237**	**1.08529**	**0.95568**	**1.08719**	**0.95051**	**0.95051**
37	**1.04791**	**1.04948**	**1.18995**	**1.04808**	**1.19204**	**1.04791**	**1.04791**
38	**1.08860**	**1.09545**	**1.21560**	**1.10279**	**1.21773**	**1.08860**	**1.08860**
39	**0.92639**	**0.94999**	**1.05918**	**0.95071**	**1.06104**	**0.92639**	**0.92639**

The two chained indexes based on actual price data, the maximum overlap chained Fisher index, $P_{FCh}{}^{t}$, and the chained Fisher index that uses the estimated reservation prices from our last model, $P_{FICh}{}^{t}$, suffer from a considerable amount of upward chain drift (most of which occurs between months 8 and 9). The Fisher fixed base and chained indexes that use predicted prices from our last KBF model everywhere, $P_{FP}{}^{t}$ and $P_{FPCh}{}^{t}$, are both exactly equal to $P_{KBF}{}^{t}$ as theory requires.

Thus the two chained Fisher indexes are well above the other indexes. It can also be seen that the remaining indexes are not all that different for our particular data set. Thus in particular, the easy to calculate fixed base maximum overlap Fisher price index $P_F{}^{t}$ provided a satisfactory approximation to the theoretically more desirable fixed base Fisher index $P_{FI}{}^{t}$ that used imputed reservation prices for the missing products.

Feenstra's methodology for measuring the benefits and costs of changing product availability basically assumes that with the help of some econometric estimation (i.e., the estimation of the elasticity of substitution), it is possible to calculate the purchaser's true cost of living index. It is also possible to calculate an exact index for the cost of living index for the maximum overlap universe. Thus dividing the true cost of living by the maximum overlap cost of living, Feenstra obtains an index that can be interpreted as the net benefits of the changing availability of products between the two periods being compared. We can apply a variant of this methodology in the present situation. Having estimated reservation prices for the missing products, we can calculate a comprehensive Fisher chain link index going from period t−1 to period t, which is $P_{FICh}{}^{t}/P_{FICh}{}^{t-1}$. Holding product availability constant, we can calculate the corresponding chain link for the maximum overlap Fisher index for the products that are present in both periods, which is $P_{FCh}{}^{t}/ P_{FCh}{}^{t-1}$. These indexes are listed in Table 8 above. The ratio of these two indexes is defined as follows:

$$(72)\quad I_{KBF}{}^{t} \equiv [P_{FICh}{}^{t}/P_{FICh}{}^{t-1}]/[P_{FCh}{}^{t}/P_{FCh}{}^{t-1}] \; ; \qquad t = 2,3,...,T.$$

This index can be interpreted as a "correction" index which when multiplied by the readily calculated maximum overlap index $P_{FCh}{}^{t}/P_{FCh}{}^{t-1}$ gives us the "true" chain link index $P_{FICh}{}^{t}/P_{FICh}{}^{t-1}$, or it can be interpreted as the amount of bias in the maximum overlap chain link index due to changes in the availability of products. This index can be calculated for our data set using the information on P_{FICh}^t and P_{FCh}^t listed above in Table 5. When the availability of products increases (decreases) going from period t−1 to t, we expect I_{KBF}^t to be less (greater) than one and $1 - I_{KBF}^t$ is an estimate of the percentage decrease (increase) in the cost of living due to the increased (decreased) availability of products. If the availability of products is constant over periods t −1 and t, then I_{KBF}^t will be equal to 1. Thus the periods where I_{KBF}^t differs from 1 in our data set are periods 9, 10, 11, 20 and 23. The values for I_{KBF}^t for these periods are listed in Table 5 below.

Table 5: Alternative Bias Indexes for Fisher Maximum Overlap Chain Link Indexes Using KBF Imputed Prices for Unavailable Products and Using KBF Imputed Prices for All Products

t	I_{KBF}^t	I_{KBF}^{t*}
9	**0.99960**	**0.99836**
10	**1.00355**	**1.00124**
11	**0.99754**	**0.99847**
20	**1.00021**	**1.00294**
23	**1.00086**	**0.99988**
Product	**1.00176**	**1.00088**

We expected I_{KBF}^t to be less than 1 for periods 9, 11 and 23 when product availability increased and to be greater than 1 for periods 10 and 20 when product availability decreased. However, the month 23 value was $I_{KBF}^{23} = 1.00086$ which is greater than unity so the increased availability of product 12 in month 23 led to an *increase* in the cost of living rather than a *decrease* as expected. The product of the 5 nonunitary values for I_{KBF}^t t was 1.00176 (see the last row of Table 5) and so the overall increase in the availability of products led to a small *increase* in the cost of living over the sample period equal to 0.176 percentage points, rather than a *decrease* as was expected. Since our estimated KBF utility function is not exactly consistent with the observed data, these kinds of counterintuitive results can occur.

One method for eliminating anomalous results is to replace all observed prices by their predicted prices (and of course use predicted prices for the missing product prices). The comprehensive predicted Fisher chain link index going from period t−1 to period t using actual quantities q_i^t and predicted prices p_i^{t*} defined by definitions (69) above is $P_{FPCh}^t/P_{FPCh}^{t-1} = P_{FP}^t/P_{FP}^{t-1} = P_{KBF}^t/P_{KBF}^{t-1}$. Define P_{FPMCh}^t as the *maximum overlap chained Fisher price index* that uses actual quantities q_i^t and the predicted prices p_i^{t*} defined by (69) above. Holding product availability constant, we can calculate the corresponding chain link for this maximum overlap Fisher index using predicted prices for the products that are present in both periods, which is $P_{FPMCh}^t/P_{FPMCh}^{t-1}$. The ratio of these two link indexes is defined as I_{KBF}^{t*}:

$$(73)\ I_{KBF}^{t*} \equiv [P_{FPCh}^t/P_{FPCh}^{t-1}]/[P_{FPMCh}^t/P_{FPMCh}^{t-1}]\ ; \qquad t = 2,3,\ldots,T.$$

This index can also be interpreted as a "correction" index which when multiplied by the maximum overlap index using predicted prices, $P_{FPMCh}^t/P_{FPMCh}^{t-1}$, gives us the "true" chain link index $P_{FPCh}^{t}/P_{FPCh}^{t-1}$ which is exactly consistent with our final estimated KBF utility function. Alternatively, it can be interpreted as an estimator for the amount of bias in the maximum overlap chain link Fisher index using predicted prices due to changes in the availability of products. When the availability of products increases (decreases) going from period t−1 to t, we expect I_{KBF}^{t*} to be less (greater) than one and $1 - I_{KBF}^{t}$ is an estimate of the percentage decrease (increase) in the cost of living due to the increased (decreased) availability of products. As was the case with I_{KBF}^{t}, if the availability of products is constant over periods t −1 and t, then I_{KBF}^{t*} will be equal to 1. Thus the periods where I_{KBF}^{t*} differs from 1 in our data set are again periods 9, 10, 11, 20 and 23. The values for I_{KBF}^{t*} for these periods are listed in Table 5 above.

Again, we expected I_{KBF}^{t*} to be less than 1 for periods 9, 11 and 23 when product availability increased and to be greater than 1 for periods 10 and 20 when product availability decreased. Our expectations were realized; there were no anomalous results for the 5 periods. However, the product of the 5 nonunitary values for I_{KBF}^{t*} was 1.00088 (see the last row and column of Table 5) and so the overall increase in the availability of products led to a tiny *increase* in the cost of living over the sample period equal to 0.088 percentage points, rather than a *decrease* as was expected. The explanation for the anomalous results lies in the fact that the maximum overlap Fisher price index does not correctly reflect the gains and losses from changing product availability. We will address this problem in the following section.

In the following section, we will develop an alternative methodology for estimating the gains and losses from changes in product availability that is based on the economic approach to index number theory. This approach utilizes the estimated well behaved utility function so it has the drawback of being very much dependent on the econometric estimation of the utility function. It has the advantage of being a much more transparent approach that is anomaly free.

11. The Gains and Losses Due to Changes in Product Availability Revisited

In this section, we consider an alternative framework for measuring the gains or losses in utility due to changes in the availability of products. We suppose that we have data on prices and quantities on the sales of N products for T periods. The vectors of observed period t prices and quantities sold are $p^{t} \equiv [p_1^{t},...,p_N^{t}] > 0_N$ and $q^{t} \equiv [q_1^{t},...,q_N^{t}] > 0_N$ respectively for t = 1,...,T. Sales or expenditures on the N products during period t are $e^{t} \equiv p^{t}\cdot q^{t} = \Sigma_{n=1}^{N} p_n^{t}q_n^{t} > 0$ for t = 1,...,T.[54] We assume that a linearly homogeneous utility function, $f(q_1,...,q_N) = f(q)$, has been estimated where $q \geq 0_N$.[55] If product n is not available (or not sold) during period t, we assume that the corresponding observed price and quantity, p_n^{t} and q_n^{t}, are set equal to zeros.

[54] We also assume that $\Sigma_{n=2}^{N} p_n^{t}q_n^{t} > 0$ for t = 1,...,T.

[55] We assume that f(q) is a differentiable, positive, linearly homogeneous, nondecreasing and concave function of q over a cone contained in the positive orthant. The domain of definition of the function f is extended to the closure of this cone by continuity and we assume that observed quantity vectors q^{t} are contained in the closure of this cone.

We calculate *reservation prices* for the unavailable products. We also need to form *predicted prices* for the available commodities, where the predicted prices are consistent with our econometrically estimated utility function and the observed quantity data, q^t. The period t *reservation or predicted price* for product n, p_n^{t*}, is defined as follows, using the observed period t expenditure, e^t, the observed period t quantity vector q^t and the partial derivatives of the estimated utility function f(q) as follows:

$$(74)\quad p_n^{t*} \equiv e^t[\partial f(q^t)/\partial q_n]/f(q^t)\ ; \qquad n = 1,...,N;\ t = 1,...,T.$$

The prices defined by (74) are also Rothbarth's (1941) *virtual prices*; they are the prices which rationalize the observed period t quantity vector as a solution to the period t utility maximization problem. Since f(q) is nondecreasing in its arguments and $e^t > 0$, we see that $p_n^{t*} \geq 0$ for all n and t.[56] If the estimated utility function fits the observed data exactly (so that all errors in the estimating equations are equal to 0),[57] then the predicted prices, p_n^{t*}, for the available products will be equal to the corresponding actual prices, p_n^t.

Imputed expenditures on product n during period t are defined as $p_n^{t*}q_n^t$ for n = 1,...,N. Note that if product n is not sold during period t, $q_n^t = 0$ and hence $p_n^{t*}q_n^t = 0$ as well. *Total imputed expenditures* for all products sold during period t, e^{t*}, are defined as the sum of the individual product imputed expenditures:

$$\begin{aligned}(75)\quad e^{t*} &\equiv \Sigma_{n=1}^N p_n^{t*}q_n^t\ ; && t = 1,...,T\\ &= \Sigma_{n=1}^N q_n^t e^t[\partial f(q^t)/\partial q_n]/f(q^t) && \text{using definitions (74)}\\ &= e^t\end{aligned}$$

where the last equality follows using the linear homogeneity of f(q) since by Euler's Theorem on homogeneous functions, we have $f(q) = \Sigma_{n=1}^N q_n\ \partial f(q)/\partial q_n$. Thus period t imputed expenditures, e^{t*}, are equal to period t actual expenditures, e^t.

The above material sets the stage for the main acts: namely how to measure the welfare gain if product availability increases and how to measure the welfare loss if product availability decreases.

Suppose that in period t−1, product 1 was not available (so that $q_1^{t-1} = 0$) , but in period t, it becomes available and a positive amount is purchased (so that $q_1^t > 0$). Our task is to define a measure of the increase in purchaser welfare that can be attributed to the increase in commodity availability.

Define the vector of purchases of products during period t excluding purchases of product 1 as $q_{\sim 1}^t \equiv [q_2^t,q_3^t,...,q_N^t]$. Thus $q^t = [q_1^t,q_{\sim 1}^t]$. Since by assumption, an estimated utility function f(q) is available, we can use this utility function in order to define the *aggregate level of purchaser utility during period t*, u^t, as follows:

[56] We also assume that $f(q^t) > 0$.
[57] This assumes that observed prices are the dependent variables in the estimating equations.

(76) $u^t \equiv f(q^t) = f(q_1^t,q_{\sim 1}^t)$.

Now exclude the purchases of product 1 and define the (diminished) utility, $u_{\sim 1}^t$, the utility generated by the remaining vector of purchases, $q_{\sim 1}^t$, as follows:

(77) $u_{\sim 1}^t \equiv f(0,q_{\sim 1}^t)$
$\leq f(q_1^t,q_{\sim 1}^t)$ since f (q) is nondecreasing in the components of q
$= u^t$ using definition (76).

Define the *period t imputed expenditures on products excluding product 1*, $e_{\sim 1}^{t*}$, as follows:

(78) $e_{\sim 1}^{t*} \equiv \Sigma_{n=2}^N p_n^{t*}q_n^t$
$= e^t - p_1^{t*}q_1^t$ using (75)
$\leq e^t$ since $p_1^{t*} \geq 0$ and $q_1^t > 0$.

Define the ratio of e^t to $e_{\sim 1}^{t*}$ as follows:

(79) $\lambda_1 \equiv e^t/e_{\sim 1}^{t*}$
≥ 1 using (78) and $e_{\sim 1}^t > 0$.

Multiply the vector of period t purchases excluding product 1, $q_{\sim 1}^t$, by the scalar λ_1 and calculate the resulting imputed expenditures on the vector $\lambda_1 q_{\sim 1}^t$:

(80) $\Sigma_{n=2}^N p_n^{t*}(\lambda_1 q_n^t) = \lambda_1 \Sigma_{n=2}^N p_n^{t*}q_n^t$

(81) $\Sigma_{n=2}^N p_n^{t*}(\lambda_1 q_n^t) = \lambda_1 \Sigma_{n=2}^N p_n^{t*}q_n^t$
$= \lambda_1\, e_{\sim 1}^t$ using definition (78)
$= [e^t/e_{\sim 1}^{t*}]e_{\sim 1}^t$ using definition (79)
$= e^t$.

Using the linear homogeneity of f(q) in the components of q, we are able to calculate the utility level, u_{A1}^t, that is generated by the vector $\lambda_1 q_{\sim 1}^t$ as follows:

(82) $u_{A1}^t \equiv f(0,\lambda_1 q_{\sim 1}^t)$
$= \lambda_1 f(0,q_{\sim 1}^t)$ using the linear homogeneity of f
$= \lambda_1 u_{\sim 1}^t$ using definition (77).

Note that λ_1 can be calculated using definition (79) and $u_{\sim 1}^t$ can be calculated using definition (71). Thus u_{A1}^t can also be readily calculated.

Consider the following (hypothetical) purchaser's period t aggregate *utility maximization problem where product 1 is not available* and purchasers face the imputed prices p_n^{t*} for products 2,...,N and the maximum expenditure on the N−1 products is restricted to be equal to or less than actual expenditures on all N products during period t, which is e^t:

(83) $\max_{q\text{'s}} \{f(0,q_2,q_3,...,q_N) : \Sigma_{n=2}^{N} p_n^{t*}q_n = e^t\} \equiv u_1^t$
$\geq u_{A1}^t$

where u_{A1}^t is defined by (79). The inequality in (83) follows because (80) shows that $\lambda_1 q_{\sim 1}^t$ is a feasible solution for the utility maximization problem defined by (83).

Now consider the following *period t unconstrained utility maximization problem* using imputed prices and actual expenditure e^t:

(84) $\max_{q\text{'s}} \{f(q_1,q_2,q_3,...,q_N) : \Sigma_{n=1}^{N} p_n^{t*}q_n = e^t\}$.

The first order necessary conditions[58] for the observed period t quantity vector q^t to solve (84) are as follows:

(85) $\nabla f(q^t) = \lambda^* p^{t*}$;
(86) $p^{t*}\cdot q^t = e^t$

where $\nabla f(q^t)$ is the vector of first order partial derivatives of f evaluated at q^t and λ^* is the optimal Lagrange multiplier. Take the inner product of both sides of (85) with q^t and solve the resulting equation for $\lambda^* = q^t\cdot\nabla f(q^t)/p^{t*}\cdot q^t = q^t\cdot\nabla f(q^t)/e^t$ where we have used (75), which also shows that q^t satisfies the constraint (86). Euler's Theorem on homogeneous functions implies that $q^t\cdot\nabla f(q^t) = f(q^t)$ and so $\lambda^* = f(q^t)/e^t$. Replace λ^* in equations (85) by $f(q^t)/e^t$ and we find that the resulting equations are equivalent to equations (74). Thus q^t solves (84) and we have the following results:

(87) $f(q^t) = \max_{q\text{'s}} \{f(q_1,q_2,q_3,...,q_N) : \Sigma_{n=1}^{N} p_n^{t*}q_n = e^t\}$
$= u^t$
$\geq u_1^t$

where u_1^t is the optimal level of utility that is generated by a solution to the constrained period t utility maximization problem defined by (83). The inequality in (87) follows since any optimal solution for (83) is only a feasible solution for the unconstrained utility maximization problem defined by (84). The inequalities (83) and (87) imply the following inequalities:

(88) $u^t \geq u_1^t \geq u_{A1}^t$.

We regard u_{A1}^t as an approximation to u_1^t (and it is also a lower bound for u_1^t). Given that an estimated utility function f(q) is on hand, it is easy to compute the approximate utility level u_{A1}^t when product one is not available. The actual constrained utility level, u_1^t, will in general involve solving numerically the nonlinear programming problem defined by (83). For the KBF functional form, instead of maximizing $(q^TAq)^{1/2}$, we could maximize its square, q^TAq, and thus solving (83) would be equivalent to solving a quadratic

[58] Since f(q) is a concave function of q over the feasible region, these conditions are also sufficient.

programming problem with a single linear constraint. For the CES functional form, it turns out that there is no need to solve (83) since the strong separability of the CES functional form will imply that $u_1^t = u_{A1}^t$ and the latter utility level can be readily calculated.[59]

A reasonable measure of the gain in utility due to the new availability of product 1 in period t, G_1^t, is the ratio of the completely unconstrained level of utility u^t to the product 1 constrained level u_1^t; i.e., define *the product 1 utility gain for period t* as

$$(89)\ G_1^t \equiv u^t/u_1^t \geq 1$$

where the inequality follows from (87). The corresponding *product 1 approximate utility gain* is defined as:

$$(90)\ G_{A1}^t \equiv u^t/u_{A1}^t \geq G_1^t \geq 1$$

where the inequalities in (90) follow from the inequalities in (88). Thus in general, the approximate gain is an upper bound to the true gain G_1^t in utility that is due to the new availability of product 1 in period t.

Now consider the case where product 1 is available in period t but it becomes unavailable in period t+1. In this case, we want to calculate an approximation to the loss of utility in period t+1 due to the unavailability of product 1 in period t+1. However, it turns out that our methodology will not provide an answer to this measurement problem using the price and quantity data for period t+1: we have to approximate the loss of utility that will occur in period t due to the unavailability of product 1 in period t+1 by looking at the loss of utility which would occur in period t if product 1 became unavailable. Once we redefine our measurement problem in this way, we can simply adapt the inequalities that we have already established for period t utility to the *loss* of utility from the unavailability of product 1 from the previous analysis for the *gain* in utility.

A reasonable measure of the hypothetical loss of utility due to the unavailability of product 1 in period t, L_1^t, is the ratio of the product 1 constrained level of utility u_1^t to the completely unconstrained level of utility u^t to the product 1. We apply this hypothetical loss measure to period t+1 when product 1 becomes unavailable; i.e., define *the product 1 utility loss that can be attributed to the disappearance of product 1 in period t+1* as

$$(91)\ L_1^{t+1} \equiv u_1^t/u^t \leq 1$$

where the inequality follows from (87). The corresponding *product 1 approximate utility loss* is defined as:

$$(92)\ L_{A1}^{t+1} \equiv u_{A1}^t/u^t \leq L_1^{t+1} \leq 1$$

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[59] If N = 2, then $u_{A1}^t = u_1^t$ for any linearly homogenous, concave utility function, including the KBF utility function.

where the inequalities in (92) follow from the inequalities in (88). Thus in general, the approximate loss is an lower bound to the "true" loss L_1^{t+1} in utility that can be attributed to the disappearance of product 1 in period t+1. As was the case with our approximate gain measure, if f(q) is a CES utility function or if N = 2, then $L_{A1}^t = L_1^t$.

If f(q) is a linear utility function, then it can be shown that all of the above gain and loss measures are equal to unity; i.e., there are no utility gains and losses from changes in product availability because each product is a perfect substitute for every other product. Thus the closer f(q) is to a linear function, the smaller will be the gains and losses due to changes in product availability.

In Appendix C, we work out counterparts to u_{A1}^t/u^t for all periods t and for all products i, where product 1 is replaced by product i in formula (92); i.e., we calculate the approximate loss of utility for the withdrawal of any product i from the marketplace for each period t for our estimated CES and KBF utility functions.[60]

It is straightforward to adapt the above analysis from product 1 to product 12 and to compute the approximate gains and losses in utility that occur due to the disappearance of product 12 in period 10, its reappearance in period 11, its disappearance in period 20 and its final reappearance in period 23. These approximate losses and gains are denoted by L_{A12}^{10}, G_{A12}^{11}, L_{A12}^{20} and G_{A12}^{23} and are listed in Table 6. It is also straightforward to adapt the above analysis to situations where two new products appear in a period, which is the case for our products 2 and 4 which were missing in periods 1-8 and make their appearance in period 9. The approximate utility gain due to the new availability of these products is denoted by $G_{A2,4}^9$ and this measure is also listed in Table 6 using the estimated utility functions for our final KBF model. Table 1 above listed the reduction in the CES consumer price index for period 9 due to the introduction of products 2 and 4 in this period using the Feenstra methodology. From Table 1, this reduction was 0.99277. We convert this into a utility gain equal to 1/0.99277 = 1.00728. We do similar conversions of the CES results listed in Table 1 into gains and losses in utility and we list these gains and losses in the last column of Table 6 below. Thus Table 6 compares the gains and losses in utility for the KBF and CES models for the 5 months where there was a change in product availability. We also list the product of these five approximate gain and loss estimates for both models in the last row of Table 6.

Table 6: The Gains and Losses of Utility Due to Changes in Product Availability

	KBF	CES
$G_{A2,4}^9$	1.00127	1.00728
L_{A12}^{10}	0.99748	0.99643
G_{A12}^{11}	1.00304	1.00433
L_{A12}^{20}	0.99881	0.99615
G_{A12}^{23}	1.00078	1.00311
Product	1.00138	1.00728

[60] The approximate loss is equal to the actual loss for the CES utility function.

The CES model implies that the net effect of changes in product availability is to increase purchasers' utility by approximately 0.728 percentage points while the KBF model implies a much smaller increase of 0.138 percentage points. This is only one set of experimental calculations but the above results indicate that the net gains in utility predicted for increases in the availability of products by the CES model can substantially overstate the benefits of increased product variety. The results in the present section reinforce the results that we obtained in the previous section; i.e., the Feenstra methodology tends to overstate the benefits from increased product variety.

We conclude this section with a brief discussion of Hausman's (2003; 40) perfectly valid cost (or expenditure) function approach to the estimation of reservation prices[61] and we explain why we did not use it in the present study.

Instead of attempting to estimate a direct utility function, we could attempt to estimate a more general unit cost function than the CES unit cost function. Denote the more general unit cost function as $c(p)$ where $p \equiv [p_1,p_2...,p_N] \equiv [p_1,p_{\sim 1}]$ where $p_{\sim 1}$ is the set of prices excluding the price of product 1. Assuming that $c(p)$ is positive, nondecreasing, linearly homogeneous and concave over the positive orthant[62] and assuming all products are present in period t, the estimating equations for period t are the following ones:

$$(93)\quad q_n^{\,t} = c_n(p^t)e^t/c(p^t) + \varepsilon_n^{\,t}\,; \qquad\qquad n = 1,...,N$$

where q^t and p^t are the observed quantity and price vectors for period t, e^t is total expenditure on the N commodities during the period and $c_n(p^t) \equiv \partial c(p^t)/\partial p_n$ for $n = 1,...,N$. Now suppose product 1 is not available during period t. Then the N period t estimating equations are replaced by the following N equations:

$$(94)\quad q_n^{\,t} = c_n(p_1^{\,t*},p_{\sim 1}^{\,t})e^t/c(p_1^{\,t*},p_{\sim 1}^{\,t}) + \varepsilon_n^{\,t}\,; \qquad\qquad n = 1,...,N$$

where $q_1^{\,t} = 0$ and $p_1^{\,t*}$ is the reservation price that will drive demand for product 1 down to 0 in period t. It can be seen that $p_1^{\,t*}$ is effectively an *extra unknown parameter* which must be estimated along with the other parameters in the unit cost function $c(p)$. Typically, the resulting estimating equations become very nonlinear and difficult to estimate and so it becomes necessary (as a practical matter) to drop *all* N estimating equations defined by (94) for periods where product availability changes. Thus the econometrician is reduced to using the estimating equations for periods where *all products in the group of products are available*. In many situations, this will greatly reduce the available degrees of freedom and in some cases, lead to no degrees of freedom at all if every period has a missing product. Contrast this situation with the methodology

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[61] Hausman (1996; 217) (1999; 190) and Hausman and Leonard (2002; 248) for expositions and applications of his cost function methodology. Note that he did not assume homotheticity so his cost function framework was more general than the unit cost function approach that we are using. We believe that the assumption of homothetic preferences which can be represented by a linearly homogeneous utility function is an appropriate one for a statistical agency since the resulting price levels are independent of the levels of demand, which is a very useful property for macroeconomic applications of the resulting price indexes.

[62] Extend the domain of definition of $c(p)$ to the nonnegative orthant by continuity.

that we have used for our models that use the one big equation approach: we only needed to drop the missing product estimating equations using our primal approach instead of having to drop all estimating equations for any period which had one or more missing products.[63]

In the following section, we derive a second order approximation to the loss of utility due to the withdrawal of a product in the case of two products. We illustrate the methodology using our data set where the second product is interpreted as an aggregate of all products except the first product. We utilize this methodology using our estimated KBF and CES utility functions.

12. Approximate Loss of Utility Measures for the Case of Two Products

We adapt our loss model presented in the previous section to the case of only 2 commodities. We will derive a second order Taylor series approximation to our loss measure and then evaluate these approximate losses using our estimated KBF and CES utility functions for frozen juices. We assume that the utility function $f(q_1,q_2)$ is twice continuously differentiable in this section.

We suppose that purchasers have maximized the utility function $f(q_1,q_2)$ in a period where they face prices $p_1^* > 0$ and $p_2^* > 0$ where f satisfies our usual regularity conditions plus differentiability. The optimal quantities are the observed quantities, which we denote by $q_1^* > 0$ and $q_2^* > 0$. The corresponding prices p_n^* are defined by evaluating the following inverse demand functions at observed expenditure e^* and observed quantities, q_1^* and q_2^*:

$$(95)\quad p_n^* = e^* f_n(q_1^*,q_2^*)/f(q_1^*,q_2^*)\ ; \qquad\qquad n = 1,2$$

where $f_n(q_1^*,q_2^*) \equiv f_n^*$ denotes the first order partial derivative of the utility function, $\partial f(q_1^*,q_2^*)/\partial q_n$, and $f_{nm}(q_1^*,q_2^*) \equiv f_{nm}^*$ denotes the second order partial derivative, $\partial^2 f(q_1^*,q_2^*)/\partial q_n \partial q_m$. Define element nm of the 2 by 2 *matrix of marginal utility elasticities*, μ_{nm}^*, as follows:

$$(96)\quad \mu_{nm}^* \equiv (f_n^*)^{-1} f_{nm}^* q_m^*\ ; \qquad\qquad n,m = 1,2.$$

The concavity of the function f(q) implies that the second order own partial derivatives of f(q), f_{nn}^*, are nonpositive and this in turn implies that $\mu_n^* \le 0$ for n = 1,2. Define the level of utility u^* achieved at the quantity vector $q^* \equiv [q_1^*,q_2^*]$ to be f^* defined as:

[63] There is another reason why we did not pursue Hausman's cost function methodology very far in this paper. The simplest unit cost function is a linear one but this corresponds to a zero elasticity of substitution model which as we have seen fits the data rather poorly in the present context where we expect closely related products to exhibit a considerable degree of substitutability. We could have generalized the linear unit cost function by assuming the KBF functional form for the unit cost function. But because the linear cost function fits the data so poorly, we suspect that a semiflexible KBF functional form would not fit the data as well as the KBF semiflexible functional form for the utility function. This utility functional form starts off with the perfect substitutes case which fits the data much better than the linear (no substitution at all) cost function.

(97) $u^* = f^* \equiv f(q_1^*,q_2^*)$.

Conditions (95) imply that q^* solves the following utility maximization problem under our concavity and linear homogeneity assumptions on the utility function, $f(q)$:

(98) $\max_q \{f(q) : p^*\cdot q = e^*\} = u^* = f^*$.

Now consider a model where we reduce purchases of q_1 down to 0. We do this in a linear fashion holding prices fixed at their initial levels, p_1^*, p_2^*. Thus we travel along the budget constraint until it intersects the q_2 axis. Hence q_2 is an endogenous variable; it is the following function of q_1 where q_1 starts at $q_1 = q_1^*$ and ends up at $q_1 = 0$:

(99) $q_2(q_1) \equiv [e^* - p_1^*q_1]/p_2^*$.

The derivative of $q_2(q_1)$ is $q_2'q_1) \equiv \partial q_2(q_1)/\partial q_1 = -(p_1^*/p_2^*)$, a fact which we will use later when proving (103) below. Define utility as a function of q_1 for $0 \leq q_1 \leq q_1^*$, holding expenditures on the two commodities constant at e^*, as follows:

(100) $h(q_1) \equiv f(q_1,q_2(q_1)) = f(q_1,[e^* - p_1^*q_1]/p_2^*)$.

We use the function $h(q_1)$ to measure the purchaser loss of utility as we move q_1 from its original equilibrium level of q_1^* to 0. The proportional *loss of utility due to the withdrawal of product 1 from the marketplace*, L_1, can be measured by the negative of the utility ratio less unity:

(101) $L_1 \equiv -\{[h(0)/h(q_1^*)] - 1\} = -\{[h(0)/f(q_1^*,q_2^*)] - 1\} = -\{[h(0)/f^*] - 1\} \geq 0$.

We approximate $h(0)$ by a second order Taylor series approximation around the point q_1^*:

(102) $h(0) \approx h(q_1^*) + h'(q_1^*)(0 - q_1^*) + (1/2)\, h''\,(q_1^*)(0 - q_1^*)^2$.

Calculating $h'(q_1^*)$ and $h''(q_1^*)$ and substituting (102) into (101), we find that $h'(q_1^*) = 0$ and the second order approximation to L_1 is the following expression:[64]

$$
\begin{aligned}
(103)\ L_{A1} &\equiv -\,(1/2)\, f_{11}^*\, (f^*)^{-1}\, (1+[s_1^*/s_2^*])^2\, (q_1^*)^2 \\
&= -\,(1/2)\mu_{11}^* s_1^*(1+[s_1^*/s_2^*])^2 \\
&\geq 0
\end{aligned}
$$

where $\mu_{11}^* \equiv f_{11}^*q_1^*/f_1^* \leq 0$ is the *marginal utility elasticity for product 1* and $s_1^* \equiv p_1^*q_1^*/e^*$ is the fitted expenditure share of product 1 at the optimal equilibrium when both products are present. If $\mu_{11}^* = 0$ or $s_1^* = 0$, then L_{A1} equals 0 and there is no loss of utility. If the utility function is linear, then the products are perfect substitutes and the second derivative f_{11}^* will be equal to 0. Thus in this case, μ_{11}^* equals 0 and L_{A1} will equal 0 as

[64] See Appendix B for a proof of this result.

well, and there will be no loss of utility due to the withdrawal of the product from the marketplace. On the other hand, the less substitutable the two products are, the more negative will be μ_{11}^* and the bigger will be the loss of utility due to the withdrawal of the product from the marketplace.

It is of some interest to derive an approximation to the reservation price for a product that is withdrawn from the market. Of course, if econometric techniques are used to estimate a concave linearly homogeneous utility function, then an exact reservation price can be obtained for the withdrawal of each product in each period by solving a concave programming problem. But as we have seen, it is not a simple matter to estimate a suitable utility function. Thus a simple formula that gives us an approximation to the reservation price is of some use to statistical agencies that use carry forward prices for missing products since an approximate reservation price could be used in place of the missing product prices. The actual *reservation price for product 1* as a function of q_1 can be defined as follows:

$$(104)\ p_1(q_1) \equiv e^* f_1(q_1, [e^* - p_1^* q_1]/p_2^*)/f(q_1, [e^* - p_1^* q_1]/p_2^*).$$

The *proportional increase in the observed price of product 1*, PI_1, that would be required to reduce the demand for the product to 0 is defined as follows:

$$(105)\ PI_1 \equiv [p_1(0) - p(q_1^*)]/p(q_1^*) = [p_1(0) - p_1^*]/p_1^*.$$

Approximating $p_1(0)$ by its first order Taylor series approximation around q_1^* leads to the following approximation to PI_1: [65]

$$\begin{aligned}(106)\ PI_{A1} &\equiv - p_1'(q_1^*)q_1^*/p_1^* \\ &= - \mu_{11}[1 + (s_1^*/s_2^*)] \\ &\geq 0\end{aligned}$$

where the inequality follows since the marginal utility elasticity $\mu_{11} \leq 0$. Thus the bigger in magnitude is this elasticity, the higher will be the reservation price for product 1 if it is withdrawn from the marketplace.

We apply a modification of the above formulae to our data set using our estimated KBF and CES utility functions. The modification is this: we single out each product and regard it as a product 1 in the approximate formulae (103) and (106). The remaining products are aggregated into product 2. The share of this aggregate product 2 is simply $s_2^* \equiv 1 - s_1^*$.[66] With these modifications, we can calculate L_1 and PI_1 for each product and each time period. Denote these modified measures choosing product n in period t as the product singled out for withdrawal as L_n^t and PI_n^t. Denote the mean of these measures for

[65] See Appendix B for a proof of this result.

[66] The shares that we use for this exercise are fitted shares; i.e., we use the actual quantities that are observed in period t, q_n^t, and the estimated prices $p_n^{t*} \equiv f_1(q^t)e^t/f(q^t)$ where f(q) is the estimated utility function. The shares used in the subsequent computations are the fitted shares $s_n^t \equiv p_n^{t*}q_n^t/p^{t*}\cdot q^t$ for t = 1,...,39 and n = 1,...,19.

product n over the 39 time periods for our estimated KBF and CES functional forms by $L_{KBF,n}$, $PI_{KBF,n}$, $L_{KBF,n}$ and $PI_{KBF,n}$. These means are listed in Table 7 below.

Table 7: Approximate Average Proportional Losses of Utility and Average Proportional Increases in Price due to Product Withdrawal for the Estimated KBF and CES Utility Functions

Product n	$L_{KBF,n}$	$PI_{KBF,n}$	$L_{CES,n}$	$PI_{CES,n}$	$\mu_{KBF,nn}$	$\mu_{CES,nn}$
1	0.00407	0.11892	0.00230	0.13610	-0.12974	-0.13883
2	0.00077	0.04157	0.00294	0.13270	-0.04336	-0.14324
3	0.00055	0.03010	0.00403	0.12619	-0.03137	-0.14135
4	0.00081	0.04364	0.00125	0.14105	-0.04550	-0.14230
5	0.00331	0.06440	0.00091	0.14256	-0.07562	-0.13025
6	0.00012	0.00674	0.00505	0.11849	-0.00700	-0.14138
7	0.00054	0.02715	0.00064	0.14372	-0.02840	-0.14070
8	0.00101	0.07166	0.00185	0.13827	-0.07391	-0.14262
9	0.00077	0.03997	0.00396	0.12664	-0.04179	-0.14272
10	0.00053	0.03393	0.00444	0.12332	-0.03514	-0.14381
11	0.00335	0.15131	0.00053	0.14418	-0.15928	-0.14021
12	0.00211	0.14541	0.00070	0.14345	-0.15009	-0.14275
13	0.00555	0.07800	0.00457	0.12235	-0.11789	-0.11495
14	0.00092	0.02722	0.00461	0.12203	-0.02960	-0.13607
15	0.00087	0.04217	0.00120	0.14130	-0.04453	-0.14320
16	0.00311	0.05651	0.00323	0.13107	-0.06824	-0.12950
17	0.00194	0.13064	0.00382	0.12753	-0.13493	-0.14224
18	0.00113	0.03940	0.00420	0.12502	-0.04231	-0.13930
19	0.00042	0.01348	0.00372	0.12816	-0.01459	-0.13896
Mean	0.00168	0.06117	0.00265	0.13201	-0.06702	-0.13865

From Table 7, it can be seen that averaging over all products and all time periods, the approximate loss of utility from the withdrawal of a product is about 0.168 percentage points using our estimated KBF utility function and about 0.265 percentage points using our estimated CES utility function. However, the degree of overstatement of the loss of utility for the CES function compared to the KBF function varies a great deal as we vary the product that is withdrawn from the marketplace. Turning to the approximate percentage increase in price that is required to induce the demand for a product to drop to zero, Table 7 indicates that on average, a 6.1 percent increase in price is required for the KBF utility function and a 13.2 percent increase is required for the CES utility function. However, the linear approximation that is involved in deriving these estimates is not accurate for the CES functional form since we know that an infinite increase in price is required to drive demand down to 0.[67]

From (103), the approximate loss of utility due to the withdrawal of product 1 was $L_{A1} \equiv -(1/2)\mu_{11}{}^{*}s_1(1+[s_1{}^{*}/s_2{}^{*}])^2$ where we set $s_2{}^{*} = 1 - s_1{}^{*}$. This formula is valid for any linearly

[67] It is likely that the linear approximation for the reservation price is more accurate for the KBF functional form since the KBF utility function is “close” to being a quadratic function and hence linear approximations to its derivatives will be “close” to being accurate.

homogeneous utility function. Thus it is differences in the own marginal utility elasticity for product 1, $\mu_{11}{}^{*}$, that will lead to differences in the approximate loss due to different choices of functional form for the utility function. Hence, it is of interest to list these own marginal utility elasticities for our two estimated functional forms. Denote the own marginal utility elasticity for product n for the KBF and CES functional forms for the period t data by $\mu_{KBF,nn}{}^{t}$ and $\mu_{CES,nn}{}^{t}$ respectively. Denote the sample average of these elasticities over the 39 time periods by $\mu_{KBF,nn}$ and $\mu_{CES,nn}$. These average elasticities are listed in Table 7. The average CES own marginal utility elasticity over all time periods and all products is − 0.13865 and the corresponding KBF average elasticity is − 0.06702. Thus if we inserted these average elasticities into our approximate loss formula (103), the CES loss would be approximately twice as big as the KBF loss. However, note that for products 11, 12 and 13, the average (over time periods) KBF elasticity is larger in magnitude than the corresponding average CES elasticity. But in general, the CES estimated own marginal utility elasticities tend to be bigger in magnitude than the corresponding KBF elasticities.

In order to explain why the KBF own marginal utility elasticities are so variable relative to the corresponding CES elasticities, it is useful to express these elasticities in terms of the estimated parameters for these two functional forms. Denote the estimated matrix of parameters for the KBF functional form by $A^{*} \equiv [a_{nm}{}^{*}]$. Let q^{t} denote the period t quantity vector with components $q_{i}{}^{t}$. The period t utility function is $f(q) \equiv (q{\cdot}A^{*}q)^{1/2}$. The period t estimated utility level is $f^{t*} \equiv (q^{t}{\cdot}A^{*}q^{t})^{1/2}$. The period t fitted price vector is $p^{t*} \equiv e^{t}\nabla_{q}f(q^{t})/f(q^{t}) = e^{t}A^{*}q^{t}/q^{t}{\cdot}A^{*}q^{t}$. The period t fitted expenditure share for product n is $s_{n}{}^{t*} \equiv p_{n}{}^{t*}q_{n}{}^{t}/p^{t*}{\cdot}q^{t}$ for n = 1,...,N. Denote the first and second order partial derivatives of f(q) evaluated at $q = q^{t}$ as $f_{n}{}^{t*}$ for n = 1,...,N and $f_{nm}{}^{t*}$ for n,m = 1,...,N. The *period t marginal utility elasticities* are defined as follows:

$$(107)\quad \mu_{nm}{}^{t*} \equiv (f_{n}{}^{t*})^{-1}f_{nm}{}^{t*}q_{m}\,; \qquad\qquad n,m = 1,...,N.$$

Evaluating the elasticities defined by (107) for the KBF functional form leads to the following relationship between the elasticities $\mu_{KBF,nm}{}^{t*}$ and the parameters $a_{nm}{}^{*}$ in the A^{*} matrix:[68]

$$(108)\quad \mu_{KBF,nm}{}^{t*} = e^{t}(f^{t*})^{-2}(p_{n}{}^{t*})^{-1}a_{nm}{}^{*}q_{m}{}^{t} - s_{m}{}^{t*}; \qquad\qquad n,m = 1,...,N.$$

For the CES functional form, the period t utility function is $f(q) \equiv [\Sigma_{n=1}{}^{N}\, a_{n}{}^{*}(q_{n})^{r}]^{1/r}$ where r is also a parameter which satisfies $0 < r \leq 1$. The period t estimated utility level is $f^{t*} \equiv [\Sigma_{n=1}{}^{N}\, a_{n}{}^{*}(q_{n}{}^{t})^{r}]^{1/r}$. Denote the first and second order partial derivatives of f(q) evaluated at $q = q^{t}$ as $f_{n}{}^{t*}$ for n = 1,...,N and $f_{nm}{}^{t*}$ for n,m = 1,...,N. Define the fitted period t price for product n as $p_{n}{}^{t*} \equiv e^{t}f_{n}{}^{t*}/f^{t*}$ for n = 1,...,N. Define the period t fitted expenditure share for product n by $s_{n}{}^{t*} \equiv p_{n}{}^{t*}q_{n}{}^{t}/p^{t*}{\cdot}q^{t}$ for n = 1,...,N. Evaluating the elasticities defined by (107) for the CES functional form leads to the following relationship between the own elasticities $\mu_{CES,nn}{}^{t*}$ and the parameters $a_{n}{}^{*}$ and $r = r^{*}$:

[68] See Appendix B for a derivation of (108).

(109) $\mu_{CES,nn}{}^{t*} = (r^* - 1)(1 - s_n{}^{t*}) \leq 0;$ n = 1,...,N.

We also have the following relationship between the CES parameters and the cross marginal utility elasticities for $n \neq m$:[69]

(110) $\mu_{CES,nm}{}^{t*} = (1 - r^*)s_m{}^{t*} \geq 0;$ n, m = 1,...,N.

The problem with the CES functional form becomes apparent when we compare (109) with (108): if the shares $s_n{}^{t*}$ are small, *all* of the own marginal utility elasticities for the CES functional form are approximately equal to $1 - r^*$ whereas from (108), it can be seen that the KBF own marginal utility elasticity for product n depends on the parameter $a_{nn}{}^*$ and these parameters can differ substantially across products. Thus the losses from product withdrawal using the KBF functional form can differ widely across products. The inflexibility of the CES functional form will in general lead to biased estimates of the losses from the withdrawal of products.

The approximate loss measures derived in the previous section are more accurate than the approximate loss measures derived in the previous section.[70] However, the usefulness of the approximate loss measures derived in this section is that they can be implemented using just shares and estimates for own elasticities of inverse demand. Thus these approximate measures can lead to rules of thumb on the magnitude of losses due to the withdrawal of products (and on the magnitude of gains in utility due to the introduction of new products).

We conclude this section by noting some relationships between the marginal utility elasticities defined by (107) and ordinary elasticities of inverse demand. In our framework which makes use of a differentiable linearly homogeneous utility function f(q), the system of inverse Marshallian demand functions is given by the following system of equations:

(111) $p = e\nabla_q f(q)/f(q)$.

Holding expenditure e constant, the N by N matrix of inverse demand derivatives, $\nabla_q p(q)$, can be calculated by differentiating equations (111) with respect to the components of q:

$$\begin{aligned}(112)\ \nabla_q p(q) &= [e/f(q)]\nabla_{qq}{}^2 f(q) - [e/f(q)^2]\ \nabla_q f(q)[\nabla_q f(q)]^T \\ &= [e/f(q)]\nabla_{qq}{}^2 f(q) - e^{-1}pp^T\end{aligned}$$

where we used equations (111) to establish the second equation in (112). Define the *inverse demand elasticity of price n with respect to quantity m* as follows:[71]

[69] Routine computations establish (109) and (110).
[70] The approximate loss measures derived for the CES utility function in the previous section are actually exact loss measures and the corresponding approximate loss measures derived for the KBF utility function were upper bounds to the losses; the actual losses are equal to or less than the approximate KBF losses.
[71] Expenditure e is held constant in these inverse demand function derivatives.

$$(113)\ \varepsilon_{nm} \equiv p_n^{-1}[\partial p_n(q)/\partial q_m]q_m\ ; \qquad n,m = 1,...,N.$$

Define the corresponding marginal utility elasticity μ_{nm} using definitions (107). Then using (107) and (111)-(113), it is straightforward to show that the two sets of elasticities satisfy the following relationships:[72]

$$(114)\ \varepsilon_{nm} = \mu_{nm} - s_m\ ; \qquad n,m = 1,...,N.$$

We make a final observation on equations (111). We might think of using equations (111) to implicitly define ordinary Marshallian demand functions, $q_n(p,e)$, for n = 1,...,N. Holding e constant, differentiate both sides of the system of equations $p = e\nabla_q f(q(p))/f(q(p))$ with respect to the components of p. If these demand functions existed, then they would satisfy the following system of equations:

$$(115)\ I_N = [(e/f)\ \nabla_{qq}{}^2 f(q)\ - e^{-1}pp^T]\nabla_p q(p) = B\ \nabla_p q(p).$$

If the matrix B had full rank, then the ordinary demand functions would exist and their matrix of first order partials, $\nabla_p q(p)$, would exist and would equal B^{-1}. However, if we estimate KBF inverse demand functions, then with many products, the B matrix will be singular and the system of ordinary demand functions will not exist as single valued functions. Even in this case, it is still possible to calculate welfare losses and finite reservation prices using our previous methodology.

13. Hausman's Approximate Loss Methodology

In addition to his expenditure function estimation approach to measuring the benefits of new products that was discussed at the end of section 11, Hausman (1981; 665) (2003; 39) worked out an approximate approach to this measurement problem using one of Hicks' price variation concepts as the underlying theoretical tool.[73] Instead of comparing the utility obtained when all products are present to the utility that is obtainable when a product is withdrawn to utility, Hausman compares the observed expenditure (or "income") when all products present to the hypothetical income required to achieve the all product level of utility if a product is withdrawn from the marketplace. Thus utility is

[72] If $f(q) \equiv (q^TA^*q)^{1/2}$, the KBF functional form, then $\varepsilon_{nm} = e[f(q)]^{-2}p_n^{-1}a_{nm}{}^*q_m - 2s_m$.

[73] Suppose a utility maximizing agent has the utility function f(q) where q is a consumption vector. Let u = f(q) and let p be a positive vector of consumer prices that the agent faces. The household's cost or expenditure function is defined as $C(u,p) \equiv \min_q \{p\cdot q : f(q) \geq u\}$. Diewert and Mizobuchi (2009; 344) used the cost function to define the family of *Hicksian price variation functions* as $P_H(p^0,p^1,q) \equiv C[f(q),p^1] - C[f(q),p^0]$. Hicks (1945; 68-69) defined two special cases of this family of functions: $P_H(p^0,p^1,q^0)$, *the price compensating variation* and $P_H(p^0,p^1,q^1)$, the *price equivalent variation*. Samuelson (1974) defined the family of *money metric utility changes* as follows: $Q_S(q^0,q^1,p) \equiv C[f(q^1),p] - C[f(q^0),p]$. These functions are difference counterparts to the family of Allen (1949) quantity indexes, $C[f(q^1),p]/C[f(q^0),p]$. In the case where f(q) is linearly homogeneous, the Allen quantity indexes are equal to $f(q^1)/f(q^0)$ for all reference price vectors p. Henderson (1941; 118) defined the (quantity) *compensating variation* as $Q_S(q^0,q^1,p^1)$ for the case of two commodities and Hicks (1942; 128) defined it for the case of N commodities. Hicks (1942; 127) also defined the (quantity) *equivalent variation* for a general N as $Q_S(q^0,q^1,p^0)$.

held constant in the two situations as is the price of the second product (which can be regarded as an aggregate of all other products). What changes is the price of product 1 from the observed all product equilibrium price to the reservation price which induces zero demand for product 1.

We derive a version of Hausman's approximate income compensation measure for the case of two commodities assuming homothetic preferences. Let $f(q_1,q_2)$ denote the linearly homogeneous, concave, increasing and differentiable utility function and let q_1^*, q_2^* solve the purchasers' utility maximization problem when purchasers face the positive prices p_1^*, p_2^*. The purchasers' total expenditure in the all product equilibrium is $e^* = p_1^*q_1^* + p_2^*q_2^*$. Let q_1 decrease from its initial level of q_1^* to 0 along the indifference curve defined by the set of q_1 and q_2 that satisfy $f(q_1,q_2) = u^* \equiv f(q_1^*,q_2^*)$.[74] Thus define $q_2(q_1)$ implicitly by $u^* = f(q_1,q_2(q_1))$. Thus $u^* = f(0,q_2(0))$ and the amount of "income" that is necessary to purchase $q_2(0)$ at the price p_2^* is $e^{**} = p_2^*q_2(0)$. In Appendix B, we derive a second order approximation to $q_2(0)$ and hence to e^{**}. The *Hausman increase in income* required to compensate consumers for the withdrawal of product 1 from the marketplace as a fraction of initial income is defined as $H_1 \equiv [e^{**} - e^*]/e^*$. The second order *approximation* to this measure is the following one:[75]

$$(116)\ H_{A1} \equiv -\mu_{11}^*s_1^*\{1 + [s_1^*/(1 - s_1^*)]\}^2$$
$$= L_{A1} \geq 0$$

where L_{A1} is the approximate loss of utility measure defined above by (103). Thus there is a close connection (in the case of only two products with homothetic preferences) between the approximate loss of utility measure L_{A1} defined by (103) and the approximate increase in income measure H_{A1} defined (116); i.e., they are equal!

14. Conclusion

There are several tentative conclusions that can be drawn from the computations undertaken in this paper:

- The Feenstra CES methodology for adjusting maximum overlap chained price indexes for changes in product availability is very much dependent on having accurate estimates for the elasticity of substitution. The gains from increasing product availability are very large if the elasticity of substitution σ is close to one and fall rapidly as the elasticity increases.
- It is not a trivial matter to obtain an accurate estimate for σ. When applying traditional consumer demand theory to actual data, it is commonplace to have expenditure shares as the dependent variables and product prices as the independent variables. When this framework was applied to our grocery store data set using the CES functional form for the unit cost function, we found that the equation by equation fit was poor. Two alternative econometric specifications

[74] We assume that this indifference curve intersects the q_2 axis.
[75] See Appendix B for a proof of (116).

could be used to estimate a CES utility function where sales shares are functions of quantities in specification 2 and prices are functions of quantities and total expenditure in specification 3. We found that specifications 2 and 3 fit the data much better and the resulting estimate for σ was much larger than the corresponding estimate for σ when we used the CES unit cost function specification.

- Section 5 of the paper developed a new methodological approach to the estimation of the elasticity of substitution if purchasers of products have CES preferences. This new method adapts Feenstra's (1994) double log differencing technique to the estimation of σ in a systems approach where only one parameter needs to be estimated for an entire system of transformed inverse CES demand functions.
- A major purpose of the present paper was the estimation of Hicksian reservation prices for products that were not available in a period. In the CES framework, these reservation prices turn out to be infinite. But typically, it does not require an infinite reservation price to deter a consumer from purchasing a product. Thus we estimated the utility function $f(q) \equiv (q^T Aq)^{1/2}$, which was originally introduced by Konüs and Byushgens (1926). They showed that this functional form was exactly consistent with the use of Fisher (1922) price and quantity indexes so we called this functional form the KBF functional form. The use of this functional form leads to finite reservation prices, which can be readily calculated once the utility function has been estimated.
- We indicated how the correct curvature conditions on this functional form could be imposed and we showed that this functional form is a semiflexible functional form which is similar to the normalized quadratic semiflexible functional form introduced by Diewert and Wales (1987) (1988).
- We initially estimated the KBF functional form using expenditure shares as dependent variables and quantities as the conditioning variables. We used the usual systems approach to the estimation of a system of inverse demand equations. However, we found that existing algorithms for the nonlinear systems of equations bogged down using this approach because the approach requires the estimation of the elements of a symmetric variance-covariance matrix plus the elements of the symmetric matrix A.
- Thus we stacked the estimating equations into a single (big) equation and estimated the unknown parameters in the A matrix using sales shares as the dependent variables using a semiflexible approach. This approach required the estimation of only one variance parameter.[76]
- The one big equation semiflexible approach worked in a satisfactory manner. This approach also allowed us to drop the observations that correspond to the unavailable products. We ended up getting useful estimates for the parameters in the A matrix.
- However, when we used our estimated utility function to construct fitted prices for the available products (and estimated reservation prices for the unavailable

[76] Of course, this approach has the disadvantage of not accounting adequately for heteroskedasticity and possible correlation between the various product equation error terms.

products), we found that the fitted prices were not nearly as close to the actual prices as were the fitted sales shares to the actual sales shares. This was an unsatisfactory development since if the fitted prices are not close to the actual prices for products that are present, it is unlikely that the reservation prices for unavailable products would be close to the "true" reservation prices.

- Thus in section 10 above, we switched from the one big equation approach that had shares as dependent variables to a one big equation approach that had actual prices as the dependent variables. This approach generated satisfactory estimates for the KBF functional form.
- The results presented in sections 10 and 11 indicate that the Feenstra CES methodology for measuring the benefits of increases in product variety may substantially overstate these benefits as compared to our semiflexible methodology.
- Another major conclusion that follows from our analysis is that the chain drift problem that arises in the scanner data context is perhaps a much bigger problem than adjusting price indexes for changes in product variety.[77] Our estimated adjustments for changes in product variety were rather small as compared to the large amount of chain drift we found in all of our chained indexes that used actual price and quantity data.[78]
- In section 11, we developed a utility function based methodology for measuring the net gains from net increases in product availability that is a counterpart to Hausman's expenditure or cost function based methodology.
- In section 12, we restricted our model to the two product case and approximated our utility based measure of the gains from increased product availability by a second order Taylor series approximation. We found that our approximate method also indicated that the Feenstra methodology would tend to overestimate the gains from new products.
- The methodology developed in section 12 may be useful for statistical agencies that use carry forward prices for missing prices. The methodology in this section shows how an estimate for the own elasticity of inverse demand can be used to form an approximate upward adjustment to a carry forward price for a missing product.
- Finally, in section 13, we again restricted our model to the case of two products and showed that Hausman's income compensation measure for the loss of the availability of a product was essentially the same as our utility loss measure derived in section 12.

Appendix A: The Frozen Juice Data

Here is a listing of the "monthly" quantities sold of 19 varieties of frozen juice (mostly orange juice) from Dominick's Store 5 in the Greater Chicago area, where a "month" consists of sales for 4 consecutive weeks.

[77] Thus Keynes (1930; 106) was right to worry about the use of chained indexes generating chain drift.
[78] See the Australian Bureau of Statistics (2016) and Diewert and Fox (2017) for a review of the use of multilateral methods that could be used to control the chain drift problem. These papers did not address the issues raised by changes in product availability which is the focus of the present paper.

Table A1: "Monthly" Quantities Sold for 19 Frozen OJ Products

Month t	q_1^t	q_2^t	q_3^t	q_4^t	q_5^t	q_6^t	q_7^t	q_8^t	q_9^t
1	142	0	66	0	369	85	108	163	90
2	330	0	299	0	1612	223	300	211	171
3	453	0	140	0	675	206	230	250	158
4	132	0	461	0	1812	210	430	285	194
5	87	0	107	0	490	210	158	256	159
6	679	0	105	0	655	163	182	250	170
7	53	0	260	0	793	178	232	287	135
8	141	0	100	0	343	117	115	174	154
9	442	123	191	108	633	153	145	168	265
10	524	239	204	125	544	129	184	320	390
11	34	19	204	179	821	131	225	427	1014
12	52	32	79	85	243	117	89	209	336
13	561	247	124	172	698	139	200	340	744
14	515	266	206	187	660	120	188	144	153
15	87	56	131	161	240	109	144	141	93
16	325	111	130	195	372	151	169	176	105
17	444	154	294	331	1127	146	271	219	127
18	588	175	203	229	569	159	165	250	133
19	476	264	122	156	175	130	131	282	85
20	830	276	198	181	669	132	149	205	309
21	614	208	166	156	309	115	165	141	186
22	764	403	172	165	873	94	240	206	585
23	589	55	144	163	581	118	181	204	1010
24	988	467	81	122	178	81	128	315	632
25	593	236	230	184	1039	111	215	240	935
26	55	42	296	313	1484	81	465	413	619
27	402	273	113	121	199	114	127	129	849
28	307	81	390	236	976	107	359	357	95
29	57	96	157	168	771	105	262	85	116
30	426	289	188	191	755	121	181	121	211
31	56	70	399	246	783	116	387	147	105
32	612	487	110	94	222	109	130	129	118
33	40	42	552	470	1114	114	574	150	120
34	342	253	177	265	424	98	235	139	157
35	224	132	185	230	437	84	211	160	413
36	78	51	152	214	557	97	231	395	637
37	345	189	161	130	395	95	173	146	528
38	76	22	155	237	355	113	172	121	246
39	89	80	363	242	921	111	363	185	231

Month t	q_{10}^t	q_{11}^t	q_{12}^t	q_{13}^t	q_{14}^t	q_{15}^t	q_{16}^t	q_{17}^t	q_{18}^t	q_{19}^t
1	45	174	109	2581	233	132	126	107	50	205
2	109	351	239	983	405	452	1060	207	198	149
3	118	325	303	1559	629	442	343	199	123	313

4	**143**	**263**	**322**	**1638**	**647**	**412**	**1285**	**195**	**324**	**75**
5	**121**	**514**	**210**	**3552**	**460**	**265**	**769**	**175**	**471**	**1130**
6	**89**	**424**	**206**	**865**	**482**	**314**	**1001**	**113**	**279**	**652**
7	**93**	**531**	**232**	**981**	**495**	**280**	**2466**	**206**	**976**	**59**
8	**108**	**307**	**201**	**1752**	**366**	**201**	**932**	**109**	**362**	**503**
9	**185**	**376**	**189**	**2035**	**366**	**233**	**170**	**103**	**98**	**658**
10	**346**	**381**	**0**	**694**	**399**	**290**	**764**	**81**	**236**	**760**
11	**811**	**286**	**210**	**1531**	**363**	**273**	**201**	**98**	**81**	**598**
12	**252**	**511**	**112**	**4054**	**292**	**295**	**626**	**138**	**171**	**297**
13	**180**	**569**	**392**	**1330**	**296**	**277**	**145**	**181**	**98**	**268**
14	**113**	**424**	**187**	**786**	**367**	**317**	**414**	**93**	**172**	**535**
15	**99**	**388**	**186**	**2828**	**242**	**242**	**755**	**109**	**226**	**323**
16	**68**	**259**	**299**	**1981**	**392**	**263**	**708**	**177**	**124**	**344**
17	**58**	**271**	**305**	**888**	**478**	**306**	**750**	**169**	**191**	**54**
18	**60**	**245**	**303**	**2217**	**403**	**681**	**1216**	**97**	**259**	**61**
19	**52**	**360**	**155**	**2266**	**309**	**190**	**1588**	**113**	**424**	**473**
20	**274**	**232**	**0**	**1983**	**320**	**214**	**183**	**181**	**105**	**323**
21	**154**	**1027**	**0**	**2152**	**328**	**190**	**720**	**122**	**245**	**49**
22	**402**	**539**	**0**	**1514**	**242**	**155**	**1280**	**95**	**394**	**23**
23	**841**	**309**	**109**	**1216**	**271**	**145**	**1186**	**94**	**170**	**94**
24	**531**	**272**	**126**	**1379**	**288**	**143**	**558**	**112**	**208**	**66**
25	**607**	**290**	**127**	**3240**	**254**	**125**	**153**	**77**	**53**	**634**
26	**549**	**314**	**138**	**1227**	**235**	**128**	**758**	**81**	**354**	**40**
27	**236**	**391**	**162**	**2626**	**334**	**155**	**483**	**130**	**437**	**118**
28	**75**	**265**	**164**	**681**	**361**	**135**	**1158**	**83**	**628**	**562**
29	**94**	**329**	**163**	**1620**	**362**	**159**	**1030**	**97**	**483**	**608**
30	**107**	**436**	**185**	**546**	**395**	**154**	**1161**	**144**	**672**	**1210**
31	**72**	**494**	**205**	**1408**	**368**	**142**	**1195**	**129**	**701**	**314**
32	**79**	**482**	**156**	**490**	**318**	**2522**	**1208**	**100**	**870**	**337**
33	**59**	**436**	**169**	**1265**	**300**	**103**	**401**	**61**	**267**	**151**
34	**96**	**391**	**171**	**2112**	**353**	**100**	**546**	**85**	**323**	**112**
35	**354**	**389**	**175**	**715**	**343**	**83**	**2342**	**117**	**941**	**346**
36	**541**	**406**	**141**	**2523**	**344**	**85**	**340**	**83**	**314**	**155**
37	**498**	**283**	**109**	**684**	**177**	**64**	**91**	**33**	**107**	**169**
38	**151**	**305**	**151**	**366**	**259**	**89**	**396**	**94**	**203**	**415**
39	**237**	**321**	**118**	**1392**	**218**	**118**	**515**	**100**	**353**	**67**

It can be seen that there were no sales of Products 2 and 4 for months 1-8 and there were no sales of Product 12 in month 10 and in months 20-22. Thus there is a new and disappearing product problem for 20 observations in this data set.

The corresponding monthly unit value prices for the 19 products are listed in Table A2.

Table A2: "Monthly" Unit Value Prices for 19 Frozen OJ Products

Month t	p_1^t	p_2^t	p_3^t	p_4^t	p_5^t	p_6^t	p_7^t	p_8^t	p_9^t
1	**1.4700**	***1.7413***	**1.7718**	***1.7831***	**1.7618**	**2.3500**	**1.7715**	**0.9624**	**0.7553**
2	**1.4242**	***1.5338***	**1.3967**	***1.5378***	**1.4148**	**2.3500**	**1.5460**	**1.0900**	**0.8300**
3	**1.4463**	***1.5433***	**1.5521**	***1.7782***	**1.5734**	**2.3000**	**1.6413**	**1.0900**	**0.5856**
4	**1.5200**	***1.5476***	**1.3753**	***1.3872***	**1.4004**	**2.3000**	**1.3793**	**1.0623**	**0.6701**

5	1.5200	*1.5688*	1.6900	*1.6933*	1.6900	2.2929	1.6900	1.0900	0.6208
6	1.4457	*1.3659*	1.8854	*1.8155*	1.8821	2.5895	1.8761	1.0900	0.5900
7	1.9753	*1.7326*	1.8546	*1.9018*	1.8793	2.7500	1.8332	1.0140	0.8300
8	1.7040	*1.9262*	2.0900	*2.1594*	2.0900	2.7415	1.9600	1.0778	0.8300
9	1.6299	1.9900	1.8575	1.9085	1.8195	2.7437	1.9315	1.0796	0.8089
10	1.5505	1.5615	1.8410	1.8980	1.8253	2.7500	1.8987	0.9469	0.8148
11	1.9900	1.9900	1.6763	1.6420	1.6169	2.7500	1.6402	0.9549	0.7061
12	1.9900	1.9900	2.0900	2.0900	2.0900	2.7500	2.0900	0.9828	0.9509
13	1.3649	1.3977	1.8682	1.7993	1.7476	2.7500	1.7625	0.8900	0.5866
14	1.4506	1.5073	1.6992	1.7691	1.7120	2.6200	1.7389	1.0900	0.9600
15	1.9900	1.9900	1.7648	1.7186	1.7317	2.4900	1.7706	1.0609	0.9600
16	1.4712	1.4224	1.6305	1.6483	1.6498	2.4900	1.6578	1.0139	0.9600
17	1.2599	1.2559	1.3500	1.3618	1.3264	2.2600	1.3626	0.9900	0.8053
18	1.0567	1.0936	1.4213	1.4440	1.4096	2.2600	1.4962	1.0200	0.7880
19	1.1596	1.1683	1.7000	1.7000	1.7000	2.2600	1.7000	0.9900	0.9600
20	1.0301	1.0823	1.4442	1.4660	1.3573	2.1800	1.4930	1.0305	0.6120
21	1.1281	1.2025	1.4536	1.4700	1.4580	2.0104	1.4635	1.0900	1.0234
22	1.0125	1.0472	1.4437	1.4860	1.4168	2.0079	1.4900	1.0308	0.7609
23	1.4800	1.4800	1.3969	1.4263	1.3570	2.0200	1.4188	1.0307	0.5900
24	0.9450	0.9738	1.5100	1.5100	1.5100	2.0200	1.5100	1.0900	0.5900
25	1.0594	1.1084	1.1844	1.1794	1.0661	2.0200	1.2077	1.0900	0.5900
26	1.4800	1.4800	1.1127	1.1559	1.1414	2.0200	1.1404	1.0900	0.5900
27	1.2160	1.2293	1.5100	1.5100	1.5100	2.0200	1.5100	1.0900	0.5900
28	1.2174	1.3010	1.1100	1.1729	1.0923	2.0200	1.1537	0.6494	0.5900
29	1.4800	1.4800	1.4278	1.4341	1.3872	2.0200	1.4201	1.1631	0.5900
30	1.1285	1.1453	1.3092	1.3659	1.2811	2.0200	1.3580	1.0764	0.5900
31	1.5621	1.5600	1.3231	1.3803	1.3454	2.1457	1.3270	1.1244	0.5900
32	1.2363	1.2396	1.7900	1.7900	1.7900	2.3900	1.7900	1.1800	0.5900
33	1.7800	1.7800	1.0770	1.1653	1.0963	2.3900	1.1322	1.1800	0.5900
34	1.3830	1.3775	1.4778	1.4867	1.5261	2.3900	1.5043	1.1327	0.5900
35	1.4171	1.4518	1.4543	1.5537	1.5382	2.3900	1.5952	1.1631	0.5900
36	1.5910	1.5786	1.5532	1.5398	1.4620	2.1500	1.5465	0.8458	0.5900
37	1.3687	1.3859	1.6586	1.6811	1.6694	2.3492	1.7132	0.9334	0.6464
38	1.7100	1.7100	1.6161	1.6002	1.5986	2.3700	1.5945	1.3000	0.6500
39	1.4603	1.4793	1.1428	1.2318	1.1204	2.3700	1.2161	1.0822	0.6500

Month t	p_{10}^t	p_{11}^t	p_{12}^t	p_{13}^t	p_{14}^t	p_{15}^t	p_{16}^t	p_{17}^t	p_{18}^t	p_{19}^t
1	0.7553	0.9095	1.2900	1.0522	1.7500	0.6800	1.7900	1.9536	1.7900	1.4939
2	0.8300	0.9900	1.2900	1.3500	1.7500	0.6800	1.4400	1.7578	1.5637	1.4117
3	0.5280	0.9900	1.2567	1.2776	1.6112	0.6616	1.6126	1.7528	1.5827	1.3792
4	0.6685	0.9900	1.2900	1.1900	1.5900	0.6700	1.3081	1.7095	1.3033	1.4200
5	0.6203	0.8600	1.2900	1.1342	1.5900	0.6700	1.2620	1.7094	1.2607	0.9233
6	0.5900	0.9386	1.2900	1.3842	1.8386	0.7809	1.1895	2.1489	1.4238	1.0674
7	0.8300	0.8393	1.2900	1.4900	1.8900	0.7900	1.2303	2.0555	1.2249	1.9300
8	0.8300	0.9900	1.2900	1.2886	1.9442	0.8291	1.9709	2.2717	1.9699	1.6333
9	0.8088	0.9900	1.1900	1.3496	2.0500	0.8500	1.9600	2.4521	1.9600	1.4278
10	0.8123	0.9900	*1.6087*	1.5900	2.0500	0.8500	1.6045	2.4394	1.6057	1.4213
11	0.7201	0.9900	1.2900	1.4443	2.1464	0.8693	1.9600	2.4165	1.9600	1.4451
12	0.9519	0.8624	1.2900	1.1177	2.1900	0.8900	1.7284	2.3697	1.7579	1.9300
13	0.7683	0.8392	1.0765	1.4161	2.1900	0.8900	1.9600	2.2900	1.9600	1.5737
14	0.9600	0.9419	1.2034	1.5822	2.0855	0.8581	1.4810	2.4470	1.5627	1.4748

15	**0.9600**	**0.9900**	**1.2900**	**1.1207**	**2.0500**	**0.8500**	**1.4155**	**2.3524**	**1.4374**	**1.5472**
16	**0.9600**	**1.0403**	**1.2900**	**1.2071**	**2.0500**	**0.8500**	**1.3793**	**2.2900**	**1.5192**	**1.4954**
17	**0.7881**	**1.0600**	**1.1671**	**1.3867**	**1.7668**	**0.8363**	**1.2925**	**2.2900**	**1.3198**	**1.7467**
18	**0.7693**	**1.0954**	**1.1179**	**1.0587**	**1.6900**	**0.6332**	**1.0697**	**2.0818**	**1.1456**	**1.6800**
19	**0.9600**	**1.1300**	**1.4100**	**0.9647**	**1.6900**	**0.7900**	**1.0330**	**1.8900**	**1.0922**	**1.3131**
20	**0.5834**	**1.1300**	***1.5388***	**0.9677**	**1.6900**	**0.7900**	**1.5000**	**1.8353**	**1.5000**	**1.3311**
21	**1.0214**	**0.9632**	***1.0364***	**0.9629**	**1.5900**	**0.7500**	**1.2542**	**1.8367**	**1.2507**	**1.6082**
22	**0.7542**	**1.0334**	***1.3301***	**1.0506**	**1.6239**	**0.7642**	**1.0378**	**1.8900**	**1.0599**	**1.5200**
23	**0.5900**	**1.1500**	**1.4500**	**1.0693**	**1.5900**	**0.7500**	**1.0352**	**1.8900**	**1.1490**	**1.2094**
24	**0.5900**	**1.1500**	**1.4500**	**1.0820**	**1.5900**	**0.7500**	**1.3423**	**1.8293**	**1.3476**	**1.4200**
25	**0.5900**	**1.1500**	**1.4500**	**0.8743**	**1.5900**	**0.7500**	**1.5000**	**1.8212**	**1.5000**	**1.0178**
26	**0.5900**	**1.1500**	**1.4500**	**1.0347**	**1.5900**	**0.7500**	**1.0331**	**1.8270**	**1.1024**	**1.4200**
27	**0.5900**	**0.9300**	**1.2300**	**0.9812**	**1.5900**	**0.7500**	**1.3609**	**1.8277**	**1.3589**	**1.3242**
28	**0.5900**	**0.9300**	**1.2300**	**1.2500**	**1.5900**	**0.7500**	**1.0296**	**1.8900**	**1.0339**	**1.0153**
29	**0.5900**	**0.9300**	**1.2300**	**1.0406**	**1.5900**	**0.7500**	**1.0489**	**1.8900**	**1.0344**	**1.0204**
30	**0.5900**	**0.9300**	**1.2300**	**1.2500**	**1.5900**	**0.7500**	**1.0194**	**1.8372**	**1.0219**	**1.0071**
31	**0.5900**	**0.9300**	**1.2300**	**1.1474**	**1.5900**	**0.7500**	**1.0485**	**2.0130**	**1.0533**	**1.0597**
32	**0.5900**	**0.9300**	**1.2300**	**1.3500**	**1.5900**	**0.4023**	**1.1019**	**2.2900**	**1.0672**	**1.2422**
33	**0.5900**	**0.9300**	**1.2300**	**1.2567**	**1.5900**	**0.7500**	**1.5768**	**2.2900**	**1.5630**	**1.5311**
34	**0.5900**	**0.9300**	**1.2300**	**1.0672**	**1.5900**	**0.7500**	**1.4765**	**2.2900**	**1.4829**	**1.5900**
35	**0.5900**	**0.9300**	**1.2300**	**1.3500**	**1.5900**	**0.7500**	**1.5100**	**2.2054**	**1.5082**	**1.3474**
36	**0.5900**	**0.9300**	**1.2300**	**1.0735**	**1.5900**	**0.7500**	**1.6709**	**2.2599**	**1.7327**	**1.5279**
37	**0.6464**	**1.0146**	**1.3335**	**1.2864**	**1.9099**	**0.9103**	**1.7535**	**2.4782**	**1.7560**	**1.4474**
38	**0.6500**	**1.0200**	**1.3500**	**1.5300**	**1.9700**	**0.9400**	**1.5549**	**2.2212**	**1.5702**	**1.3701**
39	**0.6500**	**1.0200**	**1.3500**	**1.2288**	**1.9700**	**0.9400**	**1.3916**	**2.3875**	**1.3794**	**1.6400**

The actual prices p_2^t and p_4^t are not available for t =1,2,...,8 since products 2 and 4 were not sold during these months. However, in the above Table, we filled in these missing prices with the imputed reservation prices that were estimated in Section xx. Similarly, p_{12}^t was missing for months t = 12, 20, 21 and 22 and again, we replaced these missing prices with the corresponding estimated imputed reservation prices in Table A2. The imputed prices appear in italics in the above Table.

The specific products (and their package size in ounces) are as follows: 1 = Florida Gold Valencia (12); 2 = Florida Gold Pulp Free (12); 3 = MM Country Style OJ (12); 4 = MM Pulp Free Orange (12); 5 = MM OJ (12); 6 = MM OJ (16); 7 = MM OJ W/CA (12); 8 = MM Fruit Punch (12); 9 = HH Lemonade (12); 10 = HH Pink Lemonade (12); 11 = Dom Apple Juice (12); 12 = Dom Apple Juice (16); 13 = HH OJ (12); 14 = HH OJ (16); 15 = HH OJ (6); 16 = Tropicana SB OJ (12); 17 = Tropicana OJ (16); 18 = Tropicana SB Home Style OJ (12); 19 = Citrus Hill OJ (12)

Appendix B: Proofs of Some Results

Proof of (103):

Using the first order conditions (95), it can be seen that p_1^*/p_2^* satisfies the following equation:

(B1) $p_1^*/p_2^* = f_1(q_1^*,q_2^*)/f_2(q_1^*,q_2^*)$.

Recall that $h(q_1)$ is defined as $f(q_1,[e^* - p_1^*q_1]/p_2^*)$. Thus the derivative of $h(q_1)$ evaluated at q_1^* is equal to the following expression:

$$\text{(B2)}\quad h'(q_1^*) = f_1(q_1^*,q_2^*) - f_2(q_1^*,q_2^*)(p_1^*/p_2^*) \\ = 0$$

where the second equality follows using (B1).

Since $f(q_1,q_2)$ is linearly homogeneous, Euler's Theorem on homogeneous functions implies that the following equations are satisfied:

$$\text{(B3)}\quad f_{11}^*q_1^* + f_{12}^*q_2^* = 0;$$
$$\text{(B4)}\quad f_{21}^*q_1^* + f_{22}^*q_2^* = 0;$$

The above two equations enable us to solve for the f_{nm}^* in terms of f_{11}^* provided $q_1^* > 0$ and $q_2^* > 0$:

$$\text{(B5)}\quad f_{12}^* = f_{21}^* = - f_{11}^*(q_1^*/q_2^*);\ f_{22}^* = f_{11}^*(q_1^*/q_2^*)^2$$

Differentiate $h'(q_1) = f_1(q_1, [e^* - p_1^*q_1]/p_2^*) - f_2(q_1, [e^* - p_1^*q_1]/p_2^*)(p_1^*/p_2^*)$ with respect to q_1 and evaluate the resulting derivatives at $q_1 = q_1^*$:

$$\begin{aligned}\text{(B6)}\quad h''(q_1^*) &= f_{11}(q_1^*,q_2^*) - f_{12}(q_1^*,q_2^*)(p_1^*/p_2^*) - f_{12}(q_1^*,q_2^*)(p_1^*/p_2^*)+f_{22}(q_1^*,q_2^*)(p_1^*/p_2^*)^2 \\ &= f_{11}^* - 2f_{12}^*(p_1^*/p_2^*) + f_{22}^*(p_1^*/p_2^*)^2 && \text{using } f_{12}^* = f_{21}^* \\ &= f_{11}^* + 2f_{11}^*(p_1^*/p_2^*)(q_1^*/q_2^*) + f_{11}^*(p_1^*/p_2^*)^2(q_1^*/q_2^*)^2 && \text{using (B5)} \\ &= f_{11}^*[1 + 2(s_1^*/s_2^*) + (s_1^*/s_2^*)^2] \\ &= f_{11}^*[1 + (s_1^*/s_2^*)]^2\end{aligned}$$

where $s_n^* \equiv p_n^*q_n^*/e^*$ is the expenditure share of product n at the all product equilibrium.

Note that the first equation in equations (95) imply the following equation:

$$\text{(B7)}\quad f_1^* = p_1^*f^*/e^*.$$

Now use (B6) to evaluate the following expression:

$$\begin{aligned}\text{(B8)}\quad h''(q_1^*)(q_1^*)^2/h(q_1^*) &= f_{11}^*[1 + (s_1^*/s_2^*)]^2(q_1^*)^2/f^* && \text{since } h(q_1^*) = f(q_1^*,q_2^*) = f^* \\ &= [(f_1^*)^{-1}f_{11}^*q_1^*][f_1^*q_1^*/f^*][1 + (s_1^*/s_2^*)]^2 \\ &= \mu_{11}s_1^*[1 + (s_1^*/s_2^*)]^2 && \text{using (B7).}\end{aligned}$$

Substitute (B2) and (B8) into (102) and (103) follows.

Proof of (106): Using (104), we have

$$\begin{aligned}\text{(B9)}\quad p_1(q_1) &\equiv e^*f_1(q_1, [e^* - p_1^*q_1]/p_2^*)/f(q_1, [e^* - p_1^*q_1]/p_2^*) \\ &= e^*f_1(q_1, [e^* - p_1^*q_1]/p_2^*)/h(q_1) && \text{using } h(q_1) \equiv f(q_1,[e^* - p_1^*q_1]/p_2^*).\end{aligned}$$

Differentiate (B9) and evaluate the resulting derivatives at $q_1 = q_1^*$:

(B10) $p_1'(q_1^*) = [e^*f_{11}^* - e^*f_{12}^*(p_1^*/p_2^*)]/h(q_1^*)$

where we have used (B2); i.e., $h'(q_1^*) = 0$ in deriving (B10). Using (B10) and $h(q_1^*) = f^*$, we have:

(B11) $p_1'(q_1^*)q_1^*/p_1^* = q_1^*[e^*f_{11}^* - e^*f_{12}^*(p_1^*/p_2^*)]/p_1^*f^*$
$= [q_1^*e^*f_{11}^*][1 + (p_1^*/p_2^*)(q_1^*/q_2^*)]/p_1^*f^*$ using (B5) for f_{12}^*
$= [f_{11}^*q_1^*/f_1^*][f_1^*e^*/p_1^*f^*][1+ (s_1^*/s_2^*)]$
$= \mu_{11}^*[1 + (s_1^*/s_2^*)]$ using (B7)
≤ 0

where the inequality follows using $\mu_{11}^* \leq 0$. Thus using definition (105), we have:

(B12) $PI_1 = [p_1(0) - p_1^*]/p_1^*$
$\approx [p_1^* + p_1'(q_1^*)(0 - q_1^*) - p_1^*]/p_1^*$
$= - p_1'(q_1^*)q_1^*/p_1^*$
$= - \mu_{11}^*[1 + (s_1^*/s_2^*)]$ using (B11)
≥ 0

which is (106).

Proof of (108): Differentiating $f(q) \equiv (q\cdot A^*q)^{1/2}$ with respect to q leads to the following derivatives:

(B13) $\nabla_q f(q^t) = (f^{t*})^{-1}A^*q^t$;
(B14) $\nabla_{qq}^2 f(q^t) = (f^{t*})^{-1}A^* - (f^{t*})^{-3}A^*q^t(A^*q^t)^T$.

We also have the following inverse demand equations:

(B15) $p^{t*} = e^t\nabla_q f(q^t)/f(q^t)$
$= (e^t/f^{t*})(f^{t*})^{-1}A^*q^t$

where the last equality follows using (B13). (B15) implies that $A^*q^t = (f^{t*})^2(e^t)^{-1}p^{t*}$. Substitute this equation into (B14) and we obtain the following equation:

(B16) $\nabla_{qq}^2 f(q^t) = (f^{t*})^{-1}A^* - (f^{t*})(e^t)^{-2}p^{t*}(p^{t*})^T$.

Equation (B15) can be rearranged to give $\nabla_q f(q^t) = (f^{t*}/e^t)p^{t*}$. Use this equation and (B16) to evaluate the elasticities on the left hand side of (108) and we obtain equations (108).

Proof of (116): We regard $q_2(q_1)$ as the function that determines how much q_2 is required to achieve the initial utility level $u^* \equiv f(q_1^*,q_2^*)$ as q_1 is changed from its initial level of q_1^*. Thus $q_2(q_1)$ is implicitly defined by the following equation:

(B17) $f(q_1,q_2(q_1)) = u^*$.

We use the same notation as was used in the proof of (103). Differentiating (B17) with respect to q_1 leads to the following equation:

(B18) $f_1(q_1,q_2(q_1)) + f_2(q_1,q_2(q_1))q_2'(q_1) = 0$.

Evaluating (B18) at the initial equilibrium gives us the following expression for $q_2'(q_1^*)$:

(B19) $q_2'(q_1^*) = -\, f_1(q_1^*,q_2(q_1^*))/f_2(q_1^*,q_2(q_1^*)) = -\, p_1^*/p_2^*$

where the second equality in (B17) follows from (B1). Differentiate (B18) with respect to q_1 and evaluate the resulting derivatives at $q_1 = q_1^*$ to obtain the following equation:

$$
\begin{aligned}
\text{(B20) } 0 &= f_{11}^* + f_{12}^*q_2'(q_1^*) + f_{21}^*q_2'(q_1^*) + f_{22}^*[q_2'(q_1^*)]^2 + f_2^*q_2''(q_1^*) \\
&= f_{11}^* - 2f_{12}^*[p_1^*/p_2^*] + f_{22}^*[p_1^*/p_2^*]^2 + f_2^*q_2''(q_1^*) && \text{using } f_{12}^* = f_{21}^* \text{ and (B19)} \\
&= f_{11}^*\{1 + 2[p_1^*q_1^*/p_2^*q_2^*] + [p_1^*q_1^*/p_2^*q_2^*]^2\} + f_2^*q_2''(q_1^*) && \text{using (B5)} \\
&= f_{11}^*\{1 + [s_1^*/s_2^*]\}^2 + [p_2^*f^*/e^*]q_2''(q_1^*) && \text{using (95).}
\end{aligned}
$$

Using (B20), the following formula for the second derivative of $q_2(q_1^*)$ can be obtained:

(B21) $q_2''(q_1^*) = -\, e^*f_{11}^*\{1 + [s_1^*/(1 - s_1^*)]\}^2/p_2^*f^* \geq 0$

where the inequality follows from the concavity of $f(q_1,q_2)$ which implies $f_{11}^* \leq 0$.

When product 1 is withdrawn from the marketplace, the resulting q_1 will be equal to 0 and the q_2 which will allow purchasers to achieve the initial utility level $u^* = f^* \equiv f(q_1^*,q_2^*)$ is $q_2(0)$. Thus the income required to purchase $q_2(0)$ is $e^{**} \equiv p_2^*q_2(0)$. A second order Taylor series approximation to $q_2(0)$ can be obtained using (B19) and (B21):

$$
\begin{aligned}
\text{(B22) } q_2(0) &\approx q_2(q_1^*) + q_2'(q_1^*)(0 - q_1^*) + \tfrac{1}{2}\, q_2''(q_1^*)(0 - q_1^*)^2 \\
&= q_2^* + (p_1^*q_1^*/p_2^*) - e^*f_{11}^*\{1 + [s_1^*/(1 - s_1^*)]\}^2 q_1^{*2}/p_2^*f^* \\
&= q_2^* + (p_1^*q_1^*/p_2^*) - e^*[f_{11}^*q_1^*/f_1^*][f_1^*q_1^*/f^*p_2^*]\{1 + [s_1^*/(1 - s_1^*)]\}^2 \\
&= q_2^* + (p_1^*q_1^*/p_2^*) - e^*[f_{11}^*q_1^*/f_1^*][f_1^*q_1^*/f^*p_2^*]\{1 + [s_1^*/(1 - s_1^*)]\}^2 \\
&= q_2^* + (p_1^*q_1^*/p_2^*) - (e^*/p_2^*)\mu_{11}^*s_1^*\{1 + [s_1^*/(1 - s_1^*)]\}^2.
\end{aligned}
$$

where the last equality follows using equations (95) for n = 1 and the definition of μ_{11}^* equal to $f_{11}^*q_1^*/f_1^*$. Thus a second order approximation to the income required to achieve the initial utility level if product 1 is withdrawn, e^{**}, is the following one:

(B23) $e^{**} = p_2^*q_2(0)$

$$\approx p_2^* q_2^* + p_1^* q_1^* - e^* \mu_{11}^* s_1^* \{1 + [s_1^*/(1 - s_1^*)]\}^2 \qquad \text{using (B22)}$$
$$= e^*[1 - e^* \mu_{11}^* s_1^* \{1 + [s_1^*/(1 - s_1^*)]\}^2].$$

Thus the *Hausman increase in income* required to compensate consumers for the withdrawal of product 1 from the marketplace as a fraction of initial income is given by:

$$\text{(B24)}\ H_1 \equiv [e^{**} - e^*]/e^*$$
$$\approx - \mu_{11}^* s_1^* \{1 + [s_1^*/(1 - s_1^*)]\}^2$$
$$= L_{A1} \geq 0$$

where L_{A1} is the approximate utility loss measure defined by (103).

Appendix C: Utility Losses for the Estimated KBF and CES Functions due to Product Withdrawal

We modify definitions (76)-(79), (82) and (92) in order to generate estimates for the loss of utility due to the withdrawal of product i from the marketplace instead of the withdrawal of product 1. Let e^t denote actual expenditure on the 19 products during period t, $q^t \equiv [q_1^t,...,q_{19}^t]$ denote the actual period t quantity vector and $p^{t*} \equiv [p_1^{t*},...,p_{19}^{t*}]$ denote the vector of period t virtual prices where $p_n^{t*} \equiv e^t[\partial f(q^t)/\partial q_n]/f(q^t)$ for n = 1,...,19 and t = 1,...,39 where f(q) is either the estimated KBF or CES utility function. In the main text, we showed that $e^t = p^{t*}\cdot q^t$ for t = 1,...,39. Let e_i denote the ith unit vector of dimension 19 for i = 1,...,19. Definitions (76) to (79) in the main text are replaced by the following definitions which apply to the withdrawal of product i from the marketplace rather than product 1:

$$\text{(C1)}\ u^t \equiv f(q^t); \qquad t = 1,...,39;$$
$$\text{(C2)}\ u_{\sim i}^t \equiv f(q^t - q_i^t e_i); \qquad i = 1,...,19;\ t = 1,...,39;$$
$$\text{(C3)}\ e_{\sim i}^t \equiv e^t - p_i^{t*} q_i^t \leq e^t; \qquad i = 1,...,19;\ t = 1,...,39;$$
$$\text{(C4)}\ \lambda_i^t \equiv e^t/ e_{\sim i}^t \geq 1; \qquad i = 1,...,19;\ t = 1,...,39.$$

(C1) defines the period t estimated utility level u^t as a function of the vector of observed quantities q^t for period t. (C2) withdraws the observed quantity of product i from q^t so if i were equal to 2, $q^t - q_i^t e_i$ would equal the vector $(q_1^t,0,q_3^t,...,q_{19}^t)$. Thus in this case, $u_{\sim 2}^t$ is simply the utility generated by the vector $(q_1^t,0,q_3^t,...,q_{19}^t)$ using our estimated functional form for the utility function f(q) to evaluate $f(q_1^t,0,q_3^t,...,q_{19}^t) \equiv u_{\sim 2}^t$. (C3) defines the expenditure $e_{\sim i}^t$ that is required to purchase the observed period t products, excluding product i, at the reservation prices p^{t*}. Thus if $q_i^t > 0$, then $e_{\sim i}^t < e^t$. (C4) simply takes the ratio of total expenditure observed in period t, $e^t = p^t\cdot q^t = p^{t*}\cdot q^t$ to hypothetical expenditure on all products except product i, $\Sigma_{n=1, n\neq i}^{19}\, p_n^{t*} q_n^t$, where actual quantities are used along with the virtual prices p_n^{t*} to evaluate the hypothetical expenditure.

Definitions (82) are replaced by the following definitions:

$$\text{(C5)}\ u_{Ai}^t \equiv f(\lambda_i^t[q^t - q_i^t e_i]) = \lambda_i^t f(q^t - q_i^t e_i) = \lambda_i^t\, u_{\sim i}^t \leq u^t; \qquad i = 1,...,19;\ t = 1,...,39.$$

It can be shown that $\lambda_i^t[q^t - q_i^t e_i]$ is a feasible solution to the following constrained utility maximization problem:

(C6) $\max_q \{f(q) ; p^{t*}\cdot q = e^t ; q_i = 0\} \equiv u_i^t$; i = 1,...,19; t = 1,...,39.

Thus the inequality in (C5) follows since q^t solves the problem, $\max_q \{f(q) : p^{t*}\cdot q = e^t\}$ which has one less constraint than the problem defined by (C6). Thus the actual solution to (C6) which gives rise to utility level u_i^t will satisfy the following inequalities:

(C7) $u_{Ai}^t \leq u_i^t \leq u^t$; i = 1,...,19; t = 1,...,39.

If the number of products N is equal to 2 or if f is the CES utility function, then the approximate utility u_{Ai}^t defined by (C5) will be equal to u_i^t which is the optimal level of utility for the $q_i = 0$ constrained problem defined by (C6). Obviously, $u_{Ai}^t/u^t \leq 1$ can serve as a relative loss of utility due to the withdrawal of product i in the marketplace in period t. We convert this loss measure into the following *approximate loss measure*, L_{Ai}^t, defined as follows:

(C8) $L_{Ai}^t \equiv 1 - [u_{Ai}^t/u^t]$.

For the CES functional form, the *approximate loss* is equal to the *actual loss*; i.e., we have $u_{CES,i}^t = u_{CES,Ai}^t$ and so $L_{CES,Ai}^t \equiv 1 - [u_{CES,Ai}^t/u^t] = 1 - [u_{CES,i}^t/u^t] \equiv L_{CES,i}^t$. The approximate losses due to withdrawal of each product and each period for the KBF and CES functional forms are listed in Tables C1 and C2.

Table C1: Approximate Losses of Utility due to the Withdrawal of a Product for the KBF Functional Form

t	L_{A1}^t	L_{A2}^t	L_{A3}^t	L_{A4}^t	L_{A5}^t	L_{A6}^t	L_{A7}^t	L_{A8}^t	L_{A9}^t	L_{A10}^t
1	0.00162	0.00000	0.00019	0.00000	0.00580	0.00015	0.00044	0.00129	0.00011	0.00003
2	0.00301	0.00000	0.00092	0.00000	0.02815	0.00030	0.00073	0.00074	0.00012	0.00006
3	0.00787	0.00000	0.00036	0.00000	0.00772	0.00023	0.00081	0.00129	0.00013	0.00009
4	0.00032	0.00000	0.00144	0.00000	0.02306	0.00019	0.00098	0.00095	0.00011	0.00007
5	0.00015	0.00000	0.00013	0.00000	0.00240	0.00018	0.00023	0.00077	0.00008	0.00005
6	0.01609	0.00000	0.00019	0.00000	0.00684	0.00019	0.00051	0.00128	0.00016	0.00005
7	0.00007	0.00000	0.00078	0.00000	0.00703	0.00023	0.00052	0.00120	0.00008	0.00004
8	0.00088	0.00000	0.00024	0.00000	0.00251	0.00013	0.00026	0.00080	0.00018	0.00010
9	0.00702	0.00043	0.00065	0.00034	0.00626	0.00017	0.00031	0.00061	0.00038	0.00022
10	0.00950	0.00154	0.00076	0.00049	0.00424	0.00011	0.00050	0.00248	0.00081	0.00079
11	0.00004	0.00001	0.00063	0.00091	0.00963	0.00010	0.00056	0.00402	0.00469	0.00353
12	0.00008	0.00003	0.00011	0.00020	0.00096	0.00011	0.00012	0.00081	0.00065	0.00039
13	0.01181	0.00168	0.00027	0.00096	0.00774	0.00016	0.00065	0.00219	0.00302	0.00021
14	0.01107	0.00226	0.00085	0.00126	0.00751	0.00015	0.00063	0.00054	0.00015	0.00010
15	0.00030	0.00011	0.00036	0.00090	0.00107	0.00013	0.00039	0.00047	0.00006	0.00008
16	0.00387	0.00036	0.00032	0.00127	0.00221	0.00019	0.00047	0.00068	0.00007	0.00003
17	0.00622	0.00058	0.00101	0.00259	0.01376	0.00018	0.00074	0.00096	0.00008	0.00002
18	0.00796	0.00055	0.00050	0.00105	0.00349	0.00017	0.00030	0.00097	0.00008	0.00002
19	0.00535	0.00133	0.00022	0.00058	0.00035	0.00013	0.00023	0.00132	0.00004	0.00002
20	0.02152	0.00187	0.00071	0.00094	0.00618	0.00012	0.00031	0.00103	0.00049	0.00051
21	0.01278	0.00110	0.00050	0.00074	0.00142	0.00010	0.00044	0.00038	0.00020	0.00016

22	0.01258	0.00278	0.00032	0.00051	0.00706	0.00005	0.00055	0.00070	0.00141	0.00081
23	0.01110	0.00007	0.00030	0.00067	0.00390	0.00007	0.00036	0.00090	0.00503	0.00414
24	0.03342	0.00562	0.00016	0.00056	0.00055	0.00006	0.00036	0.00271	0.00270	0.00253
25	0.00698	0.00095	0.00049	0.00052	0.00886	0.00005	0.00035	0.00080	0.00268	0.00141
26	0.00009	0.00005	0.00074	0.00185	0.01902	0.00005	0.00147	0.00352	0.00163	0.00151
27	0.00484	0.00197	0.00022	0.00040	0.00054	0.00007	0.00023	0.00034	0.00404	0.00033
28	0.00268	0.00015	0.00165	0.00116	0.00911	0.00009	0.00119	0.00253	0.00004	0.00003
29	0.00010	0.00025	0.00033	0.00070	0.00762	0.00008	0.00078	0.00015	0.00007	0.00005
30	0.00437	0.00161	0.00043	0.00082	0.00599	0.00009	0.00034	0.00024	0.00018	0.00006
31	0.00009	0.00012	0.00171	0.00122	0.00592	0.00010	0.00135	0.00037	0.00005	0.00003
32	0.01083	0.00575	0.00027	0.00028	0.00098	0.00013	0.00033	0.00034	0.00008	0.00003
33	0.00006	0.00006	0.00302	0.00492	0.01154	0.00019	0.00283	0.00057	0.00008	0.00002
34	0.00408	0.00193	0.00053	0.00207	0.00257	0.00009	0.00085	0.00045	0.00015	0.00007
35	0.00125	0.00036	0.00042	0.00118	0.00203	0.00006	0.00047	0.00045	0.00087	0.00067
36	0.00021	0.00008	0.00034	0.00122	0.00424	0.00006	0.00064	0.00335	0.00211	0.00173
37	0.01138	0.00278	0.00106	0.00122	0.00505	0.00017	0.00100	0.00128	0.00349	0.00405
38	0.00061	0.00004	0.00096	0.00477	0.00432	0.00028	0.00095	0.00086	0.00086	0.00036
39	0.00034	0.00024	0.00187	0.00164	0.01089	0.00014	0.00149	0.00097	0.00034	0.00042
Mean	0.00596	.00094	.00067	0.00097	0.00066	0.00013	0.00066	0.00116	0.00096	0.0064

t	L_{A11}^t	L_{A12}^t	L_{A13}^t	L_{A14}^t	L_{A15}^t	L_{A16}^t	L_{A17}^t	L_{A18}^t	L_{A19}^t
1	0.00172	0.00182	0.11891	0.00158	0.00033	0.00046	0.00371	0.00010	0.00050
2	0.00245	0.00307	0.00698	0.00131	0.00137	0.00898	0.00469	0.00037	0.00006
3	0.00260	0.00647	0.02202	0.00407	0.00153	0.00123	0.00577	0.00021	0.00026
4	0.00091	0.00384	0.01348	0.00235	0.00075	0.00914	0.00285	0.00067	0.00001
5	0.00363	0.00165	0.06642	0.00110	0.00029	0.00376	0.00247	0.00192	0.00333
6	0.00449	0.00279	0.00670	0.00225	0.00070	0.00944	0.00178	0.00094	0.00114
7	0.00447	0.00233	0.00649	0.00136	0.00034	0.03014	0.00385	0.00625	0.00001
8	0.00285	0.00340	0.03660	0.00148	0.00035	0.01114	0.00214	0.00215	0.00128
9	0.00386	0.00252	0.03881	0.00158	0.00046	0.00034	0.00163	0.00015	0.00140
10	0.00426	0.00000	0.00485	0.00161	0.00068	0.00675	0.00100	0.00074	0.00147
11	0.00203	0.00303	0.02732	0.00133	0.00060	0.00062	0.00143	0.00011	0.00089
12	0.00572	0.00071	0.12249	0.00081	0.00058	0.00461	0.00241	0.00041	0.00040
13	0.00803	0.01022	0.01804	0.00115	0.00065	0.00025	0.00506	0.00017	0.00013
14	0.00611	0.00296	0.00712	0.00199	0.00102	0.00213	0.00164	0.00051	0.00090
15	0.00420	0.00256	0.07686	0.00069	0.00049	0.00743	0.00200	0.00084	0.00058
16	0.00174	0.00651	0.03554	0.00175	0.00056	0.00558	0.00499	0.00022	0.00044
17	0.00176	0.00601	0.00640	0.00258	0.00073	0.00509	0.00398	0.00042	0.00001
18	0.00106	0.00438	0.02931	0.00119	0.00249	0.00975	0.00099	0.00055	0.00001
19	0.00249	0.00119	0.03548	0.00074	0.00019	0.01762	0.00139	0.00164	0.00072
20	0.00168	0.00000	0.03717	0.00126	0.00042	0.00038	0.00492	0.00016	0.00035
21	0.02858	0.00000	0.03783	0.00108	0.00025	0.00482	0.00203	0.00080	0.00001
22	0.00623	0.00000	0.01516	0.00043	0.00013	0.01177	0.00092	0.00132	0.00000
23	0.00246	0.00078	0.01292	0.00054	0.00014	0.01746	0.00118	0.00031	0.00002
24	0.00255	0.00133	0.02284	0.00123	0.00019	0.00428	0.00220	0.00076	0.00001
25	0.00145	0.00069	0.06249	0.00046	0.00008	0.00019	0.00053	0.00003	0.00084
26	0.00227	0.00111	0.01344	0.00052	0.00012	0.00647	0.00082	0.00154	0.00000
27	0.00383	0.00169	0.05597	0.00096	0.00016	0.00236	0.00228	0.00262	0.00004
28	0.00154	0.00153	0.00364	0.00115	0.00012	0.01049	0.00085	0.00401	0.00103
29	0.00261	0.00169	0.02267	0.00109	0.00017	0.00951	0.00127	0.00260	0.00147
30	0.00385	0.00177	0.00215	0.00112	0.00013	0.00913	0.00230	0.00419	0.00370
31	0.00495	0.00220	0.01467	0.00099	0.00012	0.01014	0.00192	0.00463	0.00033
32	0.00521	0.00139	0.00229	0.00058	0.03467	0.00907	0.00136	0.00575	0.00035
33	0.00584	0.00209	0.01801	0.00136	0.00010	0.00211	0.00063	0.00113	0.00012
34	0.00445	0.00212	0.03996	0.00151	0.00008	0.00314	0.00116	0.00154	0.00005
35	0.00297	0.00158	0.00383	0.00071	0.00003	0.03330	0.00148	0.00617	0.00040
36	0.00402	0.00127	0.05797	0.00113	0.00005	0.00141	0.00097	0.00154	0.00008
37	0.00624	0.00226	0.01303	0.00095	0.00009	0.00029	0.00045	0.00050	0.00015
38	0.00663	0.00433	0.00361	0.00182	0.00017	0.00508	0.00379	0.00161	0.00142

39	**0.00345**	**0.00117**	**0.02285**	**0.00062**	**0.00014**	**0.00358**	**0.00182**	**0.00211**	**0.00002**
Mean	**0.00424**	**0.00242**	**0.02929**	**0.00129**	**0.00132**	**0.00716**	**0.00222**	**0.00158**	**0.00061**

Note that the losses in Table C1 for products 2 and 4 for periods 1-8 are equal to 0. This is due to the fact that these products are already absent in these periods and hence the loss from a further withdrawal is 0. Similar comments apply to product 12 in periods 10 and 20-22. The mean losses by product over all 39 periods are listed in the last row of Table C1. The average of these means for the KBF functional form is 0.00362. Thus on average, if a product is withdrawn from the marketplace, a loss of utility equal to 0.362 percentage points will occur using our estimated KBF functional form. However, in reality, products with a high expenditure share are unlikely to be withdrawn and so the losses will be much smaller for products with small expenditure shares. The corresponding approximated and actual losses of utility due to the withdrawal of a product using our estimated CES utility function are listed in Table C2.

Table C2: Actual Losses of Utility due to the Withdrawal of a Product for the CES Functional Form

t	L_{A1}^{t}	L_{A2}^{t}	L_{A3}^{t}	L_{A4}^{t}	L_{A5}^{t}	L_{A6}^{t}	L_{A7}^{t}	L_{A8}^{t}	L_{A9}^{t}	L_{A10}^{t}
1	**0.00609**	**0.00000**	**0.00331**	**0.00000**	**0.01749**	**0.00592**	**0.00523**	**0.00493**	**0.00206**	**0.00107**
2	**0.00815**	**0.00000**	**0.00788**	**0.00000**	**0.04237**	**0.00881**	**0.00816**	**0.00397**	**0.00231**	**0.00148**
3	**0.01216**	**0.00000**	**0.00461**	**0.00000**	**0.02161**	**0.00929**	**0.00732**	**0.00519**	**0.00244**	**0.00179**
4	**0.00313**	**0.00000**	**0.00973**	**0.00000**	**0.03946**	**0.00707**	**0.00945**	**0.00436**	**0.00218**	**0.00159**
5	**0.00223**	**0.00000**	**0.00281**	**0.00000**	**0.01237**	**0.00723**	**0.00405**	**0.00406**	**0.00188**	**0.00140**
6	**0.01700**	**0.00000**	**0.00352**	**0.00000**	**0.02055**	**0.00741**	**0.00584**	**0.00507**	**0.00254**	**0.00137**
7	**0.00155**	**0.00000**	**0.00641**	**0.00000**	**0.02015**	**0.00664**	**0.00600**	**0.00475**	**0.00173**	**0.00119**
8	**0.00479**	**0.00000**	**0.00375**	**0.00000**	**0.01288**	**0.00617**	**0.00436**	**0.00412**	**0.00259**	**0.00180**
9	**0.01188**	**0.00363**	**0.00602**	**0.00371**	**0.02036**	**0.00716**	**0.00490**	**0.00367**	**0.00379**	**0.00262**
10	**0.01396**	**0.00651**	**0.00645**	**0.00426**	**0.01798**	**0.00624**	**0.00609**	**0.00648**	**0.00535**	**0.00455**
11	**0.00128**	**0.00072**	**0.00628**	**0.00565**	**0.02534**	**0.00616**	**0.00706**	**0.00811**	**0.01198**	**0.00928**
12	**0.00171**	**0.00104**	**0.00257**	**0.00276**	**0.00798**	**0.00518**	**0.00294**	**0.00405**	**0.00425**	**0.00313**
13	**0.01456**	**0.00658**	**0.00412**	**0.00551**	**0.02208**	**0.00654**	**0.00643**	**0.00671**	**0.00922**	**0.00255**
14	**0.01477**	**0.00767**	**0.00698**	**0.00647**	**0.02300**	**0.00629**	**0.00665**	**0.00349**	**0.00256**	**0.00186**
15	**0.00298**	**0.00189**	**0.00446**	**0.00538**	**0.00888**	**0.00547**	**0.00500**	**0.00324**	**0.00158**	**0.00158**
16	**0.00915**	**0.00335**	**0.00436**	**0.00624**	**0.01281**	**0.00713**	**0.00564**	**0.00386**	**0.00173**	**0.00112**
17	**0.01133**	**0.00419**	**0.00833**	**0.00931**	**0.03265**	**0.00653**	**0.00801**	**0.00439**	**0.00192**	**0.00092**
18	**0.01289**	**0.00416**	**0.00537**	**0.00601**	**0.01559**	**0.00626**	**0.00464**	**0.00438**	**0.00178**	**0.00085**
19	**0.01094**	**0.00607**	**0.00354**	**0.00441**	**0.00568**	**0.00537**	**0.00388**	**0.00497**	**0.00124**	**0.00077**
20	**0.02049**	**0.00720**	**0.00613**	**0.00572**	**0.02109**	**0.00621**	**0.00495**	**0.00430**	**0.00427**	**0.00363**
21	**0.01544**	**0.00556**	**0.00519**	**0.00496**	**0.01049**	**0.00544**	**0.00533**	**0.00308**	**0.00272**	**0.00218**
22	**0.01644**	**0.00868**	**0.00471**	**0.00458**	**0.02313**	**0.00402**	**0.00649**	**0.00375**	**0.00644**	**0.00439**
23	**0.01486**	**0.00177**	**0.00458**	**0.00514**	**0.01830**	**0.00555**	**0.00577**	**0.00422**	**0.01178**	**0.00944**
24	**0.02592**	**0.01229**	**0.00305**	**0.00438**	**0.00709**	**0.00438**	**0.00467**	**0.00672**	**0.00856**	**0.00693**
25	**0.01213**	**0.00504**	**0.00560**	**0.00466**	**0.02496**	**0.00429**	**0.00545**	**0.00396**	**0.00895**	**0.00579**
26	**0.00179**	**0.00132**	**0.00803**	**0.00850**	**0.04036**	**0.00376**	**0.01231**	**0.00729**	**0.00720**	**0.00611**
27	**0.01049**	**0.00694**	**0.00367**	**0.00393**	**0.00705**	**0.00532**	**0.00420**	**0.00281**	**0.00999**	**0.00311**
28	**0.00779**	**0.00229**	**0.01012**	**0.00659**	**0.02708**	**0.00474**	**0.00972**	**0.00637**	**0.00142**	**0.00109**
29	**0.00191**	**0.00278**	**0.00481**	**0.00515**	**0.02298**	**0.00489**	**0.00775**	**0.00194**	**0.00177**	**0.00139**
30	**0.00997**	**0.00659**	**0.00516**	**0.00527**	**0.02059**	**0.00507**	**0.00515**	**0.00241**	**0.00271**	**0.00143**
31	**0.00174**	**0.00196**	**0.01001**	**0.00663**	**0.02149**	**0.00493**	**0.01007**	**0.00287**	**0.00150**	**0.00103**
32	**0.01434**	**0.01086**	**0.00340**	**0.00299**	**0.00733**	**0.00484**	**0.00405**	**0.00266**	**0.00172**	**0.00115**
33	**0.00147**	**0.00143**	**0.01507**	**0.01319**	**0.03371**	**0.00549**	**0.01613**	**0.00330**	**0.00190**	**0.00098**
34	**0.00962**	**0.00686**	**0.00572**	**0.00818**	**0.01445**	**0.00493**	**0.00755**	**0.00316**	**0.00245**	**0.00152**
35	**0.00567**	**0.00333**	**0.00506**	**0.00616**	**0.01259**	**0.00368**	**0.00585**	**0.00304**	**0.00480**	**0.00396**
36	**0.00256**	**0.00165**	**0.00480**	**0.00650**	**0.01760**	**0.00468**	**0.00711**	**0.00747**	**0.00786**	**0.00642**

37	**0.01476**	**0.00807**	**0.00797**	**0.00668**	**0.02077**	**0.00726**	**0.00876**	**0.00498**	**0.01059**	**0.00947**
38	**0.00396**	**0.00127**	**0.00772**	**0.01129**	**0.01890**	**0.00846**	**0.00873**	**0.00425**	**0.00546**	**0.00338**
39	**0.00315**	**0.00266**	**0.01121**	**0.00793**	**0.03052**	**0.00576**	**0.01157**	**0.00424**	**0.00358**	**0.00345**
Mean	**0.00910**	**0.00370**	**0.00596**	**0.00482**	**0.00200**	**0.00591**	**0.00675**	**0.00443**	**0.00433**	**0.00302**

t	$\mathbf{L_{A11}}^t$	$\mathbf{L_{A12}}^t$	$\mathbf{L_{A13}}^t$	$\mathbf{L_{A14}}^t$	$\mathbf{L_{A15}}^t$	$\mathbf{L_{A16}}^t$	$\mathbf{L_{A17}}^t$	$\mathbf{L_{A18}}^t$	$\mathbf{L_{A19}}^t$
1	**0.00531**	**0.00418**	**0.09991**	**0.01249**	**0.00299**	**0.00630**	**0.00636**	**0.00252**	**0.00847**
2	**0.00628**	**0.00531**	**0.02368**	**0.01299**	**0.00558**	**0.02638**	**0.00725**	**0.00533**	**0.00414**
3	**0.00664**	**0.00736**	**0.04127**	**0.02178**	**0.00617**	**0.01094**	**0.00792**	**0.00399**	**0.00889**
4	**0.00415**	**0.00582**	**0.03168**	**0.01659**	**0.00436**	**0.02639**	**0.00583**	**0.00692**	**0.00194**
5	**0.00757**	**0.00411**	**0.06843**	**0.01255**	**0.00305**	**0.01701**	**0.00543**	**0.00980**	**0.02107**
6	**0.00818**	**0.00515**	**0.02339**	**0.01677**	**0.00449**	**0.02779**	**0.00474**	**0.00793**	**0.01657**
7	**0.00826**	**0.00475**	**0.02162**	**0.01422**	**0.00339**	**0.05318**	**0.00663**	**0.01982**	**0.00171**
8	**0.00686**	**0.00560**	**0.05059**	**0.01463**	**0.00340**	**0.02910**	**0.00511**	**0.01107**	**0.01466**
9	**0.00752**	**0.00488**	**0.05322**	**0.01342**	**0.00355**	**0.00592**	**0.00447**	**0.00328**	**0.01706**
10	**0.00769**	**0.00000**	**0.01982**	**0.01465**	**0.00433**	**0.02247**	**0.00367**	**0.00708**	**0.01962**
11	**0.00584**	**0.00526**	**0.03981**	**0.01312**	**0.00400**	**0.00674**	**0.00422**	**0.00274**	**0.01543**
12	**0.00896**	**0.00284**	**0.09734**	**0.01004**	**0.00397**	**0.01692**	**0.00525**	**0.00484**	**0.00773**
13	**0.01072**	**0.00913**	**0.03523**	**0.01106**	**0.00409**	**0.00513**	**0.00723**	**0.00326**	**0.00770**
14	**0.00906**	**0.00524**	**0.02385**	**0.01462**	**0.00501**	**0.01399**	**0.00444**	**0.00577**	**0.01543**
15	**0.00793**	**0.00494**	**0.07644**	**0.00958**	**0.00376**	**0.02259**	**0.00482**	**0.00692**	**0.00936**
16	**0.00549**	**0.00732**	**0.05234**	**0.01439**	**0.00397**	**0.02093**	**0.00720**	**0.00405**	**0.00972**
17	**0.00538**	**0.00702**	**0.02321**	**0.01614**	**0.00426**	**0.02074**	**0.00652**	**0.00554**	**0.00185**
18	**0.00439**	**0.00621**	**0.04796**	**0.01233**	**0.00759**	**0.02845**	**0.00359**	**0.00642**	**0.00183**
19	**0.00626**	**0.00356**	**0.05019**	**0.00998**	**0.00258**	**0.03729**	**0.00419**	**0.01008**	**0.01099**
20	**0.00488**	**0.00000**	**0.05110**	**0.01176**	**0.00325**	**0.00623**	**0.00718**	**0.00343**	**0.00899**
21	**0.01769**	**0.00000**	**0.05451**	**0.01185**	**0.00290**	**0.02048**	**0.00503**	**0.00704**	**0.00174**
22	**0.00880**	**0.00000**	**0.03386**	**0.00798**	**0.00214**	**0.03018**	**0.00357**	**0.00935**	**0.00080**
23	**0.00616**	**0.00295**	**0.03164**	**0.01001**	**0.00229**	**0.03220**	**0.00401**	**0.00512**	**0.00304**
24	**0.00603**	**0.00365**	**0.03919**	**0.01156**	**0.00247**	**0.01785**	**0.00510**	**0.00667**	**0.00246**
25	**0.00475**	**0.00275**	**0.06460**	**0.00770**	**0.00165**	**0.00428**	**0.00276**	**0.00153**	**0.01300**
26	**0.00586**	**0.00339**	**0.02982**	**0.00829**	**0.00193**	**0.02004**	**0.00331**	**0.00908**	**0.00137**
27	**0.00747**	**0.00410**	**0.06542**	**0.01188**	**0.00240**	**0.01415**	**0.00524**	**0.01150**	**0.00366**
28	**0.00501**	**0.00390**	**0.01734**	**0.01195**	**0.00200**	**0.02914**	**0.00335**	**0.01488**	**0.01337**
29	**0.00634**	**0.00407**	**0.04025**	**0.01258**	**0.00242**	**0.02753**	**0.00402**	**0.01239**	**0.01504**
30	**0.00742**	**0.00416**	**0.01369**	**0.01243**	**0.00216**	**0.02801**	**0.00518**	**0.01517**	**0.02547**
31	**0.00835**	**0.00459**	**0.03246**	**0.01179**	**0.00203**	**0.02906**	**0.00476**	**0.01591**	**0.00779**
32	**0.00847**	**0.00376**	**0.01302**	**0.01075**	**0.02598**	**0.03046**	**0.00395**	**0.01999**	**0.00858**
33	**0.00846**	**0.00439**	**0.03348**	**0.01115**	**0.00174**	**0.01239**	**0.00282**	**0.00771**	**0.00467**
34	**0.00789**	**0.00454**	**0.05606**	**0.01318**	**0.00174**	**0.01668**	**0.00384**	**0.00933**	**0.00369**
35	**0.00668**	**0.00394**	**0.01729**	**0.01092**	**0.00126**	**0.05396**	**0.00431**	**0.02036**	**0.00835**
36	**0.00780**	**0.00368**	**0.06361**	**0.01232**	**0.00145**	**0.01050**	**0.00360**	**0.00870**	**0.00468**
37	**0.00903**	**0.00465**	**0.03027**	**0.01094**	**0.00179**	**0.00529**	**0.00257**	**0.00541**	**0.00797**
38	**0.00965**	**0.00617**	**0.01723**	**0.01532**	**0.00237**	**0.01922**	**0.00634**	**0.00945**	**0.01760**
39	**0.00697**	**0.00346**	**0.03956**	**0.00906**	**0.00210**	**0.01663**	**0.00463**	**0.01057**	**0.00249**
Mean	**0.00734**	**0.00428**	**0.00417**	**0.00124**	**0.00376**	**0.00211**	**0.00488**	**0.00849**	**0/00895**

The mean losses by product over all 39 periods are listed in the last row of Table C1. The average of these means for the CES functional form is 0.00952, which is almost 1%. Thus on average, if a product is withdrawn from the marketplace, a loss of utility equal to 0.952 percentage points will occur using our estimated CES functional form. This average loss is almost 3 times the corresponding average loss using our estimated KBF functional form.

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