

Online Appendix of “The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing”

Comparing the Main Model - Results of All Books

	GMM Product Assortment of All Books Treat <i>Competition</i> as endogenous and <i>SisStorePres</i> as exogenous variables	GMM Product Assortment of All Books Treat both <i>Competition</i> and <i>SisStorePres</i> as endogenous variables
<i>Competition</i>	.016* (.008)	.016* (.009)
<i>SisStorePres</i>	-.020*** (.006)	-.020** (.009)
<i>DistWarehouse</i>	.017** (.008)	.017** (.008)
<i>CollegeStore</i>	.005 (.007)	.005 (.007)
<i>StoreSize</i>	.001** (.000)	.001** (.000)
<i>EmployeeDensity</i>	.003*** (.001)	.003*** (.001)
<i>StoreSales</i>	.005*** (.001)	.005*** (.001)
<i>Density</i>	.000 (.001)	.000 (.001)
<i>Income</i>	.000 (.000)	.000 (.000)
<i>CollegePct</i>	-.032 (.039)	-.032 (.039)
<i>Age65Pct</i>	-.166** (.072)	-.167** (.072)
<i>MalePct</i>	-.638*** (.213)	-.638*** (.213)
<i>NonwhitePct</i>	-.020 (.017)	-.020 (.017)
<i>Travel30Pct</i>	-.020 (.026)	-.020 (.026)
<i>HouseholdSize</i>	-.019 (.012)	-.019 (.012)
<i>StateDummies</i>	YES	YES
Number of Obs.	575	575

Standard errors are in parentheses. ***Significantly different from zero, $p < .01$. ** $p < .05$. * $p < .10$. Estimates for constants and state dummy variables are not reported in the table.