TABLE 1

(Results of Regression)

variables	parameter	st. error
within-format correlation coeff.	0.805	0.217
price	0.032	0.023
dummy for VHS in 1981	-4.710	0.675
dummy for Betamax in 1981	-5.388	0.392
dummy for VHS in 1982	-4.230	0.727
dummy for Betamax in 1982	-5.202	0.369
dummy for VHS in 1983	-3.401	0.633
dummy for Betamax in 1983	-4.423	0.394
dummy for VHS in 1984	-2.743	0.756
dummy for Betamax in 1984	-3.768	0.364
dummy for VHS in 1986	-1.699	0.749
dummy for Betamax in 1986	-3.519	0.196
dummy for VHS in 1987	-1.504	0.849
dummy for Betamax in 1987	-4.117	0.279
dummy for VHS in 1988	-1.340	0.839
dummy for Betamax in 1988	-4.379	0.098
Product Characteristics*		
HQ	0.060	0.123
event	-0.007	0.012
osd	0.084	0.106
mts	-0.018	0.056
stereo	-0.041	0.067
hifi	0.034	0.071

J statistic is 17.79 with degrees of freedom of 12.

* "HQ" means that the VCR provides improved picture quality.
   "event" indicates the number of programs the VCR can be set to record automatically.
   "osd" is a feature that makes it possible to use on-screen commands for entering time,
          date, and channel of the program the user wants to tape.
   "mts" allwos stereo TV programs to be taped or heard in stereo.
   "stereo" and "hifi" are features of sound quality.