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(,) The experimental design and data collection







. 5. Impact on consumer durables. OLS, probit. Sample framework: Those whose spouses are living in the same house.

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	, ,))	• ·)) 7, 1)	1 ·)) 7,1)
Panel A: All	(1)	(2)	(1)	(2)	(3)	(1)	(3)	(0)

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		. Impact on se	ivings attituae	. Oraerea pro					
() , .		لات لا بالات الا ا		l	4)	() 1)) 1) ; ;	1 <u>-</u> 1) , , ,)	
	(1)	(2)	(3)	(4)	(5)	(6)	()	()	
Panel A: All	0.025	-0.053	-0.104	-0.021	-0.0 5	-0.051	0.1 1***	0.160	***







 $\begin{pmatrix} 1 & & & & & & & & & \\ & & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & & & & & \\ & & &$

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۹ ·	7 1)	٩ -	19	_,	1.1			9	1 . 1
	(1)	(2)	(3)	(4)	(5)	(6)	()	()	(,)
Panel A: Fema	le								
1 70)	-0.004	0.203*	0.21 *	0.023	0.143	0.013	0.112	0.1 4	0.162
	(0.11)	(0.10)	(0.114)	(0.110)	(0.113)	(0.11)	(0.10)	(0.111)	(0.125)
ب (ا	-0.026	0.060	0.13	-0.11	0.046	-0.124	0.062	0.115	0.220
	(0.134)	(0.12)	(0.13)	(0.131)	(0.125)	(0.13)	(0.120)	(0.13)	(0.151)
• • •	641	642	63	641	642	643	642	641	60
Panel B: Femai	les with househo	old decision-mai	king power belo	w median in baseli	ne				
• * *	-0.005	0.40 **	0.1 5	0.010	0.323**	0.243	0.22	0.23	-0.065
, , ,	(0.162)	(0.162)	(0.164)	(0.162)	(0.15)	(0.16)	(0.152)	(0.164)	(0.1)
•) /	-0.154	0.14	0.165	-0.1 2	0.316	-0.23	0.2 2*	0.150	-0.123
1 3	$(0.1 \ 2)$	$(0.1 \ 1)$	$(0.1 \ 2)$	(0.1)	$(0.1 \ 4)$	$(0.1 \ 3)$	$(0.1 \ 1)$	(0.1, 1)	(0.22)
• • •	320	321	321	321	321	322	321	320	306
Panel C: Fema	les with househo	old decision-ma	king power abou	e median in baseli	ne				
• * *	0.005	0.03	0.2 *	0.033	-0.002	-0.222	0.022	0.136	0.32 *
, , ,	$(0.1 \ 1)$	(0.14)	(0.15)	(0.151)	(0.160)	$(0.1 \ 0)$	(0.152)	(0.155)	(0.16)
• • •	0.16	0.020	0.1	-0.04	-0.1 4	0.130	-0.143	0.12	0.50 **
1 / 21	(0.205)	$(0.1 \ 4)$	(0.20)	$(0.1 \ 6)$	(0.1)	(0.213)	(0.16)	(0.1)	(0.210)
· • •	321	321	31	320	321	321	321	321	303
	11 1, 1)	1	t t	•) •))	11 j 🍞	÷ , 1).	• :
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3. Impact on the aggregate household decision-making power (marketing and treatment groups only). Sample: Individuals who have children and whose spouses/partners live in the same household

	(170)	(3 ())		
	(1)	(2)	(5)	, (6)	
Panel A: All					
1)	0.022	-0.005	0.055	0.022	
	(0.020)	(0.031)	(0.054)	(0.0 0)	
))	0. 22***	-0.0 1^{***}	-0.00	0.022	
	(0.034)	(0.025)	(0.044)	(0.05)	
. ,)	13	13	0	0	
ζ- ΄ γ [−]	0.12	0.00	0.10	0.00	
Panel B: Female					
1 1	0.040	0.002	0.115	0.04	
	(0.02)	(0.042)	(0.0)	(0.0)	
))	0. 65***	$-0.0 \ 0^{**}$	0.052	0.102	
	(0.051)	(0.036)	(0.066)	(0.0 3)	
	430	430	42	42	
t- ¶(r	0.13	0.00	0.12	0.00	
Panel C: Male					
• *)	-0.012	-0.01	-0.036	-0.030	
	(0.02)	(0.046)	(0.0 5)	(0.0)	
t t	0. 2 ***	-0.110^{***}	-0.064	-0.05	
, ,	(0.044)	(0.036)	(0.05)	(0.0)	
	3 3	3 3	3 2	3 2	
n , , ,	0.0	0.00	0.0	0.00	

