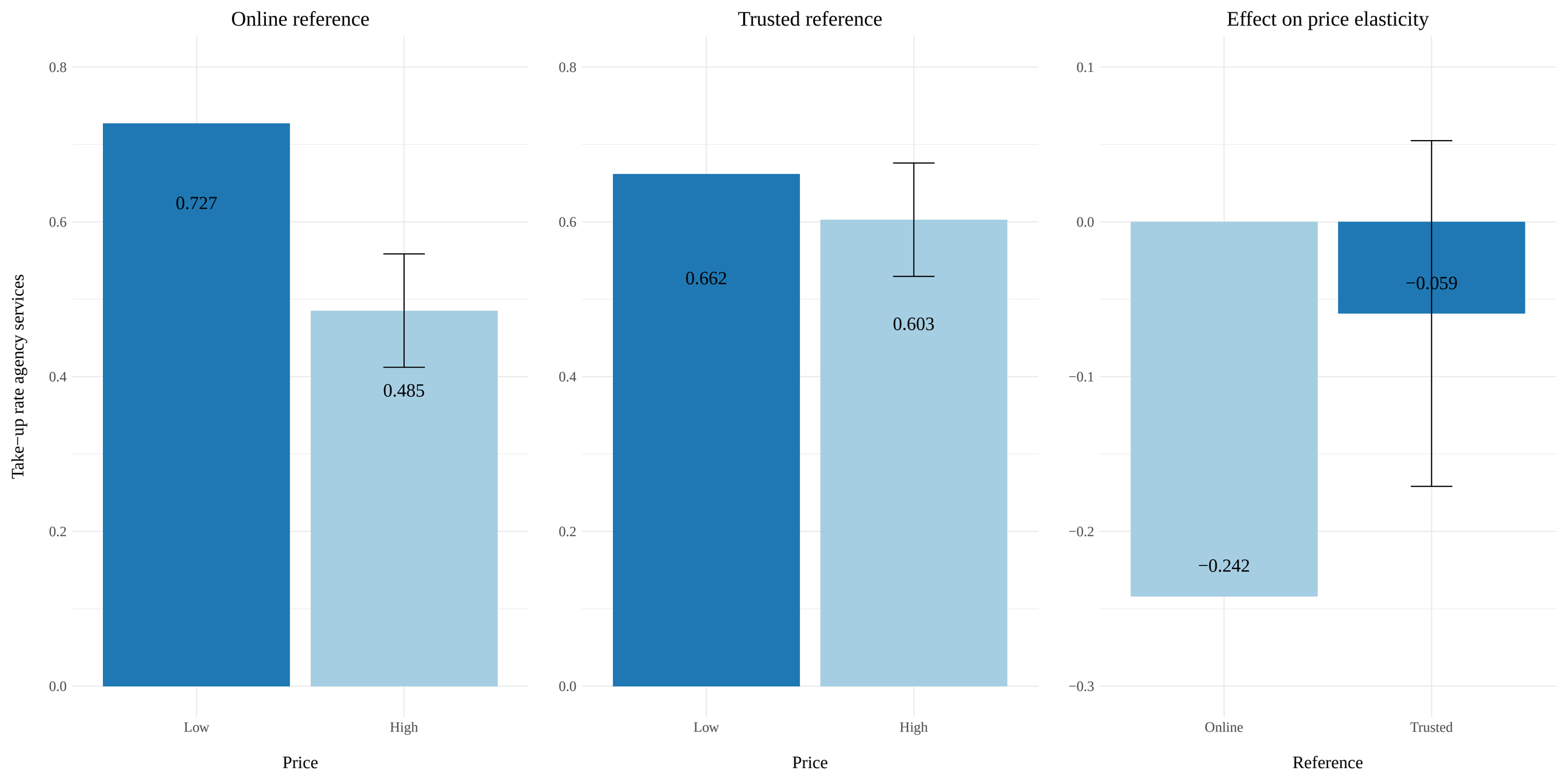
Online reference
Trusted reference
Effect on price elasticity
Take−up rate agency services
0.8
0.6
0.4
0.2
0.0
0.727
0.485
0.662
0.603
0.1
0.0
−0.1
−0.2
−0.3
−0.242
−0.059
Low
High
Online
Trusted
Price
Reference