

Table S1. Conditional elasticity – GLM

Conditional demand (intensity) elasticity robustness check (GLM) <sup>2</sup>								
Intensity elasticity	Low-income households		Middle-income households		High-income households		All households	
Price	-0.421***	(0.117)	-0.472***	(0.105)	-0.258**	(0.118)	-0.369***	(0.091)
Income	0.328***	(0.061)	0.313***	(0.079)	0.244***	(0.085)	0.350***	(0.040)
VARIABLES	Low-income households		Middle-income households		High-income households		All households	
Price	-0.421***	(0.117)	-0.472***	(0.105)	-0.258**	(0.118)	-0.369***	(0.091)
Income	-0.472	(0.516)	-0.585	(0.684)	1.517**	(0.757)	-0.421	(0.361)
Income squared	0.064	(0.043)	0.069	(0.054)	-0.095	(0.059)	0.059**	(0.029)
Household size	0.020*	(0.010)	0.021	(0.026)	0.083***	(0.032)	0.019**	(0.009)
Male ratio	0.139*	(0.076)	0.302***	(0.082)	0.294***	(0.041)	0.272***	(0.033)
Adult ratio	0.257***	(0.084)	0.245***	(0.089)	0.388***	(0.128)	0.285***	(0.058)
Maximum education: More than secondary complete								
No education	0.556***	(0.210)	0.009	(0.148)	0.067	(0.142)	0.207**	(0.101)
Primary complete	0.072*	(0.043)	0.025	(0.046)	-0.000	(0.052)	0.032	(0.029)
Secondary complete	0.050	(0.050)	0.074*	(0.040)	0.150***	(0.051)	0.099***	(0.032)
Region: Centre								
South	-0.294***	(0.107)	-0.402***	(0.081)	-0.270***	(0.082)	-0.305***	(0.070)
North	0.041	(0.064)	-0.058	(0.058)	-0.108	(0.076)	-0.027	(0.052)
HH activity: Employed								
Unemployed	-0.123**	(0.061)	0.073	(0.097)	-0.180	(0.144)	-0.081*	(0.049)
Pensioners	0.034	(0.048)	-0.011	(0.051)	-0.068	(0.048)	-0.023	(0.029)
Constant	3.410**	(1.546)	3.950*	(2.192)	-2.973	(2.517)	3.258***	(1.139)
Observations	1,869		2,017		1,907		5,793	

Source: Own calculation; \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

<sup>2</sup>GLM specification tests - —Box-Cox transformation parameter  $\lambda$  is statistically significant and equals 0.528. Although the results are not a near-zero value, the logarithmic link function is was used due to the lowest chi-square value for  $\lambda=0$  in the likelihood-ratio tests on in three standard functional form specifications. The Modified Park Test was used to check the most appropriate variance function and family given a link log function. There is was no statistically significant difference between the calculated coefficient of square raw residuals ( $\text{lyhat}=1.8$ ) and  $\lambda=2$  ( $\text{prob}>\chi^2$  0.5834), which means the dependent variable can be described in terms of Gamma distribution. Pregibon's modified Link Test (linearity assumptions) found that the coefficient of predicted value squared is was not statistically significant ( $\text{prob}>\chi^2$  0.328). No multicollinearity, mean VIF is 1.42, VIF income, and income squared are 1.81 and 1.09, respectively. The Modified Hosmer Lemeshow test, used to check the fitness of the model for any systematic bias, showed that the means of residuals in the raw scale, divided into 5 and 10 groups, are jointly equal to zero