Table 6. The mixed multinomial logit model showing interactions between sociodemographic variables and attributes to explain preference heterogeneity in choices made by women in a rural sub-County.

Interaction terms (Mean Parameters)

	w/pri educ(ref)		**w/sec educ(ref)**		**w/age category1(ref)**		**w/age category 2(ref)**		**w/married (ref)**		**w/main earner (ref)**	
Attribute	**β[a]**	**RSE**	**β[a]**	**RSE**	**β[a]**	**RSE**	**β[a]**	**RSE**	**β[a]**	**RSE**	**β[a]**	**RSE**
Attitude. Kind (Reference)	0.009*	0.210	0.118	0.143	-0.330**	0.140	0.205	0.141	0.218	0.187	-0.198	0.184
Medequip. Available (Reference)	0.004**	0.098	-0.124	0.09	0.067	0.096	-0.131	0.092	-0.419**	0.144	0.172	0.125
QualClin. Good quality (Reference)	-0.202	0.151	0.355**	0.141	-0.200	0.131	0.279**	0.131	-0.352	0.226	0.092	0.191
Distance. Short (Reference)	0.116	0.079	-0.109	0.077	0.062	0.08	-0.176**	0.08	0.199*	0.116	-0.206**	0.103
Referral. Available (Reference	0.009	0.083	0.007	0.082	-0.064	0.083	0.027	0.083	0.109	0.121	-0.300**	0.114

Cost, (Ksh)[b]	-0.000046**	0.0000218	0.00008	0.00002	9.23e-06	0.00002	-0.00003	0.00002	-0.00002	0.00003	-0.00006**	0.00003
Interaction terms (SDs)												
Attitude x covariate	1.353***	0.334	-0.347	0. 225	-0.320**	0.143	0.549***	0.167	0.886***	0.137	-0.817***	0.244
Medequip x covariate	-0.496***	0.111	-0.483***	0.090	0.497***	0.135	-0.416***	0.116	0.398***	0.125	0.153	0.185
Qualclin x covariate	0.709***	0.175	0.996***	0.220	-0.065	0.161	0.920***	0.122	0.680***	0.131	-0.232	0.158
Distance x covariate	0.183	0.191	-0.093*	0.093	0.349***	0.098	-0.026	0.086	- 0.133	0.099	0.018	0.142
Referral x covariate	0.068	0.127	-0.379***	0.102	0.345**	0.111	0.317**	0.131	0.382***	0.085	0.379***	0.118
Cost X covariate	-0.054**	0.00002	0.0000297	0.00004	0.00006	0.00004	5.31e-06	-0.00002	0.00002	0.00002	0.00002	0.00003
No. of respondemts	466	466	466	466	466	466	466	466	466	466	466	466
No. of observations	22272		22,272		22,368				22,368		22,320	

Log-likelihood	-44442.18		-4493.82		-4399.34		-4458.93		-4473.60		-4472.99	
Prob> $\chi 2$	0.0000		0.0000		0.0000				0.0000		0.0000	
Likelihood ratio $\chi 2$	2301,15		1462.88		3256.14		2298.41		1052.72		909.59	