PPML, Gravity, and Heterogeneous Trade Elasticities*

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Abstract

The gravity equation, the most popular empirical tool in International Trade, is usually estimated by the OLS or Poisson Pseudo-Maximum Likelihood (PPML), with PPML being robust to the heteroskedasticity of the error term. We find that when the trade elasticity is heterogeneous between country pairs, OLS and PPML estimates have different interpretations: OLS estimates the average elasticity and PPML estimates the elasticity of average. We show that most of the differences between the PPML and OLS estimates are explained by the difference in the interpretation of the coefficients. We also develop a new weighted PPML estimator for the elasticity of average in case of heterogeneous trade shock.

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1 Introduction

In this paper, we focus on the behaviour of the techniques commonly used to estimate constant elasticity models in the presence of unobserved heterogeneity. Wooldridge (2005) shows that in the case where the heterogeneity is independent of the covariates, the ordinary least squares (OLS) estimator generates estimates that can be interpreted as an average partial effect (APE). It follows then that the coefficient from a log-log OLS regression can be interpreted as the average elasticity in the case of coefficient heterogeneity.

While the average elasticity is a meaningful object, depending on the question, researchers might be interested in the elasticity of average, the effect of a one percent change in one variable on the percentage change of the average value of another variable.[1] In this paper, we use the gravity equation, one of the most widely used empirical tools in the field of International Trade, to illustrate this difference. We show that the estimates obtained from Poisson pseudo maximum likelihood (PPML), the most common econometric technique used to estimate the gravity equation, can be interpreted as the elasticity of average.[2]

Previously, all the differences between PPML and OLS coefficients in the gravity equation have been wrongly attributed to the fact that, unlike PPML, OLS estimates are biased when there is heteroskedasticity in an error term, a point that Santos Silva and Tenreyro (2006) (henceforth SST) raised. In this paper, we obtain evidence of heterogeneity in the effect of distance on trade volume. Furthermore, we show, both theoretically and with Monte Carlo simulations, that the presence of such heterogeneity causes bias in the estimation of the elasticity of average by the OLS.[3] We introduce a weighted least squares (WLS) estimator and show that both the PPML and WLS estimators are robust to heterogeneity. Still, unlike PPML and similar to OLS, WLS is not robust to the heteroskedasticity of an error term.

[1] Consider the simple numerical example below. In a hypothetical country, there are only two individuals, one rich and one poor. The rich individual has an income of \$1,000,000, while the poor individual has an income of only \$1,000, and they face heterogeneous tax rates of 10% and 1%, respectively. The average tax rate is calculated as 5.5%, but the total tax revenue is \$100, 000 + \$10 = \$100, 010. The percentage of total tax revenue in terms of total income is $\frac{100,010}{1,001,000} = 9.991\%$, which can be interpreted as the "tax rate on average". The latter is the true effect of tax rates on the whole economy. The unweighted average of tax rates differs from the true effect because it neglects the different weights that the two individuals have in the economy and includes both of them in the computation of average elasticity with equal weights. To accurately calculate the "tax rate on average", the heterogeneous tax rates for the two individuals should be assigned weights according to their share of the total income of the whole country: $10\% * \frac{1,000,000}{1,001,000} + 1\% * \frac{1,000}{1,001,000} = 9.991\%$. Similarly, countries of different sizes would have various degrees of impact on global trade volume and should enter into the gravity equation computation with different weights. Otherwise, using the OLS estimator to estimate the effects of a uniform decrease in trade costs on global trade volumes, such as a worldwide reduction in gasoline prices, will lead to biased results.

[2] Ciani and Fisher (2019) make a related point and show that the interpretation of OLS and PPML dif-in-dif estimates of a multiplicative model differ.

[3] In this paper, we focus on the estimation of the elasticity of the average; from this point of view, OLS estimates are biased. Alternatively, we can say that OLS and PPML estimates have different interpretations.

The fourth estimation procedure we consider is Gamma pseudo maximum likelihood (GPML), which, similar to PPML, is consistent when the error term is heteroskedastic but is often overlooked because of its potentially lower efficiency compared to PPML. We show that, similar to OLS, the GPML estimates can be interpreted as the average elasticity, which explains why GPML and PPML estimates often differ in practice.

A comparison of OLS, PPML, WLS, and GPML estimates allows us to decompose the bias caused by using the OLS estimator with the log-linearized gravity equation into two different sources — heteroskedasticity in the error term and heterogeneity across country pairs — using PPML estimate as a benchmark. We document that the share of bias in estimating the distance elasticity caused by heterogeneity is much larger than that caused by heteroskedasticity. In particular, the heteroskedasticity bias accounts for approximately 8% of the total difference between OLS and PPML for the estimates of the average elasticity and 30% for the estimates of the elasticity of average. Our exercise is not a formal decomposition of heterogeneity and heteroskedasticity biases which itself is a challenging task. We argue that our results, while suggestive, are still meaningful and can be of use within and beyond the field of International Trade.

We further contribute to the gravity literature and examine heterogeneous trade shocks in the context of heterogeneous trade elasticities. Expectedly, the effect of a given shock is contingent on which observations were treated and the respective intensity of such treatment. We show that a standard PPML estimator can be interpreted as the average effect of a uniform decrease in the variable of interest. We show that a PPML estimator augmented with treatment intensity weights, we call weighted PPML (WPPML), estimates the effect of a given arbitrary shock.

It follows that the conventional logic that the larger number of observations and higher data coverage always improve the quality of the estimates, does not necessarily hold when the elasticities are heterogeneous and the counterfactual treatment is not uniform. Specifically, when a policymaker is interested in estimating the effects of a particular counterfactual scenario, it makes sense to restrict and re-weight sample in such a way that the resulting estimates would be relevant to the given counterfactual scenario.

We demonstrate the usefulness of our WPPML estimator by applying it to the recent work of Fontagné et al. (2022), which estimates sector-level tariff elasticities. The elasticities from Fontagné et al. (2022) represent the effect of a uniform 1% decrease in tariff barriers worldwide. In contrast, we consider the scenario of *realized* changes in tariffs over the period from 2001 to 2016. Our findings indicate that the responsiveness of trade flows to actual changes in tariffs is generally lower than the response to hypothetical uniform trade liberalization, which suggests that trade liberalization predominantly occurs among country

pairs with low trade elasticity. Furthermore, we show that the difference between WPPML and PPML estimates is highly heterogeneous between different sectors and is driven by both elasticity heterogeneity and the industry-specific profile of tariff changes between 2001 and 2016.

While our results are applicable in a broad context, we use the gravity equation in International Trade as an illustration of our results. Estimation of trade elasticities has been one of the central question in Trade as the correct estimates allow us to immediately calculate counterfactual outcomes of various policies. Elasticity estimation has attracted even more attention since the release of the seminal work of Arkolakis et al. (2012), in which they showed that for a large class of trade models, gains of trade can be calculated using only observable import shares and the value of trade elasticity. A paper by Melitz and Redding (2015), however, challenged these results and noted that models considered in Arkolakis et al. (2012) start generating heterogeneous trade elasticities even with small and trivial deviations from the initial theoretical assumptions. The results of Melitz and Redding (2015) suggest that relying on an assumption of a homogeneous trade elasticity may be misleading and could lead to incorrect policy predictions.

The empirical estimation of heterogeneous country-pair trade elasticity has attracted limited attention, still a few empirical studies examine the distance elasticity across countries. Fratianni and Kang (2006) first use the log form of the gravity equation to estimate the distance elasticity of the full sample, which yields a significant estimate of -1.17. Then, they test whether the homogeneity assumption for different groups of countries holds with two tests: one for Organisation for Economic Co-operation and Development (OECD) countries and non-OECD countries and the other for Christian and Islamic countries; both tests reject the null hypothesis of distance homogeneity at the 1% level. They find that the distance elasticity is much smaller for OECD member countries in absolute values than for nonmember countries. They also find that the trading cost represented by the distance is the largest when trade occurs between an Islamic and Christian country, with a distance elasticity of -1.47. Magerman et al. (2016) summarize multiple studies on the distance and border effects in International Trade that perform sensitivity tests of the effects for various countries, regions, and periods with different methods; the authors confirm the presence of heterogeneity in distance and trade elasticities across different country pairs.

Chen and Novy (2022) provide an empirical assessment of heterogeneous trade elasticities closest to our paper. They show that trade elasticities exhibit a large degree of heterogeneity across country pairs; in particular, they find that trade elasticities tend to be especially strong when at least one of the trade partners is small. They extend their analysis and re-evaluate the effects of currency unions and trade agreements in the presence of heterogeneous trade

elasticities. While their conclusion mirrors our findings regarding the application of PPML in the presence of heterogeneity, our paper is the first to provide a formal justification for these considerations and to consider differential treatment intensity.

A discussion of the mechanisms behind the heterogeneity of trade and distance elasticity is beyond the scope of this paper. Still, several studies provide microfoundations of the gravity equation with country-pair heterogeneity. Fieler (2011) first confirms that low-income countries trade less than rich countries, both with each other and with the rest of the world: in 2000, transactions to and from the 12 Western European countries accounted for 45% of global trade, while the 57 African countries accounted for only 4.2%. This fact suggests that pairs of large countries dominate global trade flows and, therefore, should be given more weight in calculating the "elasticity of average". The author relaxes two of the traditional assumptions of trade models that generate the gravity equation by allowing for non-homothetic preferences and different quality of goods to be produced in high- and low-income countries. With this new model, the author can explain the prevalence of large trade flows among developed countries and small trade flows among developing countries. Novy (2013) shows that the gravity equation based on the translog demand system, unlike the standard CES gravity model, generates heterogeneous country-pairs trade elasticities. Bas et al. (2017) make a related point but focus on the supply-side mechanism of the heterogeneity. They introduce an extension of the Melitz (2003) model with the productivity distribution of heterogeneous firms following log-normal instead of the commonly used Pareto distribution and show that this assumption leads to bilateral-specific aggregate trade elasticity for each country pair.

Our paper fits into a large strand of literature devoted to the estimation of the gravity equation. A detailed review of this literature can be found in Head and Mayer (2014) and Yotov et al. (2016). In particular, we use Head and Mayer (2014) as a starting point; this paper considers the case of heterogeneous elasticities in Monte Carlo simulations and documents that OLS and GPML successfully estimate the average elasticity, while PPML fails to do so; this difference is being interpreted as the lack of robustness to misspecification and attribute it to the different weights that PPML and GPML assign to various observations. In our paper, we further develop this idea and thoroughly discuss the link between observation weights and the interpretation of various estimators. Mayer et al. (2019) make a similar point that PPML puts more weight on country pairs with larger trade flows; they, nevertheless, do not consider the presence of country-pair heterogeneous elasticity and do not discuss the difference in interpretation of the estimates.[4]

[4]Eaton et al. (2012) also discuss that the differences between PPML and OLS can be driven by different weights applied to trade flows.

Finally, our paper is related to the strand of literature devoted to the issues associated with the aggregation of trade data. Costinot and Rodríguez-Clare (2014), Imbs and Mejean (2015) Kehoe et al. (2017), and French (2017) address issues caused by between-industry heterogeneity. Imbs and Mejean (2017) focus on the issues that arise when aggregating sectoral elasticities in case these elasticities exhibit heterogeneity on a country level. Coughlin and Novy (2016) analyze the consequences of the spatial aggregation of trade data. Larch et al. (2019) show that OLS and PPML estimates diverge when there is a large number of small countries in the data. Arvis and Shepherd (2013) find that the sum of predicted and actual trade flows are equal only for the PPML. Redding and Weinstein (2019) compare aggregate and sectoral gravity equations and derive an exact Jensen's inequality correction term, which drives the difference between estimates from those two equations. Most recently, Breinlich et al. (2022) show that in the presence of between-industry heterogeneity, a PPML estimator has a clear interpretation as a weighted average of sectoral elasticities. Our paper extends their result by considering a continuously changed heterogeneous elasticity. We also provide interpretations of other estimators obtained from OLS and WLS, and compare them with the PPML estimator. Moreover, we propose the weighted PPML estimator to accommodate heterogeneous trade shocks. If the exponential model is misspecified, Silva and Winkelmann (2024) demonstrate that pseudo maximum likelihood estimators provide the optimal approximations to the conditional expectation in the sense of weighted mean squared error. Moreover, they show that if covariates are normally distributed, the PPML estimator approximates average marginal effects of the covariates on the true conditional expectation. Compared to Silva and Winkelmann (2024), this paper considers a special case of the misspecified exponential model where parameters might be random. As a result, we relax the normal distribution assumption and are able to connect the marginal effect of the covariates on the true conditional expectation with the heterogeneous trade elasticity.

The rest of the paper is organized as follows. In Section 2, we set up the theoretical background of the paper and compare the performances of different estimators of the gravity equation in the context of International Trade. Then we employ real trade data to provide motivational evidence for the existence of country-pair heterogeneous elasticities in Section 3. In Section 4, we present the results of Monte Carlo simulations and study the behaviour of the estimators in the presence of both heteroskedasticity and country-pair heterogeneity. We extend the previous analysis into considering heterogeneous treatment and propose the use of WPPML in Section 5 and conclude with Section 6.

2 Theoretical Background

In this paper, we focus on finding consistent estimators in multiplicative models with unobserved heterogeneity.[5] For any two vectors $\boldsymbol{u} = (u_1, \ldots, u_p)$ and $\boldsymbol{v} = (v_1, \ldots, v_p)$, we let $\boldsymbol{u}^{\boldsymbol{v}}$ denote $\prod_{j=1}^{p} u_j^{v_j}$. Consider the following model:

$$Y = \boldsymbol{X}^{\beta^*} \boldsymbol{Z}^{\theta^*} + \varepsilon \text{ with } \mathbb{E}\left(\varepsilon \mid \boldsymbol{X}, \boldsymbol{Z}, \theta^*\right) = 0, \tag{1}$$

where $\boldsymbol{X} \in \mathbb{R}^p$ and $\boldsymbol{Z} \in \mathbb{R}^l$ are vectors of covariates. We use the symbol $*$ to denote the true parameter value. Vector β^* is a coefficient vector of fixed values; whereas θ^* is a vector of random variables. Without loss of generality, we let $l = 1$ to simplify the discussion.

After taking logs on both sides of Model (1), we obtain that

$$\begin{aligned} \log Y &= \beta_1^* \log X_1 + \cdots + \beta_p^* \log X_p + \theta^* \log Z + \log \varepsilon \\ &= \beta^{*\top} \dot{\boldsymbol{X}} + \theta^* \dot{Z} + \log \varepsilon, \end{aligned} \tag{2}$$

where $\dot{\boldsymbol{X}} \equiv (\log X_1, \ldots, \log X_p)^\top$ and $\dot{Z} \equiv \log Z$. Assuming that $\mathbb{E}\left(\log \varepsilon \mid \boldsymbol{X}, Z, \theta^*\right)$ is a constant, the partial effect of $\log Z$ on $\mathbb{E}\left(\log Y \mid \boldsymbol{X}, Z, \theta^*\right)$ is then

$$\frac{\partial \mathbb{E}\left(\log Y \mid \boldsymbol{X}, Z, \theta^*\right)}{\partial \log Z} = \theta^*.$$

Since this partial effect is nonconstant, the formulation above can be interpreted as a random coefficient model with the observation-specific elasticity θ^*. From now on, we will rely on this interpretation of the unobserved heterogeneity model.

The Average Elasticity and OLS

Following Wooldridge (2005), in this subsection, we formally show that in the case where θ^* is independent of $\boldsymbol{X}$ and Z, OLS estimates the average partial effect (APE) of $\log Z$ on $\mathbb{E}\left(\log Y \mid \boldsymbol{X}, Z, \theta^*\right)$, which is equal to $\mathbb{E}\left[\theta^*\right]$. This estimate can be interpreted as the average elasticity, as it averages out the partial effects.

Without loss of generality, we can let $\mathbb{E}\left(\log \varepsilon \mid \boldsymbol{X}, Z, \theta^*\right) = 0$ so that no constant term is needed in the regression. For observations $\{(Y_{ij}, \boldsymbol{X}_{ij}, Z_{ij})\}_{i=1,j=1}^{i=N,j=N}$, the OLS estimators for

[5] If the heterogeneity is caused by a known function of observable independent variables, we can include an interaction term between the variable of interest and the variables that cause heterogeneity. The usual estimation procedure would remain valid.

$\widehat{\beta}$ and $\widehat{\theta}$ are defined as the solution to

$$\sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left[\log Y_{ij} - \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z}_{ij} \right) \begin{pmatrix} \widehat{\beta} \\ \widehat{\theta} \end{pmatrix} \right] = 0.$$

We can obtain the closed-form solution of $\left(\widehat{\beta}^{\top}, \widehat{\theta}\right)$ as

$$\begin{pmatrix} \widehat{\beta} \\ \widehat{\theta} \end{pmatrix} = \left[\sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\dot{\boldsymbol{X}}_{ij}^{\top}, \dot{Z}_{ij} \right) \right]^{-1} \left[\sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \log Y_{ij} \right].$$

The law of large numbers implies that as $N \to \infty$,

$$\left[\frac{1}{N^2} \sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\dot{\boldsymbol{X}}_{ij}^{\top}, \dot{Z}_{ij} \right) \right]^{-1} \xrightarrow{p} \mathbb{E}^{-1} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \right]$$

under the full rank condition, and that

$$\begin{aligned} \frac{1}{N^2} \sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \log Y_{ij} &= \sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\beta^{*\top} \dot{\boldsymbol{X}}_{ij} + \theta^* \dot{Z}_{ij} + \log \varepsilon_{ij} \right) \\ &= \sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\dot{\boldsymbol{X}}_{ij}^{\top}, \dot{Z}_{ij} \right) \begin{pmatrix} \beta^* \\ \theta^* \end{pmatrix} + \sum_{i,j} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \log \varepsilon_{ij} \\ &\xrightarrow{p} \mathbb{E} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \begin{pmatrix} \beta^* \\ \theta^* \end{pmatrix} \right] \end{aligned}$$

because $\mathbb{E}\left(\log \varepsilon \mid \boldsymbol{X}, Z, \theta^*\right) = 0$. Therefore, it holds that

$$\begin{pmatrix} \widehat{\beta} \\ \widehat{\theta} \end{pmatrix} \xrightarrow{p} \mathbb{E}^{-1} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \right] \mathbb{E} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \begin{pmatrix} \beta^* \\ \theta^* \end{pmatrix} \right].$$

Under the assumption that the unobserved heterogeneity θ^* is independent of $(\boldsymbol{X}, Z)$, we obtain that the right-hand-side of the above expression is equal to

$$\mathbb{E}^{-1} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \right] \mathbb{E} \left[\begin{pmatrix} \dot{\boldsymbol{X}} \\ \dot{Z} \end{pmatrix} \left(\dot{\boldsymbol{X}}^{\top}, \dot{Z} \right) \right] \mathbb{E} \left[\begin{pmatrix} \beta^* \\ \theta^* \end{pmatrix} \right] = \begin{pmatrix} \beta^* \\ \mathbb{E}\left[\theta^*\right] \end{pmatrix}.$$

Hence, we conclude that $\widehat{\beta} \xrightarrow{p} \beta^*$ and $\widehat{\theta} \xrightarrow{p} \mathbb{E}\left[\theta^*\right]$. The OLS estimator $\widehat{\theta}$ estimates the average of the elasticity.

The Elasticity of Average and PPML

As mentioned in the introduction, researchers may care more about the elasticity of average rather than the average elasticity. Moreover, in a general case, because of Jensen's inequality, the average elasticity and the elasticity of average are not equal. If we assume there are N observations with values of Y_i and corresponding elasticities θ_i^*, the average elasticity takes the form of $\frac{\sum_{i=1}^N \theta_i^*}{N}$. The elasticity of average can be computed as a weighted average of elasticities with weights equal to the share of Y_i in $\sum_{i=1}^N Y_i$: $\frac{\sum_{i=1}^N \theta_i^* Y_i}{\sum_{i=1}^N Y_i}$.[6]

To calculate the elasticity of average, we do not need to know the values of unobserved variable θ_i^* for each i, as the weights are proportional to the observed values of Y_i. It follows that an estimator that applies these weights can be interpreted as the elasticity of average.

Formally, we relax the assumption in the previous subsection that θ^* is independent of $\boldsymbol{X}$ and allow θ^* to be a deterministic function of $\boldsymbol{X}$: $\theta^* = h(\boldsymbol{X})$, where the functional form of $h(\cdot)$ is left completely unspecified.[7] Such an assumption can be interpreted in the following ways. Firstly, we require θ^* to be independent of Z. This is equivalent to assuming that the relationship between Y and Z is completely characterized by the functional form of Model (1). If θ^* depends on Z as well, then the meaning of θ^* itself becomes ambiguous. Secondly, we assume that $\boldsymbol{X}$ explains all the randomness of θ^*. This is usually satisfied if $\boldsymbol{X}$ includes enough covariates that cause the unobserved heterogeneity of θ^*. However, it is worth mentioning that we do not make any assumption on the functional form of $h(\cdot)$ nor do we plan to estimate it. This allows us to have great flexibility in the form of the unobserved heterogeneity.

Since β^* is a constant coefficient vector, it is not difficult to find its consistent estimator.[8] To simplify the discussion, we replace the consistent estimator with β^*. The error caused by such a step is negligible in the limit. We aim to study the property of the PPML estimator $\widehat{\theta}$ defined by the following first-order condition:

$$\sum_{i,j} \left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\widehat{\theta}} \right] \dot{Z}_{ij} = 0.$$

[6]Note that this Jensen's inequality differs from one described in SST. In general case, we consider in Section 4, with both heteroskedasticity and heterogeneity, there are two sources of bias driven by different Jensen's inequalities.

[7]We can relax the assumption on the random coefficient θ^* by letting it be a function of both $\boldsymbol{X}$ and Z, or even allowing it to be completely random. The idea in the discussion below would still follow. However, such a way of modeling the unobserved heterogeneity will lose the interpretability of the original multiplicative model.

[8]It holds that $\mathbb{E}[Y \mid \boldsymbol{X}, Z] = \boldsymbol{X}^{\beta^*} Z^{h(\boldsymbol{X})}$, where $h(\cdot)$ is an unknown function. Examples of consistent estimators of β^* include the sieve estimators proposed in Ai and Chen (2003) and Santos (2012). Even if an inconsistent estimator of β^* is used such as the one from jointly estimating β^* and θ^* using the original PPML, the intuition of the discussion below is still valid with additional approximation from the estimator of β^*.

Assume that the variances of elements of $\boldsymbol{X}$, Z, and ε are finite. Let Θ be the compact parameter space for $\widehat{\theta}$. The uniform law of large numbers implies that

$$\sup_{\theta\in\Theta}\left|\frac{1}{N^2}\sum_{i,j}\left[Y_{ij}-\boldsymbol{X}_{ij}^{\beta^*}Z_{ij}^{\theta}\right]\dot{Z}_{ij}-\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta}\right]\dot{Z}\right)\right|\xrightarrow{p}0.$$

Therefore, we have that $\widehat{\theta}\xrightarrow{p}\theta_0$, where θ_0 satisfies the moment condition

$$\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_0}\right]\dot{Z}\right)=0. \tag{3}$$

Note that θ_0 is a fixed value that does not exhibit any randomness. Our objective is to study how θ_0 relates to θ^*.

Let $f_{\boldsymbol{X},Z}(\cdot)$ be the probability density functions of $(\boldsymbol{X},Z)$. By the law of iterated expectations, we have that

$$\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_0}\right]\dot{Z}\right)=\int\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_0}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x},Z=z\right)f_{\boldsymbol{X},Z}(\boldsymbol{x},z)\,d\boldsymbol{x}dz.$$

We discretize the above integral by partitioning the support of $(\boldsymbol{X},Z)$ as $\{\Delta_k\}_{k=1}^K$. Such an approximation can be made as precise as possible by increasing K. As a result,

$$\begin{aligned}&\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_0}\right]\dot{Z}\right)\\&=\sum_{k=1}^{K}\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_0}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x}_k,Z=z_k\right)f_{\boldsymbol{X},Z}(\boldsymbol{x}_k,z_k)\,\Delta_k=0\end{aligned} \tag{4}$$

By Model (1), we have that for any $(\boldsymbol{x},z)$,

$$\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta^*}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x},Z=z\right)=\mathbb{E}\left(\varepsilon\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x},Z=z\right)=0, \tag{5}$$

where the second equality holds by the model assumption. Equation (5) implies that

$$\begin{aligned}&\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta^*}\right]\dot{Z}\right)\\&=\int\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta^*}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x},Z=z\right)f_{\boldsymbol{X},Z}(\boldsymbol{x},z)\,d\boldsymbol{x}dz\\&=\sum_{k=1}^{K}\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta^*}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x}_k,Z=z_k\right)f_{\boldsymbol{X},Z}(\boldsymbol{x}_k,z_k)\,\Delta_k\\&=\sum_{k=1}^{K}\mathbb{E}\left(\left[Y-\boldsymbol{X}^{\beta^*}Z^{\theta_k^*}\right]\dot{Z}\mid\boldsymbol{X}=\boldsymbol{x}_k,Z=z_k\right)f_{\boldsymbol{X},Z}(\boldsymbol{x}_k,z_k)\,\Delta_k=0,\end{aligned} \tag{6}$$

where $\theta_k^* \equiv h(\boldsymbol{x}_k)$. Denote

$$\phi_k(\theta) \equiv \mathbb{E}\left(\left[Y - \boldsymbol{X}^{\beta^*} Z^{\theta}\right] \dot{Z} \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k\right) f_{\boldsymbol{X},Z}(\boldsymbol{x}_k, z_k)\, \Delta_k.$$

Combining Equations (4) and (6), it holds that

$$\begin{aligned} 0 = \sum_{k=1}^{K} \phi_k(\theta_0) &= \sum_{k=1}^{K} \phi_k(\theta_k^*) + \sum_{k=1}^{K} \frac{d}{d\theta}\phi_k(\theta_k^\star)(\theta_0 - \theta_k^*) \\ &= \sum_{k=1}^{K} \frac{d}{d\theta}\phi_k(\theta_k^\star)(\theta_0 - \theta_k^*), \end{aligned}$$

where the second equality follows from the Taylor expansion and $\theta_k^\star$ lies in between θ_0 and θ_k^*. Thus, we obtain that

$$\theta_0 = \frac{\sum_{k=1}^{K} \frac{d}{d\theta}\phi_k(\theta_k^\star)\,\theta_k^*}{\sum_{k=1}^{K} \frac{d}{d\theta}\phi_k(\theta_k^\star)}.$$

A simple calculation would show that

$$\frac{d}{d\theta}\phi_k(\theta_k^\star) = -\mathbb{E}\left(\boldsymbol{X}^{\beta^*} Z^{\theta_k^\star} \dot{Z}^2 \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k\right) f_{\boldsymbol{X},Z}(\boldsymbol{x}_k, z_k)\, \Delta_k.$$

Because $\theta_k^\star$ is closely related to θ_k^* and

$$\mathbb{E}\left(\boldsymbol{X}^{\beta^*} Z^{\theta_k^*} \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k\right) = \mathbb{E}(Y \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k)$$

by Equation (5), we have that

$$\frac{d}{d\theta}\phi_k(\theta_k^\star) \sim -\mathbb{E}\left(Y \dot{Z}^2 \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k\right) f_{\boldsymbol{X},Z}(\boldsymbol{x}_k, z_k)\, \Delta_k.$$

This in turn shows that

$$\begin{aligned} \sum_{k=1}^{K} \frac{d}{d\theta}\phi_k(\theta_k^\star) &\sim \sum_{k=1}^{K} -\mathbb{E}\left(Y \dot{Z}^2 \mid \boldsymbol{X} = \boldsymbol{x}_k, Z = z_k\right) f_{\boldsymbol{X},Z}(\boldsymbol{x}_k, z_k)\, \Delta_k \\ &= -\int \mathbb{E}\left(Y \dot{Z}^2 \mid \boldsymbol{X} = \boldsymbol{x}, Z = z\right) f_{\boldsymbol{X},Z}(\boldsymbol{x}, z)\, d\boldsymbol{x} dz \\ &= -\mathbb{E}\left(Y \dot{Z}^2\right), \end{aligned}$$

where the last equality follows from the law of iterated expectations.[9] Following a similar

[9]Because $\theta_k^* = h(x_k)$, the probability density function $f_{X,Z}(x_k, z_k)$ measures the probability that random variable θ^* takes value θ_k^* for each k. It is not difficult to see that the approximation is more accurate if the

argument, we can obtain that

$$\begin{aligned}\sum_{k=1}^{K}\frac{d}{d\theta}\phi_k\left(\theta_k^\star\right)\theta_k^* &\sim \sum_{k=1}^{K}-\mathbb{E}\left(Y\dot{Z}^2 \mid \boldsymbol{X}=\boldsymbol{x}_k, Z=z_k\right) f_{\boldsymbol{X},Z}\left(\boldsymbol{x}_k, z_k\right)\Delta_k\theta_k^* \\ &= -\int \mathbb{E}\left(Y\dot{Z}^2\theta^* \mid \boldsymbol{X}=\boldsymbol{x}, Z=z\right) f_{\boldsymbol{X},Z}\left(\boldsymbol{x}, z\right) d\boldsymbol{x}dz \\ &= -\mathbb{E}\left(Y\dot{Z}^2\theta^*\right).\end{aligned}$$

Because the probability distribution of $\dot{Z}\equiv\log Z$ usually has much less variance than that of Y, we can further approximate $\frac{\mathbb{E}\left(Y\dot{Z}^2\theta^*\right)}{\mathbb{E}\left(Y\dot{Z}^2\right)}$ as $\frac{\mathbb{E}(Y\theta^*)}{\mathbb{E}(Y)}$.[10] Hence, the PPML estimator $\widehat{\theta}$ converges in probability to θ_0, which is approximately $\frac{\mathbb{E}(Y\theta^*)}{\mathbb{E}(Y)}$.

Gravity Equations: International Trade Context

The results in this paper are applicable to the estimation of any multiplicative model in the presence of heterogeneity. To illustrate our point, however, we consider a particular case of such a model in the context of International Trade. We use the 'naive form' of the gravity equation from Head and Mayer (2014) to be consistent with the constant-elasticity models in SST and constrain the trade elasticity to be distance elasticity:[11]

$$Y_{ij}=\frac{\mathrm{GDP}_i^{\beta_1^*}\times\mathrm{GDP}_j^{\beta_2^*}}{\mathrm{Distance}_{ij}^{-\theta^*}}\varepsilon_{ij}, \tag{7}$$

where Y_{ij} is the trade flow between country i and j, $\mathrm{Distance}_{ij}$ stands for bilateral distance, and ε_{ij} is the error term. Note that in this naive model, θ^* is a constant rather than a random variable.

Taking logs on both sides of the equation yields the following:

$$\log Y_{ij}=\beta_1^*\log\mathrm{GDP}_i+\beta_2^*\log\mathrm{GDP}_j+\theta^*\log\mathrm{Distance}_{ij}+\log\varepsilon_{ij}, \tag{8}$$

where $\theta^*<0$ is the value of trade elasticity.

Denote $\boldsymbol{X}_{ij}\equiv(\mathrm{GDP}_i,\mathrm{GDP}_j)$ and $Z_{ij}\equiv\mathrm{Distance}_{ij}$. To obtain consistent estimates of the coefficients in Equation (7) using the log-linearized form of Equation (8) by OLS, it is necessary for $\mathbb{E}\left(\log\varepsilon \mid \boldsymbol{X}, Z, \theta^*\right)$ to be constant. According to SST, however, ε is gen-

probability of θ^* being extremely large or small is low.

[10] Similar approximation is also adopted in Breinlich et al. (2022).

[11] In this paper, we follow SST as closely as possible, to model heterogeneous trade elasticities, but we have to deviate and use a more complex data generating process.

erally heteroskedastic. Running a simple OLS regression of $\log Y_{ij}$ on $\dot{\boldsymbol{X}}_{ij}$ and $\dot{Z}_{ij}$ leads to inconsistent and biased estimates of θ^*. This is because even though the exogeneity assumption $\mathbb{E}(\varepsilon \mid \boldsymbol{X}, \boldsymbol{Z}, \theta^*) = 0$ is satisfied in Equation (7), with heteroskedasticity in ε, $\mathbb{E}(\log \varepsilon \mid \boldsymbol{X}, \boldsymbol{Z}, \theta^*)$ does not necessarily equal a constant.

We further incorporate heterogeneous country-pair trade elasticities into Equation (8) by allowing θ^* to change across country-pair:

$$\log Y_{ij} = \beta_1^* \log \text{GDP}_i + \beta_2^* \log \text{GDP}_j + \theta_{ij}^* \log \text{Distance}_{ij} + \log \varepsilon_{ij}.$$

Our objective is to estimate the (aggregate) trade elasticity that reflects the effect of a uniform change in the trade costs on bilateral trade volumes, i.e., the elasticity of average $\frac{\mathbb{E}(Y\theta^*)}{\mathbb{E}(Y)}$.

Empirically, let d_{ij} denote the distance between countries i and j, and Y'_{ij} be the counterfactual trade volume between countries i and j when the distance d_{ij} changes to d'_{ij}. The average elasticity is calculated as

$$\delta^{AE} = \frac{1}{N^2} \sum_{i,j} \left(\frac{Y'_{ij} - Y_{ij}}{Y_{ij}} \Big/ \frac{d'_{ij} - d_{ij}}{d_{ij}} \right) = \frac{1}{N^2} \sum_{i,j} \delta_{ij}, \tag{9}$$

which is the average ratio of the percentage change in trade volumes and the percentage change in distance. $\delta_{ij} \equiv \frac{Y'_{ij} - Y_{ij}}{Y_{ij}} \Big/ \frac{d'_{ij} - d_{ij}}{d_{ij}}$ is the pair-specific elasticity.

The elasticity of average is defined as the ratio of the total percentage change in trade flows and the average percentage change in distances:

$$\begin{aligned}
\delta^{EA} &= \frac{\frac{\sum_{i,j} Y'_{ij} - \sum_{i,j} Y_{ij}}{\sum_{i,j} Y_{ij}}}{\sum_{i,j} \frac{d'_{ij} - d_{ij}}{d_{ij}} / N^2} = \frac{\frac{\sum_{i,j} (Y'_{ij} - Y_{ij})}{\sum_{i,j} Y_{ij}}}{\sum_{i,j} \frac{d'_{ij} - d_{ij}}{d_{ij}} / N^2} \\
&= \frac{1}{\sum_{i,j} Y_{ij} \sum_{i,j} \frac{d'_{ij} - d_{ij}}{d_{ij}} / N^2} \sum_{i,j} \frac{Y'_{ij} - Y_{ij}}{Y_{ij}} \frac{d_{ij}}{d'_{ij} - d_{ij}} \frac{d'_{ij} - d_{ij}}{d_{ij}} Y_{ij} \\
&= \frac{1}{\sum_{i,j} Y_{ij} \sum_{i,j} \frac{d'_{ij} - d_{ij}}{d_{ij}} / N^2} \sum_{i,j} \delta_{ij} \frac{d'_{ij} - d_{ij}}{d_{ij}} Y_{ij} \\
&= \frac{\sum_{i,j} \delta_{ij} Y_{ij}}{\sum_{i,j} Y_{ij}} = \frac{\sum_{i,j} \delta_{ij} Y_{ij}}{N^2} \Big/ \frac{\sum_{i,j} Y_{ij}}{N^2},
\end{aligned} \tag{10}$$

where the second to last equality holds because $\frac{d'_{ij} - d_{ij}}{d_{ij}}$ is assumed to be constant across country pairs, representing the uniform percentage change in trade costs.

Comparison across Estimators

In this subsection, we discuss the behaviour of some commonly used estimators for the trade elasticity. We use Ω to denote the set of all country pairs i, j. Note that we denote $\dot{\boldsymbol{X}}_{ij} \equiv (\log X_{1,ij}, \ldots, \log X_{p,ij})^\top$ and $\dot{Z}_{ij} \equiv \log Z_{ij}$. Let $\widehat{Y}_{ij} = \boldsymbol{X}_{ij}^{\widehat{\beta}} Z_{ij}^{\widehat{\theta}}$.

The OLS estimator is defined as the solution to

$$\sum_{i,j\in\Omega} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\log Y_{ij} - \log \widehat{Y}_{ij}\right) = \mathbf{0}.$$

In the case that the error term is homoskedastic and that the heterogeneity θ^* is independent of GDP and Distance, we show in Section 2 that the OLS estimator $\widehat{\theta}$ is a consistent estimator for APE: $\mathbb{E}(\theta^*)$. This estimator was defined previously as the "average trade elasticity". However, even if both assumptions hold, using the OLS to estimate the "elasticity of average" leads to bias with heterogeneity because $\mathbb{E}(\theta^*)$ assigns equal weight to every individual θ^*_{ij}; while different trading country pairs have a differential impact on the world's aggregate trade flows.

A natural solution candidate for the weighting problem is the WLS estimator, which is defined as the solution to

$$\sum_{i,j\in\Omega} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\log Y_{ij} - \log \widehat{Y}_{ij}\right) Y_{ij} = \mathbf{0}.$$

The share of the bilateral trade flows between countries i and j over the global trade flows, denoted by $Y_{ij}/\sum_{i,j} Y_{ij}$, can be used as the weights.[12] In the context of this study, trade elasticity can be interpreted as the effect of trade liberalization on the representative dollar of world trade flows. If every country pair is treated as a stratum, then the probability of a representative dollar falling in any stratum is $\frac{1}{M}$, where M is the number of country pairs. The share of the bilateral trade flows between a country pair is $\frac{Y_{ij}}{\sum_{i,j} Y_{ij}}$. The dollars from a country pair are underrepresented when $\frac{Y_{ij}}{\sum_{i,j} Y_{ij}} > \frac{1}{M}$. The relative probability of a particular dollar falling in a stratum is given by $\frac{1}{M} / \frac{Y_{ij}}{\sum_{i,j} Y_{ij}} = \frac{\sum_{i,j} Y_{ij}}{M Y_{ij}}$. Therefore, with normalization, the weight used in this study is $\frac{Y_{ij}}{\sum_{i,j} Y_{ij}}$.[13]

[12] One justification of this method follows the solutions to the endogenous stratified sampling issue proposed by Hausman and Wise (1981), where they use the Gary Income Maintenance Experiment as an example to show the extent of selection bias due to endogenous stratified sampling and demonstrate that the bias can be corrected by both the maximum likelihood estimator (MLE) and WLS estimator.

[13] Mayer et al. (2019) estimate the gravity equation and apply weights proportional to the value of trade costs, which is similar to our WLS estimator. They, however, do not discuss the interpretation of the estimates and the presence of country-pair heterogeneous elasticities.

We follow Hausman and Wise (1981) by using weights that include an error term. To ensure that endogenous weights are not driving our results, we propose an alternative 2-stage procedure, which we refer as to feasible weighted least squares (FWLS). In the first stage, we run an OLS regression and generate predicted trade flows $\widetilde{Y}_{ij} = \boldsymbol{X}_{ij}^{\widetilde{\beta}} Z_{ij}^{\widetilde{\theta}}$. In the second stage, we run a WLS regression with the fitted values of trade flows from the previous stage as weights:[14]

$$\sum_{i,j\in\Omega} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\log Y_{ij} - \log \widehat{Y}_{ij}\right) \widetilde{Y}_{ij} = \mathbf{0}.$$

We also use PPML and GPML estimators in this study following the method discussed by SST. The PPML estimator is defined as the solution to

$$\sum_{i,j\in\Omega} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(Y_{ij} - \widehat{Y}_{ij}\right) = \mathbf{0}.$$

The moment condition of PPML indicates that it also involves the level deviations of Y_{ij} from its predicted value. As a result, similar to WLS, it addresses the heterogeneity issue. We have shown in Section 2 that the probability limit of the PPML estimator $\widehat{\theta}$ is approximately $\frac{\mathbb{E}(Y\theta^*)}{\mathbb{E}(Y)}$.

The GPML estimator is the solution to

$$\sum_{i,j\in\Omega} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(\frac{Y_{ij}}{\widehat{Y}_{ij}} - 1\right) = \mathbf{0}.$$

Conversely, the moment condition of GPML relies on the percent deviations of Y_{ij} from its predicted value, so we can expect that the GPML and OLS estimator will yield similar estimates.

Table 1 below summarises the empirical moment conditions for each of the estimators discussed in this study.

From these conditions, one can see that OLS involves log deviations of Y_{ij} from its predicted value. Since percent deviations are approximately equal to log deviations, multiplying the log deviations by actual trade volumes leads to a result close to the level deviations, implied by the WLS first-order condition.

[14] Chen and Novy (2022) make a similar point.

TABLE 1
Empirical Moment Conditions

OLS	$\sum_{i,j\in\Omega}\begin{pmatrix}\dot{\boldsymbol{X}}_{ij}\\ \dot{Z}_{ij}\end{pmatrix}\left(\log Y_{ij}-\log\widehat{Y}_{ij}\right)=\mathbf{0}$	PPML	$\sum_{i,j\in\Omega}\begin{pmatrix}\dot{\boldsymbol{X}}_{ij}\\ Z_{ij}\end{pmatrix}\left(Y_{ij}-\widehat{Y}_{ij}\right)=\mathbf{0}$
WLS	$\sum_{i,j\in\Omega}\begin{pmatrix}\dot{\boldsymbol{X}}_{ij}\\ \dot{Z}_{ij}\end{pmatrix}\left(\log Y_{ij}-\log\widehat{Y}_{ij}\right)Y_{ij}=\mathbf{0}$	GPML	$\sum_{i,j\in\Omega}\begin{pmatrix}\dot{\boldsymbol{X}}_{ij}\\ \dot{Z}_{ij}\end{pmatrix}\left(\frac{Y_{ij}}{\widehat{Y}_{ij}}-1\right)=\mathbf{0}$
FWLS	$\sum_{i,j\in\Omega}\begin{pmatrix}\dot{\boldsymbol{X}}_{ij}\\ \dot{Z}_{ij}\end{pmatrix}\left(\log Y_{ij}-\log\widehat{Y}_{ij}\right)\widetilde{Y}_{ij}=\mathbf{0}$		

Note: $\dot{\boldsymbol{X}}_{ij}\equiv(\log X_{1,ij},\ldots,\log X_{p,ij})^{\top}$ and $\dot{Z}_{ij}\equiv\log Z_{ij}$. $\widehat{Y}_{ij}=\boldsymbol{X}_{ij}^{\widehat{\beta}}Z_{ij}^{\widehat{\theta}}$ is the predicted bilateral trade volume. $\widetilde{Y}_{ij}=\boldsymbol{X}_{ij}^{\widetilde{\beta}}Z_{ij}^{\widetilde{\theta}}$ in the FWLS is the predicted trade flow from the first stage OLS regression.

3 Empirical Evidence

In this section, we apply different estimation techniques to the gravity data. We document not only the existence of country-pair heterogeneity but also decompose the bias of OLS estimates by heterogeneity and heteroskedasticity channels.

To make our results comparable with those in SST, we employ the same data and follow their specification by including distance and indicator variables for remoteness, common language, colonial heritage, and preferential trade agreements in the model. We replicate the findings of SST's Table 5 of the gravity equation regression on OLS, PPML and GPML estimators, controlling for multilateral resistance terms with importer and exporter fixed effects, and provide the estimated results of WLS and FWLS estimators. Table 2 reports the results of all five estimators and corresponding standard errors.

First, we present the evidence obtained from the gravity dataset that country-pair elasticities are not homogeneous. Naturally, we cannot establish a link between the unobserved variable and distance elasticity; trade volumes, conversely, are observed. If the OLS estimates of the distance elasticity do not vary much depending on how large trade flows are, then there will not be a significant difference between the average elasticity and the elasticity of average. The reason is that trade shares serve as weights while computing the elasticity of average.

After sorting the bilateral trade flows into ascending order, we run OLS regression multiple times, dropping the 10 smallest trade flows in the sample at every iteration. The estimated $\widehat{\theta}$ and corresponding 95% confidence interval are saved and plotted in Figure 1a. This is equivalent to running regressions on different subsamples containing various levels of trade flows. As the number of iterations increases, the weight of large trade volumes increases as well. The graph demonstrates an unambiguously positive relationship between estimated

TABLE 2
Gravity equation

	OLS	*WLS*	*FWLS*	*PPML (With ZTF)*	*PPML (No ZTF)*	*GPML (With ZTF)*	*GPML (No ZTF)*
Distance	-1.347***	-0.722***	-0.685***	-0.750***	-0.770***	-1.933***	-1.173***
	(0.031)	(0.049)	(0.038)	(0.041)	(0.049)	(0.055)	(0.029)
Common	0.174	0.395***	0.141**	0.369***	0.352***	-0.457**	0.326***
Border	(0.130)	(0.080)	(0.057)	(0.091)	(0.090)	(0.230)	(0.117)
Common	0.406***	0.419***	0.558***	0.383***	0.418***	0.681	0.416***
Language	(0.068)	(0.076)	(0.052)	(0.093)	(0.094)	(0.097)	(0.065)
Colonial	0.666***	-0.047	0.019	0.079	0.038	0.807***	0.510***
Ties	(0.070)	(0.103)	(0.098)	(0.134)	(0.134)	(0.100)	(0.067)
FTA	0.310***	0.424***	0.585***	0.376***	0.374***	1.472***	0.579***
	(0.098)	(0.080)	(0.085)	(0.077)	(0.077)	(0.257)	(0.085)
Exporter FE	Y	Y	Y	Y	Y	Y	Y
Importer FE	Y	Y	Y	Y	Y	Y	Y
N	9,613	9,613	9,613	18,360	9,613	18,360	9,613

Note: The OLS, WLS, FWLS, PPML, and GPML columns represent the estimates of the main regression estimated by the ordinary least squares, weighted least squares, fitted weighted least squares, Poisson pseudo-maximum likelihood, and gamma pseudo-maximum likelihood, respectively. Zero trade flows are excluded from the specifications of OLS, WLS, and FWLS. For PPML and GPML, the results from both cases of excluding and including zero trade flows in the main regression are reported. Standard errors are in parentheses. N stands for the number of observations. Details are in the main text.

$\widehat{\theta}$ and larger average trade flows in the subsamples. Compared to the results generated from the same procedure but with 10 trade flows being randomly dropped at every iteration on Figure 1b, it is clear that a positive relationship between the estimated $\widehat{\theta}$ and larger trade volumes in the subsamples provides evidence of country-pair heterogeneity.[15] Note that we included exporter and importer fixed effects and standard controls for country pairs, so the results in Figures 1a and 1b are driven by unobserved heterogeneity.[16]

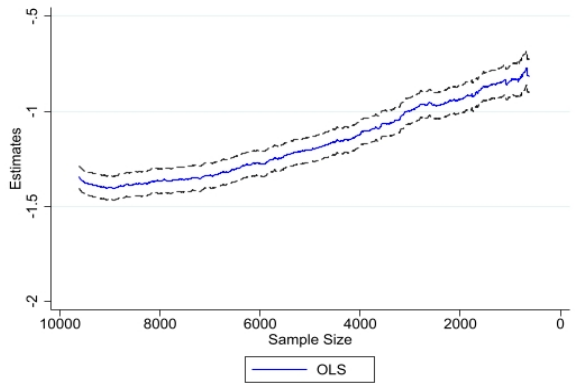
In Section 4, we use Monte Carlo simulations to illustrate that the WLS, FWLS, and PPML estimators are robust to the presence of country-pair heterogeneity when estimating the "elasticity of average" in the simulated economy, and the GPML estimator yields similar results as the OLS estimator, which estimates the average elasticity. Now we show that these methods lead to similar results with the same gravity dataset. We still drop the 10

[15]The standard errors for the estimates with smaller subsamples in Figure 1b are much larger because in small subsamples the number of countries increases relative to the number of observations, and consequently more fixed effects are included leading to higher standard errors of $\hat{\theta}$.

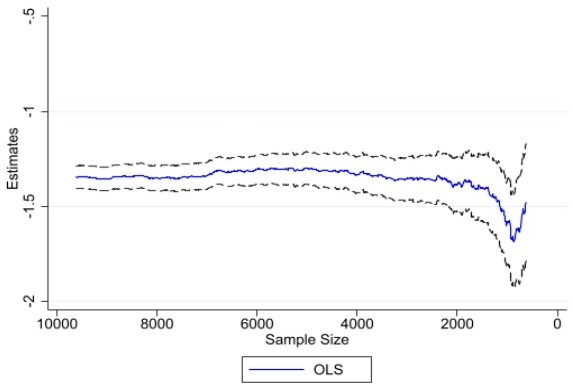
[16]Our findings are consistent with the study Yotov (2012) and Larch et al. (2019).

Figure 1. Evidence of heterogeneity

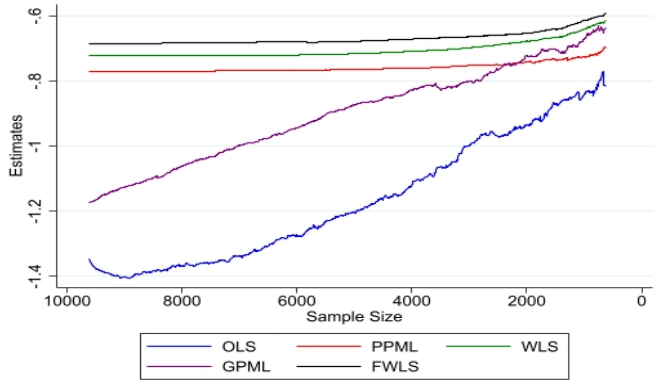
(a) Increasing trade volumes in subsamples - OLS



(b) Random subsamples - OLS



(c) Comparison across all estimators



Note: This figure presents evidence of unobserved heterogeneity in country-pair elasticity. In panel (a), at each iteration, we drop 10 observations with the smallest corresponding volume of trade, while in panel (b), we drop 10 random observations. In panel (c), we sort the data into ascending order and show the OLS, WLS, FWLS, GPML, and PPML estimates on different subsamples. There are 9,613 observations in the full sample. The last iteration has 623 observations.

smallest trade values on each iteration but now apply the WLS, FWLS, PPML, and GPML estimators to the regression equation. For WLS, the weights are calculated as the share of each observation's bilateral trade flows on the global total trade flows. For FWLS, the weights are calculated as the share of each observation's predicted bilateral trade flows on the sum of total predicted trade flows.

Compared to Figure 1a, the estimators from WLS, FWLS, and PPML illustrated in Figure 1c do not depend on the choice of subsamples except for the case when the sample size becomes very small. The overall constant estimates show that these estimators are robust to country-pair heterogeneity. The three estimators exhibit a similar pattern, indicating that all three of them are capable of addressing the heterogeneity in the country-pair elasticity

problem, consistent with our findings in Section 2. Moreover, the estimator from GPML exhibits an increasing trend as the average trade flows in the subsamples grow larger. This result is also consistent with our findings in the previous section that GPML and OLS would yield similar results.

With PPML as the benchmark estimator, we can perform a decomposition to show the proportion of bias caused by heterogeneity and heteroskedasticity. The total bias is calculated as the difference between the OLS estimates and PPML estimates. According to our previous results, however, there are two alternative ways to decompose the total bias. With one method, we calculate the bias caused by heterogeneity as the difference between the OLS estimates and WLS estimates, and the bias caused by heteroskedasticity is the difference between the WLS estimates and PPML estimates. With another method, we calculate the bias caused by heterogeneity as the difference between the GPML estimates and PPML estimates, and the bias caused by heteroskedasticity is the difference between the OLS estimates and GPML estimates. Table 3 summarizes the estimated $\widehat{\theta}$, the corresponding standard errors, and the bias decomposition results.

The difference between the two methods is that the former evaluates the size of the heteroskedasticity bias when estimating the average elasticity, while the latter evaluates it for the estimation of the elasticity of average. The size of biases obtained by these two methods naturally differ from each other, as the size and the sign of the heteroskedasticity bias depend on the pattern of heteroskedasticity and the degree of heterogeneity. We will illustrate this difference by Monte Carlo simulations in Section 4.

Table 3 indicates that bias caused by heteroskedasticity accounts for a smaller share of the total bias, while heterogeneity is the primary driver of the differences between the estimators.[17] These findings echo the conclusion of SST that the PML (Pseudo-Maximum Likelihood) estimators are the best option for estimating the trade elasticity and provide a fresh perspective on the interpretation of the estimates obtained with different methods.

Note that OLS and WLS do not allow for using zero trade flows due to the log-linearization of the dependent variable, while GPML and PPML allow for zero values of the dependent variable. To make the results comparable, in our baseline analysis we excluded zero trade for all estimators. In practice, however, zero trade flows tend to be included in the PML estimation, which may be another driver of the difference in the estimates between OLS and PPML.

In Table 4 we repeat our decomposition exercise but include zero trade flows for GPML

[17] French (2017) performs an alternative bias decomposition between OLS and PPML, focusing on the aggregation properties of both estimators. In this paper, we are agnostic about the source of the heterogeneity elasticity, but if it is industrial heterogeneity, our findings are close to those in French (2017).

TABLE 3
Bias decomposition

(A) *Decomposition through WLS*

	OLS	*WLS*	*PPML*
Estimates	-1.347	-0.722	-0.770
	(0.031)	(0.049)	(0.042)
Heterogeneous Bias	-0.625	0	0
Percentage	108.32%		
Heteroskedastic Bias	0.048	0.048	0
Percentage	-8.32%	100%	
Total Bias	-0.577	0.048	0
Observations	9,613	9,613	9,613

(B) *Decomposition through GPML*

	OLS	*GPML*	*PPML*
Estimates	-1.347	-1.173	-0.770
	(0.031)	(0.029)	(0.042)
Heterogeneous Bias	-0.403	-0.403	0
Percentage	69.84%	100%	
Heteroskedastic Bias	-0.174	0	0
Percentage	30.16%		
Total Bias	-0.577	-0.403	0
Observations	9,613	9,613	9,613

Note: Total bias is computed as the difference between OLS and PPML estimates. Heteroskedastic bias is computed as the difference between WLS and PPML estimates or the difference between OLS and GPML estimates. Heterogeneous bias is computed as the difference between OLS and WLS estimates or the difference between GPML and PPML estimates. Zero trade flows were excluded from all estimation methods. Additional details are in the main text.

and PPML estimation. Not surprisingly, the PPML coefficient does not change much given that it assigns approximately zero weight to zero trade flows; at the same time, the GPML estimate changes dramatically because of higher weights on zero trade flows and higher trade elasticity corresponding to these observations. Our results suggest that the main driver of the difference between GMPL and OLS is not heterogeneity or heteroskedasticity but the capacity of the former estimator to include zero trade flows in the analysis.

TABLE 4
Bias decomposition with Zero Trade Flows

(A) *Decomposition through WLS*

	OLS	*WLS*	*PPML*
Estimates	-1.347	-0.722	-0.750
	(0.031)	(0.049)	(0.041)
Heterogeneous Bias	-0.625	0	0
Percentage	104.69%		
Heteroskedastic Bias	0.028	0.028	0
Percentage	-4.69%	100%	
Total Bias	-0.597	0.028	0
Observations	9,613	9,613	18,360

(B) *Decomposition through GPML*

	OLS	*GPML*	*PPML*
Estimates	-1.347	-1.933	-0.750
	(0.031)	(0.055)	(0.041)
Heterogeneous Bias	-1.183	-1.183	0
Percentage	198.16%	100%	
Heteroskedastic Bias	0.586	0	0
Percentage	-98.16%		
Total Bias	-0.597	-1.183	0
Observations	9,613	18,360	18,360

Note: Total bias is computed as the difference between OLS and PPML estimates. Heteroskedastic bias is computed as the difference between WLS and PPML estimates or the difference between OLS and GPML estimates. Heterogeneous bias is computed as the difference between OLS and WLS estimates or the difference between GPML and PPML estimates. Zero trade flows were included for GPML and PPML estimation. Additional details are in the main text.

4 Monte Carlo Simulations

In this section, we simulate bilateral trade flows under the assumptions of two types of countries and heterogeneous trade elasticities across country pairs. The simulation results indicate that using the OLS estimator under such conditions yields biased estimates for the parameter of interest (the elasticity of average) and that the application of the PPML and WLS estimators corrects this bias.

Data Generating Process

We incorporate the heterogeneous elasticities into SST's specifications of heteroskedastic errors in the data generating process (DGP):

$$Y_{ij} = \exp\left(\beta_1^* \log \text{GDP}_i + \beta_2^* \log \text{GDP}_j + \theta_{ij}^* \log \text{Distance}_{ij}\right) * \varepsilon_{ij} \tag{11}$$

where ε_{ij} is a log-normal random variable with mean 1 and variance σ^2.

Following SST, we consider the following three specifications of σ^2 to assess the performance of different estimators under different patterns of heteroskedasticity.[18] $\boldsymbol{X}_{ij} \equiv (\text{GDP}_i, \text{GDP}_j)$ and $Z_{ij} \equiv \text{Distance}_{ij}$.

Case 1: $\sigma^2 = \exp(\log Y_{ij})^{-2}$; $Var\left(Y_{ij} \mid \boldsymbol{X}_{ij}, Z_{ij}, \theta_{ij}^*\right) = 1$.

Case 2: $\sigma^2 = \exp(\log Y_{ij})^{-1}$; $Var\left(Y_{ij} \mid \boldsymbol{X}_{ij}, Z_{ij}, \theta_{ij}^*\right) = \exp(\log Y_{ij})$.

Case 3: $\sigma^2 = 1$; $Var\left(Y_{ij} \mid \boldsymbol{X}_{ij}, Z_{ij}, \theta_{ij}^*\right) = \exp(\log Y_{ij})^2$.

We consider a simple economy in which there are two types of countries, large and small, with $\text{GDP}_L = 100$ and $\text{GDP}_S = 10$, respectively. The total number of countries in the economy is $N = 100$. The effect of GDP on bilateral trade flows is assumed to be 1, i.e., $\beta_1^* = \beta_2^* = 1$. The distance between a country pair is randomly generated from the uniform distribution on $[2, 3]$, and a counterfactual case with a 1% increase in each pairwise distance is also generated to reflect the changes in trade costs.

In terms of heterogeneity, the value of trade elasticity between two countries θ_{ij}^* can be either -1 or -0.5. We first examine the scenario where $\Pr\left(\theta_{ij}^* = -1\right) = \Pr\left(\theta_{ij}^* = -0.5\right) = 0.5$. This satisfies the exogeneity with heterogeneity assumption in Wooldridge (2005) that the unobserved heterogeneity is independent of the structural covariates. Then we rely on the findings of Fieler (2011) and assume that the trade elasticity between two large countries is $\theta_{LL}^* = -0.5$ and that the elasticity for the pairs of two small or one small and one large country is $\theta_{SS}^* = \theta_{SL}^* = -1$. Our results, however, do not depend on the source of

[18] Due to the differences between our DGP and that in SST, the fourth case of heteroskedasticity is omitted.

heterogeneity, and in general, we are agnostic about it.[19]

We start by applying the DGP when all countries are small, i.e., $N_L = 0$, and increase the number of large countries in the economy by one after each iteration until $N_L = 100$. For each of the $K = 101$ cases, we run 80 simulations with new draws of errors and bilateral distances. For each simulation, the elasticity of average δ^{EA} is calculated from Equation (10) with d'_{ij} being the counterfactual distance with a 1% increase from d_{ij} and Y'_{ij} being the corresponding trade flows generated from Equation (11). This corresponds to the uniform treatment. The average elasticity δ^{AE} is calculated from Equation (9).

Estimates

In this section, we investigate the behaviour of the two distinct parameters of interest, the elasticity of average and the average elasticity, and the performance of different estimators for models with heterogeneous country pairs in the simulated economy and the above-mentioned heteroskedastic errors. The WLS estimator is applied with the share of every country pair in total world trade $Y_{ij}/\sum_{i,j} Y_{ij}$ as weights. For the FWLS estimator, the share of predicted trade flows $\widetilde{Y}_{ij}/\sum_{i,j} Y_{ij}$ is used as weights. The GPML and PPML estimators use Y_{ij} as the dependent variable and the log of GDPs and log of bilateral distance as independent variables, while all other estimators use $\log Y_{ij}$ as the dependent variable.

To provide a clearer picture of the differences between estimators, We express the bias of using different estimators as the percentage difference between the estimates and the elasticity of average as follows:

$$bias_k = 1 - \frac{\widehat{\theta}_k}{\delta_k^{EA}}, \tag{12}$$

where $k \in \{0, 1, \ldots, 100\}$ is the number of large countries in the economy and $\widehat{\theta}_k$ is the estimated result when there are k large countries in the economy. The value of δ_k^{EA} in the k-th case is calculated as the average of 80 simulations.

In the case where unobserved heterogeneity is assumed to be independent of the country sizes, each country pair will have an equal opportunity of having a trade elasticity of -1 or -0.5. Figure 2 displays the behaviour of all estimators of the trade elasticity. As a reference, we include the elasticity of average of each heterogeneity case, δ_k^{EA}, and the average elasticity, δ_k^{AE},[20] in the figures of estimates.

[19] While GDPs are observed and controlled for by fixed effects, its effect on distance elasticity is of bilateral nature and is unobserved. We chose the distance elasticity to depend on GDP to generate a link between the size of trade flows and the elasticity heterogeneity. In the absence of such a link, Jensen's inequality becomes equality, and the average elasticity becomes equal to the elasticity of the average.

[20] For each k, the value of δ_k^{AE} is calculated as the average of 80 simulations

The stark difference between the values of the elasticity of average and the average elasticity is straightforward from the left panel graphs of Figure 2. Consequently, the behaviour of the selected estimators differentiates from each other and centres around the two distinctive concepts. Firstly, PPML, WLS, and FWLS have similar patterns as δ_k^{EA}, while GPML and OLS have similar patterns as δ_k^{AE}. This is consistent with our discussion of the estimators' empirical moment conditions in Section 2. In terms of estimated values, PPML and GPML estimates are close to δ_k^{EA}, while OLS and FWLS estimates are close to δ_k^{AE}, and WLS estimates are close to neither.

The distinction between δ_k^{EA} and δ_k^{AE} is due to the existence of country-pair heterogeneity and heteroskedasticity in the error term. SST shows that both PPML and GPML estimators address the issue of heteroskedastic errors, so the difference between these two estimators results from the fact that PPML assigns different weights to country pairs in the sample while GPML does not. When country-pair heterogeneity is randomly determined, the weighting does not seem to be crucial, as the biases from these two estimators are almost negligible when Case 1 and 2 types of heteroskedastic error are present (Figure 2b and 2d). On the other hand, OLS, WLS, and FWLS estimators all suffer from having heteroskedastic errors. While WLS and FWLS estimators also attempt to address the country-pair heterogeneity issue by assigning different weights to observations, they all result in notable biases from the parameter of interest, δ_k^{EA}.

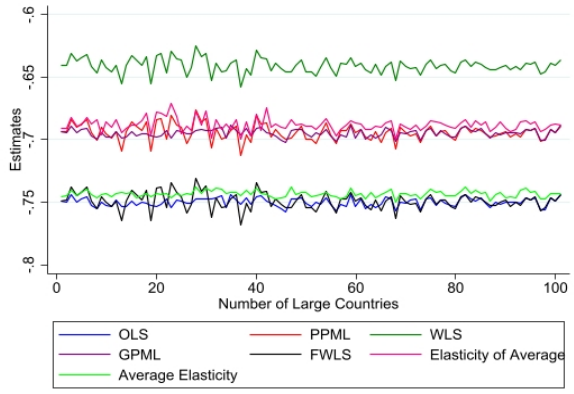
As discussed by SST, Case 3 is a special case that the log linear model corrects the heteroskedasticity in the data and that the GPML is the optimal PML estimator in this case. Therefore, in Figure 2f, the GPML estimator still has a negligible bias, while the bias of the PPML estimator, in this case, is much larger.

Next, we follow Fieler (2011) and introduce the dependence of heterogeneity on country size, where trade elasticities between a pair of large countries will be larger in absolute value than those between country pairs involving a small country. Before analyzing the main estimated results, we present a summary table below (Table 5) for the benchmark results where no country-pair heterogeneity is considered, and all countries are small. Recall that we have $\theta_{LL}^* = -0.5$ and $\theta_{SS}^* = \theta_{SL}^* = -1$. Under these conditions, according to SST, we could expect good performance from the PPML estimator across all three specifications of heteroskedasticity, while the OLS estimator only performs well under Case 3. As shown in Table 5, under Case 1 and 2, PPML gives an estimate closer to -1, the universal trade elasticity, than the OLS estimator with smaller standard errors. The reverse is true under Case 3, consistent with SST's findings under their DGP.

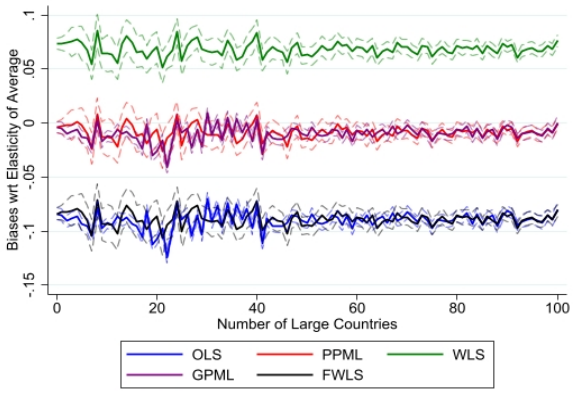
Then we introduce country-pair heterogeneity into the benchmark by making half of the countries large. As shown in the second half of Table 5, the OLS estimates are drastically

Figure 2. Estimates and biases of OLS, WSL, GPML, and PPML (Independent Heterogeneity)

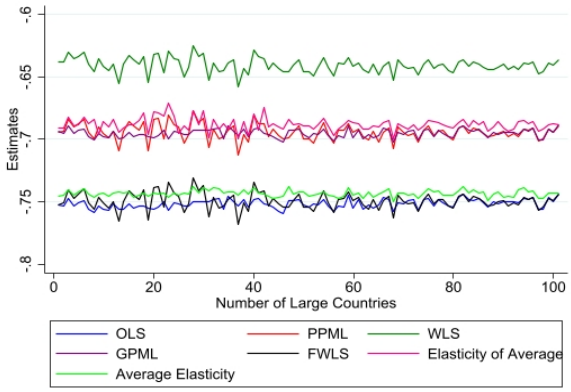
(a) Estimates Case 1



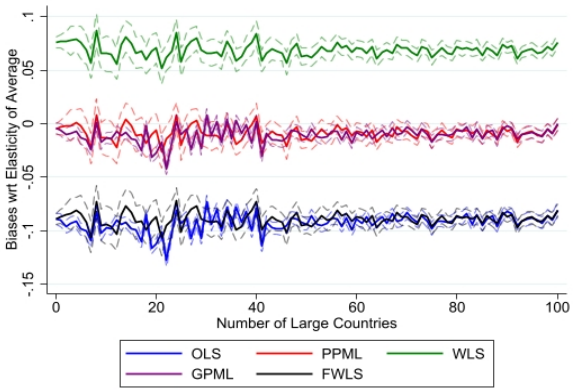
(b) Biases Case 1



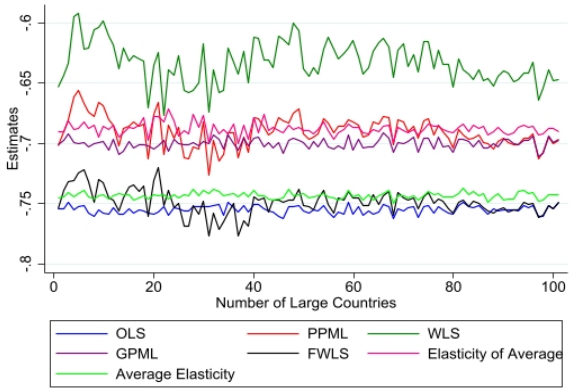
(c) Estimates Case 2



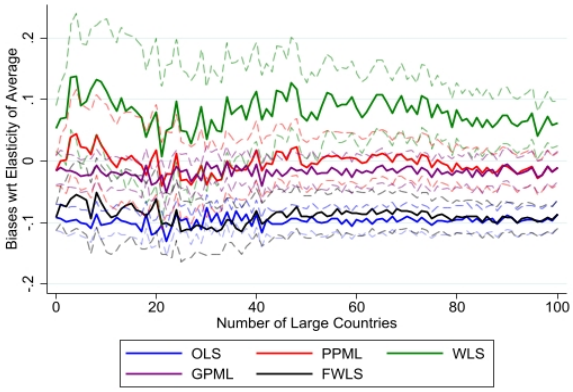
(d) Biases Case 2



(e) Estimates Case 3



(f) Biases Case 3



Note: The horizontal axis shows the number of large countries in the economy, and the vertical axis is the estimated result. Cases 1, 2, and 3 heteroskedastic errors follow the same specification as in Section 3.1. Trade elasticity (elasticity of average) is calculated as the change in level trade volume with a 1% increase in bilateral distance and is shown in red. Average elasticity is calculated as the unweighted average of the true θ's in the DGP and is shown in orange. Biases are calculated using Equation (12), which are the percentage difference between the elasticity of average and the estimated coefficient for different estimators. The 95% confidence intervals of the estimated biases are included as dashed lines.

TABLE 5
Sample estimates and biases

$N_L = 0$	*Case 1*		*Case 2*		*Case 3*	
	Estimate	Bias	Estimate	Bias	Estimate	Bias
OLS	-0.99997	-0.000067	-1.00340	-0.003456	-0.99043	0.009467
	(-1.00010, -0.99980)	(-0.000230, 0.000097)	(-1.00500, -1.00170)	(-0.005137, -0.001775)	(-1.00500, -0.97584)	(-0.005128, 0.024062)
GPML	-0.99988	0.000016	-0.99883	0.001069	-0.98833	0.011568
	(-1.00000, -0.99972)	(-0.000148, 0.000181)	(-1.00050, -0.99715)	(-0.000610, 0.002479)	(-1.00570, -0.97094)	(-0.005824, 0.028959)
PPML	-0.99989	0.000012	-0.99886	0.001038	-0.98788	0.012024
	(-1.00000, -0.99973)	(-0.000145, 0.000169)	(-1.00050, -0.99724)	(-0.000586, 0.002661)	(1.00470, -0.97110)	(-0.004754, 0.028802)
WLS	-0.99981	0.000095	-0.99436	0.005541	-0.98379	0.016107
	(-0.99996, -0.99965)	(-0.000062, 0.000252)	(-0.99599, -0.99273)	(0.003913, 0.007170)	(-1.01020, -0.95735)	(-0.010338, 0.042553)
FWLS	-0.99997	-0.000071	-1.00340	-0.003466	-0.99047	0.009429
	(-1.00010, -0.99981)	(-0.000227, 0.000086)	(-1.00500, -1.00170)	(-0.005093, -0.001839)	(-1.00480, -0.97617)	(-0.0004876, 0.023735)
$N_L = 50$	*Case 1*		*Case 2*		*Case 3*	
	Estimate	Bias	Estimate	Bias	Estimate	Bias
OLS	-0.88112	-0.567010	-0.88177	-0.568160	-0.87162	-0.549710
	(-0.88294, -0.87931)	(-0.570290, -0.563730)	(-0.88369, -0.87985)	(-0.571610, -0.564710)	(-0.88598, -0.85726)	(-0.575180, -0.524240)
GPML	-0.86736	-0.542540	-0.86653	-0.541060	-0.85408	-0.518510
	(-0.86918, -0.86554)	(-0.545820, -0.539250)	(-0.86852, -0.86455)	(-0.544630, -0.537490)	(-0.87129, -0.83686)	(-0.549030, -0.487980)
PPML	-0.56238	-0.000141	-0.56220	0.000176	-0.53943	0.040914
	(-0.56264, -0.56212)	(-0.000616, 0.000333)	(-0.56254, -0.56186)	(-0.000433, 0.000784)	(-0.56987, -0.50889)	(-0.013219, 0.095047)
WLS	-0.56130	0.001769	-0.56101	0.002284	-0.53531	-0.032658
	(-0.56157, -0.56104)	(0.001284,0.002253)	(-0.56135, -0.56067)	(0.001670, 0.002897)	(-0.58083, -0.48978)	(-0.032658,0.129260)
FWLS	-0.57515	-0.022858	-0.57494	-0.002483	-0.55603	0.011342
	(-0.57545, -0.57485)	(-0.023411, -0.22305)	(-0.57531, -0.57457)	(-0.023143, -0.021824)	(-0.58076, -0.53130)	(-0.032656, -0.055340)

Note: This table contains both the case with no country-pair heterogeneity and the heterogeneous case with the number of large and small countries both equal to 50. N_L is the number of large countries in the economy. Case 1, 2, and 3 heteroskedasticity follow the corresponding specifications in Section 3.1. Biases are calculated using equation 12. The estimated 95% confidence intervals are included in brackets.

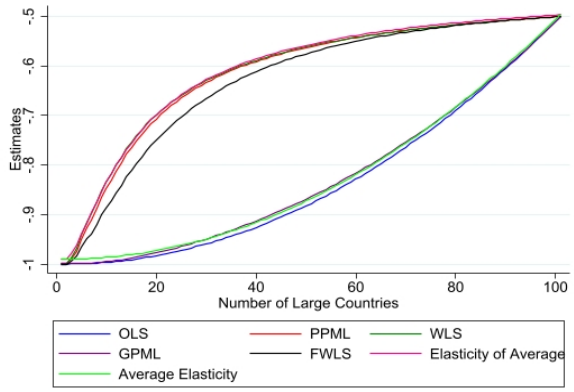
different from the PPML ones. We also include WLS estimates to show the similarity between the estimated results using WLS and PPML, which is consistent with the discussion in Section 3. The estimated results from FWLS are reasonably close to those of WLS, indicating that endogenous weights do not significantly impact our results. Furthermore, while GPML performs well under both specifications of heteroskedasticity when there are no large countries in the economy, it fails to address the issue of heterogeneity, resulting in similar results as OLS and much larger biases than PPML in estimating the elasticity of average.

Figure 3 displays the behaviour of all estimators of the trade elasticity under this circumstance together with the aforementioned heteroskedasticity. With the increasing number of large countries in the economy, we should expect an increase in the average of estimated elasticities. As before, we also include the elasticity of average of each heterogeneity case, δ_k^{EA}, and the average elasticity, δ_k^{AE}, in the figures of estimates.

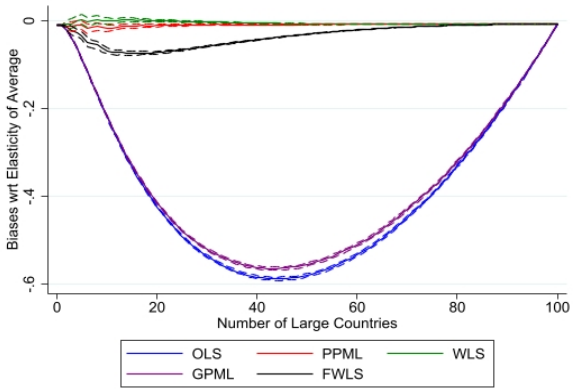
It is, again, clear from the left panel graphs that OLS and GPML estimators behave differently than other estimators and the elasticity of the average, but are in close alignment with the average elasticity. In general, the PPML, WLS, and FWLS estimators outperform OLS and GPML, with both smaller deviations from δ_k^{EA} and similar behaviour as the number of large countries in the economy k increases. The differences between the two categories of estimators are significant when there is more heterogeneity in the economy, i.e., the number of large and small countries are close to each other. In contrast, in the case of little heterogeneity

Figure 3. Estimates and biases of OLS, WSL, GPML and PPML

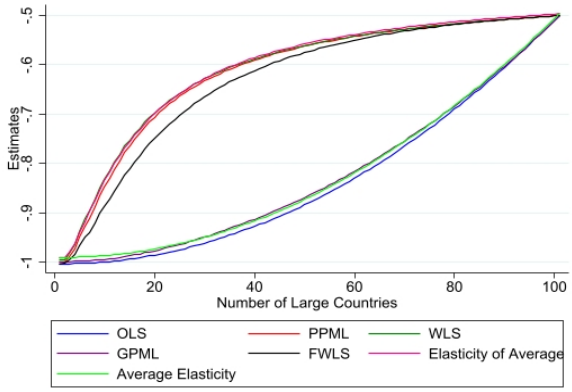
(a) Estimates Case 1



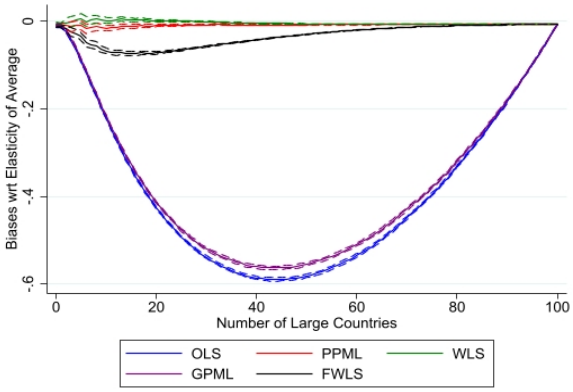
(b) Biases Case 1



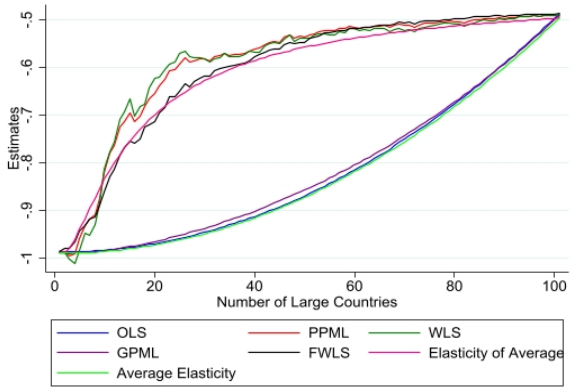
(c) Estimates Case 2



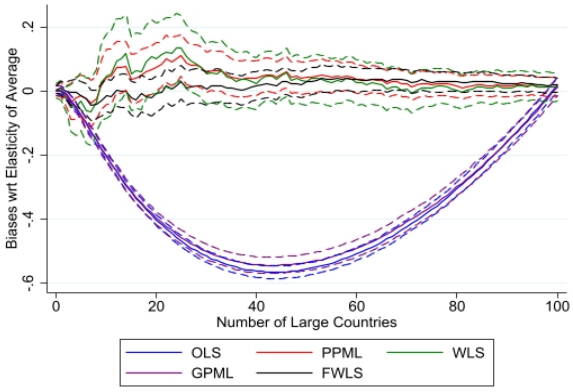
(d) Biases Case 2



(e) Estimates Case 3



(f) Biases Case 3



Note: The horizontal axis shows the number of large countries in the economy, and the vertical axis is the estimated result. Cases 1, 2, and 3 heteroskedastic errors follow the same specification as in Section 3.1. Trade elasticity (elasticity of average) is calculated as the change in level trade volume with a 1% increase in bilateral distance and is shown in red. Average elasticity is calculated as the unweighted average of the true θ^*'s in the DGP and is shown in orange. Biases are calculated using Equation (12), which are the percentage difference between the elasticity of average and the estimated coefficient for different estimators. The 95% confidence intervals of the estimated biases are included as dashed lines.

in the economy, the estimates are not drastically different. These two points indicate that in our simulations, country-pair heterogeneity dependent on country size generates a larger share of bias than heteroskedastic errors, which confirms our point that the PPML, WLS, and FWLS estimators are capable of addressing heterogeneity-related issues better than OLS and GPML.

Figures 3b, 3d, and 3f represent biases for Cases 1, 2, and 3, respectively. We can see that despite the distinct patterns of heteroskedasticity in the error term, the effect of this distinction is trivial on both the shape of the graph and the scale of the bias. Here, the bias caused by country-pair heterogeneity dependent on country size outweighs the bias caused by heteroskedastic errors, so unlike the results in Figure 2, it is crucial to assign proper weights to observations if we want to estimate the elasticity of average, δ_k^{EA}, correctly. [21]

The results in Table 5 are also presented in these graphs. In Figure 3a, when the number of large countries $k = 0$ (no large countries) and $k = 100$ (no small countries), i.e., no heterogeneity, the PPML estimates are the closest to the elasticity of average δ_k^{EA}. Conversely, the OLS estimator performs best without heterogeneity in Case 3 (Figure 3e).

The dashed lines show the narrow 95% confidence interval of the biases under each case, indicating that the differences across estimators are statistically significant.

5 Heterogeneous Treatment

In previous discussions, we define the elasticity of average as the average percentage response of trade flows to a uniform change in trade costs (distances). Although such a shock represents a particular case of a generic trade shock, our emphasis is placed on it due to its explicit interpretability and its immediate association with a PPML estimator. However, in the presence of heterogeneous effects, non-uniform treatment would have a different effect on the elasticity of average depending on which observations are treated and with what intensity.[22] Therefore, we further derive an expression for the elasticity of average in case of an arbitrary treatment and show that it can be estimated by a weighted PPML (WPPML) estimator with weights proportionate to treatment intensity.

[21] Note that the estimates and biases are similar for the cases of $N_L = 0$ and $N_L = 1$ because in both cases, there are no country pairs where both countries are large, hence in both cases the country-pair elasticities are uniform.

[22] It is true even for linear models with heterogenous coefficients.

WPPML Estimator

Similar to Section 2, we denote the distance between countries i and j as d_{ij}, and the counterfactual trade volume between countries i and j when the distance d_{ij} changes to d'_{ij} as Y'_{ij}. The elasticity of average is defined in the same way as Equation (10) except that the change in trade costs is not uniform:

$$\begin{aligned}\delta_{\boldsymbol{s}}^{EA} &= \frac{\frac{\sum_{i,j} Y'_{ij} - \sum_{i,j} Y_{ij}}{\sum_{i,j} Y_{ij}}}{\sum_{i,j} \frac{d'_{ij}-d_{ij}}{d_{ij}}/N^2} = \frac{\frac{\sum_{i,j}\left(Y'_{ij}-Y_{ij}\right)}{\sum_{i,j} Y_{ij}}}{\sum_{i,j} \frac{d'_{ij}-d_{ij}}{d_{ij}}/N^2} = \sum_{i,j} \frac{\frac{Y'_{ij}-Y_{ij}}{Y_{ij}} \frac{Y_{ij}}{\sum_{i,j} Y_{ij}}}{\sum_{i,j} \frac{d'_{ij}-d_{ij}}{d_{ij}}/N^2} \\ &= \sum_{i,j} \left(\frac{\frac{Y'_{ij}-Y_{ij}}{Y_{ij}}}{\frac{d'_{ij}-d_{ij}}{d_{ij}}} \frac{Y_{ij}}{\sum_{i,j} Y_{ij}} \frac{\frac{d'_{ij}-d_{ij}}{d_{ij}}}{\sum_{i,j} \frac{d'_{ij}-d_{ij}}{d_{ij}}/N^2} \right) \\ &= \sum_{i,j} \left(\delta_{ij} \frac{Y_{ij}}{\sum_{i,j} Y_{ij}} s_{ij} \right) = \frac{\sum_{i,j} \delta_{ij} Y_{ij} s_{ij}}{N^2} / \frac{\sum_{i,j} Y_{ij}}{N^2}, \end{aligned} \tag{13}$$

where $s_{ij} \equiv \frac{d'_{ij}-d_{ij}}{d_{ij}} / \left(\sum_{i,j} \frac{d'_{ij}-d_{ij}}{d_{ij}}/N^2 \right)$ and $\boldsymbol{s} \equiv \{s_{ij}\}_{i,j\in\Omega}$ are the weights and the vector of treatment intensity. When all the weights are equal, ($s_{ij} = s_{kl}$ for all i, j, k, l), it corresponds to the case of a uniform decrease in all the trade barriers $\{d_{ij}\}_{i,j\in\Omega}$. The right-hand-side of Equation (13) is the empirical counterpart of $\frac{\frac{1}{N^2}\sum_{i,j}\mathbb{E}\left(s_{ij}\theta^*_{ij}Y\right)}{\mathbb{E}(Y)}$. When $\boldsymbol{s} = \{1\}_{i,j\in\Omega}$, this expression becomes $\frac{\mathbb{E}[Y\theta^*]}{\mathbb{E}[Y]}$, corresponding to the approximate probability limit of the regular (unweighted) PPML estimator.

Note that $\boldsymbol{s}$ is not random and instead represents the counterfactual of interest. Naturally, in the presence of heterogeneity, the elasticity of average (average responsiveness of the dependent variable to treatment) will depend on the distribution of treatment. For example, if the counterfactual of interest is the decrease in trade barriers between countries 1 and 2 with all other trade barriers remaining unchanged ($d'_{ij} \neq d_{ij}$ if $i = 1, j = 2$ and $d'_{ij} = d_{ij}$ if $i \neq 1, j \neq 2$), the true elasticity of such a treatment will be equal to δ_{12}.

Now, for a given treatment vector of interest $\boldsymbol{s}$, a policymaker can properly estimate the elasticity of average by assigning corresponding weights to the relevant observations. In particular, if only a subset of observations are being treated, untreated observations should be omitted from the estimation by setting the corresponding weights to zero. Otherwise, values of δ_{ij} irrelevant to a given treatment would contaminate the true elasticity of average.[23] More generally, if some observations receive larger treatment than others,[24] the weight of

[23] Consider, for example, the case when there are two subpopulations with different true values of trade elasticity δ_{g_1} and δ_{g_2}. Then, if only the first group was treated, the responsiveness of the group to this treatment will correspond to δ_{g_1}, while values of δ_{g_2} are completely irrelevant.

[24] A simple example would be if the trade costs between Germany and Italy decreased by 99% while trade

their elasticity in the calculation of the total elasticity should be higher. We allow s_{ij} to be positive or negative to accommodate cases where researchers are interested in knowing the change of the global trade volume if trade barriers between some countries decrease while others increase.

Note that unlike size weights $Y_{ij}/\sum_{i,j} Y_{ij}$, which appear because we deal with a non-linear model, treatment weights would appear in any model, including linear, with heterogeneous coefficients. Now, the regular PPML estimator considers the baseline case of a uniform treatment $\boldsymbol{s} = \{1\}_{i,j\in\Omega}$. If a policymaker is interested in the outcomes of any other treatment vector, he can apply the WPPML estimator defined as

$$\sum_{i,j\in\Omega} w_{ij} \begin{pmatrix} \dot{\boldsymbol{X}}_{ij} \\ \dot{Z}_{ij} \end{pmatrix} \left(Y_{ij} - \widehat{Y}_{ij}\right) = \mathbf{0},$$

where $w_{ij} = \frac{d'_{ij} - d_{ij}}{d_{ij}}$. Finally, there exists such a treatment vector such that the average elasticity and the elasticity of average are identical; it happens when larger observations (country pairs) receive proportionally lower treatment and thus two weights (size and treatment) cancel out.

Interestingly, average elasticity δ^{AE} does not depend on the treatment vector, because it is a simple arithmetic average of heterogenous elasticities δ_{ij} and does not account the the relative size and importance of different observations or whether these observations were treated or not (which is another advantage of the elasticity of average).

It is important to note that in the absence of heterogeneity researchers could estimate the elasticity first and then calculate $\delta^{EA}_{\boldsymbol{s}}$. To see this, assume $\delta_{ij} = \delta$ to be the same for all country pairs i, j. Then it holds that $\delta^{EA}_{\boldsymbol{s}} = \delta \frac{\sum_{i,j} Y_{ij} s_{ij}}{\sum_{i,j} Y_{ij}}$. For any vector of treatment intensity $\boldsymbol{s}$, we can first estimate δ and then compute $\delta^{EA}_{\boldsymbol{s}}$ by multiplying the estimated δ with a factor $\frac{\sum_{i,j} Y_{ij} s_{ij}}{\sum_{i,j} Y_{ij}}$.[25] Such an exercise, however, is not feasible when δ_{ij} is heterogeneous across countries. It is impossible to start with either δ^{EA} (estimable using PPML) or δ^{AE} (estimable using OLS) and obtain $\delta^{EA}_{\boldsymbol{s}}$ by adjusting δ^{EA} or δ^{AE} with a factor. The introduced WPPML is essential if researchers are interested in the effect of a non-uniform treatment in the presence of heterogeneity.

Next, we formally show that the WPPML estimator approximates $\frac{\frac{1}{N^2}\sum_{i,j}\mathbb{E}\left(s_{ij}\theta^*_{ij}Y\right)}{\mathbb{E}(Y)}$ when

costs between France and Poland decreased by only 0.01%.

[25] Even without heterogeneity, this normalization is useful for assessing the impact of a non-uniform treatment on the average change in the dependent variable. It should be noted that in this scenario, this normalization and the WPPML method would produce identical results.

N is large. The WPPML estimator can be written as

$$\sum_{i,j} w_{ij} \left(Y_{ij} - \boldsymbol{X}_{ij}^{\widehat{\beta}} Z_{ij}^{\widehat{\theta}} \right) \left(\dot{\boldsymbol{X}}_{ij}^{\top}, \dot{Z}_{ij} \right)^{\top} = \mathbf{0}.$$

Following the discussion for Model (1), because we can find consistent estimators for the fixed model parameter vector β^*, we replace $\widehat{\beta}$ with β^* to simplify the discussion. The estimator $\widehat{\theta}$ satisfies the following sample moment condition:

$$\sum_{i,j} w_{ij} \left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\widehat{\theta}} \right] \dot{Z}_{ij} = 0.$$

For any $\theta \in \Theta$, the Kronecker's lemma with the Kolmogorov convergence criteria implies that

$$\frac{1}{N^2} \sum_{i,j} w_{ij} \left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta} \right] \dot{Z}_{ij} - \frac{1}{N^2} \sum_{i,j} w_{ij} \mathbb{E} \left(\left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta} \right] \dot{Z}_{ij} \right) \overset{a.s.}{\to} 0,$$

where $\overset{a.s.}{\to}$ denotes convergence almost surely. To make the above convergence non-trivial, we need the weight vector to satisfy that $\frac{1}{N^2} \sum_{i,j} w_{ij}^2 \to \eta$ for some constant $\eta > 0$. For compact parameter space Θ, the uniform law of large numbers provides that

$$\sup_{\theta \in \Theta} \left| \frac{1}{N^2} \sum_{i,j} w_{ij} \left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta} \right] \dot{Z}_{ij} - \frac{1}{N^2} \sum_{i,j} w_{ij} \mathbb{E} \left(\left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta} \right] \dot{Z}_{ij} \right) \right| \overset{a.s.}{\to} 0.$$

Thus, it holds that $\widehat{\theta} \overset{p}{\to} \theta_0$, where θ_0 satisfies that

$$\sum_{i,j} w_{ij} \mathbb{E} \left(\left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_0} \right] \dot{Z}_{ij} \right) = 0.$$

Let θ_{ij}^* denote θ^* for individual i, j. We have that

$$\begin{aligned}
0 =& \sum_{i,j} w_{ij} \mathbb{E} \left(\left[Y_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_0} \right] \dot{Z}_{ij} \right) \\
=& \sum_{i,j} w_{ij} \mathbb{E} \left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} + \varepsilon_{ij} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_0} \right] \dot{Z}_{ij} \right) \\
=& \sum_{i,j} w_{ij} \left[\mathbb{E} \left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_0} \right] \dot{Z}_{ij} \right) + \mathbb{E} \left(\varepsilon_{ij} \dot{Z}_{ij} \right) \right] \\
=& \sum_{i,j} w_{ij} \mathbb{E} \left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_0} \right] \dot{Z}_{ij} \right).
\end{aligned}$$

By Model (1), we have that for any θ_{ij}^*,

$$\sum_{i,j} w_{ij}\mathbb{E}\left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*}\right] Z_{ij}\right) = 0.$$

Define

$$\phi_{ij}\left(\theta\right) \equiv w_{ij}\mathbb{E}\left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} - \boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta}\right] Z_{ij}\right).$$

Analogous to the discussion in Section 2 for the PPML estimator, we have that

$$\begin{aligned} 0 = \sum_{i,j} \phi_{ij}\left(\theta_0\right) &= \sum_{i,j} \phi_{ij}\left(\theta_{ij}^*\right) + \sum_{i,j} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right)\left(\theta_0 - \theta_{ij}^*\right) \\ &= \sum_{i,j} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right)\left(\theta_0 - \theta_{ij}^*\right), \end{aligned}$$

which implies that

$$\theta_0 = \frac{\sum_{i,j} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right)\theta_{ij}^*}{\sum_{i,j} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right)}.$$

A similar calculation would show that

$$\begin{aligned} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right) &= -\sum_{i,j} w_{ij}\mathbb{E}\left(\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^\star}\dot{Z}_{ij}^2\right) \sim -\sum_{i,j} w_{ij}\mathbb{E}\left(\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*}\dot{Z}_{ij}^2\right) \\ &= -\sum_{i,j} w_{ij}\mathbb{E}\left(\left[\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*} + \varepsilon_{ij}\right]\dot{Z}_{ij}^2\right) = -\sum_{i,j} w_{ij}\mathbb{E}\left(Y_{ij}\dot{Z}_{ij}^2\right) \\ &= -\sum_{i,j} w_{ij}\mathbb{E}\left(Y\dot{Z}^2\right) = -\mathbb{E}\left(Y\dot{Z}^2\right)\sum_{i,j} w_{ij}, \end{aligned}$$

where the third equality follows from $\mathbb{E}\left(\varepsilon \mid \boldsymbol{X}, Z, \theta^*\right) = 0$ and the second to last equality follows from that the unconditional distribution of Y_{ij} is the same across i, j. Similarly, we can obtain that

$$\begin{aligned} \sum_{i,j} \frac{d}{d\theta}\phi_{ij}\left(\theta_{ij}^\star\right)\theta_{ij}^* &\sim -\sum_{i,j} w_{ij}\theta_{ij}^*\mathbb{E}\left(\boldsymbol{X}_{ij}^{\beta^*} Z_{ij}^{\theta_{ij}^*}\dot{Z}_{ij}^2\right) \\ &= -\sum_{i,j} w_{ij}\mathbb{E}\left(\theta_{ij}^* Y\dot{Z}^2\right). \end{aligned}$$

After ignoring the variability of $\dot{Z}$ because of its small magnitude compared to Y, we obtain

the following expression:

$$\theta_0 \sim \frac{\sum_{i,j} w_{ij} \mathbb{E}\left(\theta_{ij}^* Y\right)}{\mathbb{E}\left(Y\right) \sum_{i,j} w_{ij}} = \frac{\sum_{i,j} \frac{w_{ij}}{\sum_{i,j} w_{ij}} \mathbb{E}\left(\theta_{ij}^* Y\right)}{\mathbb{E}\left(Y\right)} = \frac{\frac{1}{N^2} \sum_{i,j} \mathbb{E}\left(s_{ij} \theta_{ij}^* Y\right)}{\mathbb{E}\left(Y\right)},$$

where the first equality holds by the definitions of w_{ij} and s_{ij}. Hence, the approximate probability limit of the WPPML estimator $\widehat{\theta}$ is the population analogue of $\delta_{\boldsymbol{s}}^{EA}$ in Equation (13).

Empirical Example

As demonstrated in the previous section, the PPML estimate can be interpreted as an average elasticity corresponding to a 1% uniform decrease in trade barriers. While this may serve as a meaningful counterfactual, depending on the degree of heterogeneity, the relevant average elasticity associated with a specific counterfactual scenario might differ significantly.

We illustrate this difference by comparing baseline PPML elasticity estimates from a recent paper by Fontagné et al. (2022) with our WPPML estimates. Fontagné et al. (2022) utilizes highly disaggregated data for 5,050 HS-6 product categories, covering 189 exporters and 152 destinations over the period from 2001 to 2016. To estimate the tariff elasticity, they rely on the following standard structural gravity formulation:

$$Y_{ijk,t} = \exp\left[\theta_{ik,t} + \theta_{jk,t} + \beta_k \ln\left(1 + \tau_{ijk,t}\right) + \gamma_k \ln\left(d_{ij}\right) + \zeta_k \boldsymbol{X}_{ij}\right] \times \epsilon_{ijk,t},$$

where i, j, k, t denote countries of origin and destination, industry, and year. $\theta_{ik,t}$ and $\theta_{jk,t}$ are origin-industry-time and destination-industry-time fixed effects. β_k is the industry-specific tariff elasticity, our coefficient of interest; and $\tau_{ijk,t}$ is the *ad valorem* tariff imposed by country j on good k in year t. d_{ij} and $\boldsymbol{X}_{ij}$ are distance and other relevant covariates controlling for bilateral-specific geographic-related trade costs, respectively. The industry-level trade elasticity can be recovered accordingly as $\varepsilon_k = 1 + \beta_k$.

The WPPML estimator can be used to estimate the average elasticity corresponding to any counterfactual scenario, so any case of tariff liberalization that happened between 2001-2016 can be considered. We, however, choose to estimate the average elasticity of *realized* changes in tariffs over the whole period. In particular, we use the normalized percentage changes in tariffs between 2001 and 2016 as weights:[26,27]

[26] Negative weights are replaced with zeros in the estimation process.

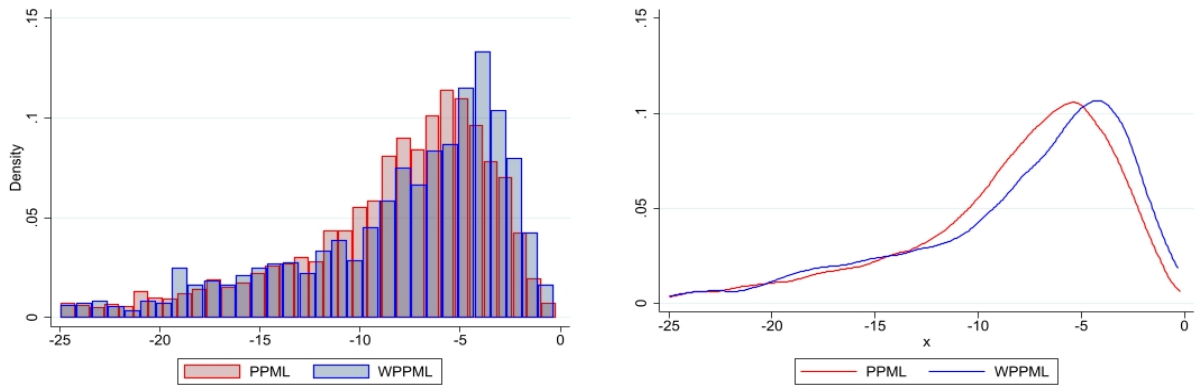
[27] Note that even though we use changes in tariffs as weights, our estimation is conceptually different from the three-way fixed effects estimation, which relies on country-pair-industry fixed effects $\theta_{ij,k}$ and uses variation in tariffs over time. While WPPML also excludes observations without changes in tariffs, our

$$s_{ijk} = -\frac{\tau_{ijk,2016} - \tau_{ijk,2001}}{\tau_{ijk,2001}} \Big/ \left(\sum_{i,j} \frac{\tau_{ijk,2016} - \tau_{ijk,2001}}{\tau_{ijk,2001}} / N\left(N-1\right) \right)$$

We illustrate the difference between baseline elasticities estimated by Fontagné et al. (2022) and *realized* elasticities in Figures 4a and 4b. One can see that when elasticities are large (in absolute terms), the two estimators generate comparable results. However, for elasticities lower than 15, the distribution of realized elasticities is significantly skewed to the right, suggesting that tariff liberalization was concentrated among country-pairs with lower corresponding trade elasticities and is thus corresponding to lower welfare gains than would have been predicted by Fontagné et al. (2022).

Figure 4. Empirical Distribution of PPML and WPPML Trade Elasticities

(a) Histogram (b) Kernel Density



Note: This figure presents the empirical distribution of PPML and WPPML trade elasticities calculated for HS-6 products with $\varepsilon_k \in (-25, 0)$.

Table 6 presents the estimated trade elasticities separately for each HS chapter using both PPML and WPPML estimators. The column of PPML elasticities replicates the results by Fontagné et al. (2022). It is clear that after considering the heterogeneous treatment intensities, measured by the percentage changes in tariffs over the whole period, the WPPML trade elasticities substantially differ from the PPML elasticities for certain HS sections. Moreover, the magnitude and direction of the differences between the baseline PPML and WPPML estimates show substantial heterogeneity across industries. Notably, there are large positive differences for industries such as Animal or Vegetable Fats and Oils, and Mineral Products. In contrast, negative differences are observed for industries like Plastics and

approach relies on the cross-section of variation in tariffs. The difference is evident from the fact that the three-way PPML requires at least two time periods for identification, while WPPML can be applied using data for one period only.

TABLE 6
PPML and WPPML Trade Elasticities by HS Section

Section	Description	No. of HS6	PPML	No of HS6 non-missing	WPPML	No of HS6 non-missing
I	Live Animals and Animal Products	228	-7.51 (9.06)	223	-8.35 (12.08)	213
II	Vegetable Products	256	-5.95 (4.06)	252	-5.66 (6.61)	250
III	Animal or vegetable fats and oils	45	-8.53 (8.69)	43	-11.16 (15.64)	40
IV	Prepared foodstuffs, beverages and tobacco	193	-6.17 (4.50)	193	-5.28 (5.09)	187
V	Mineral products	148	-18.53 (17.62)	143	-21.48 (34.71)	137
VI	Products of chemical industries	789	-11.84 (38.16)	758	-10.75 (12.06)	748
VII	Plastic and articles thereof	211	-8.39 (7.19)	211	-5.72 (6.99)	207
VIII	Raw hides and skins, leather and article thereof	69	-5.62 (4.63)	68	-6.19 (7.07)	66
IX	Wood/Cork and articles of Wood/Cork	93	-8.47 (8.11)	93	-8.43 (8.19)	86
X	Pulp of wood or other cellulosic materials	144	-9.92 (7.42)	142	-9.71 (31.51)	143
XI	Textile and textile articles	801	-7.13 (6.86)	793	-5.51 (8.07)	777
XII	Footwear, Headgear, Umbrellas and prepared feathers	49	-3.61 (2.77)	46	-2.37 (1.80)	46
XIII	Articles of stone, plaster, ceramic and glass	143	-6.62 (4.19)	142	-4.33 (3.07)	136
XIV	Natural cultured pearls and precious stones and metals	51	-13.59 (13.52)	50	-14.52 (16.58)	49
XV	Base metals and articles of base metals	568	-9.59 (9.75)	557	-9.94 (14.62)	530
XVI	Machinery and mechanical appliances and electrical machinery	769	-6.09 (5.56)	756	-7.13 (19.66)	698
XVII	Vehicles, Aircraft and transport equipment	131	-10.46 (8.53)	129	-10.22 (18.95)	121
XVIII	Optical, photographic, precision and medical instruments	217	-5.65 (5.60)	210	-5.80 (8.30)	191
XIX	Arms and ammunitions	20	-6.52 (5.14)	20	-13.55 (11.35)	20
XX	Miscellaneous	118	-4.85 (3.42)	117	-2.73 (2.59)	101
XXI	Works of art	7	-5.96 (4.37)	7	-7.70 (6.21)	7

Note: This table lists the descriptive statistics (mean, standard deviation (in brackets), and non-missing values) for the ε_k parameter estimated using both PPML and WPPML for each HS section. Only products with tariff elasticity $\beta_k < -1$ are considered.

Articles Thereof, and Textiles and Textile Articles. For other industries, such as Wood/Cork and Articles of Wood/Cork, and Base Metals and Articles of Base Metals, the estimates remain generally similar. The size and sign of these differences is unknown a priori and depends on both within-industry heterogeneity of elasticities and a given profile of tariff changes.

6 Conclusion

In this paper, we argue that the interpretation of PPML regression, the most popular method for estimating the gravity equation, is different from the results generated by the previously dominant OLS regression. We show that the former can be interpreted as the elasticity of average and the latter as the average elasticity. When choosing between the OLS and PPML estimates, we recommend making a decision based on the desired interpretation of the results or providing the results obtained with both methods.

We find evidence of the existence of heterogeneity across different country pairs in trade data. Furthermore, we decompose the differences between the OLS and PPML estimates into two channels by comparing the OLS, WLS, GPML, and PPML estimators: one is the previously extensively studied heteroskedasticity bias, and the other is the different interpretations of the two estimators, which we define as the bias in the estimation of the elasticity of average. Our results show that while the bias associated with heteroskedasticity exists, it is 7 to 12 times smaller than that associated with country-pair heterogeneity and has the opposite sign compared to the previous findings. As the presence of heteroskedasticity bias may still be a problem, to obtain the estimates of the average elasticity, we recommend applying GPML.

We use Monte Carlo simulations to show that when distance elasticity is systematically heterogeneous between country pairs, OLS and GPML cannot be used to estimate the elasticity of average, while WLS and PPML are the appropriate methods. We further show that the elasticity of average also depends on the observation-specific treatment intensity and the (ordinary) PPML elasticity estimates can be interpreted as the elasticity of average in the case of a uniform treatment. For the cases with heterogeneous treatment intensities, we introduce a new WPPML estimator, which estimates the corresponding elasticity of average for a given vector of treatment intensities. The weights are proportionate to the treatment intensities.

While our focus in this paper is on the properties of OLS, GPML, and PPML in estimating the gravity equation, our findings are much more general. Any standard log-log regression estimated by PPML will have a different interpretation, which, depending on the research question, may be preferable to the interpretation of a standard OLS regression.

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