

Table 7 with Public Ratings Data

VARIABLES	(1) Coke-Pepsi	(2) Coke-Pepsi	(3) Not Coke-Pepsi	(4) Not Coke-Pepsi	(5) All Brands	(6) All Brands
Ratings	-0.200* (0.097)	-0.106 (0.096)	-0.033 (0.073)	-0.012 (0.075)	-0.065 (0.071)	-0.026 (0.074)
Ratings * Ad	0.145 (0.086)	0.123 (0.090)	0.011 (0.040)	0.024 (0.038)	0.030 (0.057)	0.041 (0.056)
Ratings * Ad*Ad	0.038 (0.123)	-0.009 (0.120)			0.044 (0.113)	0.011 (0.110)
Price		-18.634** (1.857)		-4.201** (0.879)		-10.121** (1.168)
Price * Other				-1.538 (3.663)		4.874 (3.481)
Feature		0.490** (0.126)		0.290** (0.058)		0.561** (0.091)
Display		-0.023 (0.147)		0.197* (0.075)		0.024 (0.100)
Observations	5,280	5,280	7,920	7,920	13,200	13,200
R-squared	0.101	0.370	0.435	0.486	0.232	0.385
Number of branddma	110	110	165	165	275	275

Robust standard errors in parentheses

** p<0.01, * p<0.05