Table 3 with Public Ratings Data

VARIABLES	(1) Coke	(2) Pepsi	(3) Coke	(4) Pepsi	(5) Not CokePepsi	(6) Not CokePepsi	(7) All	(8) All
Ratings					0.033	0.076	0.041	0.103
					(0.058)	(0.056)	(0.058)	(0.062)
Ratings * Ad					0.225**	0.094*		
					(0.070)	(0.047)		
Ratings * Coke	-0.089		-0.128				-0.130	-0.238
	(0.221)		(0.161)				(0.201)	(0.151)
Ratings * Ad * Coke	-0.215		0.007				-0.215	-0.021
	(0.256)		(0.184)				(0.256)	(0.216)
Ratings * Pepsi		0.603**		0.465*			0.562*	0.403*
		(0.218)		(0.194)			(0.212)	(0.185)
Ratings * Ad * Pepsi		-0.444*		-0.273			-0.444*	-0.250
		(0.209)		(0.178)			(0.209)	(0.207)
Price			-23.821**	-19.009**		-5.593**		-12.238**
			(3.142)	(4.913)		(1.503)		(2.168)
Price * Other						-1.681		6.401*
						(2.295)		(2.503)
Feature			0.258	-0.070		-0.049		0.219*
			(0.149)	(0.210)		(0.089)		(0.105)
Display			0.352	0.451*		0.214**		0.244**
			(0.244)	(0.190)		(0.063)		(0.079)
Observations	330	330	330	330	990	990	1,650	1,650
R-squared	0.161	0.188	0.544	0.370	0.233	0.344	0.189	0.372
Number of branddma	55	55	55	55	165	165	275	275

Robust standard errors in parentheses
** $p<0.01$, * $p<0.05$