Table 6 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	-0.146*	-0.066	-0.019	0.006	-0.042	-0.001
	(0.067)	(0.063)	(0.034)	(0.035)	(0.036)	(0.038)
Ratings * Ad	0.123	0.113*	-0.009	0.004	0.026	0.036
	(0.068)	(0.050)	(0.022)	(0.021)	(0.040)	(0.034)
Ratings * Ad*Ad	-0.015	-0.064			-0.002	-0.038
	(0.080)	(0.077)			(0.071)	(0.068)
Price		-20.022**		-5.099**		-11.187**
		(1.857)		(0.863)		(1.254)
Price * Other				-2.397		3.965
				(3.310)		(3.044)
Feature		0.299**		0.217**		0.411**
		(0.092)		(0.039)		(0.068)
Display		-0.065		0.136*		-0.030
		(0.101)		(0.053)		(0.069)
Observations	5,280	5,280	7,920	7,920	13,200	13,200
R-squared	0.095	0.460	0.093	0.242	0.087	0.341
Number of branddma	110	110	165	165	275	275

Robust standard errors in parentheses

** p<0.01, * p<0.05