Web Appendix

Appendix 1: Brand List

The list of brands was constructed using the Keller and Fay TalkTrack free recall data. We dropped non-commercial brands (e.g., political candidates, cities) and brands that are periodic (e.g., Olympic games, WorldCup) or discontinued (e.g., Linens and Things), and focused on the top brands in terms of offline WOM. We then confirmed that this list of brands contained all the brands listed in commonly referenced online top brands lists (e.g., from NMIncite BuzzMetrics). The respondents provide the brand mentions in free entry format so that the list is constructed after the fact based on analysis of the text. Since respondents had no limits on the brands they chose to recall, the list is not constrained by company definitions. For instance, we have in some cases the corporate and product specific brands related to the same company such as iPhone and Apple or Xbox 360 and Microsoft.

Beauty Products

Always
Arm And Hammer
Aussie Conditioner
Aveda
AVEENO
AVON
AXE
Bath & Body Works
Caress
Chanel
Charmin
Clairol
Clean & Clear
Clinique
Colgate
CoverGirl
Crest
Degree
Dial Soap
Dove (Personal Care)
Estee Lauder
Garnier Fructis
Gillette
Head & Shoulders
Herbal Essence
Irish Spring
Ivory
Jergens
Kleenex
Kotex
Lancome
Listerine
Loreal
Mary Kay
Maybelline
Neutrogena
Nivea
Noxzema
Oil of Olay
Old Spice
Pantene
Playtex
ProActiv
Revlon
Scott Tissue
Secret
Sephora
St. Ives
Suave
Tampax
Tresemme
Zest

Beverages

7UP
A and W Root Beer
Absolut
Anheuser Busch
Aquafina
Arizona Beverage
Bacardi
Bud Light
Budweiser
Canada Dry
Captain Morgan
Cherry Coke
Coca-Cola
Coca-Cola Diet
Coca-Cola Zero
Coors
Coors Light
Corona
Crystal Light
Dasani Water
Diet Mountain Dew
Diet Pepsi
Dr Pepper
Dr Pepper Diet
Fanta
Folgers Coffee
Fresca
Gatorade
Grey Goose
Guinness
Heineken
Jack Daniels
Jose Cuervo
Juicy Juice
KoolAid
Lipton
Maxwell House
Michelob
Mikes Hard Lemonade
Miller Brewing
Miller Lite
Minute Maid
Monster Energy Drink
Mountain Dew
Mug Root Beer
Nestea
Ocean Spray
Patron Tequila
Pepsi
Poland Spring
Powerade
Propel Fitness Water
Red Bull
Sam Adams
Sierra Mist
Smirnoff
Snapple
Sobe
Sprite
Sunkist
Sunny Delight
Tropicana
V-8 Juice
Vault Energy Drink
Vitamin Water
Welch

Cars

Acura
Audi
Autozone
BMW
Buick
Cadillac
Chevrolet
Chrysler
Corvette
Dodge
ExxonMobil
Ferrari
Firestone
Ford
GM
GMC
Good Year Tires
Harley Davidson
Honda
Hyundai
Infiniti
Jaguar
Jeep
Jiffy Lube
Kia
Lamborghini
Land Rover/Range Rover
Lexus
Lincoln
Mazda
Mercedes Benz
Mercury
Mini Cooper
Mitsubishi
Napa
Nissan
Pep Boys
Pontiac
Porsche
Saab
Subaru
Suzuki
Toyota
Toyota Scion
Volkswagen
Volvo
Yamaha

Children's Products

Babies R Us
Carters
Children's Place
Enfamil
Fisher Price
GAP Baby
Gerber
Graco
Gymboree
Huggies
LeapFrog
Lego
Little Tikes
Luvs
Mattel
OshKosh
Pampers
Playskool
Toys R Us

Department stores

Amazondotcom
Barnes & Noble
Big Lots
BJs
Borders
Costco
Kmart
Meijer
Office Depot
Overstock.com
Sams Club
SEARS
Staples
Target
Walmart

Home design and decoration

Ashley Furniture
Bed Bath & Beyond
Behr Paint
GE
Home Depot
Ikea
Kenmore
La-Z-Boy
Maytag
Menards
Pier 1 Imports
Pottery Barn
Whirlpool

Clothing Products

Abercrombie & Fitch
Adidas
Aeropostale
American Eagle
Ann Taylor
Armani
Baby Phat
Banana Republic
Belk
Bloomingdales
Chicos
Claires
Coach
Converse
Dick's Sports
Dillards
Dolce & Gabbana
Eddie Bauer
Foot Locker
Forever 21
GAP
Gucci
H&M
Hollister
Hot Topic
JC Penney
JCrew
JoAnn Fabrics
Kohls
Lane Bryant
Levis
Louis Vuitton
Lowes
Macys
Marshalls
New Balance
Nike
Nordstrom
Old Navy
Pac Sun (Pacific Sunwear)
PayLess
Polo
Prada
Ralph Lauren
Reebok
Ross
TJ Maxx
Tommy Hilfiger
Under Armour
Victorias Secret
Wilson

Financial services
AIG
Allstate
American Express
Bank of America
BB&T Bank
Capital One
Charles Schwab
Citibank
Citizens Bank
Discover Card
Dow Jones
Edward Jones
Etrade
Fidelity Investments
Fifth Third Bank
GEICO
H&R Block
HSBC
ING Direct
JP Morgan Chase
Mastercard
Merrill Lynch
MetLife
Morgan Stanley/Dean Witter
National City Bank
Prudential
Regions Bank
Scottrade
Smith Barney
State Farm
SunTrust
TD Ameritrade
TRowe Price
US Bank
USAA
Vanguard
VISA
Wachovia
Wells Fargo

Food and Dining
Albertsons
Applebees
Arbys
Banquet
Bertolli
Betty Crocker
Bob Evans
Boston Market
Breyers Ice Cream
Burger King
Butterball
Campbell
Cheerios
Cheesecake Factory
Cheetos
Chick-Fil-A
Chilis
Chipotle
Cracker Barrel
Dairy Queen
Dannon
Del Monte
Dennys
Digiorno
Dole
Dominos Pizza
Doritos
Dunkin Donuts
Fred Meyer
Frito Lay
General Mills
Giant Eagle
Giant Food
Great Value
Healthy Choice
HEB Grocery
Heinz
Hershey
Hostess
Hot/Lean Pockets
Hunts
Ihop
Jack in the Box
Jello
Kelloggs
KFC
Kraft
Kroger
Lays Chips
Lean Cuisine
Long John Silvers M&M
Marie Callender
McDonalds
Nabisco
Nestle
Olive Garden
Oreos
Oscar Mayer
Outback Steakhouse
Panda Express
Panera
Papa Johns
Pathmark
Perdue Chicken
PF Chang
Pillsbury
Pizza Hut
Popeyes
Post Cereal
Prego
Publix
Quaker Oats
Quiznos
Ragu
Ralphs Grocery
Red Lobster
Red Robin
Romanos Macaroni Grill
Ruby Tuesday
Safeway
Sara Lee
Shaw's Supermarket
Shop Rite
Slim Fast
Snickers
Sonic
Starbucks
Stouffers
Subway
Swansons
Taco Bell
Texas Roadhouse
TGI Fridays
Tostitos
Trader Joes
Tyson
Velveeta
Vons
Wegmans
Wendys
White Castle
Whole Foods
Winn Dixie
Yoplait

Health Products
Advil
Aetna
Aleve
Band Aid
Bayer
Benadryl
Blue Cross
Blue Cross/Blue Shield
Cigna
Claritin
CVS
Excedrin
GNC
Humana Healthcare
Ibuprofen
Johnson & Johnson
Kaiser Permanente
Lipitor
Medicare/Medicaid
Merck
Motrin
Pfizer
Prilosec
Rite Aid
Tylenol
United Health
Walgreens
Weight watchers

Household Products
Ajax
Black & Decker
Cascade
Cheer
Clorox
Dawn
Downy
Febreze
Gain
Hoover
Kitchen Aid
Lysol
Mr Clean
Oxy Clean
P&G
Palmolive
Pet Smart
Pine Sol
Pledge
Purex
Purina
Swiffer
Tide
Windex

Media and entertainment
24TVShow
300 (the movie)
ABC
Amazing Race
AMC Theater
American Idol
America's Got Talent
America's Next Top Model
BBC
BET
Big Brother
Blockbuster
Cars (the movie)
Cartoon Network
CBS
Closer
CNBC
CNN
Comedy Central
Criminal Minds
CSI
Dancing with the Stars
Deal or No Deal
Desperate Housewives
DirectTV
Discovery Channel
Disney
E!
Ebay
ER
ESPN
Everybody Loves Raymond
FaceBook
Family Guy
Food Network
Fox
Fox News
Friends
Fringe (TV Show)
General Hospital
Google
Gossip Girl
Greys Anatomy
Hallmark
Hancock (the movie)
Harry Potter
HBO
Hells Kitchen
Heroes (TV show)
House (TV Show)
I am Legend (the movie)
Incredible Hulk (the movie)
Indiana Jones (the movie)
Iron Man (the movie)
Jeopardy
Juno (the movie)
Law And Order
Lifetime Television
Lost
Money Magazine
MSN
MSNBC
MTV
MySpace.com
NBC
NCIS
NetFlix
Nickelodeon
NY Times
One Tree Hill
Oprah
PBS
People Magazine
Pirates of the caribbean (the movie)
Prison Break
Scrubs
Sex and the City (the movie)
Shrek (the movie)
Simpsons
Sirius
Smallville
So You Think You Can Dance (the movie)
Sopranos
South Park
Spiderman
Sponge Bob Square Pants
Star Trek (the movie)
Survivor
The Dark Knight (the movie)
The Office
Time Warner
TNT
Transformers: Revenge of the Fallen (the movie)
Twilight (the movie)
Two and a Half Men
Ugly Betty
Universal Studios
Vh1
Wall Street Journal
Wall-E (the movie)
Wheel of Fortune
Yahoo
You Tube

Technology products and stores
Acer
AMD
Apple
Best Buy
Bose
Brother
Call of Duty (the video game)
Canon
Circuit City
Compaq
Creative Labs
Dell
emachines
Epson
Fuji
Garmin
Lexmark
LG
Microsoft
Nikon
Nintendo
Nintendo DS/DSLite
Norton/Symantec
Palm/Treo
Panasonic
Phillips Magnavox
Pioneer
PlayStation 2
PlayStation 3
PSP
Radio Shack
RCA
Samsung
SanDisk
Sanyo
Sharp
Sony
Sony PlayStation
Super Mario Brothers (the video game)
Tivo

Sports and hobbies
24 Hour Fitness
Atlanta Braves
Bally Fitness
Boston Celtics
Boston Red Sox
Chicago Cubs
Curves
LA Lakers
MLB (Major Baseball League)
NASCAR
NBA
NCAA
New England Patriots
NFL (National Football League)
NHL (National Hockey League)
NY Giants
NY Mets
NY Yankees
Pittsburgh Steelers
WWE
YMCA

Telecommunications
AOL
AT&T
Blackberry
Boost Mobile
BrightHouse
Cellular One
Charter Communications
Comcast
Cox
Cricket
Dish Network
iPhone
Motorola
Motorola Razr
Nokia
Qwest
Road Runner
Sidekick
Sprint
TMobile
Tracfone
US Cellular
Verizon
Virgin Mobile
Vonage

Travel services
AirTran
Alamo
Alaska Air
American Airlines
Amtrak
Avis Rental Cars
Best Western
British Airways
Budget Car Rental
Carnival Cruise Lines
Comfort Inn
Continental Airlines
Days Inn
Delta Airlines
Enterprise Car Rental
Expedia
Frontier Airlines
Hampton Inn
Hertz
Hilton
Holiday Inn
Hyatt
Jet Blue
Marriott
Orbitz
Priceline.com
Princess Cruises
Royal Caribbean Cruises
Sheraton Hotels
Southwest Airlines
Spirit Airlines
Travelocity
United Airlines
US Air

Appendix 2: Annotated Questionnaire

The questionnaire is a dynamic Internet survey done on a representative sample of the US population. Respondents were recruited through a sample provider and then referred to a password protected website to do the survey. The survey process was complex for two main reasons: First, the system had to dynamically allocate brands to respondents so respondents would answer on brands they are familiar with on one hand, and so enough responses were obtained for each brand on the other hand. Second, due to the large number and diversity of brands on the list, some questions had to be modified for particular categories. For example the item: "iPhone is not very visible in my environment" was adjusted to "Boston Celtics fans are not very visible in my environment", for sports teams. We bring here a generic wording.
The survey started with screening questions on gender, age, education, ethnicity, zip code. If we still needed people in their profile, they continued to the next stage.

(TEXT) We are conducting a survey in order to understand the thoughts and perceptions of customers on the brands and products they use. You will be asked questions on several brands, please answer all the questions for each brand.

Category familiarity

Q1. To what extent are you familiar with each of the following types of products and services? (A five- point scale with "1" for "unfamiliar" and "5" for "familiar". Order of categories is randomized).
Category list: Beverages, Beauty products, Cars, Children's Products, Clothing products, Department stores, Financial services, Food and dining, Health products and services, Household Products (cleaning ingredients etc.), Media and entertainment, Sports and hobbies, Technology products and stores, Telecommunications, Home design and decoration, Travel services

(SELECT UP TO THREE CATEGORIES PUNCHED "4" OR "5" AT Q1 BASED ON LEAST-FILLED QUOTA TO ASK FOR Q2-Q4.)

Category involvement

Q2. For each of the following product types, how important to you is the decision of which specific product to choose within that type? (A five-point scale with "1" for "very unimportant" and "5" for "very important". Order of categories is randomized. Use same category list at Q1).
Q3. How much thought is required to choose a specific product of the following types? (A 5-point scale with a "1" for "decision requires little thought" and a "5" for "decision requires a lot of thought". Order of categories is randomized. Use same category list at Q1).
Q4. How much risk do you take when choosing a specific product of the following types? (Insert a 5-point scale with a "1" for "little to lose if i choose the wrong product" and a "5" for "a lot to lose if i choose the wrong product". Order of categories is randomized. Use same category list at Q1).

(SELECT ONE OF THE SELECTED CATEGORIES TO BE USED FOR THE BRAND SECTIONS BASED ON LEAST-FILLED QUOTA.)

Brand familiarity

Q5. To what extent are you familiar with the following brands? (Insert a 5-point scale with a "1" for "unfamiliar" and a "5" for "familiar". Select 20 brands from the selected category based on least-filled quota. Randomize brands).

Brand perceptions

(SELECT UP TO 10 BRANDS FOR WHICH THE RESPONDENT SELECTED EITHER "4" OR "5" AT Q5 BASED ON LEAST-FILLED QUOTA. NEED TO ACHIEVE A MINIMUM OF 30 RATINGS PER BRAND.)

(ASK Q6-Q7 AS A SERIES FOR EACH BRAND BEFORE PROCEEDING TO THE NEXT BRAND. STORE THE ORDER IN WHICH THE BRANDS ARE SHOWN TO THE RESPONDENT IN THE SERIES.)

Q7. To what extent do you agree with the following statements for (BRAND). (Insert a 5-point scale with a "1" for "totally disagree" and a "5" for "totally agree". Randomize statements).

Complexity

[Q6_1] Getting used to (BRAND) requires a major learning effort .
[Q6_2] Getting used to (BRAND) takes a long time before one can fully understand the advantages. [Q6_3] The product concept of (BRAND) is difficult to evaluate and understand.
[Q6_4] Overall, I believe that using (BRAND) is easy.
[Q6_5] Using (BRAND) requires a lot of mental effort.

Visibility

[Q6_6] I have seen how another person is using (BRAND).
[Q6_7] In my environment, one sees (BRAND) quite often.
[Q6_8] (BRAND) is not very visible in my environment.
[Q6_9] I have had plenty of opportunities to see someone else using (BRAND).
[Q6_10] It is rare that I see someone else using (BRAND).

Perceived risk

[Q6_11] When using (BRAND) I am sure I will get what I expected.
[Q6_12] Using (BRAND) may cause me additional unplanned expenses [FOR THE MEDIA CATEGORY, USE THE FOLLOWING SENTENCE: I have frequently felt that watching (BRAND) was a waste of my time
[Q6_13] Using (BRAND) might cause me social embarrassment.

Q7. Now please think of (BRAND) as if it were a person. This may sound unusual, but think of the personality traits or human characteristics that come to mind when you think of (BRAND). (A 5-point scale with a "1" for "not at all descriptive" and a "5" for "extremely descriptive". Randomize statements.)

Excitement

Daring
Trendy
Exciting
Spirited
Cool
Young
Imaginative
Unique
Up to date
Independent
Contemporary

(Competence. Measured but eventually not used for the analysis due to multicollinearity with other variables)

Reliable
Hard-working
Secure
Intelligent
Technical
Corporate
Successful
Leader
Confident

Demographics

To end the survey, the subscriber is asked a set of demographic questions on employment, occupation, income, marital status and children living at home.

Appendix 3 - Markov Chain Monte Carlo Estimation

We estimate this model separately for online and offline WOM data using Markov Chain Monte Carlo posterior simulation. We break the sampling into four blocks with three blocks using the Metropolis-Hastings algorithm and one block using a conditionally conjugate draw. The procedure for the posterior simulation is a modification of the rnegbinRw routine in the R package, bayesm. Formally, the four sampling blocks are

1) Draw $\left(\beta^m, \left\{\gamma_{\mathrm{k}}^m\right\}_{k=1}^K \mid \alpha^m, \delta^m, \sigma_m^2, X_{ijk}^I\right)$ using a Metropolis-Hastings random walk algorithm. We tune the variance of this random walk using the Hessian from the MLE that assumes the γ_{k}^m are fixed effects. This variance-covariance is scaled down to improve the efficiency of the sampler. In the final exploration of the posterior, the scaling factor was .025 in both channels.

2) Draw $\left(\alpha^m \mid \beta^m, \left\{\gamma_{\mathrm{k}}^m\right\}_{k=1}^K, X_{ijk}^I\right)$ using a Metropolis-Hastings random walk algorithm. We use the posterior sampling procedure as written in rnegbinRw contained in the bayesm R package.

3) Draw $\left(\delta^m, \sigma_m^{-2} \mid \left\{\gamma_{\mathrm{k}}^m\right\}_{k=1}^K\right)$ using conditionally conjugate draws from the multivariate normal and chi-square distributions, respectively. To accomplish these draws, we use rmultireg contained in the bayesm R package.

4) Draw $\left(X_{ijk}^I \mid \beta^m, \left\{\gamma_{\mathrm{k}}^m\right\}_{k=1}^K, \alpha^m, X_{ijk}^C\right)$ independently using a Metropolis-Hastings random walk algorithm. We use the variance of the X_{ijk}^C scaled to achieve efficiency. The final scaling was 3 for the online channel draws and .5 for the offline channel draws.

For the full model, this MCMC sampler was run for 100,000 iterations for three different initial seeds. Convergence was clearly achieved within a few thousand iterations as determined by visual inspection of the three chains (which all converged to the same stationary distribution). We discarded the first 10,000 iterations of each chain as burn-in and thinned at 10 for inference. This essential procedure for diagnosing convergence and for inference was used in estimating each of the submodels as well. All marginal likelihoods are calculated using the harmonic mean estimator.

Appendix 3: Comparison of Submodel Estimates to Full Model Estimates

In this appendix we compare the results of the estimates from the submodels with those of the full model. We first note that the signs and significance of the coefficients are largely consistent with the full model. We note, however, that in several cases these effects differ, likely as a result of the omitted variable Satisfaction. The estimates are presented in Tables 1 and 2 of this Appendix.

We first describe these differences for variables of interest in the online channel. First, Knowledge is significant, positive, and slightly larger in magnitude in the full model than in the submodels for the online channel, where the signs are consistently positive, but only marginally significant in the submodel with the functional and emotional drivers but not the hybrid motives. That is, only once Satisfaction is included does the effect grow strong enough to become significant. Second, Complexity has a positive and significant effect in all the submodels for the online channel. However, it is negative and insignificant in the full model with Satisfaction. Given this, it is not surprisingly, these two variables have a significant zero-order correlation of 0.54. Third, IsSearch is significant and negative in the full model, while insignificant and positive in the online channel submodels.

We now turn to the differences for the offline channel. First, similar to online, Knowledge in the full model is significant and positive with a larger magnitude as compared to the offline submodels where the effect is positive, but only marginally significant in the submodel with the functional and social drivers but not the hybrid motives. Again, it appears that including Satisfaction strengthens the effect. Second, Age is significant and negative in the full model, but insignificant in the submodels. Third, IsCredence is significant and negative in the full model, while in the submodels, the sign is always negative, but the effect is not consistently significant. Fourth, both Esteem and Relevance are positive and significant with magnitudes larger in the full model than in the submodels, which all have positive signs, but are not consistently significant. Finally, Perceived risk is positive and marginally significant in the full model, while in the submodels, the effect is always positive and significant in all but the functional and emotional drivers' case.

Overall, these results are quite consistent with those presented in the full model. In fact, it appears that including Satisfaction largely strengthens our ability to tease apart the role of some of the variables, including Knowledge and IsSearch for online and Knowledge, Age, Relevance, and Esteem for offline. However, Satisfaction also appears to explain the role of Complexity in online WOM and partially explain the role of Perceived risk in offline WOM.

Table 1: Estimation results with the hybrid variables

	Online						Offline					
	Functional	**Social**	**Emotional**	**F & S**	**F & E**	**S & E**	**Functional**	**Social**	**Emotional**	**F & S**	**F & E**	**S & E**
Age	-0.07	NA	NA	-0.03	0.05	NA	0.01	NA	NA	-0.03	0.05	NA
IsSearch	0.17	NA	NA	0.03	0.06	NA	0.11	NA	NA	0.07	0.09	NA
IsCredence	-0.27	NA	NA	-0.17	-0.29	NA	-0.28	NA	NA	-0.22	-0.30	NA
Complexity	0.86 **	NA	NA	0.81 **	0.61 **	NA	0.43 **	NA	NA	0.55 **	0.36 **	NA
Familiarity	1.39 **	NA	NA	0.92 **	1.15 **	NA	1.11 **	NA	NA	0.67 **	1.04 **	NA
Knowledge	0.15	NA	NA	0.10	0.17	NA	0.00	NA	NA	0.09	0.05	NA
Differentiation	NA	1.70 **	NA	1.58 **	NA	0.89 **	NA	0.32	NA	0.14	NA	0.19
Relevance	NA	-0.48	NA	-0.64	NA	-0.44	NA	0.20 *	NA	0.12	NA	0.20
Esteem	NA	1.51 **	NA	1.39 **	NA	1.70 **	NA	0.34 *	NA	0.28	NA	0.38 *
Visibility	NA	1.43 **	NA	1.23 **	NA	1.32 **	NA	1.33 **	NA	1.2 **	NA	1.32 **
Excitement	NA	NA	1.06 **	NA	0.95 **	0.55 **	NA	NA	0.38 **	NA	0.41 **	0.09
Perceived risk	0.64 **	1.49 **	1.11 **	1.01 **	1.0 **	1.62 **	0.17	0.90 **	0.32 **	0.57 **	0.32*	0.92 **
Involvement	-0.45	-0.02	0.84	-0.50	-0.02	0.06	-0.15	0.09	0.74	-0.30	-0.03	0.12
Category Avg	6.14 **	4.20	2.55	3.55	1.53	2.37	2.12	-0.70	0.98	-1.05	0.18	-1.01
Interbrand top 100	1.19 **	1.09 **	1.39 **	0.99 **	1.20 **	1.07 **	0.56 **	0.37 **	0.74 **	0.27 **	0.51 **	0.38 **
Usage	-0.85	0.34	1.15 **	-0.42	-0.40	0.35	-0.05	0.37 **	1.39 **	-0.36	0.04	0.38 **
Log Marginal Like/1000	-8.43	-8.39	-8.44	-8.35	-8.40	-8.39	-5.41	-5.54	-5.23	-5.81	-5.41	-5.49

Note:
* indicates that the 90% credible interval does not overlap 0, and ** indicates the 95% credible interval does not overlap 0.

Table 2: Estimation results without the hybrid variables

	Online						Offline					
	Functional	**Social**	**Emotional**	**F & S**	**F & E**	**S & E**	**Functional**	**Social**	**Emotional**	**F & S**	**F & E**	**S & E**
Age	-0.09	NA	NA	-0.05	0.00	NA	-0.01	NA	NA	-0.04	0.04	NA
IsSearch	0.14	NA	NA	0.05	0.06	NA	0.09	NA	NA	0.06	0.08	NA
IsCredence	-0.29	NA	NA	-0.28	-0.36	NA	-0.30	NA	NA	-0.28	-0.34	NA
Complexity	1.17 **	NA	NA	1.34 **	1.16 **	NA	0.52 **	NA	NA	0.82 **	0.53 **	NA
Familiarity	1.30 **	NA	NA	0.93 **	1.15 **	NA	1.11 **	NA	NA	0.65 **	1.01 **	NA
Knowledge	0.18	NA	NA	0.13	0.21*	NA	0.01	NA	NA	0.13*	0.07	NA
Differentiation	NA	1.87 **	NA	1.62 **	NA	1.36 **	NA	0.30	NA	0.10	NA	0.34
Relevance	NA	-0.78	NA	-0.78	NA	-0.77	NA	0.01	NA	0.03	NA	0.01
Esteem	NA	1.44 **	NA	1.37 **	NA	1.56 **	NA	0.44 **	NA	0.30	NA	0.42 **
Visibility	NA	1.26 **	NA	1.18 **	NA	1.18 **	NA	1.22 **	NA	1.18 **	NA	1.22 **
Excitement	NA	NA	0.96 **	NA	0.87 **	0.36*	NA	NA	0.33 **	NA	0.38 **	-0.02
Perceived risk	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Involvement	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Category Avg	5.36 **	8.21 **	8.39 **	2.97 **	2.66 **	7.41 **	1.70 **	2.15 **	4.59 **	-1.40	0.50	2.20 **
Interbrand top 100	1.22 **	1.17 **	1.45 **	0.95 **	1.16 **	1.15 **	0.54 **	0.42 **	0.75 **	0.27 **	0.51 **	0.42 **
Usage	-0.89	0.29	0.64 **	-0.39	-0.64	0.31	-0.06	0.33 **	1.26 **	-0.36	-0.01	0.33 **
Log Marginal Like/1000	-8.44	-8.39	-8.48	-8.38	-8.41	-8.39	-5.30	-5.46	-5.22	-5.68	-5.40	-5.39

Note:
* indicates that the 90% credible interval does not overlap 0, and ** indicates the 95% credible interval does not overlap 0.