## Table A3. Category-wise Negative Binomial Models

|  | Beauty | Fashion | Electronics | Appliances | Beauty\_Personal\_Care | Books | Pet\_Supplies | Software |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| (Intercept) | -0.236\*\*\* | -0.675\*\*\* | -0.336\*\*\* | 0.207\*\*\* | -0.506\*\*\* | -0.388\*\*\* | -0.366\*\*\* | 0.987\*\*\* |
|  | (0.026) | (0.034) | (0.027) | (0.025) | (0.028) | (0.028) | (0.028) | (0.030) |
| verified\_purchaseTRUE | 0.462\*\*\* | 0.588\*\*\* | 0.231\*\*\* | -0.065+ | 0.936\*\*\* | 0.813\*\*\* | 0.600\*\*\* | 0.557\*\*\* |
|  | (0.037) | (0.045) | (0.038) | (0.038) | (0.039) | (0.036) | (0.039) | (0.037) |
| sentiment\_score | -0.060\* | 0.066\* | 0.136\*\*\* | 0.127\*\*\* | 0.073\*\* | 0.063\*\*\* | -0.129\*\*\* | 0.062\*\* |
|  | (0.024) | (0.028) | (0.021) | (0.022) | (0.022) | (0.013) | (0.024) | (0.021) |
| review\_length | 1.102\*\*\* | 1.379\*\*\* | 0.715\*\*\* | 1.075\*\*\* | 1.103\*\*\* | 0.565\*\*\* | 1.143\*\*\* | 0.364\*\*\* |
|  | (0.030) | (0.044) | (0.019) | (0.019) | (0.029) | (0.012) | (0.027) | (0.014) |
| review\_age | 0.449\*\*\* | 0.505\*\*\* | 0.392\*\*\* | 0.556\*\*\* | 0.516\*\*\* | 0.465\*\*\* | 0.519\*\*\* | 0.102\*\*\* |
|  | (0.022) | (0.032) | (0.017) | (0.019) | (0.021) | (0.014) | (0.022) | (0.016) |
| rating | -0.051\*\* | -0.053\* | -0.196\*\*\* | -0.343\*\*\* | -0.170\*\*\* | -0.398\*\*\* | -0.050\* | -0.170\*\*\* |
|  | (0.019) | (0.023) | (0.020) | (0.017) | (0.020) | (0.022) | (0.020) | (0.015) |
| price | -0.022 | 0.022 | 0.123\*\*\* | 0.097\*\*\* | -0.026 | 0.505\*\*\* | 0.051+ | -0.046 |
|  | (0.025) | (0.018) | (0.013) | (0.009) | (0.023) | (0.042) | (0.029) | (0.028) |
| Num.Obs. | 20000 | 20000 | 20000 | 20000 | 20000 | 20000 | 20000 | 20000 |
| AIC | 42962.4 | 32724.6 | 47935.0 | 53575.1 | 45077.4 | 58533.8 | 44299.7 | 82525.4 |
| BIC | 43025.6 | 32787.9 | 47998.3 | 53638.3 | 45140.6 | 58597.0 | 44362.9 | 82588.7 |
| Log.Lik. | -21473.194 | -16354.315 | -23959.516 | -26779.532 | -22530.682 | -29258.893 | -22141.859 | -41254.721 |
| RMSE | 457555363.13 | 679747.26 | 21118.00 | 7458584013.24 | 1107.00 | 88313.04 | 49318.18 | 450320.93 |
| + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001 | | | | | | | | |

Note: All continuous variables are z-standardized. Standard errors in parentheses. + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001