|  | Model 1: NB (Standardized) | Model 2: Interaction (Standardized) | Model 3: ZINB (Standardized) |
| --- | --- | --- | --- |
| (Intercept) | 0.067\*\*\* | 0.060\*\* |  |
|  | (0.019) | (0.019) |  |
| verified\_purchaseTRUE | 0.555\*\*\* | 0.571\*\*\* |  |
|  | (0.014) | (0.014) |  |
| sentiment\_score | 0.085\*\*\* | 0.031\* |  |
|  | (0.010) | (0.012) |  |
| bing\_score | -0.036\*\*\* | -0.079\*\*\* |  |
|  | (0.010) | (0.012) |  |
| review\_length | 0.765\*\*\* | 0.778\*\*\* |  |
|  | (0.007) | (0.007) |  |
| rating | -0.184\*\*\* | -0.184\*\*\* |  |
|  | (0.007) | (0.007) |  |
| review\_age | 0.394\*\*\* | 0.388\*\*\* |  |
|  | (0.007) | (0.007) |  |
| price | 0.060\*\*\* | 0.059\*\*\* |  |
|  | (0.006) | (0.006) |  |
| categoryBeauty | -0.382\*\*\* | -0.359\*\*\* |  |
|  | (0.026) | (0.026) |  |
| categoryBeauty\_Personal\_Care | -0.358\*\*\* | -0.337\*\*\* |  |
|  | (0.026) | (0.026) |  |
| categoryBooks | -0.418\*\*\* | -0.409\*\*\* |  |
|  | (0.026) | (0.026) |  |
| categoryElectronics | -0.518\*\*\* | -0.490\*\*\* |  |
|  | (0.025) | (0.025) |  |
| categoryFashion | -0.806\*\*\* | -0.779\*\*\* |  |
|  | (0.027) | (0.027) |  |
| categoryPet\_Supplies | -0.375\*\*\* | -0.340\*\*\* |  |
|  | (0.025) | (0.025) |  |
| categorySoftware | 0.870\*\*\* | 0.912\*\*\* |  |
|  | (0.025) | (0.025) |  |
| verified\_purchaseTRUE × sentiment\_score |  | 0.148\*\*\* |  |
|  |  | (0.022) |  |
| verified\_purchaseTRUE × bing\_score |  | 0.192\*\*\* |  |
|  |  | (0.024) |  |
| count\_(Intercept) |  |  | 0.275\*\*\* |
|  |  |  | (0.012) |
| count\_verified\_purchaseTRUE |  |  | 0.687\*\*\* |
|  |  |  | (0.016) |
| count\_sentiment\_score |  |  | -0.089\*\*\* |
|  |  |  | (0.008) |
| count\_review\_length |  |  | 0.458\*\*\* |
|  |  |  | (0.008) |
| count\_review\_age |  |  | 0.423\*\*\* |
|  |  |  | (0.007) |
| count\_rating |  |  | -0.137\*\*\* |
|  |  |  | (0.007) |
| count\_price |  |  | 0.032\*\*\* |
|  |  |  | (0.006) |
| count\_verified\_purchaseTRUE × sentiment\_score |  |  | 0.187\*\*\* |
|  |  |  | (0.014) |
| zero\_(Intercept) |  |  | -2.240\*\*\* |
|  |  |  | (0.069) |
| zero\_verified\_purchaseTRUE |  |  | -0.411\*\*\* |
|  |  |  | (0.037) |
| zero\_sentiment\_score |  |  | 0.272\*\*\* |
|  |  |  | (0.041) |
| zero\_review\_length |  |  | -5.129\*\*\* |
|  |  |  | (0.129) |
| zero\_review\_age |  |  | -0.339\*\*\* |
|  |  |  | (0.018) |
| zero\_rating |  |  | 0.345\*\*\* |
|  |  |  | (0.017) |
| zero\_price |  |  | 0.005 |
|  |  |  | (0.015) |
| zero\_verified\_purchaseTRUE × sentiment\_score |  |  | -0.348\*\*\* |
|  |  |  | (0.050) |
| Num.Obs. | 152213 | 152213 | 160000 |
| R2 |  |  | 1.000 |
| R2 Adj. |  |  | 1.000 |
| AIC | 397687.9 | 397212.8 | 410596.8 |
| BIC | 397846.8 | 397391.6 | 410766.5 |
| Log.Lik. | -198827.936 | -198588.405 |  |
| F | 2420.418 | 2154.803 |  |
| RMSE | 1.7e+13 | 1.9e+13 | 10135310.60 |
| + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001 | | | |