

Supplementary Online Appendix for

“Market Structure, Reputation, and the Value of Quality Certification”

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Table S1: Within-Match Price Differences

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Price	Price	log(Price)	log(Price)	Price + ship fee	log(Price + ship fee)	Ship fee	log(Ship fee)
<i>Badge</i>	-0.00133 (0.0355)	-0.0287 (0.0322)	0.000285 (0.00213)	-0.00167 (0.00146)	-0.0381 (0.0333)	-0.00215* (0.00111)	-0.0368** (0.0172)	-0.0655** (0.0313)
<i>log(Shipping Fee)</i>		-0.417*** (0.0512)		-0.0298*** (0.00379)				
Observations	31,130,934	31,130,934	31,130,934	31,130,934	31,130,934	31,130,934	31,130,934	31,130,934
R-squared	0.000	0.004	0.004	0.043	0.001	0.004	0.000	0.010
Number of ST Matches	4,311,151	4,311,151	4,311,151	4,311,151	4,311,151	4,311,151	4,311,151	4,311,151

Notes: Robust standard errors, clustered by seller, are in parentheses. *** p<0.01, ** p<0.05, * p<0.1. All models include the full set of controls listed on Table S2 (below) with the exception of *log(Impressions)*, which is excluded.

Table S2: Full set of parameter estimates

Specification	(1)	(2)	(3)		(1)	(2)	(3)
Dependent variable	Sale	log(1+Q)	Q sold/avail.		Sale	log(1+Q)	Q sold/avail.
<i>Badge</i>	0.0182*** (0.00164)	0.0171*** (0.00156)	0.0119*** (0.00148)	<u>Results con't from left</u>			
log(<i>Impressions</i>)	0.0404*** (0.00280)	0.0584*** (0.00241)	0.00703*** (0.00136)	Sched. Length = 3 †	0.390*** (0.0233)	0.996*** (0.301)	0.320*** (0.0669)
First month of eTRS †	0.00686 (0.00553)	0.0104 (0.00682)	0.00188 (0.00526)	Sched. Length = 5 †	0.397*** (0.0214)	0.996*** (0.301)	0.326*** (0.0667)
First month of eTRS X <i>Badge</i> †	0.00379 (0.00589)	0.00218 (0.00684)	0.00322 (0.00396)	Sched. Length = 7 †	0.411*** (0.0208)	1.000*** (0.301)	0.341*** (0.0670)
log(<i>Shipping fee</i>)	-0.0147*** (0.00149)	-0.0145*** (0.00169)	-0.0114*** (0.00109)	Sched. Length = 10 †	0.443*** (0.0207)	1.041*** (0.301)	0.353*** (0.0666)
Photos = 0 †	-0.0969** (0.0399)	-0.0904** (0.0373)	-0.0768*** (0.0282)	Sched. Length = 30 †	0.615*** (0.0227)	1.233*** (0.301)	0.488*** (0.0676)
Photos = 2 †	-0.00374 (0.00694)	0.00200 (0.00851)	-0.00511 (0.00531)	Time	-0.000288* (0.000157)	-0.000877*** (0.000174)	0.000814*** (0.000120)
Photos = 3 †	-0.00146 (0.00792)	0.00773 (0.0101)	-0.00772 (0.00605)	Time ²	0.000299** (0.000134)	0.000663*** (0.000154)	-0.000508*** (9.63e-05)
Photos = 4 †	0.00634 (0.00894)	0.0131 (0.0113)	-0.00376 (0.00730)	Time ³	-0.00167*** (0.000454)	-0.00274*** (0.000523)	0.00107*** (0.000315)
Photos = 5+ †	0.0113 (0.0112)	0.0209 (0.0151)	0.00240 (0.00948)	Time ⁴	0.00251*** (0.000516)	0.00357*** (0.000596)	-0.000557 (0.000354)
End on Monday †	0.00505*** (0.00119)	0.00407*** (0.00115)	0.00534*** (0.00110)	Qty. avail. in [2, 4] †	0.0474*** (0.00653)	0.179*** (0.00942)	-0.0597*** (0.00530)
End on Tuesday †	0.00661*** (0.00128)	0.00557*** (0.00123)	0.00519*** (0.00115)	Qty. avail. in [5, 10] †	0.0750*** (0.00815)	0.336*** (0.0143)	-0.134*** (0.00777)
End on Wednesday †	0.000210 (0.00103)	0.00111 (0.000969)	-0.00306*** (0.000883)	Qty. avail. in [11, 20] †	0.0924*** (0.00782)	0.498*** (0.0195)	-0.197*** (0.00772)
End on Thursday †	-0.00365*** (0.00110)	-0.00239** (0.00103)	-0.00695*** (0.000983)	Qty. avail. in [21, 50] †	0.0863*** (0.00902)	0.571*** (0.0259)	-0.237*** (0.00965)
End on Friday †	-0.00801*** (0.00101)	-0.00673*** (0.000932)	-0.0108*** (0.000885)	Qty. avail. in [51, 100] †	0.0708*** (0.0124)	0.553*** (0.0332)	-0.268*** (0.0130)
End on Saturday †	-0.00832*** (0.000964)	-0.00660*** (0.000907)	-0.00990*** (0.000810)	Qty. avail. 101+ †	0.0595*** (0.0152)	0.579*** (0.0405)	-0.303*** (0.0188)
				Constant	-0.548*** (0.0237)	-1.448*** (0.301)	-0.247*** (0.0671)
Observations	14,070,450	14,359,591	14,070,450				
R-squared	0.016	0.046	0.014				
Number of STP matches	1,597,977	1,630,123	1,597,977				

Notes: Robust standard errors, clustered by seller, in parentheses. *** p<0.01, ** p<0.05, * p<0.1. All variables marked with “†” are binary, with the variable equal to 1 if the condition is satisfied.

Table S3: Effects of eTRS Badge on Impressions and Views

Dependent variable	(1) Log(Impressions)	(2) Log(Views)	(3) Log(Views)
<i>Badge</i>	0.0924*** (0.0156)	0.0440*** (0.0133)	-0.00949 (0.00662)
<i>log(Impressions)</i>			0.579*** (0.0112)
<i>log(Shipping Fee)</i>	-0.0136*** (0.00516)	-0.0199*** (0.00398)	-0.0121*** (0.00183)
3-day listing	0.843 (0.699)	1.871*** (0.412)	1.383*** (0.0446)
5-day listing	0.997 (0.698)	1.870*** (0.411)	1.293*** (0.0305)
7-day listing	1.143 (0.700)	1.982*** (0.411)	1.320*** (0.0312)
10-day listing	1.271* (0.697)	2.035*** (0.410)	1.298*** (0.0252)
30-day listing	1.634** (0.698)	2.301*** (0.411)	1.355*** (0.0407)
Observations	14,070,450	14,070,450	14,070,450
R-squared	0.164	0.177	0.638
Number of matches	1,597,977	1,597,977	1,597,977

Notes: Robust standard errors, clustered by seller, in parentheses. *** p<0.01, ** p<0.05, * p<0.1. Among the listing duration variables ‘1-day listing’ is the omitted category. In addition to the listed explanatory variables, the specifications include the additional control variables discussed Table 2’s notes and provided in Table S2.

Table S4: Market and Seller Characteristics, Divided into Quartiles

Dependent variable	(1) Sale	(2) Sale	(3) Sale
1st quartile <i>Listing HHI X Badge</i>	0.0285*** (0.00225)		
2nd quartile <i>Listing HHI X Badge</i>	0.0239*** (0.00252)		
3rd quartile <i>Listing HHI X Badge</i>	0.0244*** (0.00176)		
4th quartile <i>Listing HHI X Badge</i>	0.0134*** (0.00372)		
1st quartile <i>eTRS share X Badge</i>		0.0334*** (0.00231)	
2nd quartile <i>eTRS share X Badge</i>		0.0262*** (0.00199)	
3rd quartile <i>eTRS share X Badge</i>		0.0229*** (0.00234)	
4th quartile <i>eTRS share X Badge</i>		0.0130*** (0.00183)	
1st quartile <i>Feedback X Badge</i>			0.0349*** (0.00220)
2nd quartile <i>Feedback X Badge</i>			0.0242*** (0.00233)
3rd quartile <i>Feedback X Badge</i>			0.0188*** (0.00223)
4th quartile <i>Feedback X Badge</i>			0.0150*** (0.00478)
Observations	14,070,450	14,070,450	14,070,450
R-squared	0.008	0.008	0.008
Number of STP matches	1,597,977	1,597,977	1,597,977

Notes: Robust standard errors, clustered by seller, are in parentheses. *** p<0.01, ** p<0.05, * p<0.1. All models include the full set of controls listed on Table S2.

Table S5: Alternative Measures of Market Concentration

Dependent variable	(1) Sale	(2) Sale	(3) Sale
<i>Badge</i>	0.0243*** (0.00193)	0.0188*** (0.00145)	
<i>Quantity HHI X Badge</i>	-0.00280*** (0.000565)		
$\log(\text{Quantity HHI}) \times \text{Badge}$		-0.00316** (0.00136)	
1st quartile <i>Quantity HHI X Badge</i>			0.0238*** (0.00733)
2nd quartile <i>Quantity HHI X Badge</i>			0.0246*** (0.00254)
3rd quartile <i>Quantity HHI X Badge</i>			0.0221*** (0.00181)
4th quartile <i>Quantity HHI X Badge</i>			0.0186*** (0.00201)
Observations	14,070,450	14,062,245	14,070,450
R-squared	0.008	0.008	0.008
Number of STP matches	1,597,977	1,597,977	1,597,977

Notes: Robust standard errors, clustered by seller, are in parentheses. *** p<0.01, ** p<0.05, * p<0.1. *Quantity HHI* denotes week \times leaf category Herfindahl-Hirschman Indices of concentration calculated using sellers' shares of all items sold. All models include the full set of controls listed on Table S2.