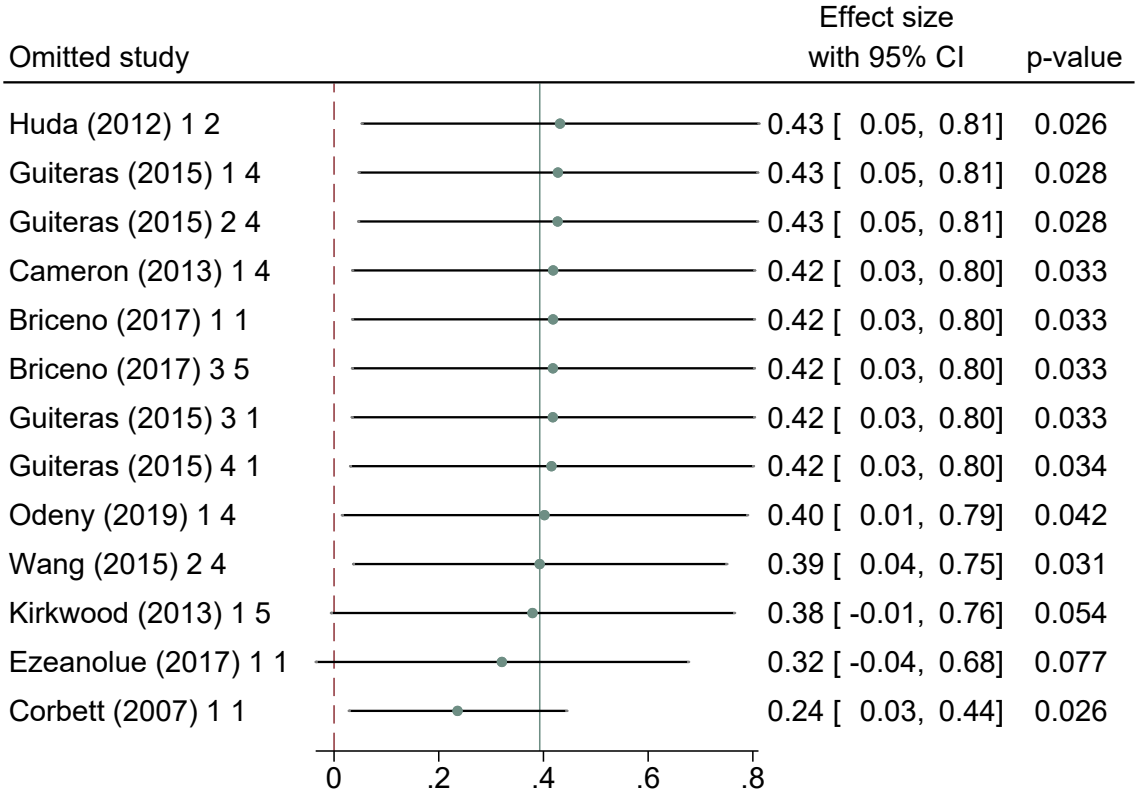
Leave one out sample: Persuasion & Consumption or purchasing decision with social externalities



Random-effects REML model