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Popularity Signals in Trial-Offer Markets with Social Influence and Position Bias

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Highlights

- We study a trial-offer market consisting of N products.
- Consumer's choices are dependent on past purchases (social influence).
- We characterize the long term equilibrium of the market share of each of the N products.
- A sublinear social signal benefits reduces the market share inequalities among products.
- Benefits of using a Quality ranking instead of a popularity ranking are highlighted.

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