

Accepted Manuscript

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

Felipe Maldonado, Pascal Van Hentenryck, Gerardo Berbeglia, Franco Berbeglia

PII: S0377-2217(17)30985-2
DOI: [10.1016/j.ejor.2017.10.056](https://doi.org/10.1016/j.ejor.2017.10.056)
Reference: EOR 14780



To appear in: *European Journal of Operational Research*

Received date: 15 December 2016
Revised date: 25 October 2017
Accepted date: 26 October 2017

Please cite this article as: Felipe Maldonado, Pascal Van Hentenryck, Gerardo Berbeglia, Franco Berbeglia, Popularity Signals in Trial-Offer Markets with Social Influence and Position Bias, *European Journal of Operational Research* (2017), doi: [10.1016/j.ejor.2017.10.056](https://doi.org/10.1016/j.ejor.2017.10.056)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

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.

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/6895201>

Download Persian Version:

<https://daneshyari.com/article/6895201>

[Daneshyari.com](https://daneshyari.com)