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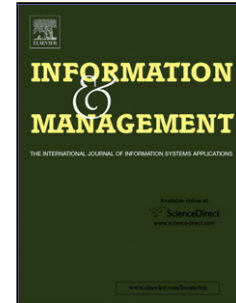
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## **Whose recommendations do you follow? An investigation of tie strength, shopping stage, and deal scarcity**

Whose recommendations do you follow? An investigation of tie strength, shopping stage, and deal scarcity

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### **Highlights**

- We find a three-way interaction of social recommendation, shopping stage, and scarcity
- Weak-tie recommendations are more persuasive at initial stages when scarcity is low
- Weak-tie recommendations' superiority weakens at initial stages when scarcity is high
- Strong-tie recommendations are more persuasive at later stages when scarcity is low
- Strong-tie recommendations' superiority weakens at later stages when scarcity is high

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