
Ideas

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1. Categorization mismatch. I submitted this full idea as a proposal for a consumer behavior class.
2. Two-sided markets: empirical testing of my 2nd year paper, and then experiments to construct actual two-sided markets and see if I can replicate the paper.
3. Brands as signals. is there anything left to do there?
4. Platform competition (between firms who already have platforms) has been done a lot. What about platform value creation? If i'm a firm, is it a good idea to create a platform as a tool to tap a bunch of free resources? Like General Idea # 2.
5. 'Newness' price premiums. Newly released golf clubs have huge premiums but don't really have technological improvements to account for the price difference. What psych/econ model of choice can capture this? What about pre-releasing items as a way of price discrimination? Price discrimination by time. You can price discriminate using any marketing mix variable, and even those that are incidental (when you release it, which stores you distribute it to, which time of year, how many units you sell in a package, etc.)
6. Creat a model to line up with the psych results from Chernev (2006) "Decision Focus and Consumer Choice among Assortments" as well as Chakravarti et al (2006) "The Neglect of Prescreening Information." Related to the search paper by Nitin, likely.
7. Induced complementarity.
8. Toilet paper producers and laundry detergent producers seem to like to put higher concentrations in each unit, (2x concentrated, and 4 ply double rolls). Is it higher quality, or is it that they want you to use more because you don't appropriately account for the extra concentration? I use more tide than I need to, I'm sure, so in the end it's like selling a higher volume for them.