Strategic consumer of a durable-goods monopolist

European Institute for Advanced Studies in Management - Monopoly production and pricing of finitely durable goods with strategic consumers' fluctuating willingness to pay

Description: -
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Monopolies.
Monopsonies.
Durable goods, Consumer.Strategic consumer of a durable-goods monopolist
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Working papers (European Institute for Advanced Studies in Management) -- no.92-15Strategic consumer of a durable-goods monopolist
Notes: Includes bibliographical references (p21).
This edition was published in 1992

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Dynamic Pricing in the Presence of Social Learning and Strategic Consumers

In marketing durable goods, manufacturers use varying degrees of leasing and selling to consumers, e. Abstract We analyze a dynamic game between consumers and the sole seller of a durable good.

Strategic choice in durable goods market when firms move simultaneously

The conjecture sets up a situation in which a monopolist sells a to a where resale is impossible and faces who have different valuations.

[PDF] Channel Strategies for Durable Goods: Coexistence of Selling and Leasing to Individual and Corporate Consumers

Our numerical results suggest that in equilibrium, the producer who is dealing with myopic rather than with forward-looking consumers is more likely to sell some of these held-back goods later, as vintage goods. These structural properties facilitate an efficient computational algorithm, which we use in running numerical experiments to explicate the producer's strategy and to conduct equilibrium comparative statics analysis.

Coase conjecture

It also allows you to accept potential citations to this item that we are uncertain about. The monopolist will want to sell to the consumer with the lowest valuation. We support our hypotheses by finding that the extent to which a car model is leased depends strongly on its predicted reliability and on the competitive intensity within the segment.

Durable

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Strategic Vertical Differentiation and Durable Goods Monopoly, The Journal of Industrial Economics

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In addition, we develop a measure of the extent of competition in each segment of the automobile market. General contact details of provider:. Our analysis suggests that the fraction of leased cars decreases as the manufacturers' products become more similar and the competition between them increases.

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The intuition for this result is that a higher fraction of leases puts the firm at a competitive disadvantage in the future. We find that in equilibrium neither firm leases all its units—either they use a mix of leasing and selling or they use only selling.

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