

Consumer Searching Behavior Under High Inflation

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Research Question

Do consumers search more for cheaper prices under high inflation?

(inflation \rightarrow searching)

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Plan:

1. (data) inflation \rightarrow search
2. (data) inflation \rightarrow dispersion
3. (model) inflation \rightarrow search

Progress

1. (data) inflation \rightarrow search

- **construct a measure:** product-level searching efforts
- rationalize the measure

2. (data) inflation \rightarrow dispersion

3. (model) inflation \rightarrow search

- solve a model: heterogeneous consumer search
- **provide the model prediction**

Results: Measure

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Results: Measure

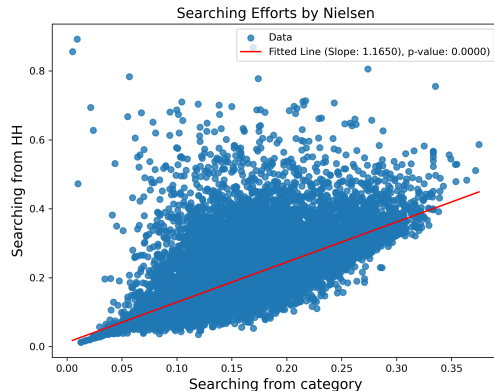
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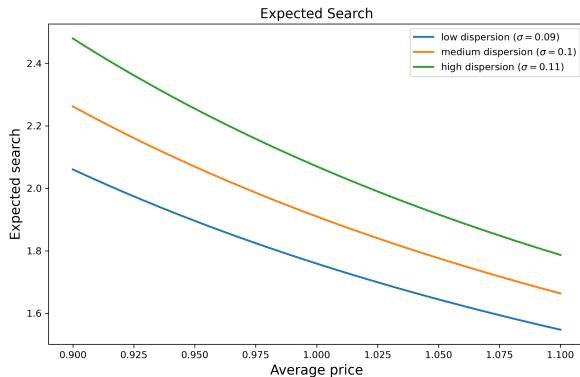
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 2. price distribution given F
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Plan

1. Rationalize the measure → Causal estimation
2. Understand the model mechanism → Complication