

Accepted Manuscript

Behavior-Based Pricing under Imperfectly Informed Consumers

Rosa-Branca Esteves, Sofia Cerqueira

PII: S0167-6245(17)30096-3
DOI: [10.1016/j.infoecopol.2017.06.007](https://doi.org/10.1016/j.infoecopol.2017.06.007)
Reference: IEPOL 788



To appear in: *Information Economics and Policy*

Received date: 7 January 2015
Revised date: 16 June 2017
Accepted date: 19 June 2017

Please cite this article as: Rosa-Branca Esteves, Sofia Cerqueira, Behavior-Based Pricing under Imperfectly Informed Consumers, *Information Economics and Policy* (2017), doi: [10.1016/j.infoecopol.2017.06.007](https://doi.org/10.1016/j.infoecopol.2017.06.007)

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

- This paper constitutes a first assessment of the profit and consumer welfare effects of BBPD in markets with imperfectly informed consumers due to the firms advertising decisions.
- Firms advertise less when price discrimination is permitted.
- In comparison to no-discrimination, BBPD in our setting boosts industry profits and harm consumers. This finding challenges the "traditional" view that such pricing practices in oligopoly markets often intensify competition and potentially benefit consumers.
- In comparison to the case with fully informed consumers, BBPD can increase industry profits at the expense of consumer welfare as long as advertising costs are not too low.
- For competition policy our analysis suggests that it is important to taking into account different forms of market competition when evaluating the profit and consumer welfare effects of BBPD.

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات