

# Economics of Consumer Search

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In this short course of six lectures, I discuss some classic models and current topics in the economics of consumer search. Below is a list of tentative topics. Lecture notes/slides will be made available to the class.

- Search and Competition for Homogeneous Products
  - Information friction and price search: Stigler (1961)
  - Price Search with a two-point distribution: Salop and Stiglitz
  - Diamond's paradox
  - Sequential price Search and oligopoly pricing: The Stahl model
- Search and Competition with Product Differentiation
  - Looking for the best match: the Wolinsky model
  - Search and product design
  - Prominence and consumer search
- Search Platforms
  - Platforms as information intermediaries in the digital economy
  - Platform bias and antitrust issues
  - Platforms, consumer data, and privacy
- Entry and Welfare in Search Markets
  - The quality and variety effects of entry in a search model
  - (How) entry of more firms may reduce welfare in search markets
- Experience goods and consumer search
  - A model of search for experience goods
  - (Why) the impact of search frictions is very different for experience goods
  - Low search cost and low-quality sellers co-exist in online markets
- Consumer search with repeat purchases
  - Repeat purchases and price competition
  - Price discrimination in search markets