

AN INVESTIGATION OF CONSUMER CAR SEARCH AND CHOICE

Aidin Namin, College of Business Administration, Loyola Marymount University, One LMU Drive, MS 8395, Los Angeles, CA 90045, 310-338-4526, aidin.namin@lmu.edu
Brian T. Ratchford, Naveen Jindal School of Management, The University of Texas at Dallas, 800 W Campbell Rd. SM32, Richardson, TX 75080, 972-883-5975, btr051000@utdallas.edu
David Stewart, College of Business Administration, Loyola Marymount University, One LMU Drive, MS 8395, Los Angeles, CA 90045, 310-338-6033, david.stewart@lmu.edu

ABSTRACT

This paper investigates the relationship between product efficiency and use of information sources by new car buyers.

Keywords: Search, Product efficiency, Choice.

In this study efficiency of automobiles based on their attributes are modeled and the relationship between the estimated car efficiency numbers and search sources are investigated. Our results identify search sources which impact efficiency of a purchased car.