

Optimal strategies for durable goods monopolists : leasing, selling or hybrid?

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437995&lokasi=lokal>

Abstrak

We show that a durable-goods monopolist increases profits by adopting both a leasing and selling policy (hybrid policy). We focus on consumer heterogeneity in that they have different attitudes when dealing with durable products; careful or careless