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In the articles, the example show that the law of one price may not use in every homogenous products. In realistic, the prices are different in different location the product sold that effect from many factors. Price dispersion arise when there is imperfect information between customer and the firms. In this paper, the example of prescription drug price are different even the pharmacies locate in the same town. Price can differ over 50% from the lowest price. Using regression to find variables which effects price is not effective. Price dispersion can be decreased if frequent purchasing made. Price range for one-time prescriptions are larger than prescription that purchase monthly. The more frequent consumer purchase the higher benefit from seaching they get. Moreover, the given information ; Price survey from cities of Middletown & Newburge, The data result show the price descriptions are varies in different pharmacies, Moreover, The equilibrium price dispersion represent the fact of function of search cost. The price dispersion econometric model explain that price range can determine by drug's acquisition cost, brand-name drugs, dummy variable for Newburgh and 20 categories of drug therapy.