## **Accepted Manuscript**

The Effect of Retail Competition on Relationship-specific Investments: Evidence from New Car Advertising

**Charles Murry** 

PII: S0167-7187(18)30034-1

DOI: 10.1016/j.ijindorg.2018.03.010

Reference: INDOR 2441

To appear in: International Journal of Industrial Organization

Received date: 12 July 2017
Revised date: 15 March 2018
Accepted date: 21 March 2018



Please cite this article as: Charles Murry, The Effect of Retail Competition on Relationship-specific Investments: Evidence from New Car Advertising, *International Journal of Industrial Organization* (2018), doi: 10.1016/j.ijindorg.2018.03.010

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.

#### ACCEPTED MANUSCRIPT

### Highlights

- I estimate the effect of new car dealer intra-brand competition on local advertising by dealers and manufacturers.
- Instruments for dealer competition are based on state automobile franchise regulations and historical population growth.
- Greater intra-brand dealer competition is associated with lower dealer advertising and lower manufacturer advertising for US brands.
- I discuss implications for the design of retail networks and the effect of state automobile franchise regulation in the United States.



#### Download English Version:

# https://daneshyari.com/en/article/7354925

Download Persian Version:

https://daneshyari.com/article/7354925

Daneshyari.com