

# Konsumentenverhalten Bei Asymmetrischer Information - Torben Bartz

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In den klassischen Analysen der Mikroökonomik wird angenommen, dass die Marktteilnehmer über einen identischen Informationsstand verfügen, dass also vollkommene Markttransparenz vorliegt. Haltbar ist diese Annahme zum Beispiel, wenn die Qualität eines Gutes leicht feststellbar ist. Güter von hoher Qualität und Güter von geringer Qualität werden durch den Marktmechanismus einen Preisunterschied aufweisen, der den Qualitätsunterschied widerspiegelt. Ist die Qualität jedoch nur mit großem Aufwand zu ermitteln und verursacht Informationskosten, muss die Annahme von symmetrischer Informationsverteilung in vielen Fällen aufgehoben werden. Die Annahme vollkommener Information aller Marktteilnehmer ist nur dann zu halten, wenn die Märkte kompetitiv sind. Liegen dagegen nicht-kompetitive, d.h. unvollkommene Marktstrukturen vor, kann nicht mehr davon ausgegangen werden, dass alle ökonomisch relevanten Merkmale (z.B. Qualität) in den Preisen verarbeitet sind. In vielen ökonomischen Situationen sind die Informationen asymmetrisch verteilt, generell kann hier zwischen zwei Fällen unterschieden werden: im ersten, in Abschnitt 2.1 behandelten Fall, ist eine Seite über bestimmte Eigenschaften der anderen Seite im Unklaren ('hidden characteristics'). Der zweite Fall besteht darin, dass ein Marktteilnehmer über bestimmte Handlungen eines anderen Marktteilnehmers im Unklaren ist ('hidden actions'). Diesem Phänomen widmet sich der Abschnitt 2.2. Author: Bartz, Torben Publisher: GRIN Verlag Illustration: N Language: GER Title: Konsumentenverhalten bei asymmetrischer Information Pages: 00019 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638445269 Category: Business & Economics : Marketing - General

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