LE COMPORTEMENT D'UN MARCHE AUTOMOBILE EMERGENT. ESTIMATION PAR UN MODELE NESTED LOGIT

Cristian DRAGOŞ [*]

Babeş-Bolyai University of Cluj Napoca, Romania

ABSTRACT. The discrete choice models have been used in the last decade in order to study the American and French car markets. Because of there structure, which allows the probability to take an explicit form, the Logit models were preferred to the Probit ones which present major estimation problems. We propose a study of the Romanian car market, by showing that its behavior is different from that of the maturity markets, which will be put in evidence by an original specification of the tree structure of the Nested Logit model, using a hierarchical classification.

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[*] Corresponding author. Faculty of Economics and Business Administration. Adress: : 58-60 Teodor Mihali Street, room 231, 400591 Cluj-Napoca, Romania. E-mail: cdragos@econ.ubbcluj.ro