This dissertation contains three essays in consumer search. The first essay provides a framework for studying quality provision in a search market. It characterizes the existence and uniqueness of a symmetric equilibrium in pure strategies. The second essay studies the provision of quality and welfare in a competitive search market for services. The third essay investigates a search market in which the quality of the product is improved over time. It is motivated by the fact that the expectation of future quality improvements may have an impact on consumers’ current purchase choices.

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