We improve the realism of the economic description of store competition through prices. We use multi-agents simulations to study the Nash equilibrium for prices under imperfect consumer and store information. Stores do not know the profit vs. price curve and have to calculate it "on the fly", as consumers buy. Consumers do not know the actual prices and progressively learn them through information exchange with their social network. We show that under many realistic situations, incomplete dissemination of the information for the consumers distorts the estimation of the profit and prevents convergence of the price to the optimum.