

第十六章 Chapter 16

垄断竞争 Monopolistic Competition

不完全竞争

Imperfect Competition

不完全竞争指的是介于完全竞争和纯垄断之间的市场结构。 **Imperfect competition** refers to those market structures that fall between perfect competition and pure monopoly.

不完全竞争

Imperfect Competition

不完全竞争包括这样的产业：企业面临竞争，但竞争没有激烈到使企业成为价格接受者。 **Imperfect competition** includes industries in which firms have competitors but do not face so much competition that they are price takers.

不完全竞争市场的类型

Types of Imperfectly Competitive Markets

㊦ 垄断竞争 Monopolistic Competition

㊦ 许多企业出售类似但不相同的产品。

Many firms selling products that are similar but not identical.

㊦ 寡头 Oligopoly

㊦ 只有少数卖主，每一个提供类似的或相同的产品。

Only a few sellers, each offering a similar or identical product to the others.

垄断竞争的例子

Examples of Monopolistic Competition

举例：书籍、CD、
电影、电脑游戏、餐
馆、钢琴课、点心、
家具等

Product

examples include books,
CDs, movies, computer
games, restaurants,
piano lessons, cookies,
furniture, etc.



垄断竞争

Monopolistic Competition

市场具有某些竞争的特性也具有某些垄断的特性。

Markets that have some features of competition and some features of monopoly.

垄断竞争的特征

Attributes of Monopolistic Competition

许多卖者

Many sellers

产品差别

Product differentiation

自由进入和退出

Free entry and exit

许多卖者 Many Sellers

- ◆ 有许多企业争夺同样的顾客群体。

There are many firms
competing for the same group of
customers.



产品差别

Product Differentiation

每一个企业生产的产品至少与其他企业生产的产品略有不同。

Each firm produces a product that is at least slightly different from those of other firms.

每个企业不是价格接受者，而是面临一条向右下方倾斜的需求曲线。

Rather than being a price taker, each firm faces a downward-sloping demand curve.

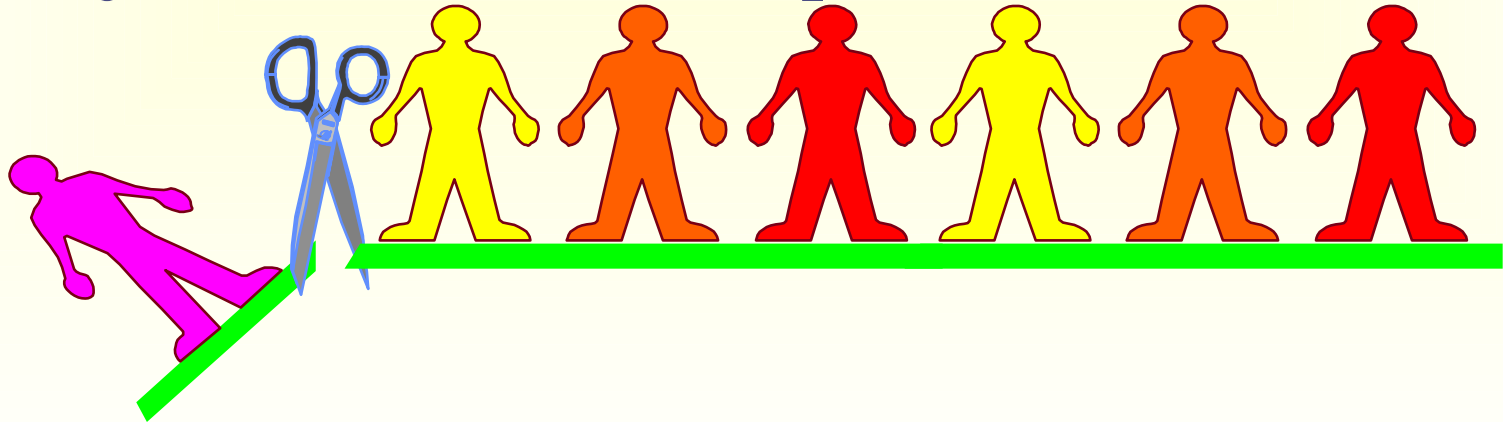
自由进入和退出

Free Entry or Exit

企业可以没有限制地进入和退出一个市场。
Firms can enter or exit the market without restriction.

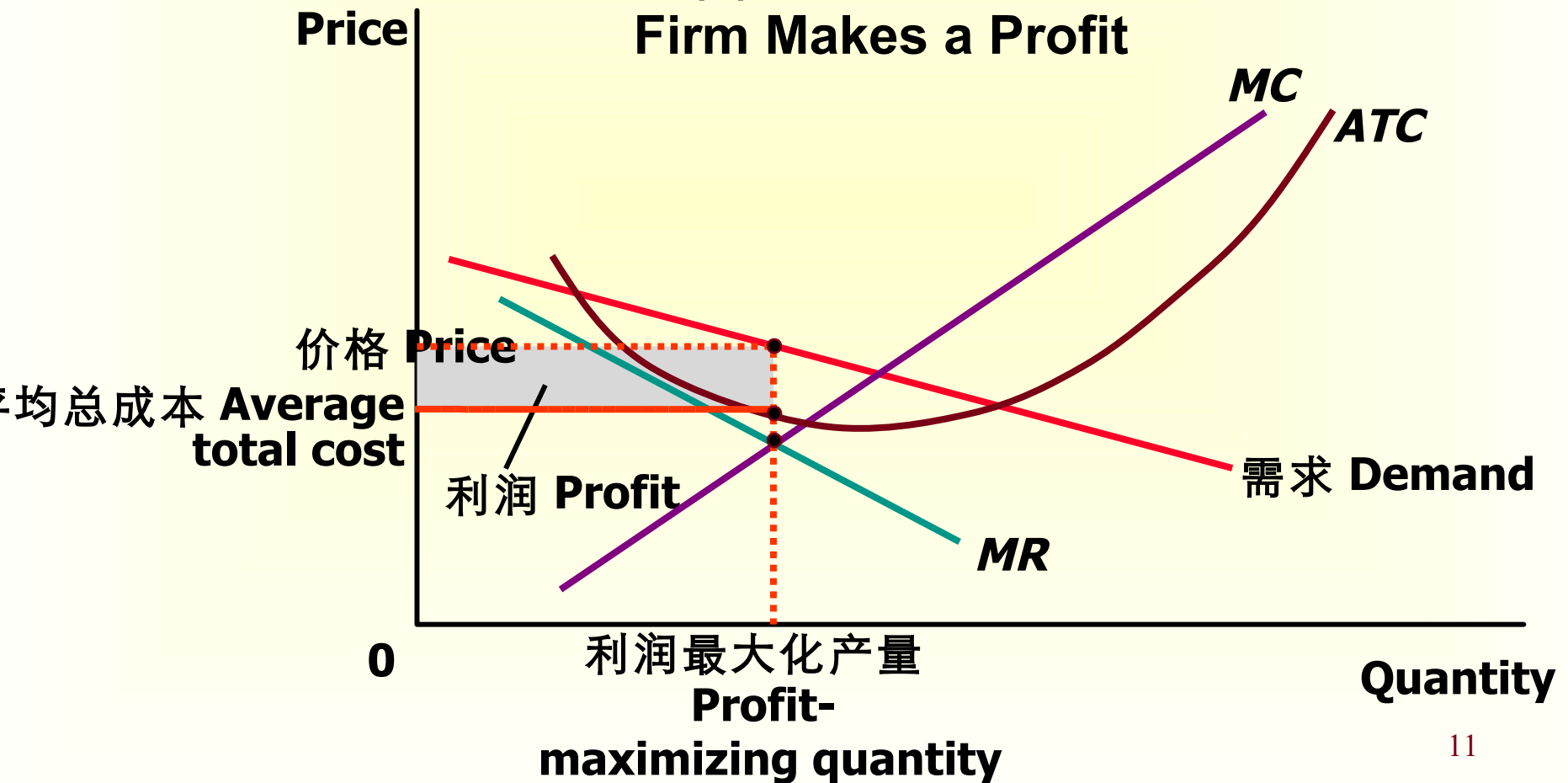
市场上企业的数目要一直调整到经济利润为零时为止。

The number of firms in the market adjusts until economic profits are zero.



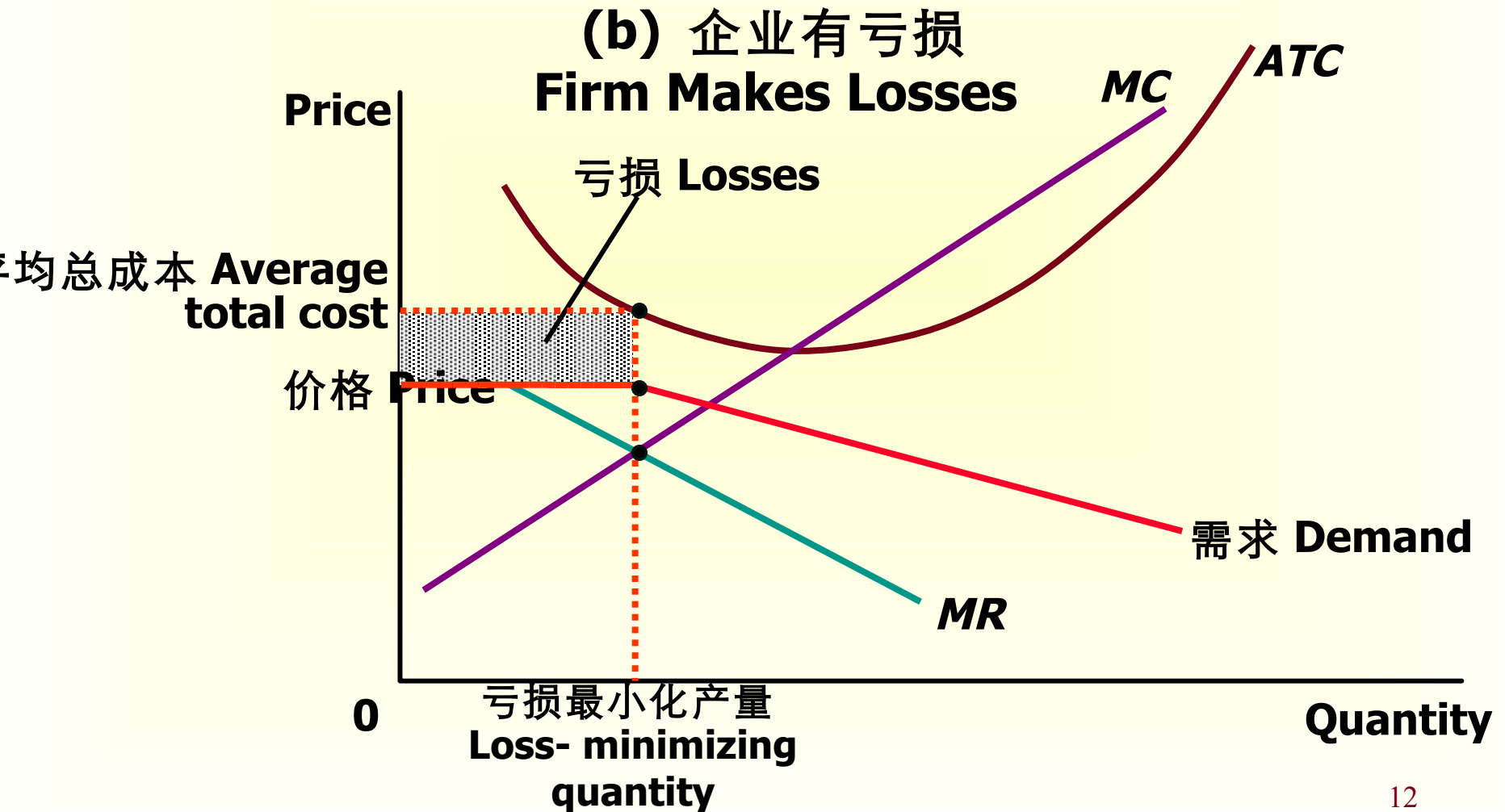
短期中的垄断竞争企业 *Monopolistic Competitors in the Short Run...*

(a) 企业有利润
Firm Makes a Profit



短期中的垄断竞争企业

Monopolistic Competitors in the Short Run...



长期中的垄断竞争企业

Monopolistic Competition in the Long Run

短期经济利润鼓励新企业进入市场。这导致：

Short-run economic profits encourage new firms to enter the market. This:

📌 增加产品提供的数目。

Increases the number of products offered.

📌 减少已在市场中企业面临的需求。

Reduces demand faced by firms already in the market.

📌 已有企业面临的需求曲线向左移动。

Incumbent firms' demand curves shift to the left.

📌 随着已有企业的产品需求减少，这些企业的利润下降。
Demand for the incumbent firms' products fall, and their profits decline.

长期中的垄断竞争企业

Monopolistic Competition in the Long Run

短期经济亏损鼓励企业退出市场。这导致：

Short-run economic losses encourage firms to exit the market. This:

✎ 减少产品提供的数目。

Decreases the number of products offered.

✎ 增加仍在市场中的企业面临的需求。

Increases demand faced by the remaining firms.

✎ 剩余的企业面临的需求曲线向右移动。

Shifts the remaining firms' demand curves to the right.

✎ 增加剩余企业的利润。

Increases the remaining firms' profits.

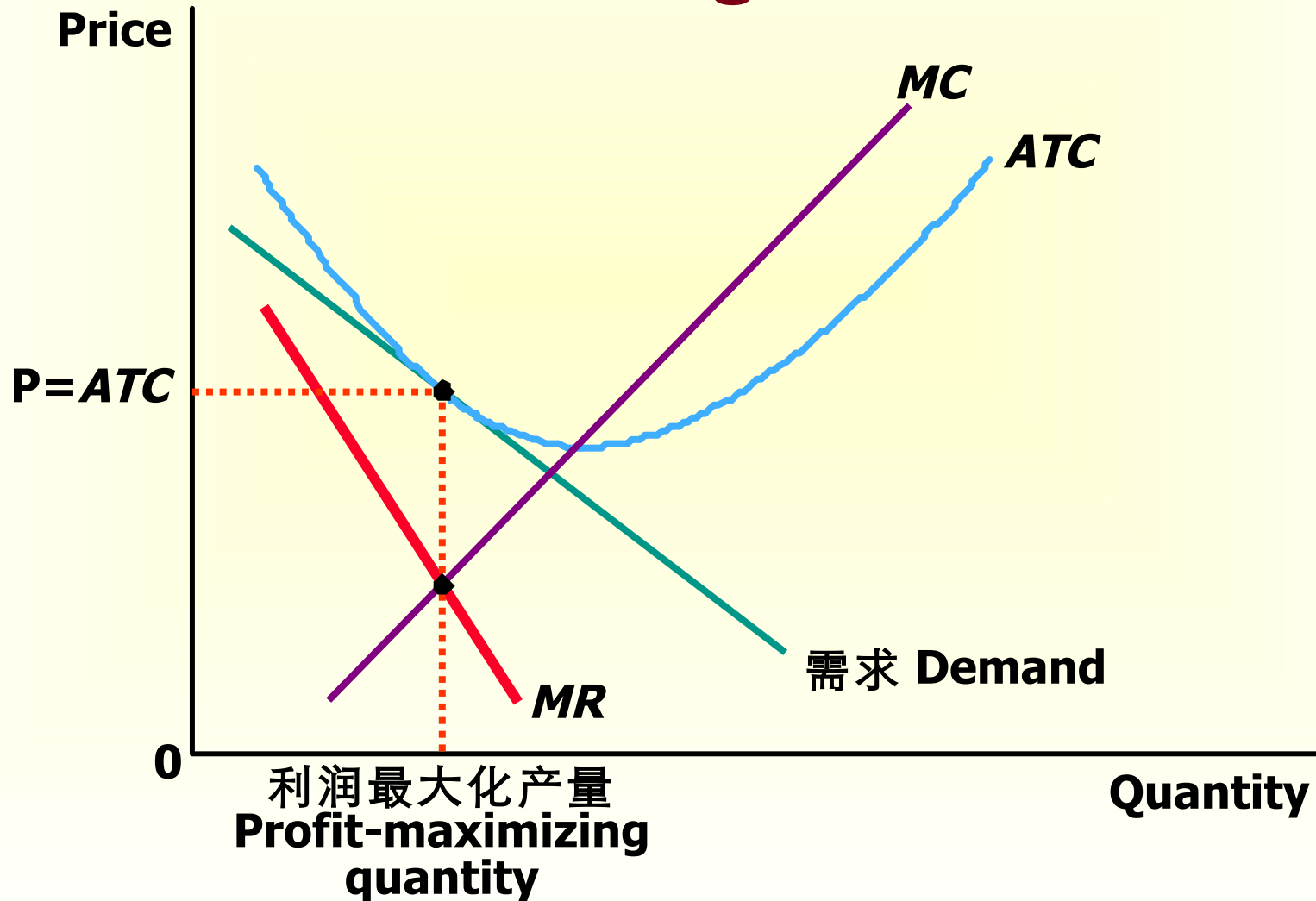
长期均衡

The Long-Run Equilibrium

企业进入和退出直到市场上的企业正好有零经济利润为止。 Firms will enter and exit until the firms are making exactly zero economic profits.

长期中的垄断竞争企业

A Monopolistic Competitor in the Long Run...



长期均衡的两大特征

Two Characteristics of Long-Run Equilibrium

- ◆ 正如在垄断情况一样，价格大于边际成本。
As in a monopoly, price exceeds marginal cost.
- ◆ 利润最大化要求边际收益等于边际成本。
Profit maximization requires marginal revenue to equal marginal cost.
- ◆ 向下倾斜的需求曲线使边际收益小于价格。
The downward-sloping demand curve makes marginal revenue less than price.

长期均衡的两大特征

Two Characteristics of Long-Run Equilibrium

- ◆ 正如在竞争市场上一样，价格等于平均总成本
As in a competitive market, price equals average total cost.
- ◆ 自由进入和退出使经济利润为零。
Free entry and exit drive economic profit to zero.

垄断竞争与完全竞争

Monopolistic versus Perfect Competition

垄断竞争和完全竞争之间有两个值得注意的差别——**生产能力过剩**和**价格加成**。

There are two noteworthy differences between monopolistic and perfect competition—**excess capacity** and **markup**.

生产能力过剩 Excess Capacity

ㄎ 在垄断竞争市场中，在长期中有生产能力过剩。

There is **excess capacity** in monopolistic competition in the long run.

ㄎ 在垄断竞争中，产量小于有效规模。

In monopolistic competition, output is less than the **efficient scale** of perfect competition.

生产能力过剩

Excess Capacity

✎ 在完全竞争市场中，在长期中没有生产能力过剩。

There is no excess capacity in perfect competition in the long run.

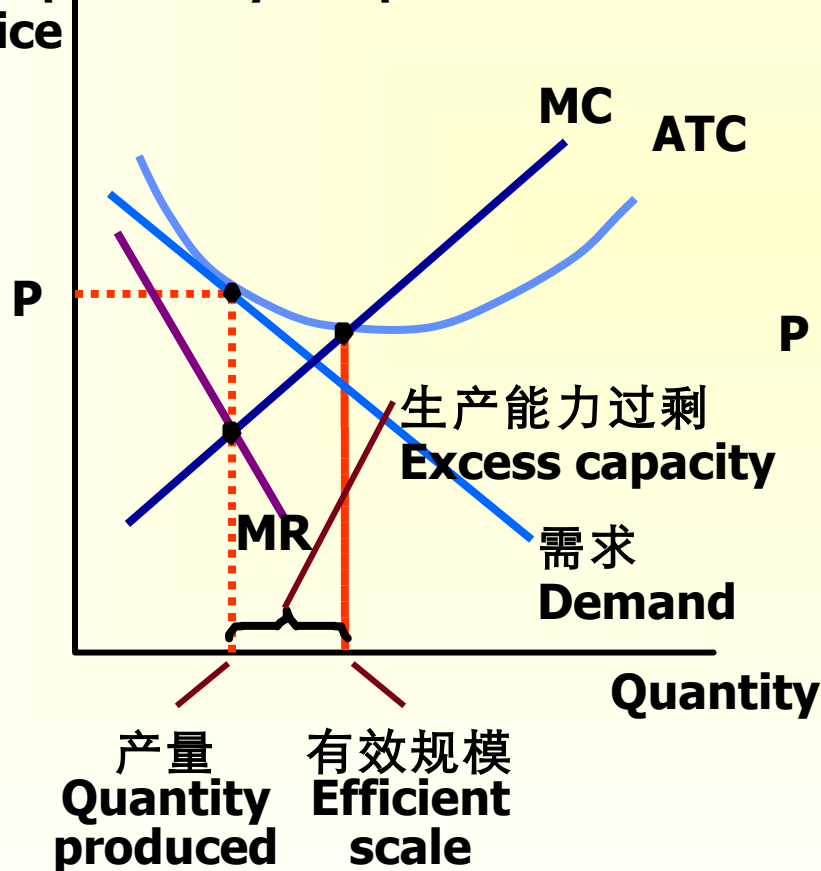
✎ 自由进入使得竞争企业生产平均总成本最小的产量，这也是企业的**有效规模**。

Free entry results in competitive firms producing at the point where average total cost is minimized, which is the **efficient scale** of the firm.

生产能力过剩 ... Excess Capacity...

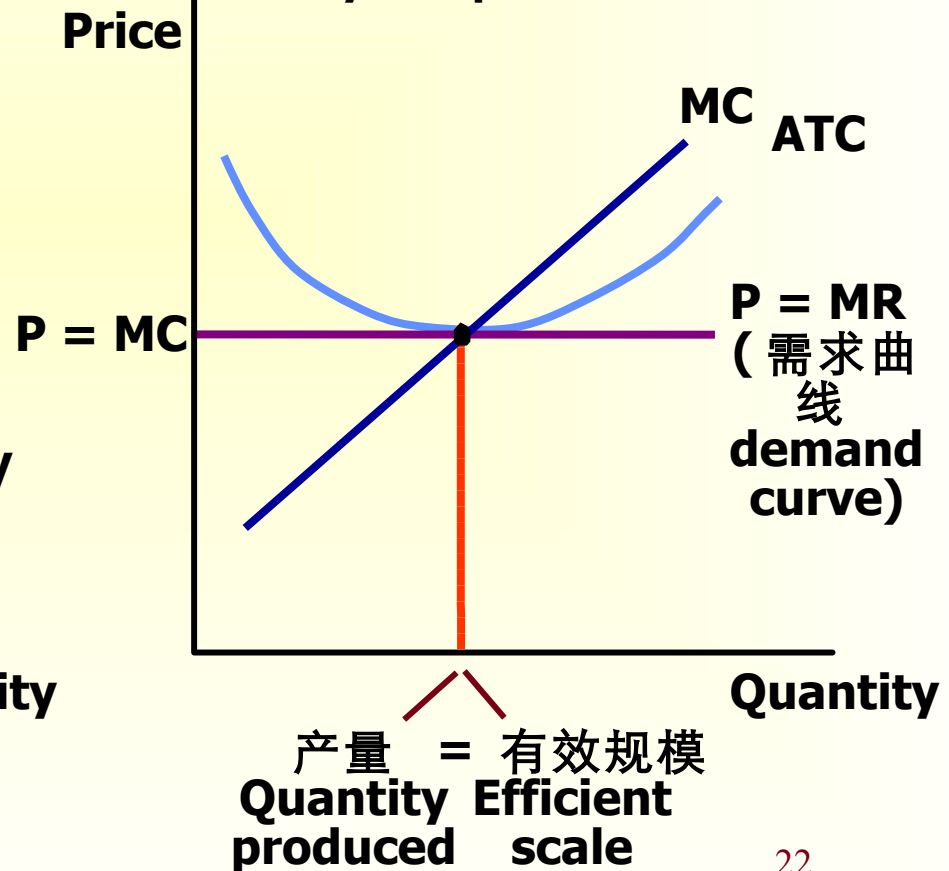
(a) 垄断竞争

Monopolistically Competitive Firm



(b) 完全竞争

Perfectly Competitive Firm



生产能力过剩 Excess Capacity

✎ 虽然垄断竞争市场存在生产能力过剩，但这并不是市场无效率的来源。
Although excess capacity exists in monopolistic competition, it is not a source of inefficiency.

高于边际成本的价格加成 Markup Over Marginal Cost

对竞争企业来说，价格等于边际成本
For a competitive firm, price equals marginal cost.

对垄断竞争企业来说，价格高于边际成本。

For a monopolistically competitive firm, price exceeds marginal cost.

高于边际成本的价格加成 Markup Over Marginal Cost

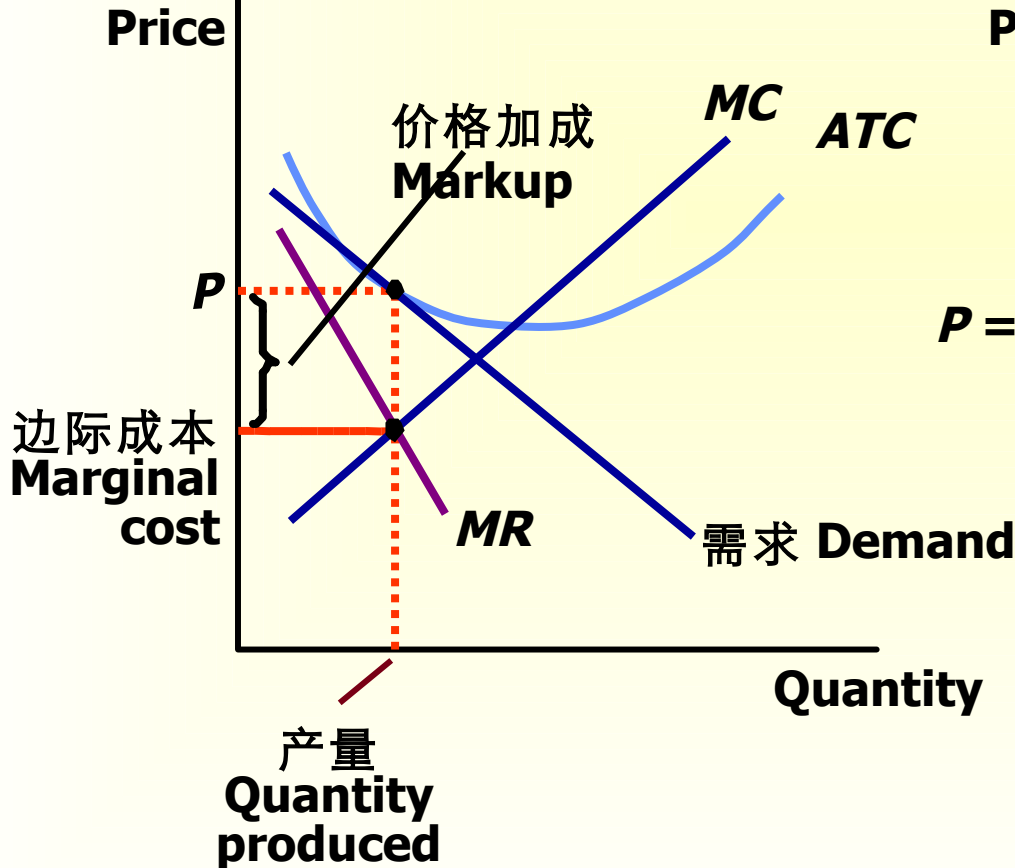
由于价格高于边际成本，对垄断竞争企业来说，以牌价多销售额外的一单位产品就意味着利润多了。

Because price exceeds marginal cost, an extra unit sold at the posted price means more profit for the monopolistically competitive firm.

高于边际成本的价格加成 ... Markup Over Marginal Cost...

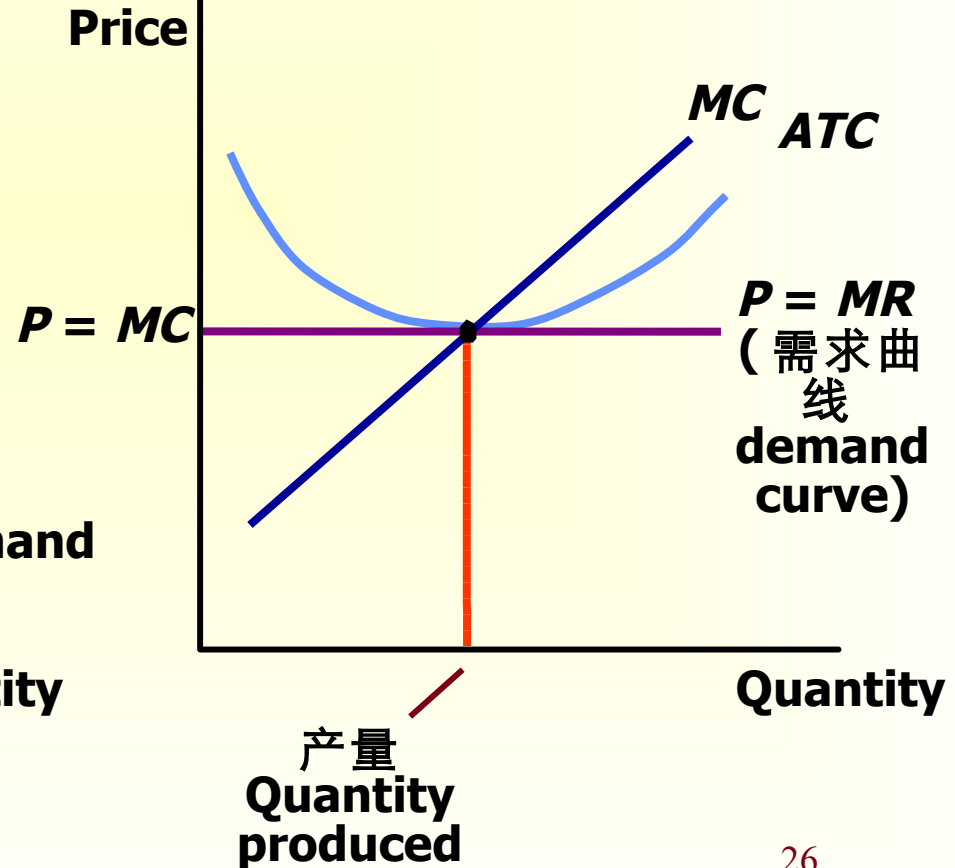
(a) 垄断竞争

Monopolistically Competitive Firm



(b) 完全竞争

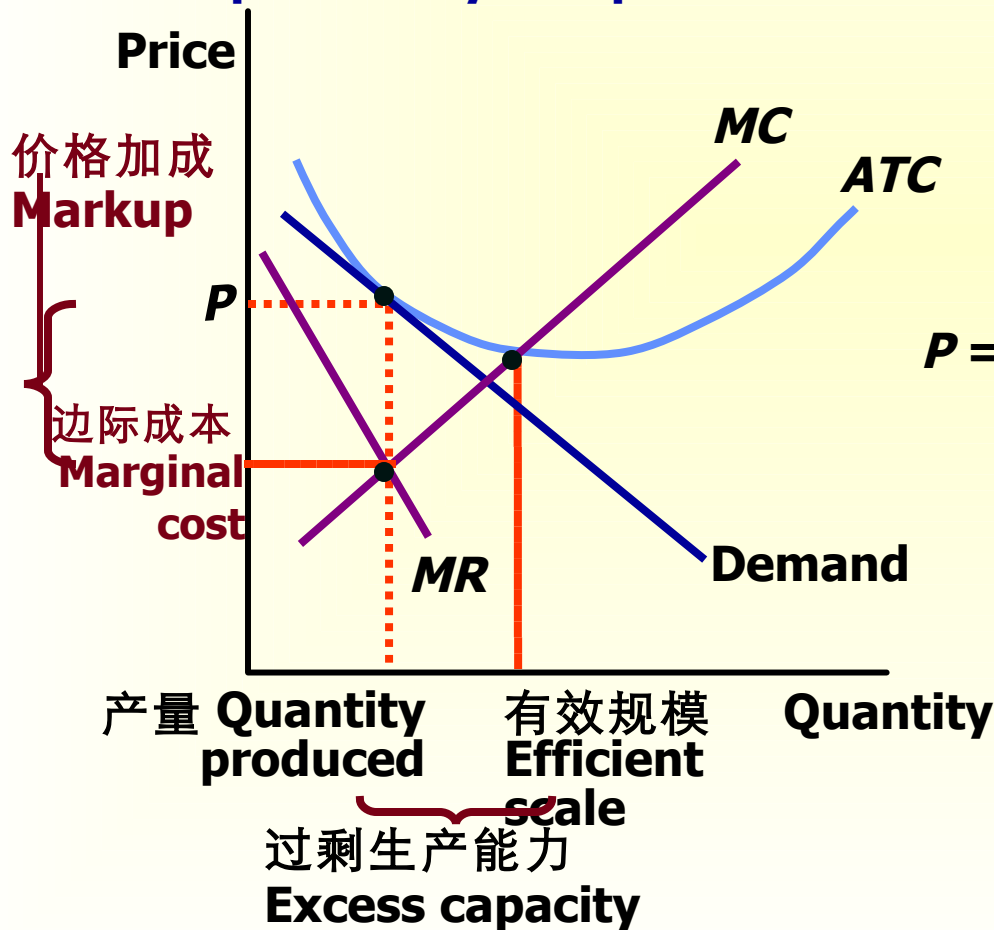
Perfectly Competitive Firm



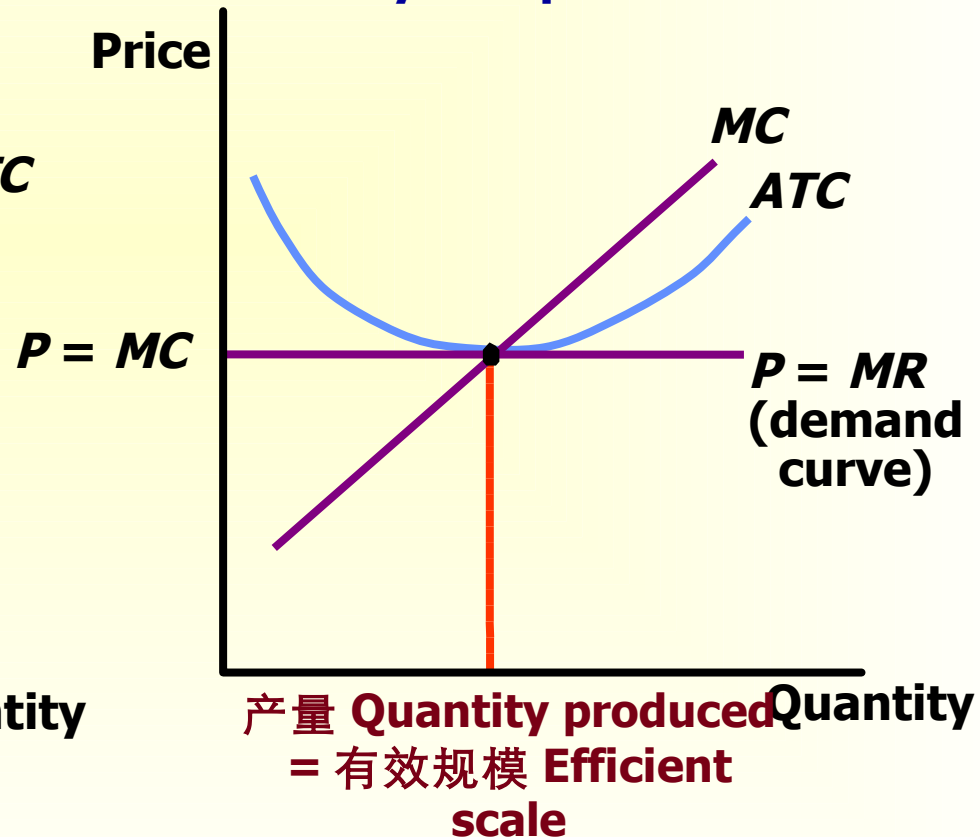
垄断竞争与完全竞争

Monopolistic versus Perfect Competition...

(a) 垄断竞争企业
Monopolistically Competitive Firm



(b) 完全竞争企业
Perfectly Competitive Firm



垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

- 由于高于边际成本的价格加成，垄断竞争有垄断定价时的标准的无谓损失。

There is the normal deadweight loss of monopoly pricing in monopolistic competition caused by the markup of price over marginal cost.

- 但是，若管制所有生产有差别产品的企业，行政管理负担将是巨大的。

However, the administrative burden of regulating the pricing of all firms that produce differentiated products would be overwhelming.

- 此外，管制垄断竞争也会引起管制自然垄断所产生的所有问题。

Moreover, regulating monopolistic competitors would entail all the problems of regulating natural monopolies.

垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

垄断竞争可能引起社会无效率的另一个方面是，市场上的企业数目可能并不是“理想”的数目。可能有太多或太少的进入。 Another way in which monopolistic competition may be socially inefficient is that the number of firms in the market may not be the “ideal” one. There may be too much or too little entry.

垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

◆ 与进入相关的外部性包括：

Externalities of entry include:

◆ 产品多样化的外部性。

product-variety
externalities.

◆ 抢走生意的外部性。

business-stealing
externalities.

垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

产品多样化外部性： 由于消费者从新产品引进中得到了一些消费者剩余，新企业的进入对消费者造成了正外部性。

The **product-variety externality**: Because consumers get some consumer surplus from the introduction of a new product, entry of a new firm conveys a *positive externality* on consumers.

垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

抢走生意的外部性：由于其他企业从新竞争者进入中失去顾客和利润，新企业的进入对原有企业施加了负外部性。

The **business-stealing externality**: Because other firms lose customers and profits from the entry of a new competitor, entry of a new firm imposes a *negative externality* on existing firms.

垄断竞争与社会福利

Monopolistic Competition and the Welfare of Society

- ◆ 产品多样化外部性的产生，是因为新企业提供了不同于原有企业的产品。

The product-variety externality arises because a new firm would offer a product different from those of the existing firms.

- ◆ 抢走业务外部性的产生，是因为企业使价格高于边际成本，因而总想多卖出一些产品。

The business-stealing externality arises because firms post a price above marginal cost and are always eager to sell additional units.

- ◆ 这两种外部性都仅与垄断竞争的条件密切相关（而在完全竞争时并不具备）。

Both of these externalities are closely related only to the conditions for monopolistic competition.

做广告

Advertising

每个企业都有激励做广告来吸引更多购买自己特殊产品的买者，只要它：

Each firm has an incentive to advertise in order to attract more buyers to its particular product, when it

◆…… 销售有差别产品

sells differentiated products

◆…… 并收取高于边际成本的价格。

and charges prices above

marginal cost 。

做广告

Advertising

📌 销售高度有差别的消费品的企业通常把收益的 10%-20% 用于做广告。

Firms that sell highly differentiated consumer goods typically spend between 10 and 20 percent of revenue on advertising.

📌 就美国整体经济而言，广告支出占企业总收益的 2% 左右，或在 1000 亿美元以上。

Overall, about 2 percent of total revenue, or over \$100 billion a year, is spent on advertising.

做广告

Advertising

用于广告的资源是不是一种社会浪费？

Is society wasting the resources
it devotes to advertising?

还是说，广告服务了一种有价值的目的
？

Or does advertising serve a
valuable purpose?

做广告

Advertising

❧ 广告的批评者认为，企业做广告是为了操纵人们的嗜好。

Critics of advertising argue that firms advertise in order to manipulate people's tastes.

❧ 他们还认为，广告抑制了竞争，因为广告努力使人们相信，产品差别大于实际情况。

They also argue that it impedes competition by implying that products are more different than they truly are.

做广告

Advertising

广告辩护者认为，广告给消费者提供了信息。

Defenders argue that advertising provides information to consumers

他们还认为，广告加剧了竞争，因为它提供了产品和价格的更多的多样性。

They also argue that advertising increases competition by offering a

作为质量信号的广告

Advertising as a Signal of Quality

企业花费广告费用的意愿可能是向消费者发出有关它的产品质量的信号。

The willingness of a firm to spend advertising dollars can be a *signal* to consumers about the quality of the product being offered.

消费者尝试他们从广告上看到的新产品是完全理性的。

It may be completely rational for consumers to try new products that they see advertises.

这种广告理论最令人惊讶的是，广告的内容是无关的——广告说什么并不像广告昂贵那么重要。

What is most surprising about this theory of advertising is that the content of the advertisement is irrelevant – what the advertisements say is not as important as the fact that ads are expensive.

品牌

Brand Names

批评者认为，品牌使消费者感觉到的差别大于实际存在的差别。

Critics argue that brand names cause consumers to perceive differences that do not really exist.

品牌

Brand Names

经济学家认为，品牌是消费者保证他们购买的物品高质量的一种有用方法。

Economists have argued that brand names may be a useful way for consumers to ensure that the goods they are buying are of high quality.

品牌向消费者提供了质量信息。

providing **information** about quality.

品牌向企业提供了保持高质量的激励。

giving firms **incentive** to maintain high quality.

总结

Summary

✎ 一个垄断竞争市场有三个特征：许多企业，差别产品和自由进入。

A monopolistically competitive market is characterized by three attributes: many firms, differentiated products, and free entry.

✎ 垄断竞争市场的均衡不同于完全竞争之处在于，每个企业有超额生产能力和收取高于边际成本的价格。

The equilibrium in a monopolistically competitive market differs from perfect competition in that each firm has excess capacity and each firm charges a price above marginal cost.

总结

Summary

❧ 垄断竞争不同时具备完全竞争的所有合意特性。 Monopolistic competition does not have all of the desirable properties of perfect competition.

❧ 由于在边际成本之上的价格加成，它有一个标准的垄断无谓损失。

There is a standard deadweight loss of monopoly caused by the markup of price over marginal cost.

❧ 企业的数目可能太多或太少。

The number of firms can be too large or too small.

总结

Summary

ㄎ 垄断竞争市场所固有的产品差别导致了广告与品牌的使用。

The product differentiation inherent in monopolistic competition leads to the use of advertising and brand names.

ㄎ 广告与品牌的批评者认为，企业使用它们是为了利用消费者的非理性，以及减少竞争。

Critics of advertising and brand names argue that firms use them to take advantage of consumer irrationality and to reduce competition.

总结

Summary

辩护者认为，企业使用广告和品牌是为了向消费者提供信息，并在价格和产品质量上进行更激烈地竞争。

Defenders argue that firms use advertising and brand names to inform consumers and to compete more vigorously on price and product quality.