



THE ECONOMIC WAY OF THINKING

Thirteenth Edition

PAUL HEYNE | PETER BOETTKE | DAVID PRYCHITKO

Chapter 8 Price Searching (觅价)

Learning Objectives（学习目标）

- Define the notion of price searching（定义觅价）
- Analyze the relationship between price, marginal revenue, and marginal cost（分析价格、边际收益和边际成本之间的关系）
- Apply that relationship to the issue of price discrimination（将上述关系应用于差别定价）
- Explore some strategies for price discrimination（探索差别定价策略）
- Investigate the notion of cost-plus-markup pricing from the perspective of price searching under incomplete information（在信息不完备条件下，基于觅价的视角，探索成本加成定价方法）

Chapter Outline（大纲）

- The Popular Theory of Price Setting（流行的定价理论）
- Introducing Ed Sike（Ed Sike登场）
- The Basic Rule for Maximizing Net Revenue（净收入最大化的基本法则）
- The Concept of Marginal Revenue（边际收益的概念）
- Why Marginal Revenue is Less Than Price（为什么边际收益低于价格）
- Setting Marginal Revenue to Equal Marginal Cost（让边际收益等于边际成本）

Chapter Outline（大纲）

- What About Those Empty Seats?（那些空座位呢）
- The Price Discriminator's Dilemma（差别定价者的困境）
- The College as Price Searcher（大学作为觅价者）
- Some Strategies for Price Discrimination（一些差别定价策略）
- Ed Sike Finds a Way（Ed Sike 找到了一种方法）
- Resentment and Rationale（不满情绪与合理化）
- Lunch and Dinner Prices（午餐价与晚餐价）
- Cost-Plus-Markup Reconsidered（重新思考成本加成）

Introduction（引言）

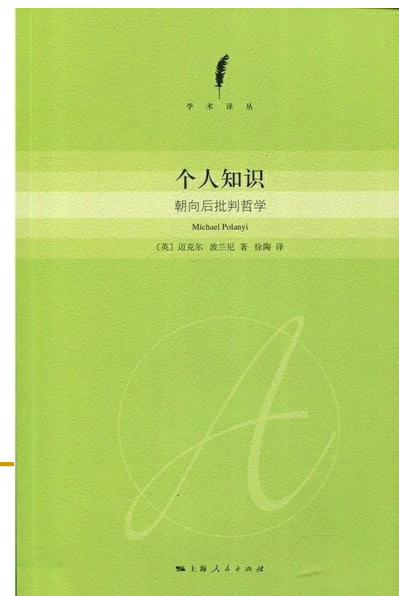
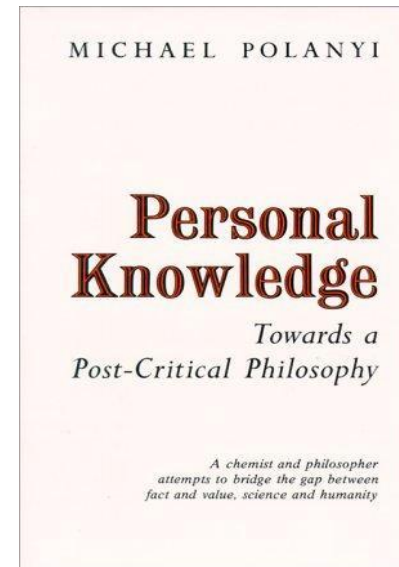
- Firms will produce an additional unit of product as long as its marginal revenue (MR) is expected to be greater than its marginal cost (MC).（只要边际收益（MR）大于边际成本（MC），企业就会额外生产一单位产品）
- The equating of marginal cost with marginal revenue is the result of the competitive market process.（边际成本与边际收益相等是竞争性市场过程的结果）

The Popular Theory of Price Setting（流行的定价理论）

- A popular belief says that selling price is cost plus **markup**（一种普遍的看法是，卖价就是对成本进行加成）
- Doubts:
 - Why choose 25 versus a 50 percent markup?（为什么选择25而不是50%的加价？）
 - Why will a firm vary its percentage markup depending upon various factors?（为什么公司会根据各种因素改变其加价幅度？）
 - Why sell below average cost?（为什么有时低于平均成本出售？）

The Popular Theory of Price Setting（流行的定价理论）

- A lot of people cannot correctly describe a process in which they themselves regularly and successfully engage.（许多人无法正确地描述他们自己经常并成功参与的过程）
 - E.g. Most people who ride bicycles don't know how they keep the bicycle balanced.（大多数骑自行车的人不知道他们是如何保持自行车平衡的）



Introducing Ed Sike (Ed Sike登场)

■ Scenario:

- Ed Sike is a college sophomore (大二学生)
- he sells film tickets to earn spending money (他卖电影票来赚取生活费)
- he sets the price for his tickets (他为门票定价)
- Ed receives all revenue (他获得全部收入)
- auditorium seats 700 people (礼堂可容纳700人)

Introducing Ed Sike (Ed Sike登场)

Ed's Costs Per Movie (每场电影的成本)

Film rental	\$1,800
Auditorium rental (礼堂租金)	250
Operator (放映员)	50
Ticket takers (售票员)	<u>100</u>
Total	\$2,200

Introducing Ed Sike (Ed Sike登場)

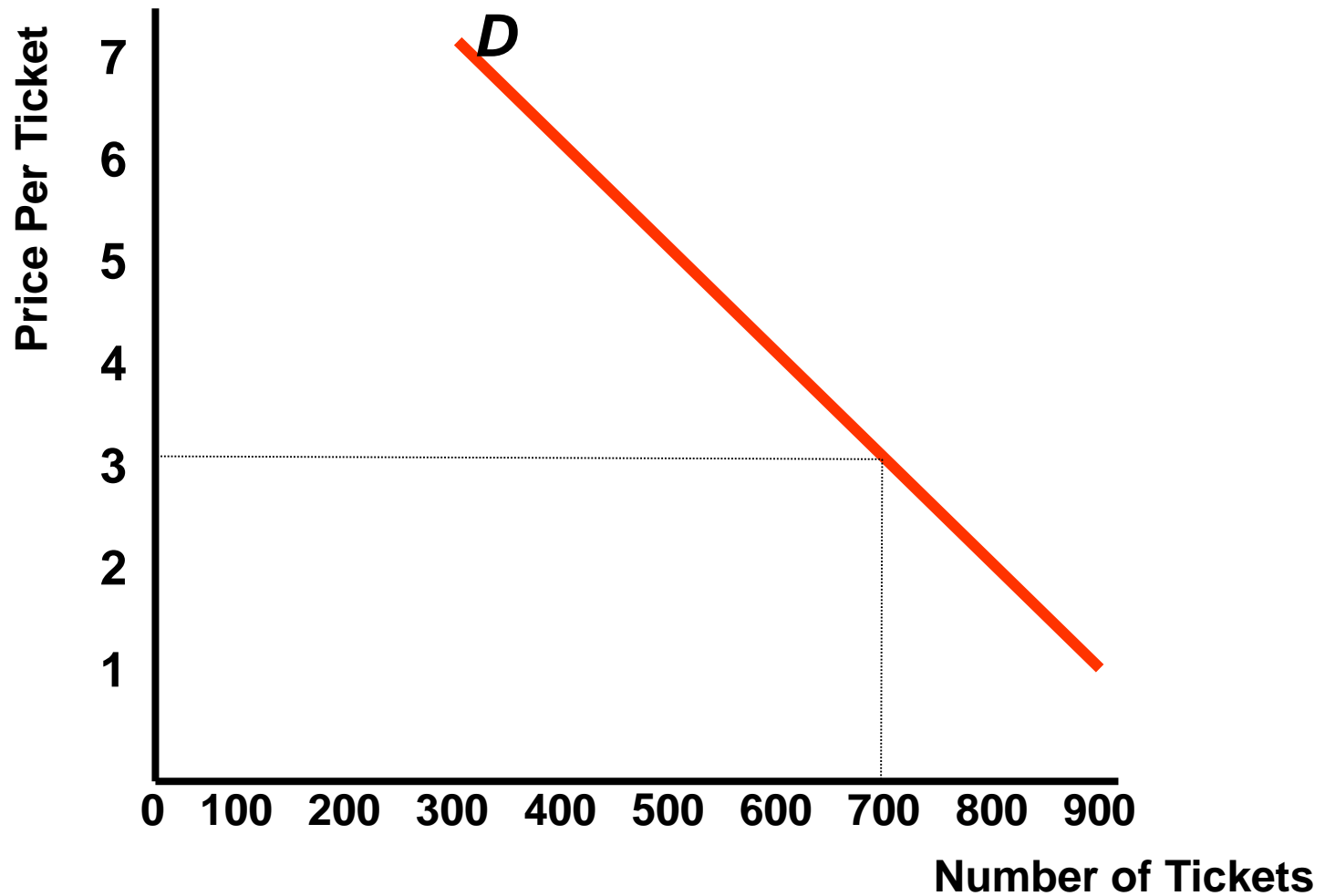


Figure 8-1 Weekly demand for tickets to films
(对电影票的每周需求)

Introducing Ed Sike (Ed Sike登場)

■ Scenario

- Ed is expected to earn as much net revenue as possible (Ed的目标是获得尽可能多的净收入)

The Basic Rule for Maximizing Net Revenue（净收益最大化的基本法则）

- Set the price to sell *only those units* whose marginal revenue is expected to be greater than marginal costs.
（设置价格以确保仅出售那些其边际收益会大于边际成本的单位）
- Profit is maximized where marginal revenue equals marginal cost（当边际收益等于边际成本时，利润最大化）

i.e., $MR = MC$

The Basic Rule for Maximizing Net Revenue (净收益最大化的基本法则)

Ed's Demand Schedule

Price	Quantity Demanded	Total Revenue	Net Revenue
\$7	300	\$2,100	-\$100
6	400	2,400	200
5	500	2,500	300
4	600	2,400	200
\$3	700	\$2,100	-100

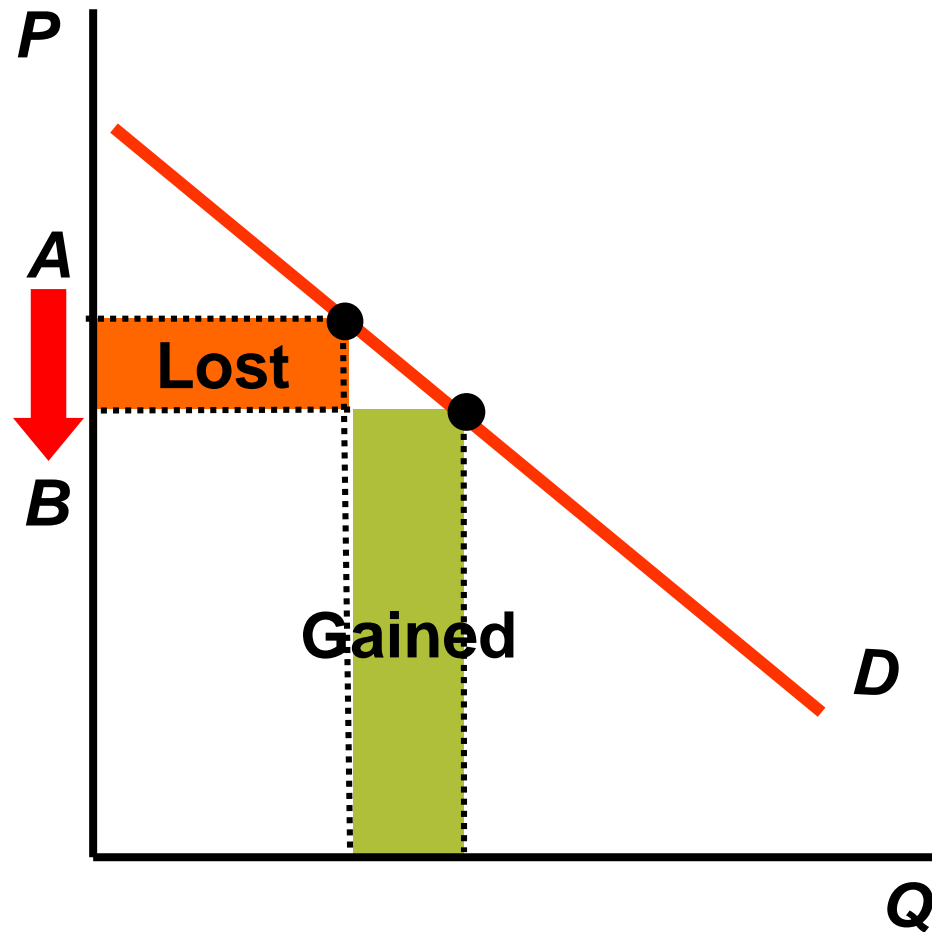
Why Marginal Revenue is Less Than Price（为什么边际收益低于价格）

- In order to increase sales, Ed must lower the price on both（为了增加销量，埃德必须降低两者的价格）
 - the additional ticket（额外出售的票）
 - the tickets that would have been sold at a higher price（本来可以更高价格出售的票）

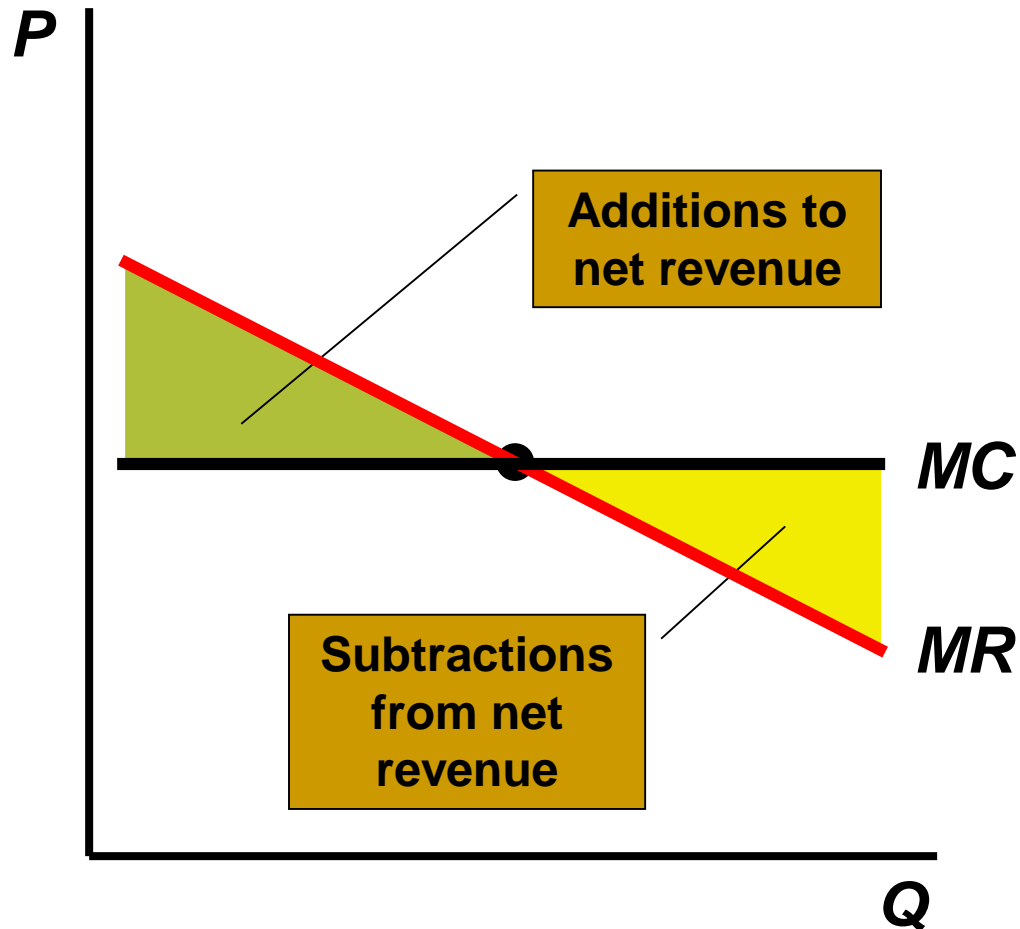
Why Marginal Revenue is Less Than Price（为什么边际收益低于价格）

- Marginal Revenue（边际收益）：
 - The difference between the revenue gained from additional quantity and the revenue lost from lowering price on the previous quantity.（从增加的销量中获得的收入与由于降低此前数量的价格而损失的收入之间的差额）

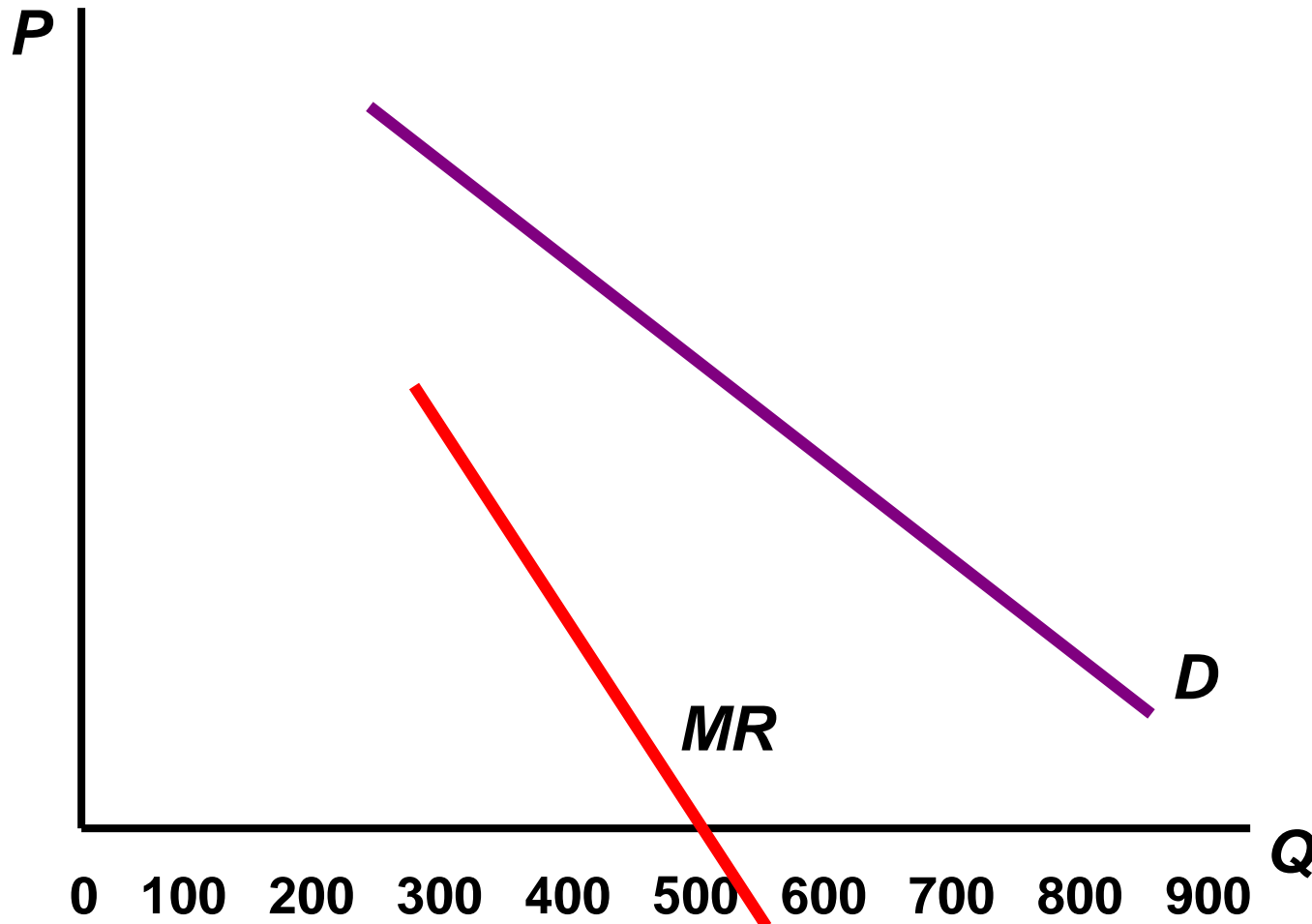
Why Marginal Revenue is Less Than Price (为什么边际收益低于价格)



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Why Marginal Revenue is Less Than Price (为什么边际收益低于价格)



Setting Marginal Revenue to Equal Marginal Cost (让边际收益等于边际成本)

■ Question

- What would happen if the distributor changed the rental fee from a flat \$1,800 to $\$800.00 + \$2/\text{ticket sold}$? (如果分销商将租金从固定的\$1,800更改为 $\$800.00 + \text{售出的票数} \times \2 ，会发生什么?)

Setting Marginal Revenue to Equal Marginal Cost (让边际收益等于边际成本)

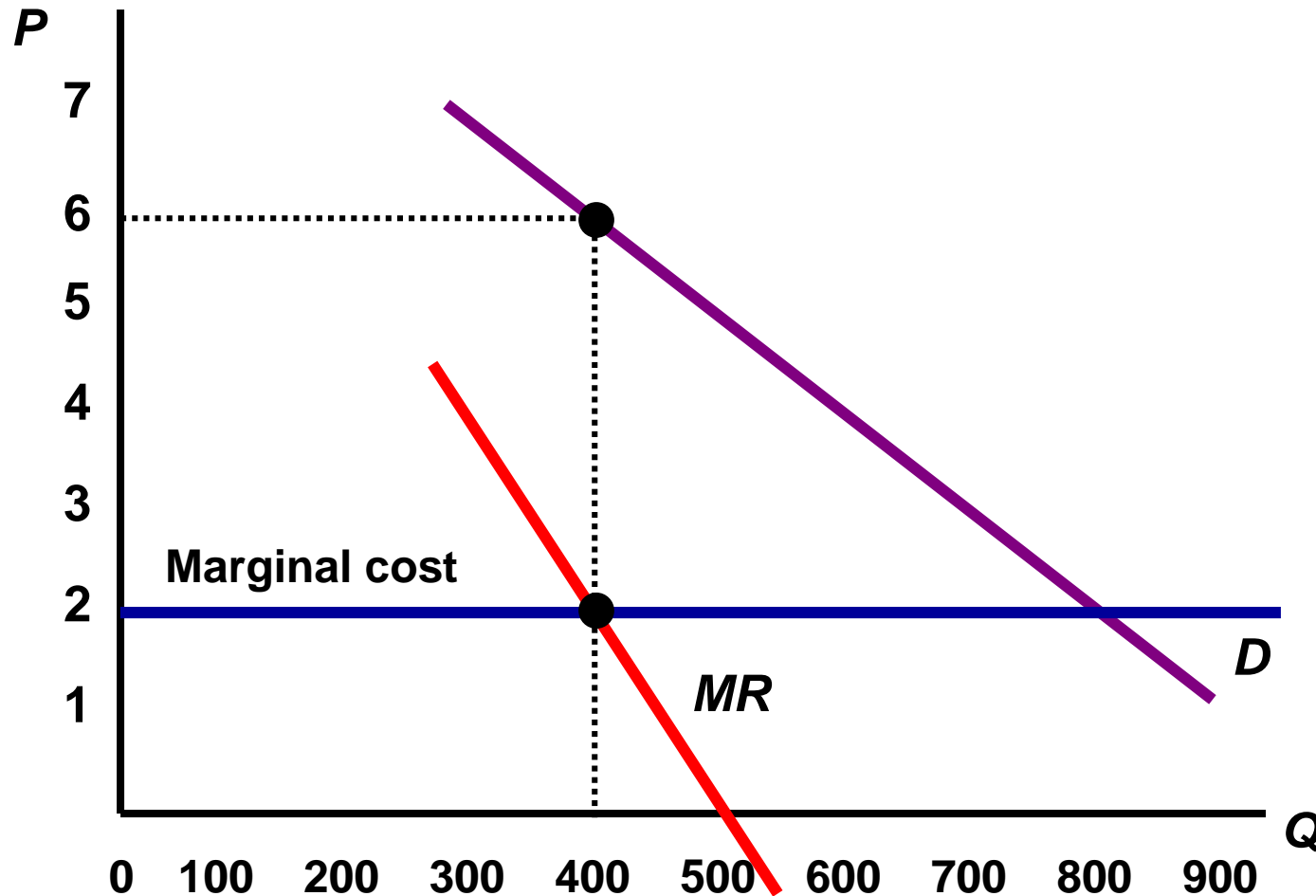


Figure 8-2 Weekly demand for tickets to films and marginal cost of selling tickets (对电影票的需求和卖票的边际成本)

What About Those Empty Seats? （那些空位呢）

■ Questions

- Are seats going to waste? （座位会浪费吗？）
- Why doesn't Ed lower the price on the empty seats? （埃德为什么不降低空座位的价格？）

The Price Discriminator's Dilemma（价格歧视者的困境）

- When should Ed leave seats empty?（Ed什么时候应该把座位空着？）
- Answer
 - If the cost of discriminating among potential ticket buyers is greater than the additional revenue gained through discrimination.
（当对潜在购票者区别定价的成本大于由此获得的额外收入时）

The Price Discriminator's Dilemma（价格歧视者的困境）

■ Question

- What if Ed offered to sell the empty seats for \$3 to anyone willing to pay more?（如果Ed愿意以3美元的价格将空座位卖给愿意支付更多钱的人，结果会怎么样？）

The College as a Price Searcher（大学作为觅价者）

■ Case study:

- Why do colleges continually ask for donations to cover costs not paid for by tuition?（为什么大学不断地请求捐款来支付其成本，这些成本无法完全通过学费收入弥补）
- Why do these colleges give scholarships to needy students?（为什么这些大学给贫困学生提供奖学金？）

The College as a Price Searcher（大学作为觅价者）

■ Questions:

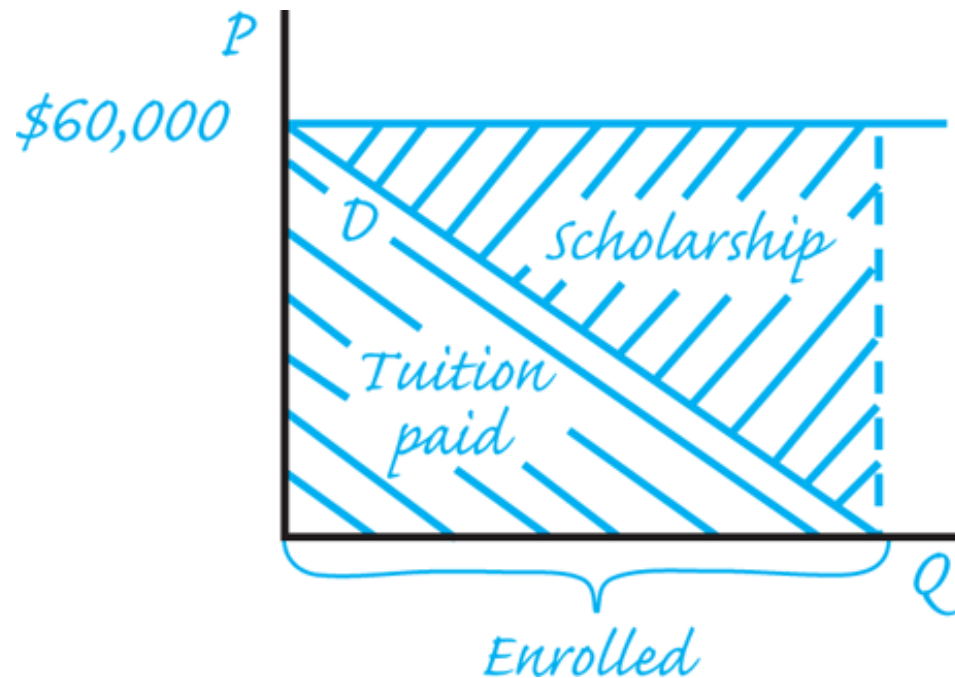
- How could Ivy charge \$6,000 and give each student a scholarship equal to the difference between \$6,000 and what the student is willing to pay?（常春藤大学如何收取6000美元的学费，并给每个学生提供6000美元与学生愿意支付金额之间的差额作为奖学金呢？）
- How does the school determine what each student is willing to pay?（学校如何确定每个学生愿意支付的费用？）

The College as a Price Searcher（大学作为觅价者）

■ Solutions:

- willingness to pay is correlated with wealth（支付意愿与财富相关）
- scholarships are available to those who fill out some forms（填写某些表格的人可获得奖学金）
- Ivy could discriminate based on wealth to increase revenue（常春藤可以根据财富进行区别，以增加收入）

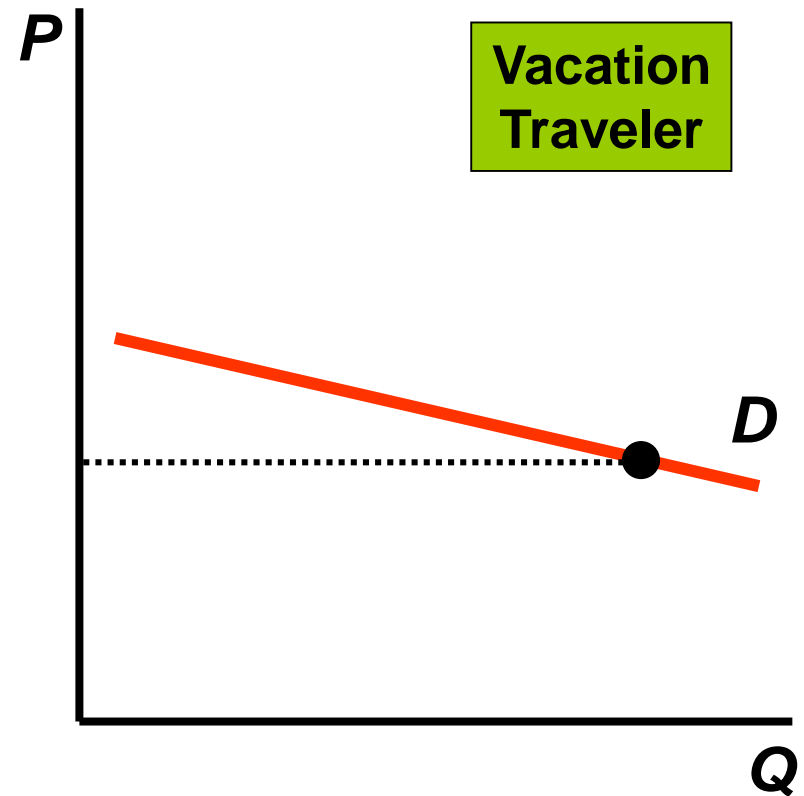
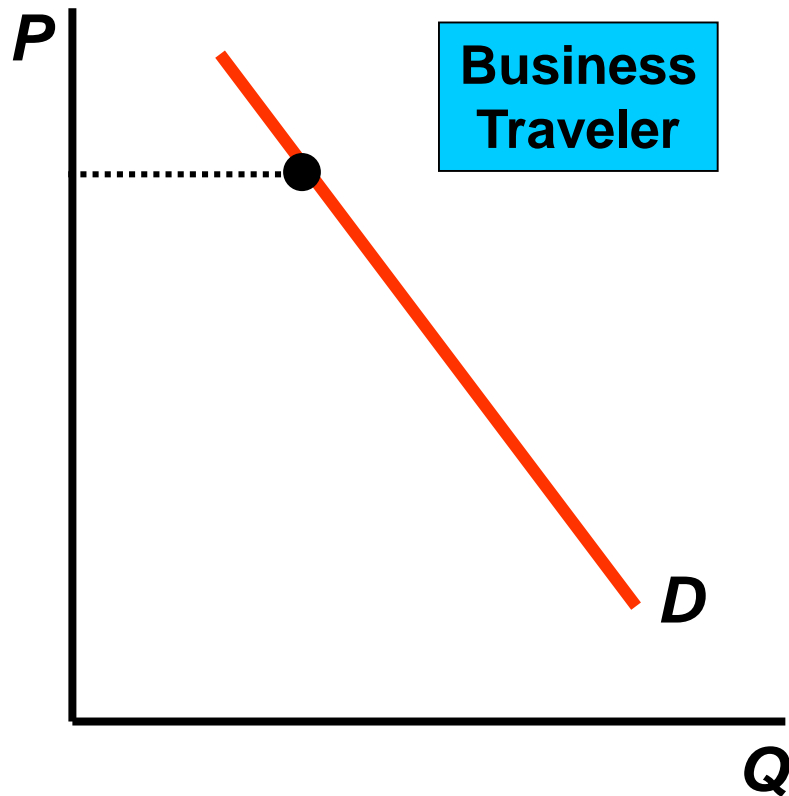
The College as a Price Searcher (大学作为觅价者)



Some Strategies for Price Discrimination (一些差别定价的策略)

- Discounts for: (折扣)
 - Children
 - Students
 - Senior Citizens
- Airfare Prices for: (机票价格)
 - Business traveler (商务旅行者)
 - Vacationer (度假者)

Some Strategies for Price Discrimination (一些差别定价的策略)



Ed Sike Finds a Way (Ed Sike找到了办法)

■ Questions

- ❑ Could Ed increase revenue by charging different groups of customers different prices? (Ed可以通过向不同的客户群收取不同的价格来增加收入吗?)
- ❑ Should students or teachers pay the higher price? (学生或老师应该支付更高的价格吗?)

Ed Sike Finds a Way (Ed Sike找到了办法)

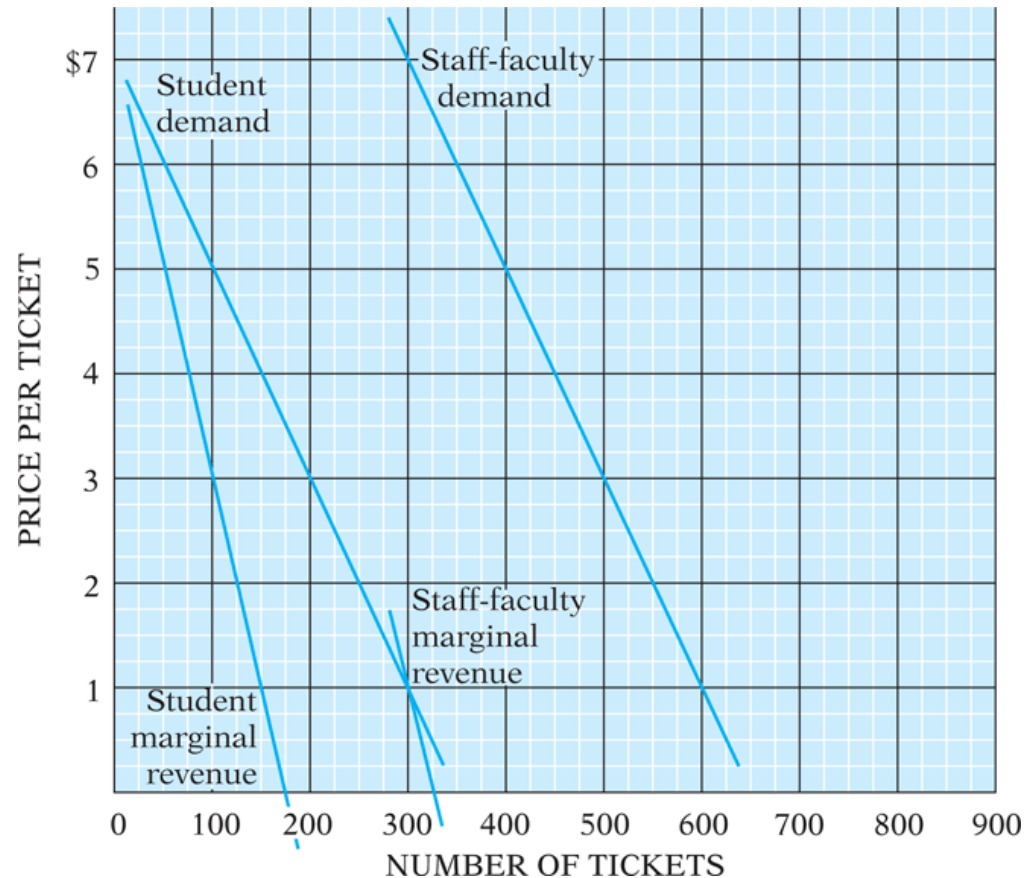


Figure 8-4 Weekly demand for tickets (周门票需求量)

Resentment and Rationale （不满情绪与合理化）

- Firms must justify price discrimination （企业必须证明差别定价是正当的）
- Conditions necessary for price discrimination （差别定价的必要条件）
 - distinguish buyers with different price elasticities （区分具有不同价格弹性的买家）
 - prevent low-price buyers from reselling to high-price buyers （阻止低价买家转售给高价买家）
 - control customer resentment （控制客户的不满）

Resentment and Rationale （不满情绪与合理化）

- Successful discrimination increases the wealth of sellers, of course. （成功的差别定价会增加卖方的财富）
- But it also increase the wealth of those buyers who can obtain goods that would not otherwise be available to them. （但同时也增加了买方的财富，正是因为差别定价，他们才能获得那些物品）
 - Price discrimination eliminates some of the “waste”. （差别定价消除了一些“浪费”）

Resentment and Rationale （不满情绪与合理化）

- We can legitimately view price discrimination as **a form of cooperation** between sellers and buyers *that occurs only when the transaction costs are sufficiently low*. （我们可以合理地将差别定价视为买卖双方之间合作的一种形式，只有在交易成本足够低时才会发生这种合作）
- If it were not for transaction costs, we would observe far more price discrimination than we actually do. （如果不是交易成本，那么我们将发现差别定价远比现实中多）

Cost-Plus-Markup Reconsidered（重新思考成本加成）

- Price searchers:（觅价者）
 - estimate MC and MR（估计MC和MR）
 - determine the appropriate level of output（确定适当的产出水平）
 - set their prices so that they can just manage to sell the output produced（确定价格，以便他们可以出售其产出）

Cost-Plus-Markup Reconsidered（重新思考成本加成）

- The complexity and uncertainty of the price searcher's task（觅价者任务的复杂性和不确定性）
- The cost-plus-markup procedure is in general a rule of thumb for price searchers（成本加成通常是觅价者的经验法则）
 - a good place to start（一个很好的起点）
 - a search technique（搜索技术）

Once Over Lightly（简单回顾）

- Price searchers are looking for pricing structures that will enable them to sell all units for which $MR > MC$ （觅价者寻找价格结构，以使其能够出售 $MR > MC$ 的所有物品）
- A crucial factor for a price searcher is the ability or inability to discriminate（觅价者的一个关键因素是是否有能力进行差别定价）
- The crucial rule for price searching is to set $MR = MC$ （觅价的核心原则是设置 $MR = MC$ ）