

Vertical mergers

Industrial organization – lecture 5

Vertical mergers

Pepall et al. (2014, pp. 427–428)

Vertical mergers join firms operating at different levels of production chain (e.g. producer and retailer).

What are the effects of a vertical merger compared to a horizontal merger?

Vertical mergers join firms producing complementary products. Each firm's pricing decision imposes an externality on the other firm: Internalization of this externality is Pareto improving.

Case:

In 2000 GE and Honeywell announced merger. GE produces jet engines, Honeywell produces starter motors and other inputs for aircraft engines.

In July 2001 the merger was blocked by EC. Why?

Double marginalization

Pepall et al. (2014, pp. 428–432)

What are the pro-competitive effects of vertical mergers?

- Each firm in a production chain provides an essential input to other firms in the chain.
- Firms on each level of the production chain have some market power.
- Firms on each level of the production chain charges some mark-up above marginal costs.
- The price for final consumers may be higher than the monopoly price.
- This problem is called *double marginalization*.

Double marginalization: Model

There is a single manufacturer m and single retailer r .

The producer produces the good at a constant unit cost c and sells it to the retailer at a wholesale price w .

The retailer resells the product to the final consumer at a final price P .

The inverse demand function is linear $P = A - BQ$.

Inverse demand
of manufact.

Double marginalization: Solution

$$\Rightarrow \underline{W = A - 2B \cdot Q} = A - 2B \cdot \frac{A-c}{4B} = \underline{\underline{\frac{A+c}{2}}}$$

Solution of the model is given by backward induction.

$$\underline{Q = \frac{A-c}{4B}}$$

Profit maximizing price and output of the retailer for given wholesale price w are $Q(w) = \frac{A-w}{2B}$ and $P(w) = \frac{A+w}{2}$

Substituting the retailer's output into the profit function of the manufacturer and maximizing with respect to w gives the optimal wholesale price $w^* = \underline{\underline{\frac{A+c}{2}}}$.



∴ The retailer's equilibrium output is thus $Q^* = \underline{\underline{\frac{A-c}{4B}}}$

$$\pi = (P - w) \cdot Q = (A - BQ - w) \cdot Q = AQ - BQ^2 - wQ$$

$$\pi' = A - 2BQ - w = 0$$

$$\underline{Q = \frac{A-w}{2B}} \quad P = A - B \cdot Q = A - B \cdot \frac{A-w}{2B} = \frac{A+w}{2} \quad \begin{matrix} \downarrow P \\ \frac{3A+c}{4} \end{matrix}$$

Double marginalization: Solution

After merger the whole industry is monopolized.

The profit maximizing output and price of the integrated firm are

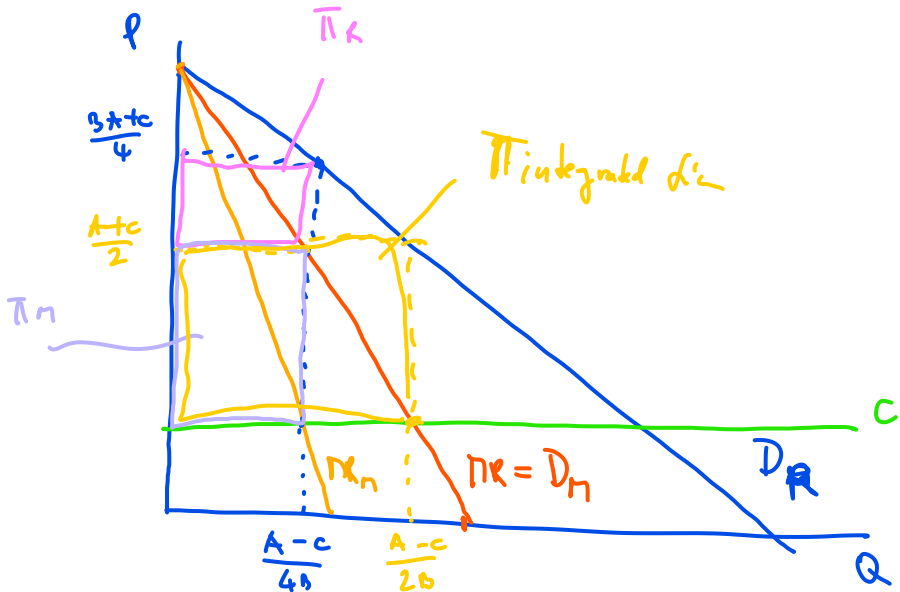
$$Q' = \frac{A-c}{2B} \text{ and } P' = \frac{A+c}{2}.$$

The merger results in a lower price, a greater quantity, higher profits, and a higher consumer surplus.

Two assumptions are crucial for this analysis

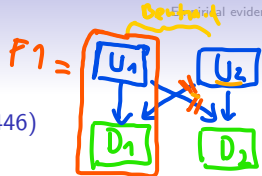
1. Fixed proportion between inputs and outputs
2. Linear pricing

Double marginalization: Graph



Foreclosure

Pepall et al. (2014, pp. 435-436, 441-446)



There can be also anti-competitive effects of vertical mergers.

The most important one is foreclosure. *The integrated company may choose to deny a downstream competitor a source of inputs.*

Consider an industry with two independent manufacturers and two independent retailers.

- Is vertical integration profitable? Yes
- Can vertical integration harm the consumers? Yes

We illustrate the foreclosure logic in the model by Ordover, Saloner and Salop (1990).

OSS model

There are two manufacturer m_i and two retailers r_i . Prices are, again, denoted as p_i and w_i .

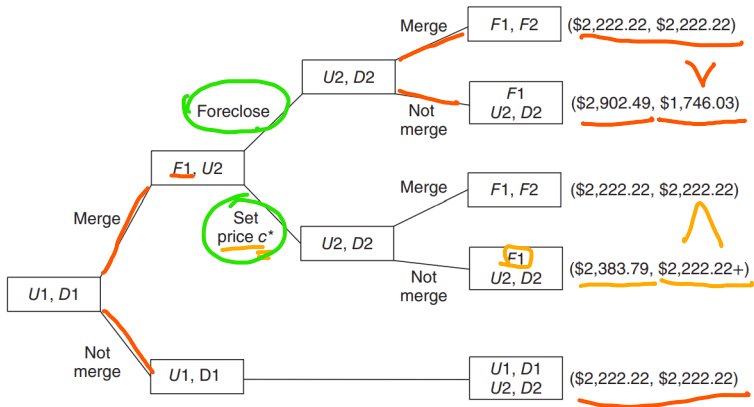
The retailers' demands are $q_i^U = 100 - p_i + B(p_j - p_i)$ where parameter $B \in (0, \infty)$ measures the degree of product differentiation.

Marginal cost $c^U = 0$ and we assume $B = 1$.

Game with four stages:

1. U1 and D1 may vertically integrate to F1
2. U1 (or F1) and U2 set prices – if merger occurs F1 may foreclose or set an upper bound price of c_{12}
3. U2 and D2 may decide to merge
4. downstream prices are set given the input prices

OSS model: solution



Foreclosure: GE-Honeywell merger

Pepall et al. (2010, p. 343-344)

It is a pretty famous and a very controversial case.

double
marg.

Citation of commission's report (par. 355):

Because of their lack of ability to match the bundle offer ... independent suppliers will lose market shares to the benefit of the merged entity and experience an immediate damaging of profit shrinkage. As a result, the merger is likely to lead to market foreclosure ... and to the elimination of competition in these areas.

Does it make sense?

Empirical evidence: Concrete industry

Pepall et al. (2010, p. 346-348)

Hortacsu, Syverson (2007, JPE) study the effect of vertical integration on prices.

Why concrete industry?

- Fixed proportion between input and output
- Variation in vertical integration
- High transportation cost creates many local markets. Many markets mean many independent observations.

Estimated equation $P_{it} = \alpha + \beta VI_{it} + \gamma X_{it}$, where

P_{it} is the average concrete price,

VI_{it} is the share of vertically integrated firms,

X_{it} are control variables (market and year fixed effects, HHI, ...)

Empirical evidence: Concrete industry

Pepall et al. (2010, p. 346-348)

Main results:

<i>Variable</i>			
<u>Market share of VI firms</u>	<u>-0.09*</u>	<u>-0.086*</u>	<u>-0.043</u>
Market share of multiple plant firms	-	<u>-0.15</u>	-0.001
Total factor productivity	-	-	<u>-0.293*</u>
R^2	0.433	0.434	0.573

pro comp.
effect

How do you interpret this?