8TH EDITION

INTERMEDIATE MICROECONOMICS

HAL R. VARIAN

27 Oligopoly

Oligopoly

- A monopoly is an industry consisting a single firm.
- A duopoly is an industry consisting of two firms.
- An oligopoly is an industry consisting of a few firms. Particularly, each firm's own price or output decisions affect its competitors' profits.

Oligopoly

- **How do we analyze markets in which the supplying industry is oligopolistic?**
- **Consider the duopolistic case of two firms supplying the same product.**

Quantity Competition

- Assume that firms compete by choosing output levels.
- If firm 1 produces y_1 units and firm 2 produces y_2 units then total quantity supplied is $y_1 + y_2$. The market price will be $p(y_1 + y_2)$.
- The firms' total cost functions are $c_1(y_1)$ and $c_2(y_2)$.

Quantity Competition

- **Suppose firm 1 takes firm 2's output level choice y_2 as given. Then firm 1 sees its profit function as**

$$\Pi_1(y_1; y_2) = p(y_1 + y_2)y_1 - c_1(y_1).$$

- **Given y_2, what output level y_1 maximizes firm 1's profit?**

Quantity Competition; An Example

- **Suppose that the market inverse demand function is**

$$p(y_T) = 60 - y_T$$

and that the firms' total cost functions are

$$c_1(y_1) = y_1^2 \quad \text{and} \quad c_2(y_2) = 15y_2 + y_2^2.$$

Quantity Competition; An Example

Then, for given y_2, firm 1's profit function is

$$\Pi(y_1; y_2) = (60 - y_1 - y_2)y_1 - y_1^2.$$

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So, given y_2, firm 1's profit-maximizing output level solves

$$\frac{\partial \Pi}{\partial y_1} = 60 - 2y_1 - y_2 - 2y_1 = 0.$$

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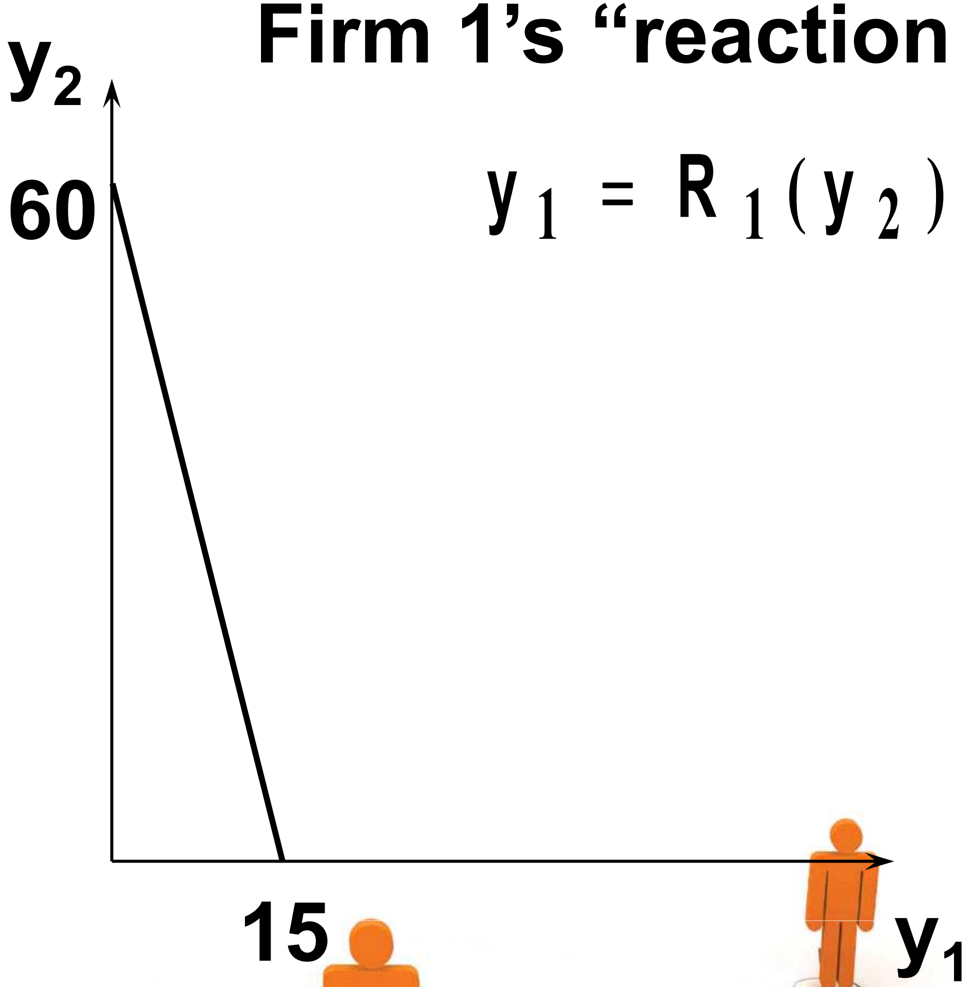
***I.e.*, firm 1's best response to y_2 is**

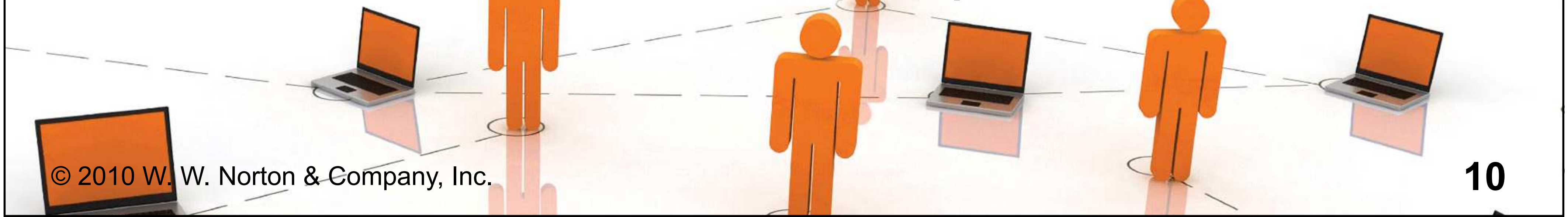
$$y_1 = R_1(y_2) = 15 - \frac{1}{4}y_2.$$

Quantity Competition; An Example

Firm 1's "reaction curve"

$$y_1 = R_1(y_2) = 15 - \frac{1}{4}y_2.$$





Quantity Competition; An Example

Similarly, given y_1, firm 2's profit function is

$$\Pi(y_2; y_1) = (60 - y_1 - y_2)y_2 - 15y_2 - y_2^2.$$

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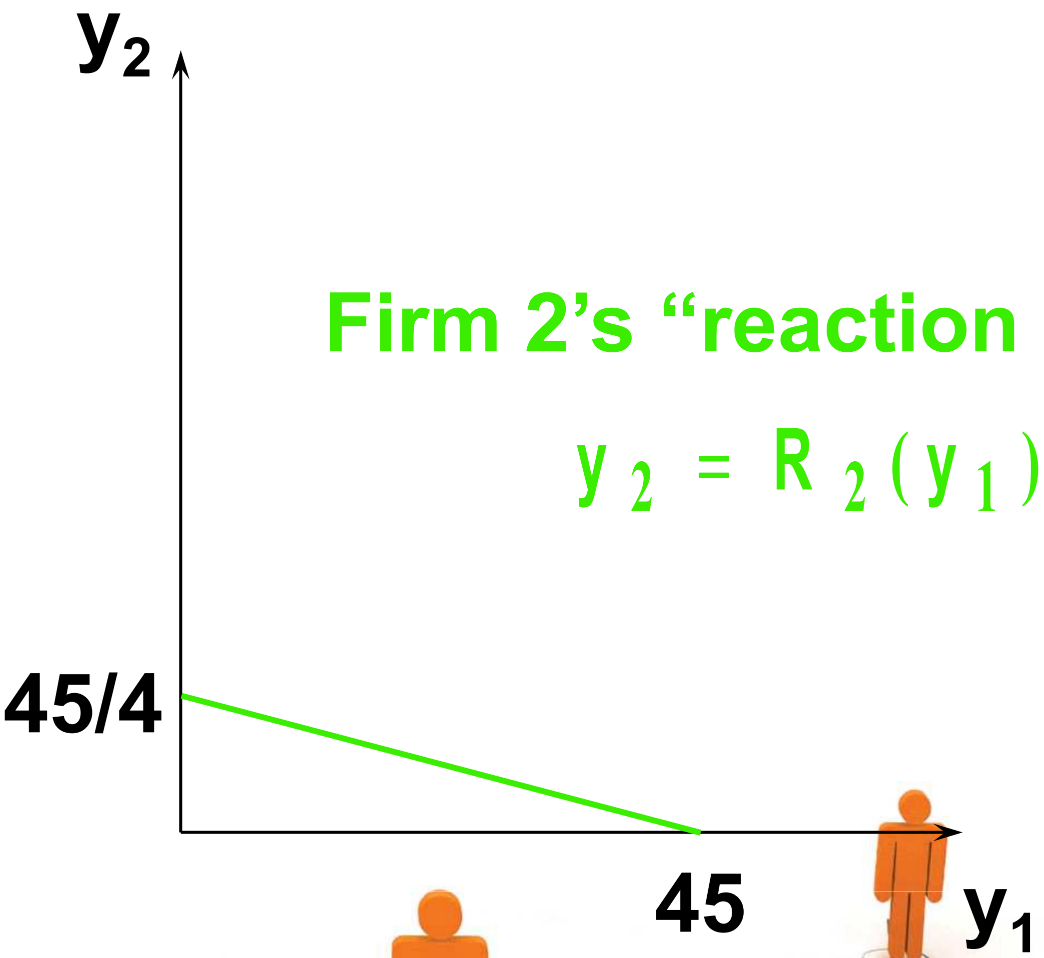
$$y_2 = R_2(y_1) = \frac{45 - y_1}{4}.$$

Quantity Competition; An Example



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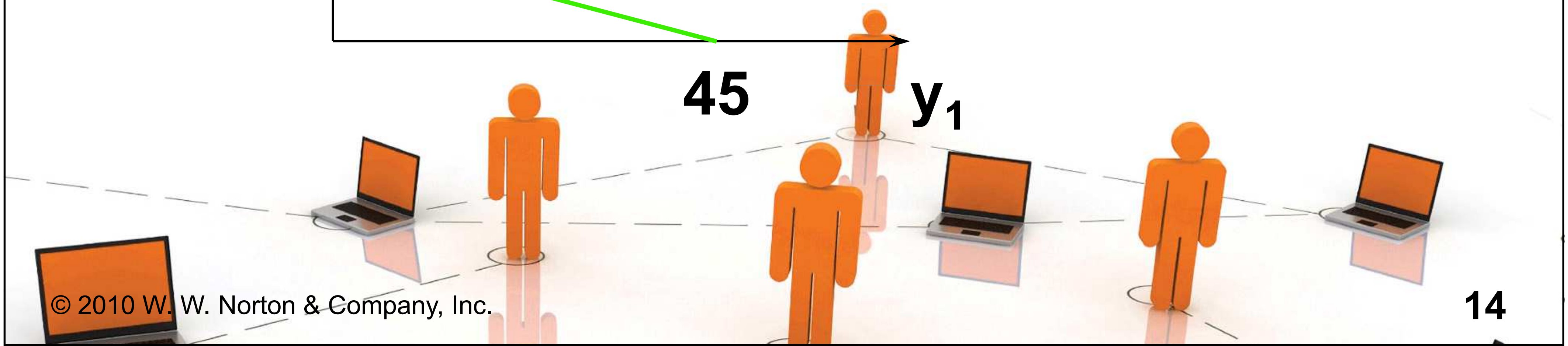
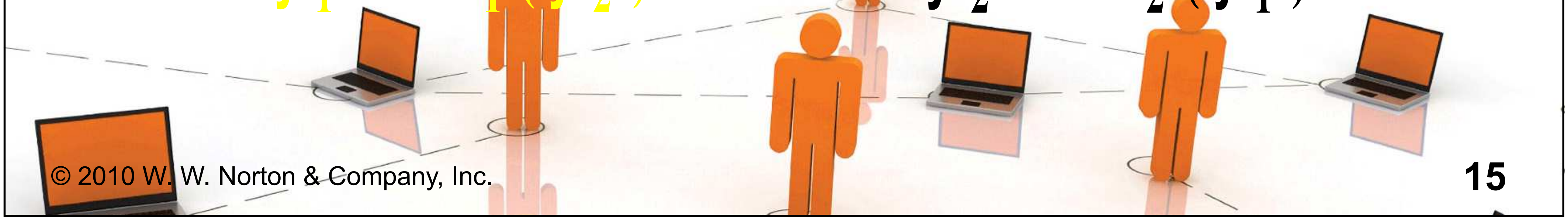


Quantity Competition; An Example

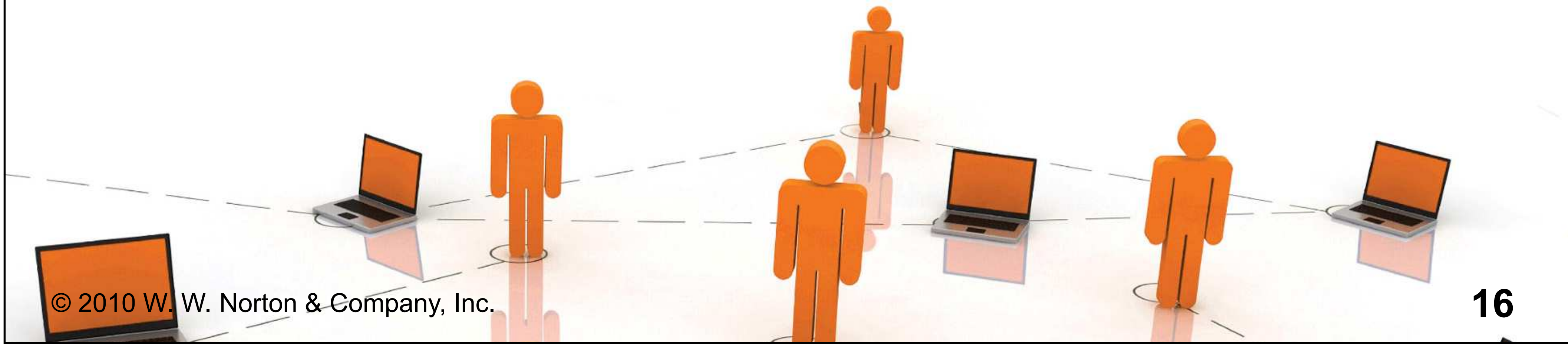
- **An equilibrium is when each firm's output level is a best response to the other firm's output level, for then neither wants to deviate from its output level.**
- **A pair of output levels (y_1^*, y_2^*) is a Cournot-Nash equilibrium if**

$$y_1^* = R_1(y_2^*) \quad \text{and} \quad y_2^* = R_2(y_1^*).$$



Quantity Competition; An Example

$$y_1^* = R_1(y_2^*) = 15 - \frac{1}{4}y_2^* \text{ and } y_2^* = R_2(y_1^*) = \frac{45 - y_1^*}{4}.$$



Quantity Competition; An Example

$$y_1^* = R_1(y_2^*) = 15 - \frac{1}{4}y_2^* \text{ and } y_2^* = R_2(y_1^*) = \frac{45 - y_1^*}{4}.$$

Substitute for y_2^* to get

$$y_1^* = 15 - \frac{1}{4}\left(\frac{45 - y_1^*}{4}\right)$$

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Substitute for y_2^* to get

$$y_1^* = 15 - \frac{1}{4}\left(\frac{45 - y_1^*}{4}\right) \quad \Rightarrow \quad y_1^* = 13$$

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Substitute for y_2^* to get

$$y_1^* = 15 - \frac{1}{4}\left(\frac{45 - y_1^*}{4}\right) \Rightarrow y_1^* = 13$$

Hence $$y_2^* = \frac{45 - 13}{4} = 8.$$

Quantity Competition; An Example

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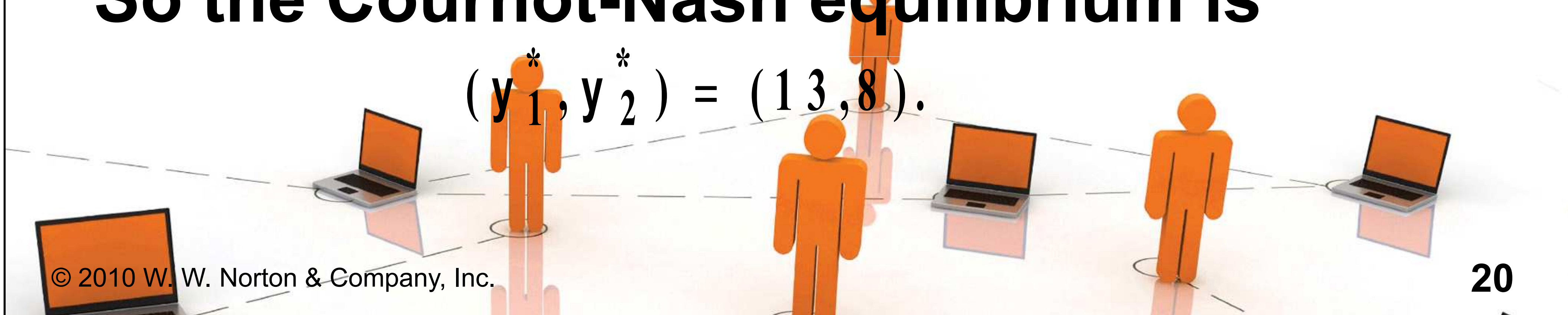
Substitute for y_2* to get

$$y_1^* = 15 - \frac{1}{4}\left(\frac{45 - y_1^*}{4}\right) \Rightarrow y_1^* = 13$$

Hence $$y_2^* = \frac{45 - 13}{4} = 8.$$

So the Cournot-Nash equilibrium is

$$(y_1^*, y_2^*) = (13, 8).$$



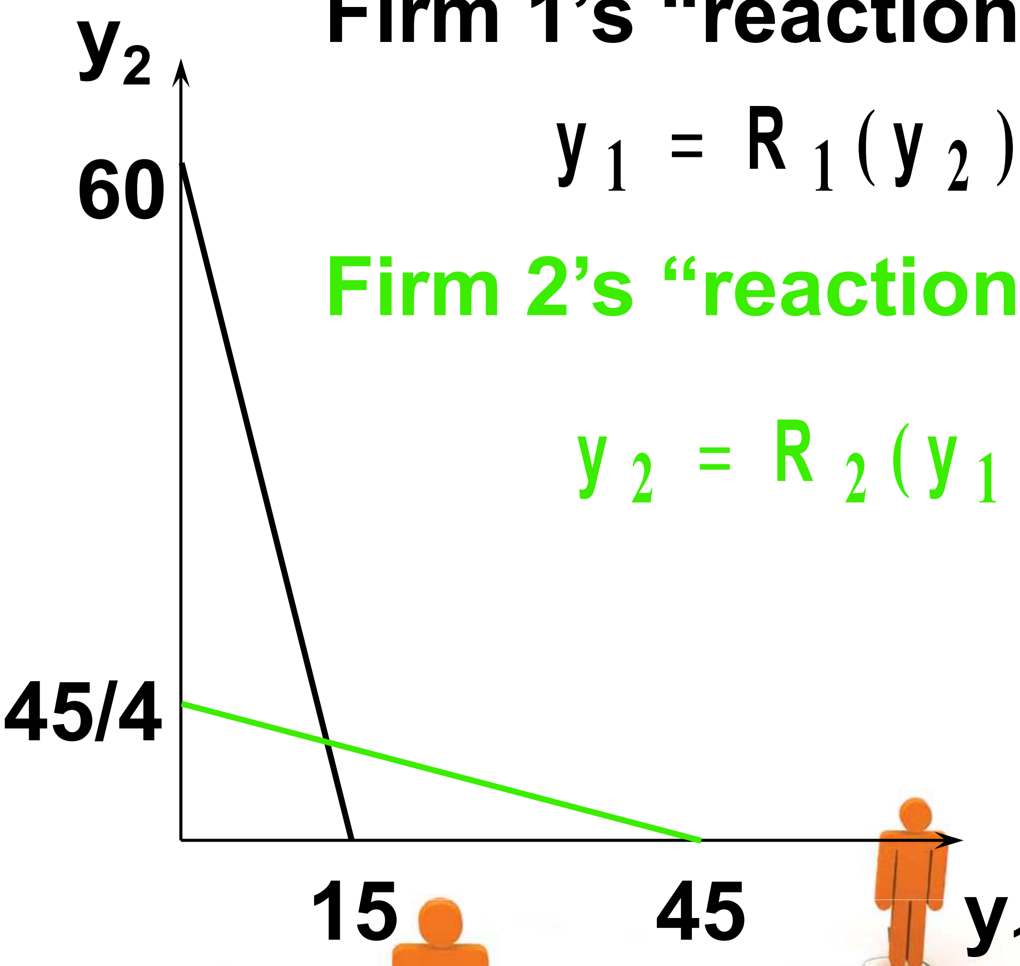
Quantity Competition; An Example

Firm 1's "reaction curve"

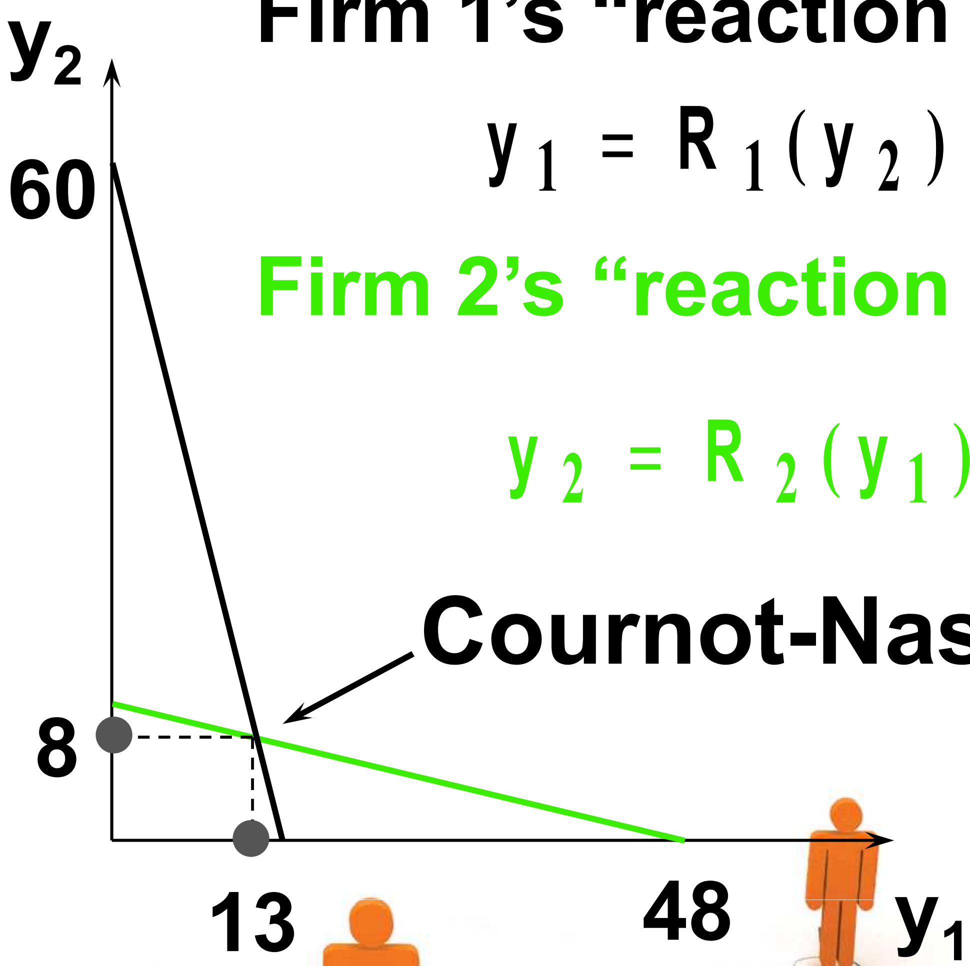
$$y_1 = R_1(y_2) = 15 - \frac{1}{4}y_2.$$

Firm 2's "reaction curve"

$$y_2 = R_2(y_1) = \frac{45 - y_1}{4}.$$



Quantity Competition; An Example



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Cournot-Nash equilibrium

$$\left(y_1^*, y_2^*\right) = (13, 8).$$

Quantity Competition

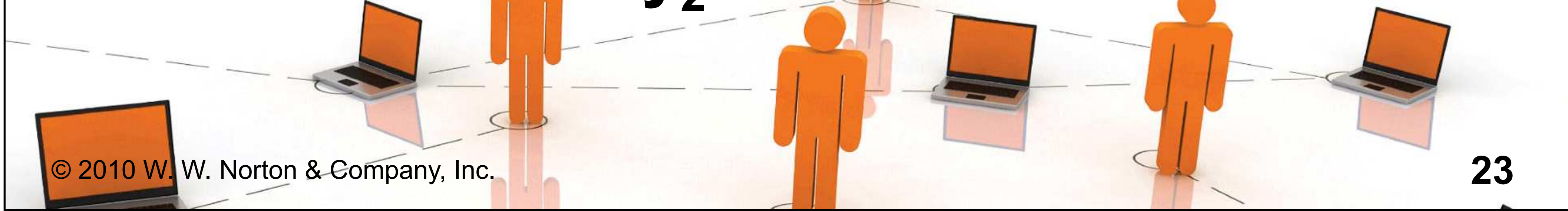
Generally, given firm 2's chosen output level y_2, firm 1's profit function is

$$\Pi_1(y_1; y_2) = p(y_1 + y_2)y_1 - c_1(y_1)$$

and the profit-maximizing value of y_1 solves

$$\frac{\partial \Pi_1}{\partial y_1} = p(y_1 + y_2) + y_1 \frac{\partial p(y_1 + y_2)}{\partial y_1} - c_1'(y_1) = 0.$$

The solution, $y_1 = R_1(y_2)$, is firm 1's Cournot-Nash reaction to y_2.



Quantity Competition

Similarly, given firm 1's chosen output level y_1, firm 2's profit function is

$$\Pi_2(y_2;y_1) = p(y_1+y_2)y_2 - c_2(y_2)$$

and the profit-maximizing value of y_2 solves

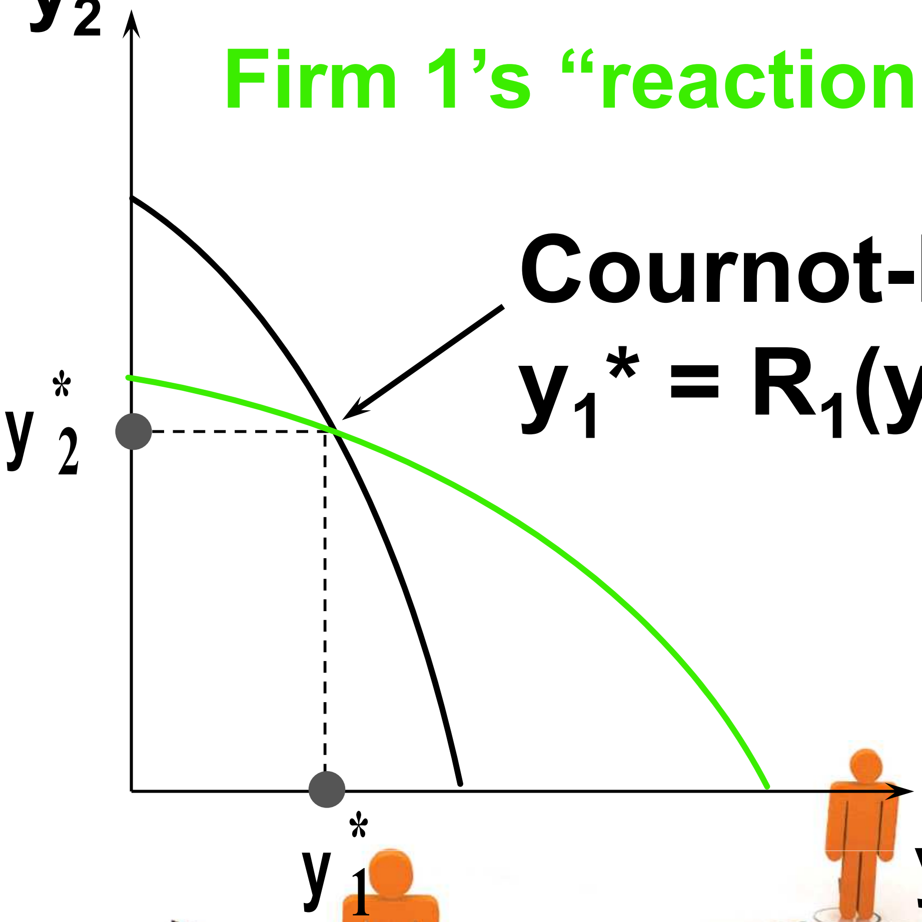
$$\frac{\partial \Pi_2}{\partial y_2} = p(y_1+y_2) + y_2\frac{\partial p(y_1+y_2)}{\partial y_2} - c_2'(y_2) = 0.$$

The solution, $y_2 = R_2(y_1)$, is firm 2's Cournot-Nash reaction to y_1.

Quantity Competition

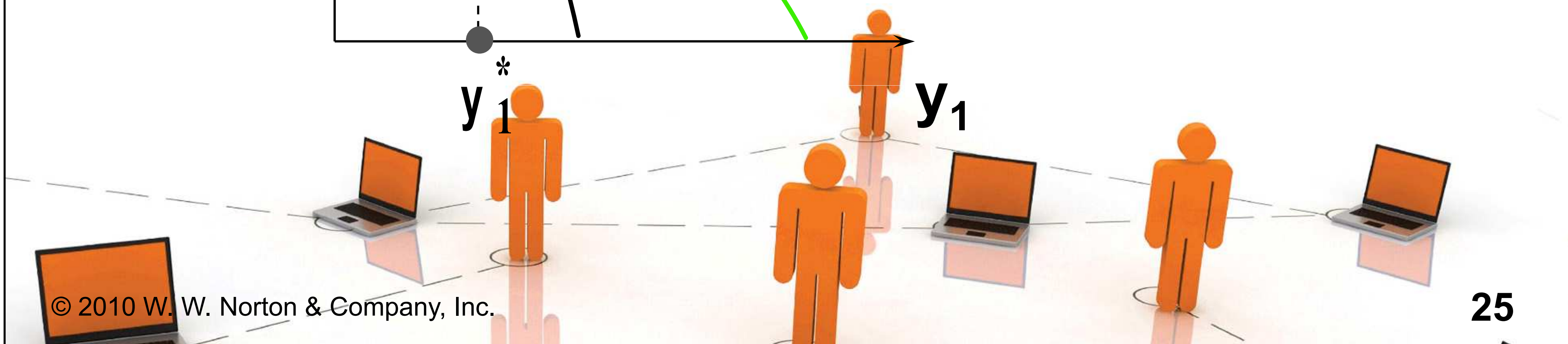
Firm 1's "reaction curve" $y_1 = R_1(y_2)$.

Firm 1's "reaction curve" $y_2 = R_2(y_1)$.



Cournot-Nash equilibrium

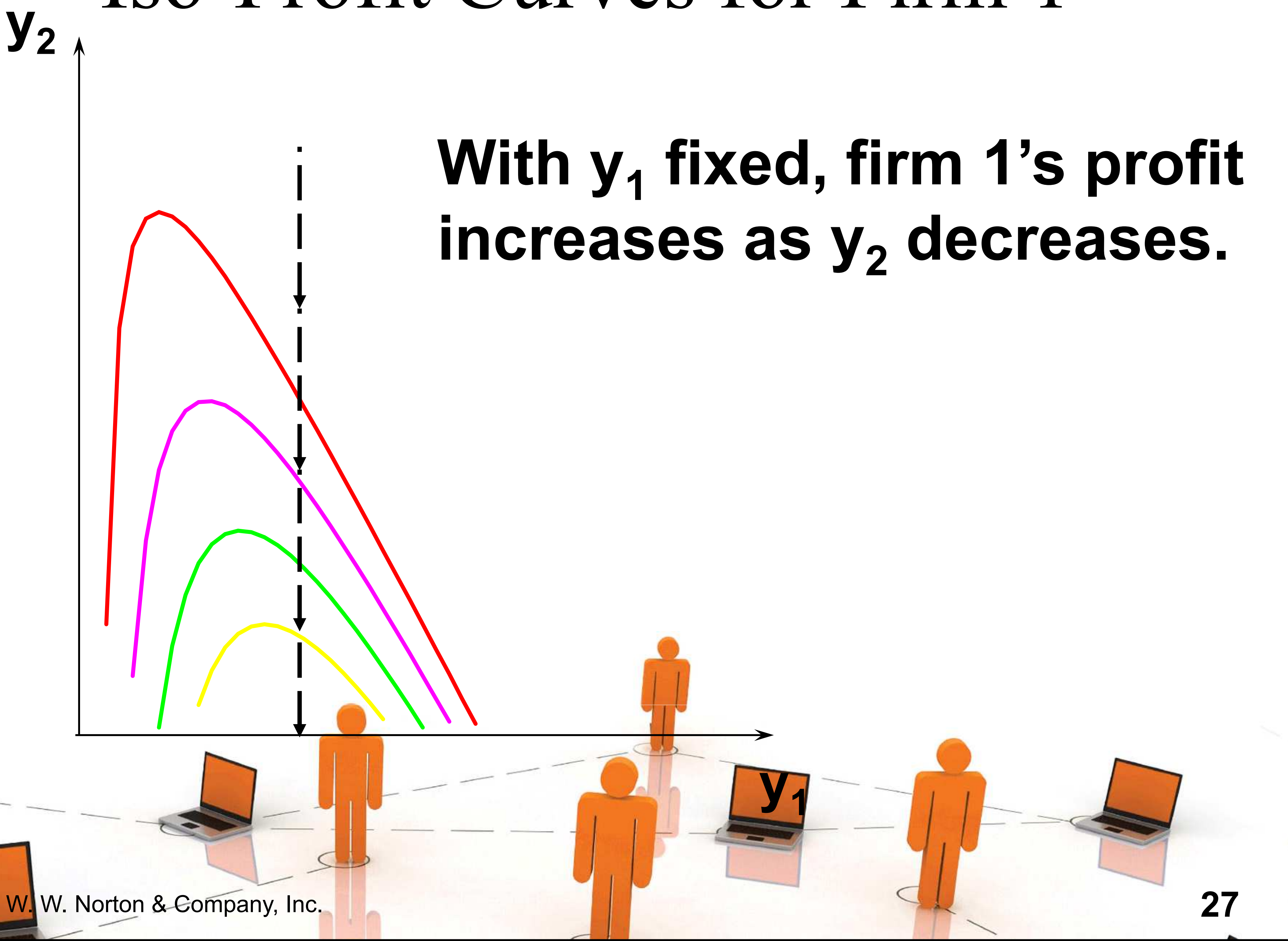
$y_1^* = R_1(y_2^*)$ and $y_2^* = R_2(y_1^*)$



Iso-Profit Curves

- For firm 1, an iso-profit curve contains all the output pairs (y_1,y_2) giving firm 1 the same profit level Π_1.
- What do iso-profit curves look like?

Iso-Profit Curves for Firm 1



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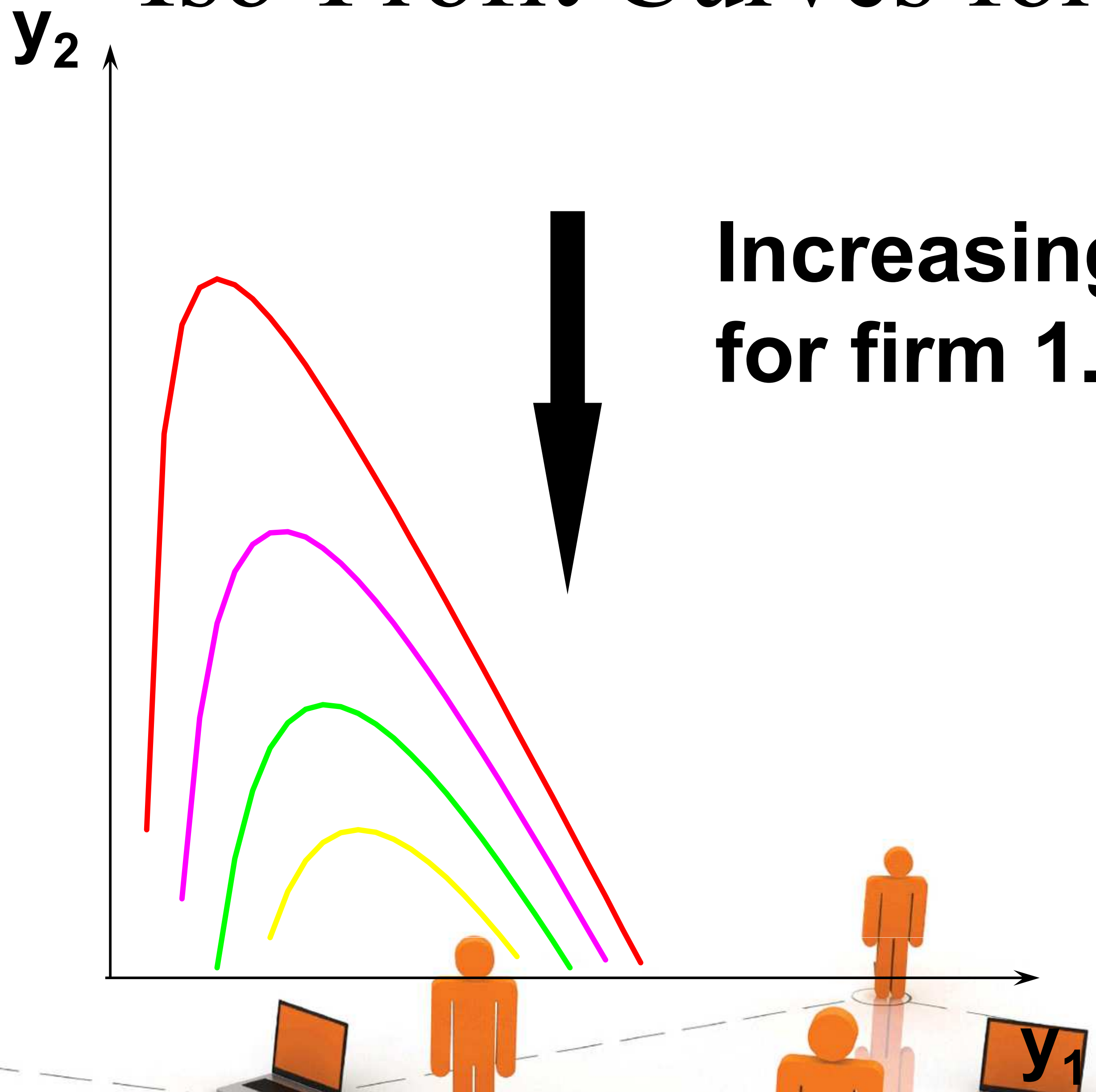
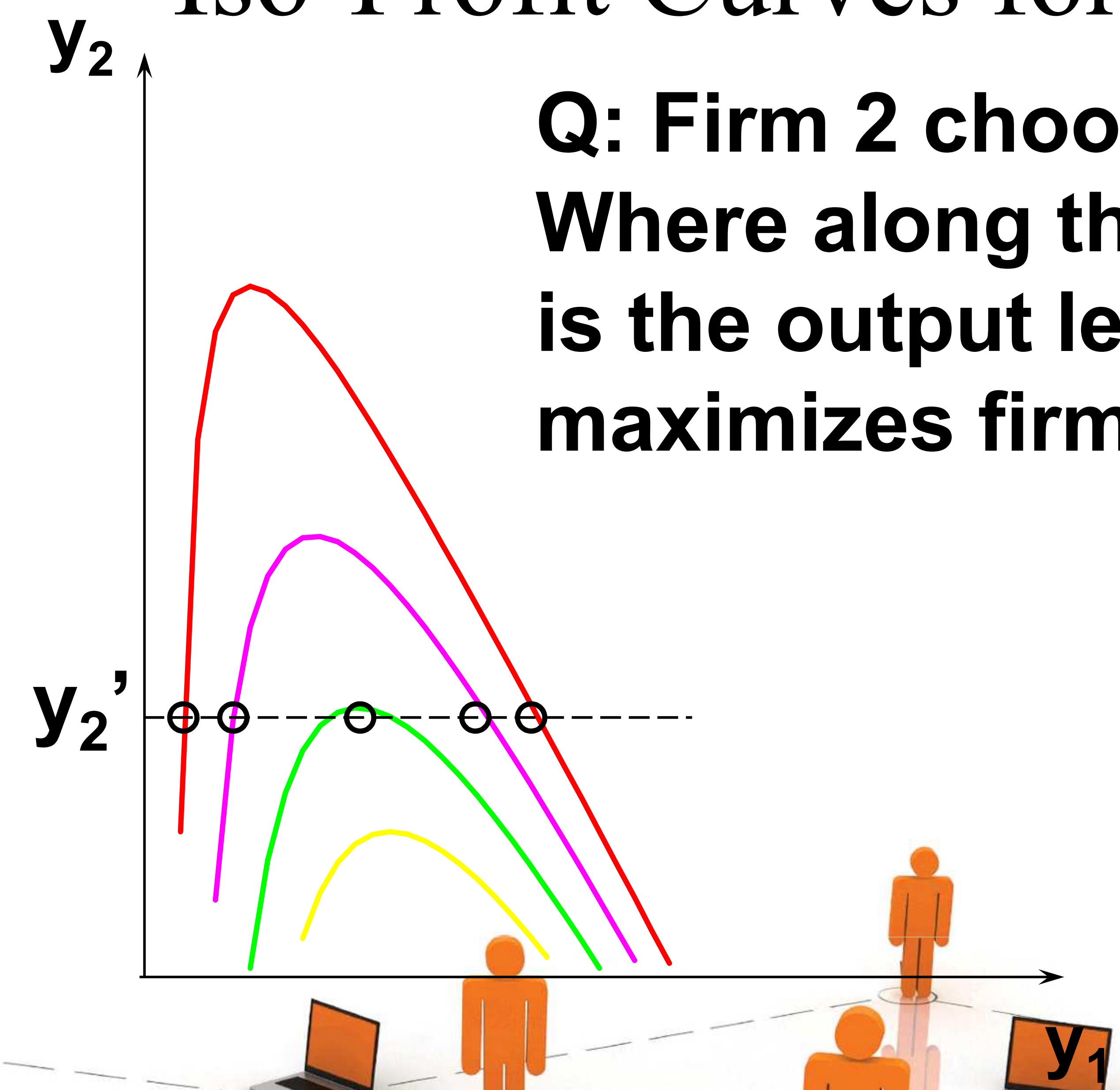


Iso-Profit Curves for Firm 1

Q: Firm 2 chooses $y_2 = y_2'$. Where along the line $y_2 = y_2'$ is the output level that maximizes firm 1's profit?



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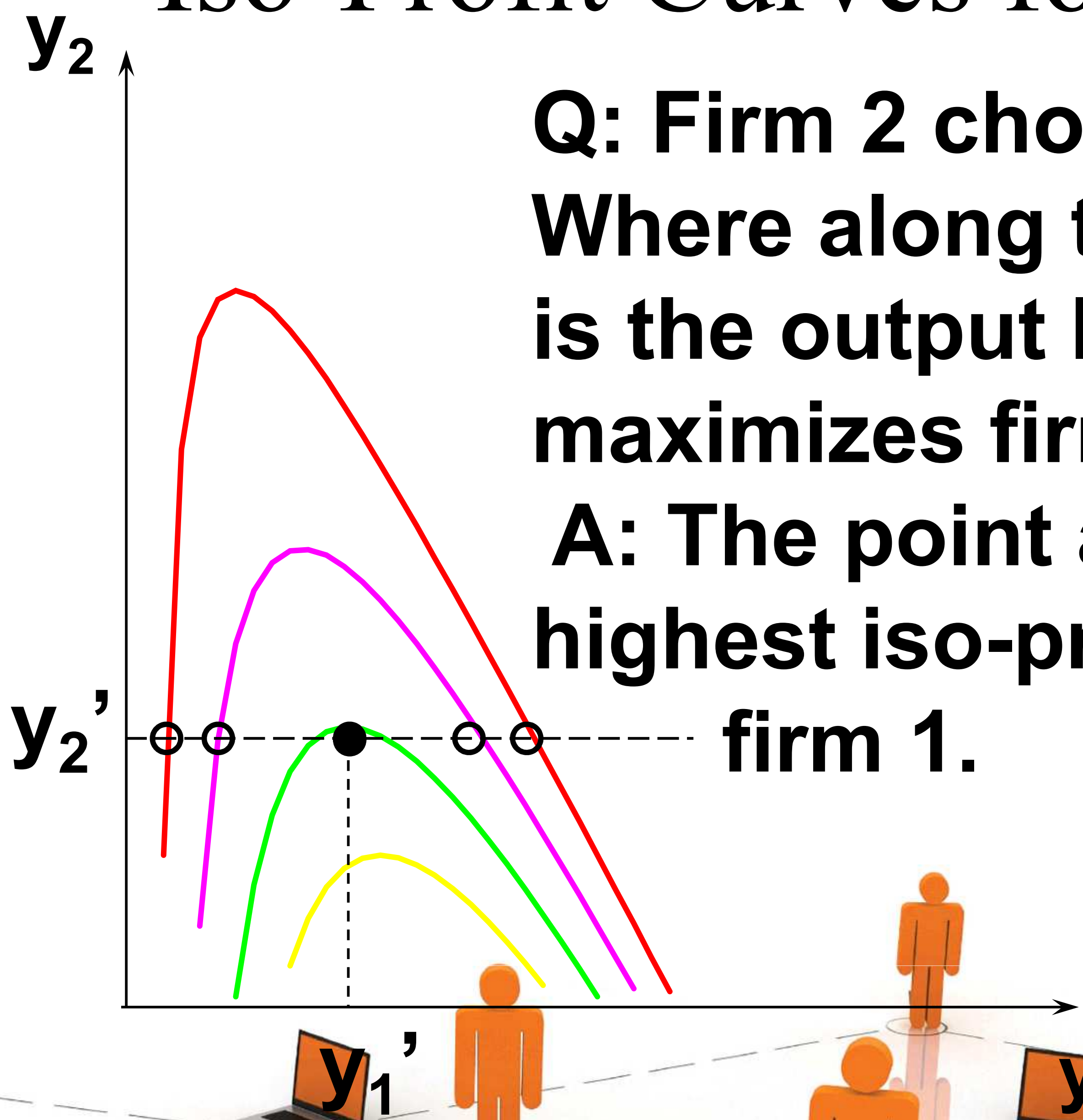

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A: The point attaining the highest iso-profit curve for firm 1.

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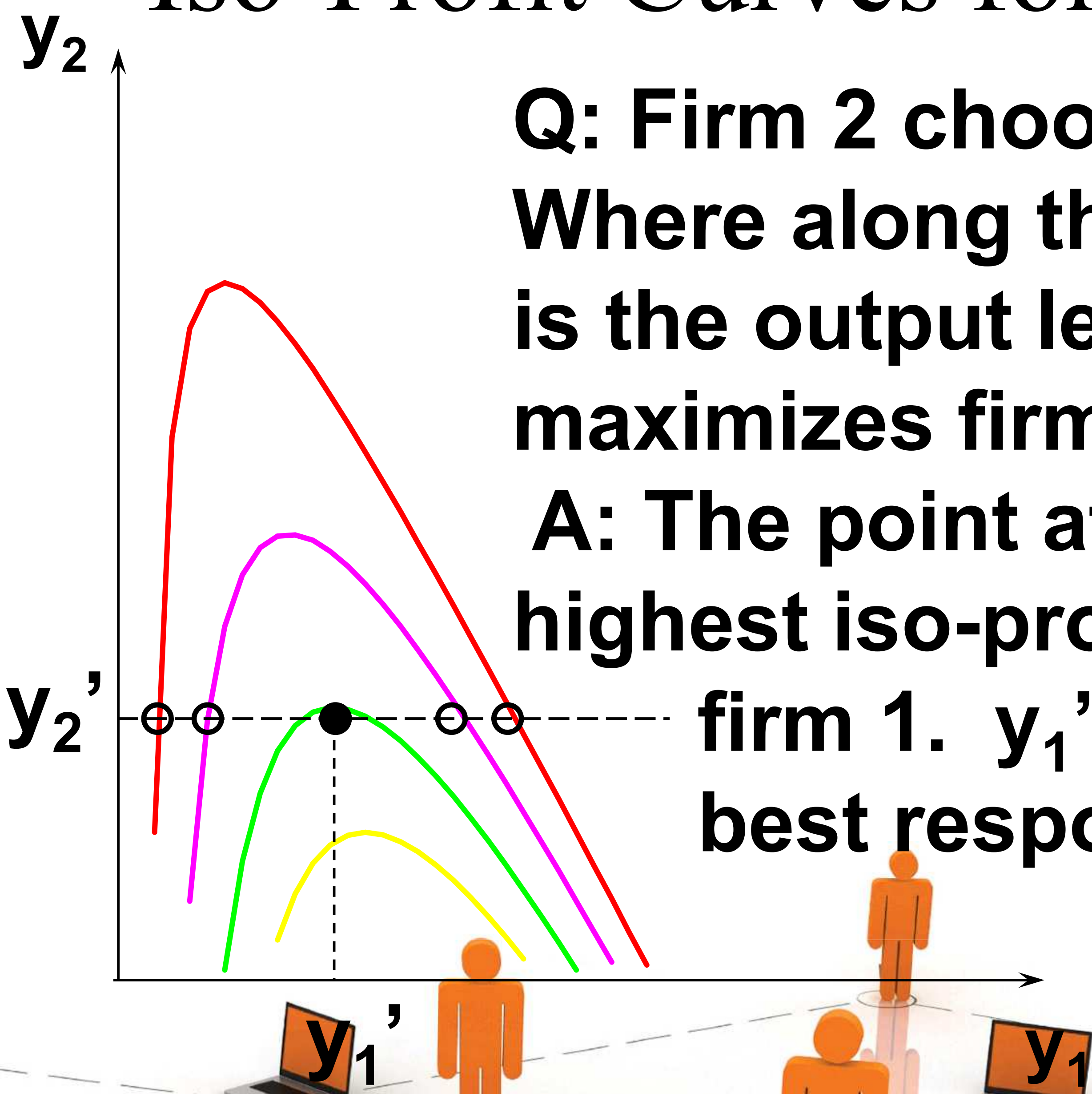

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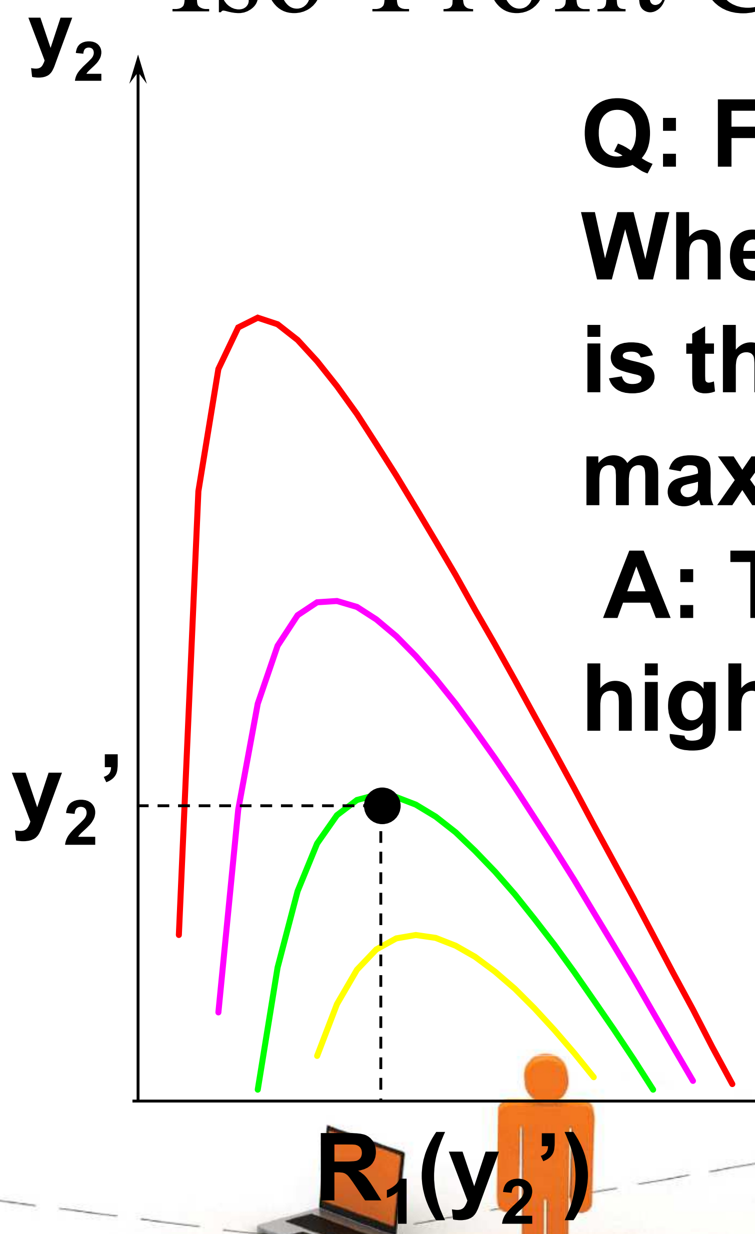

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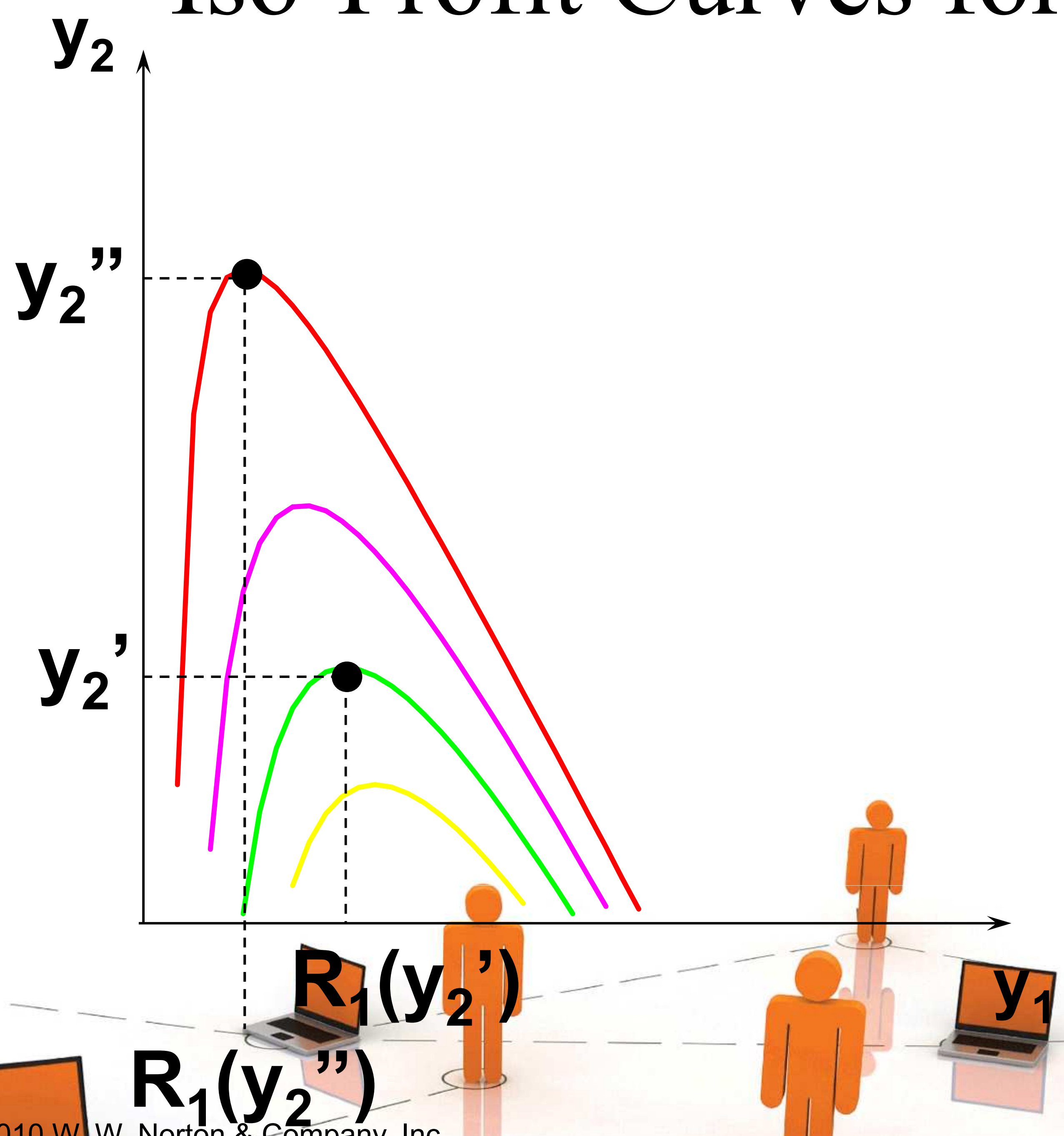

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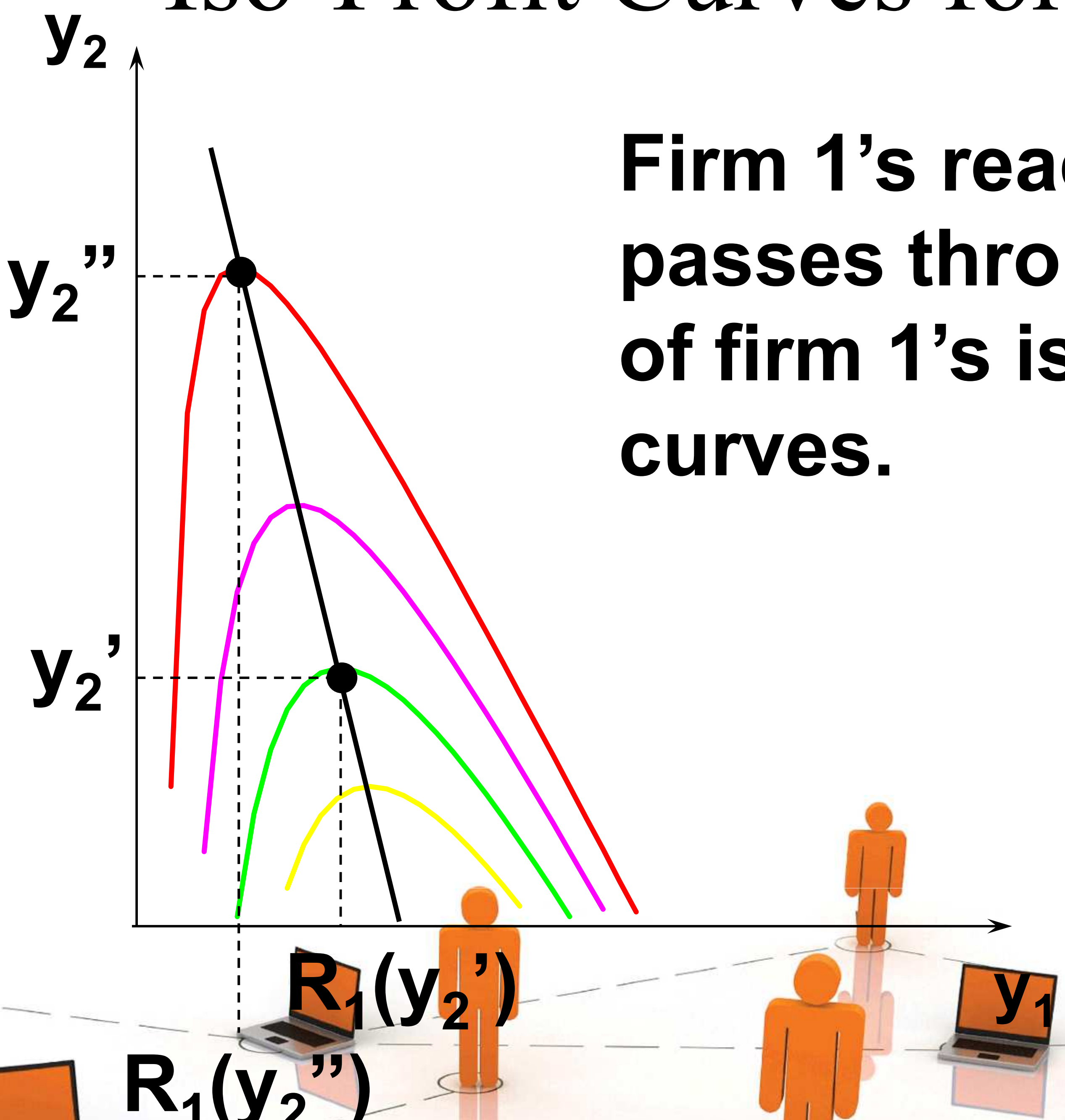
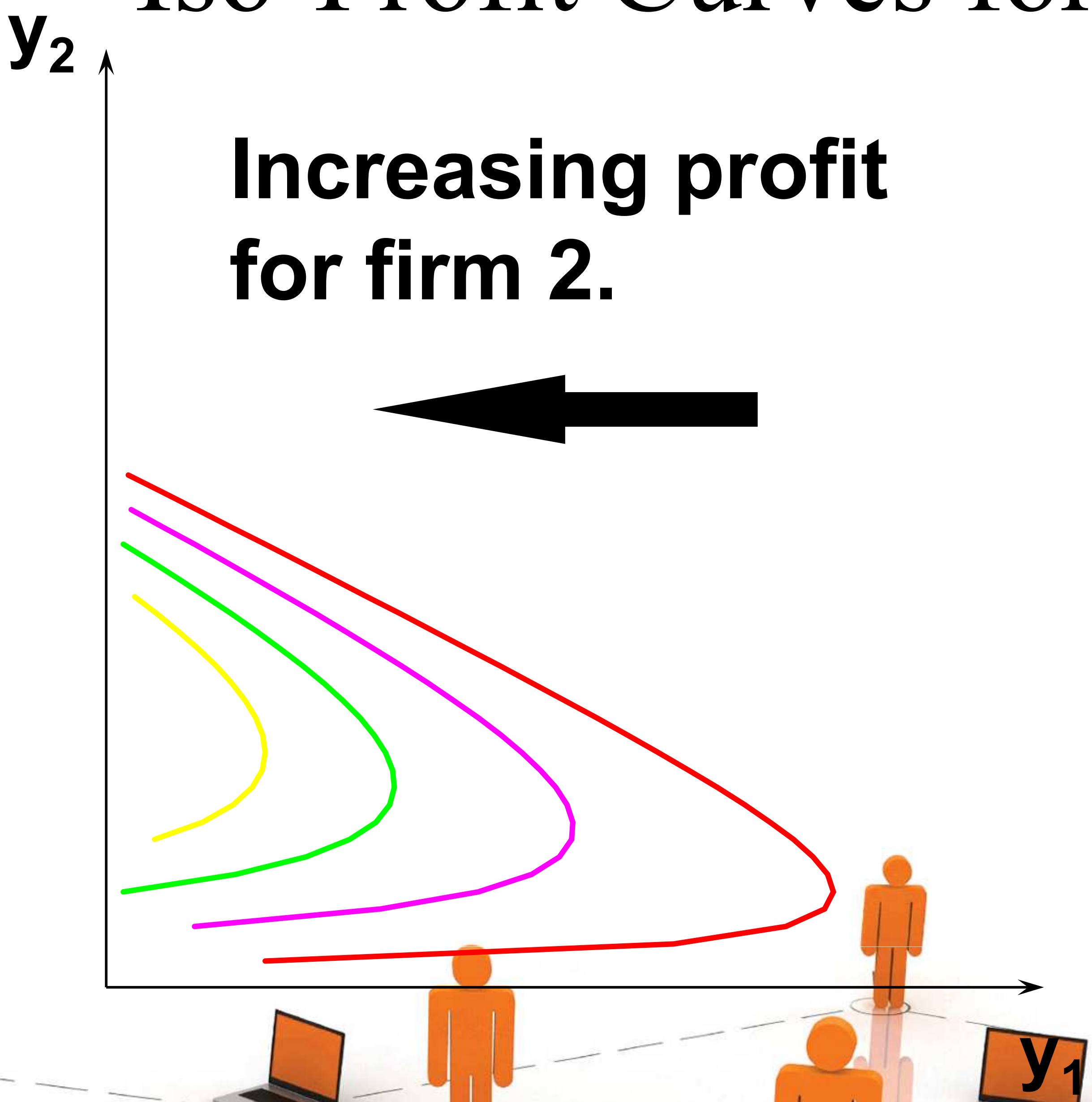
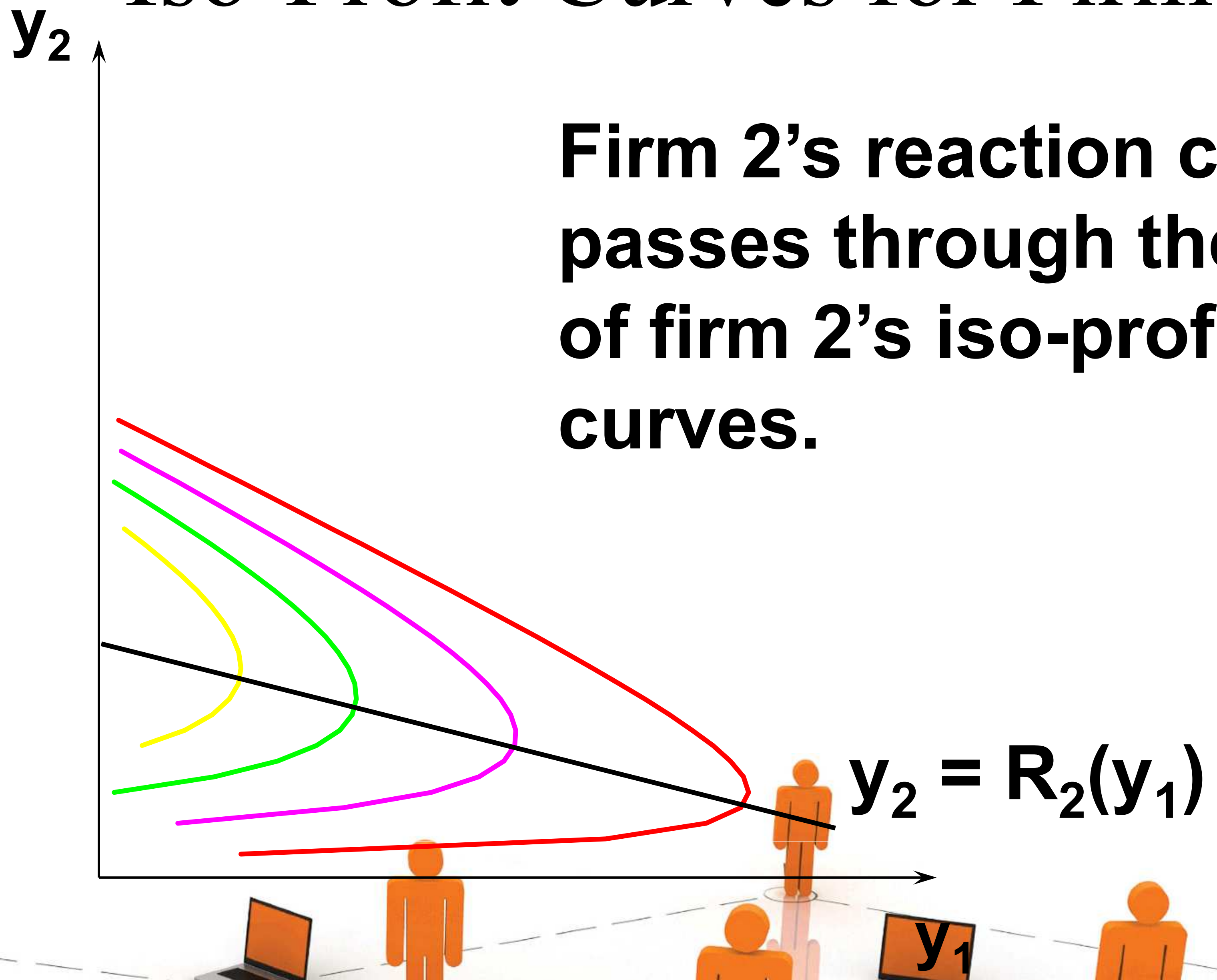


Firm 1's reaction curve passes through the "tops" of firm 1's iso-profit curves.

Iso-Profit Curves for Firm 2



Iso-Profit Curves for Firm 2



Firm 2's reaction curve passes through the "tops" of firm 2's iso-profit curves.

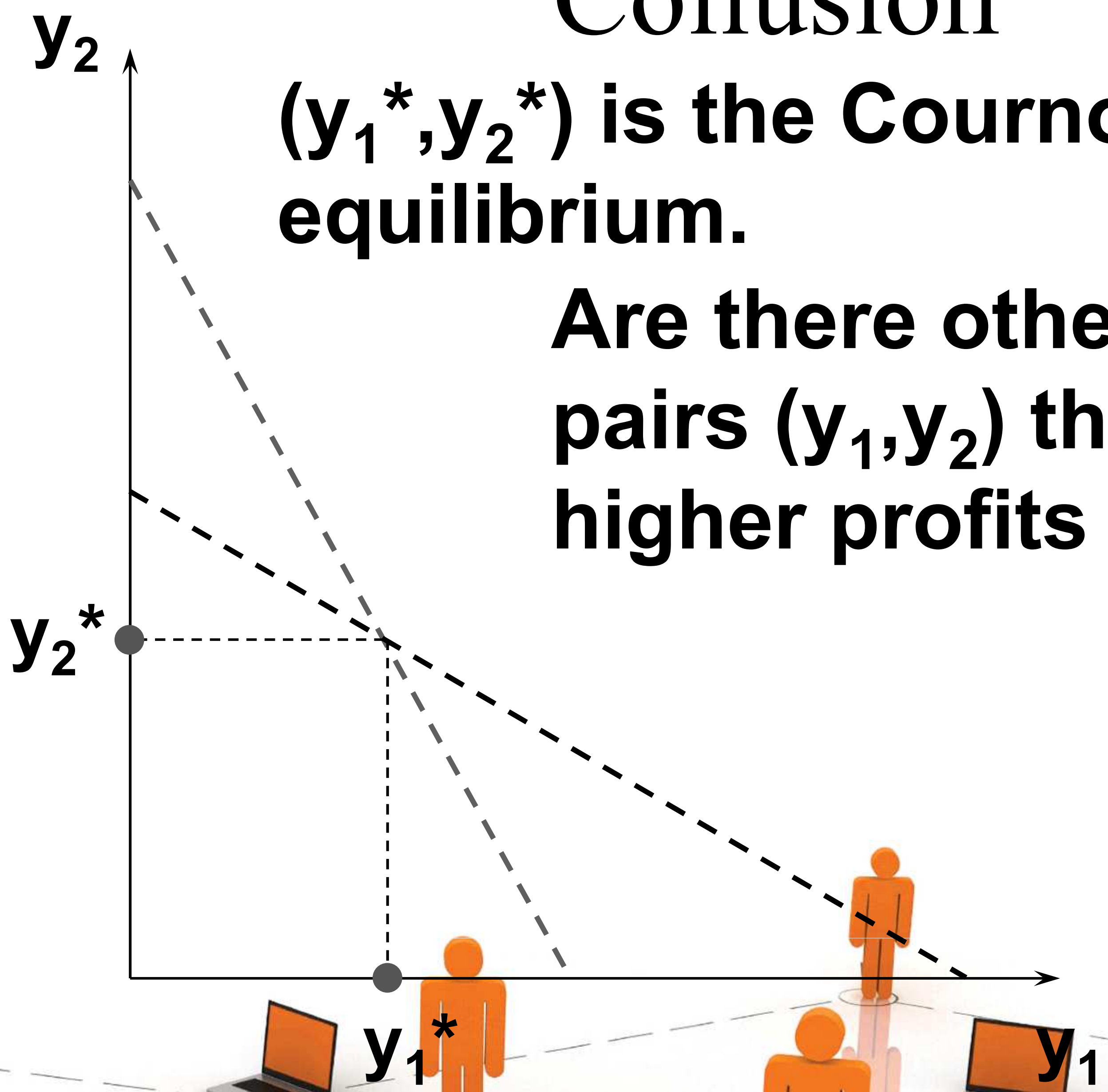
Collusion

- **Q: Are the Cournot-Nash equilibrium profits the largest that the firms can earn in total?**

Collusion

(y_1^*, y_2^*) is the Cournot-Nash equilibrium.

Are there other output level pairs (y_1, y_2) that give higher profits to both firms?



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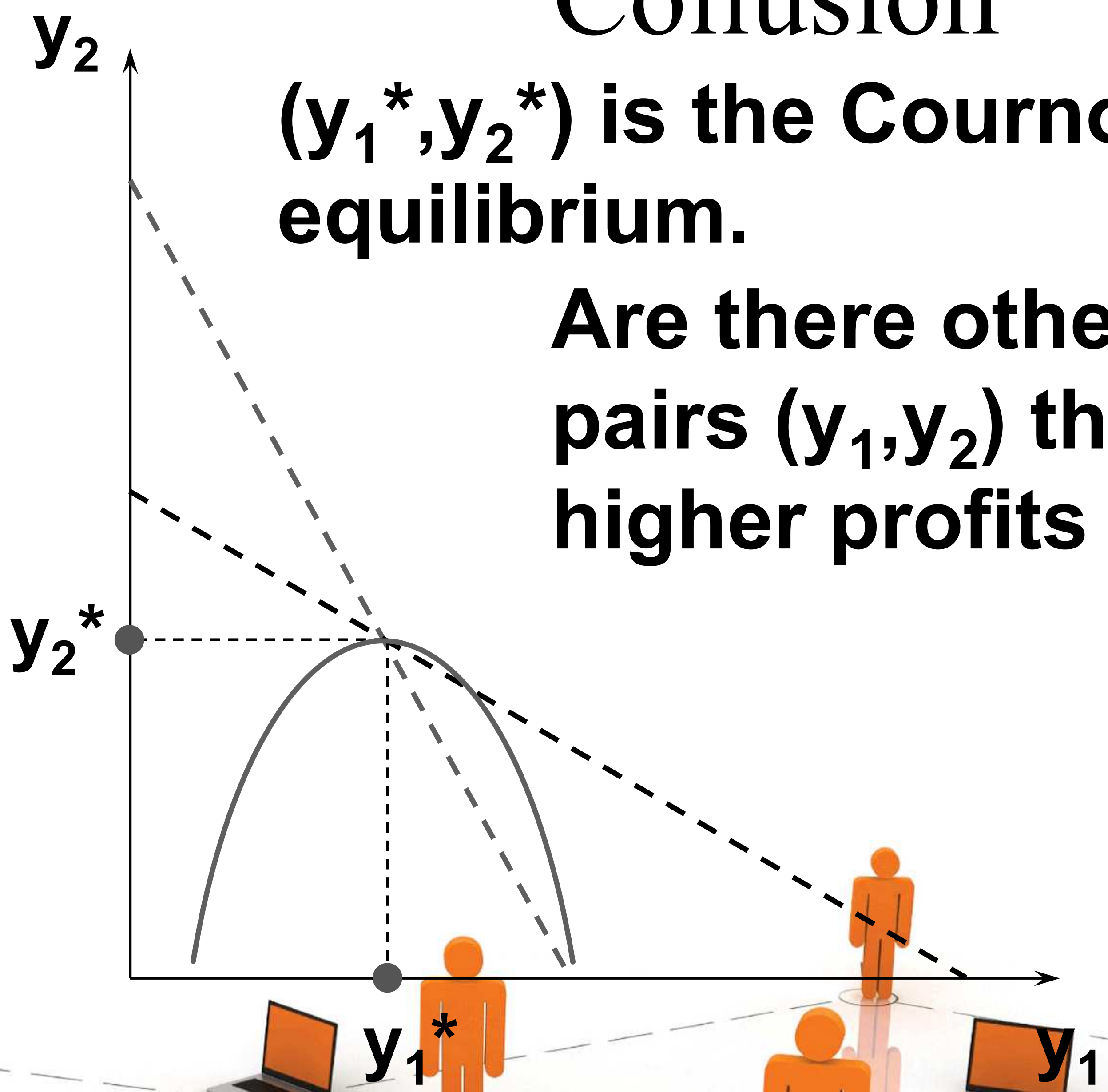

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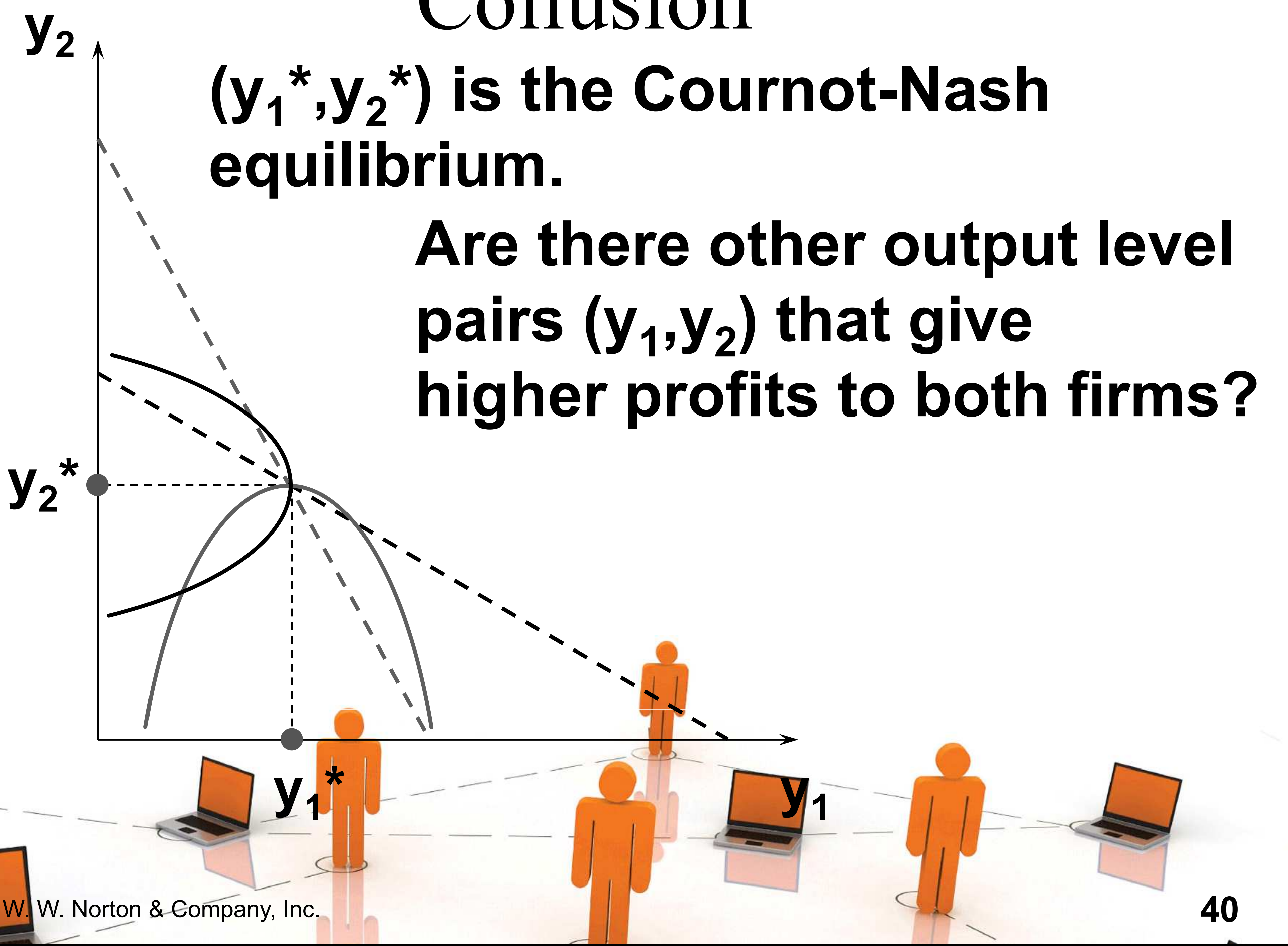

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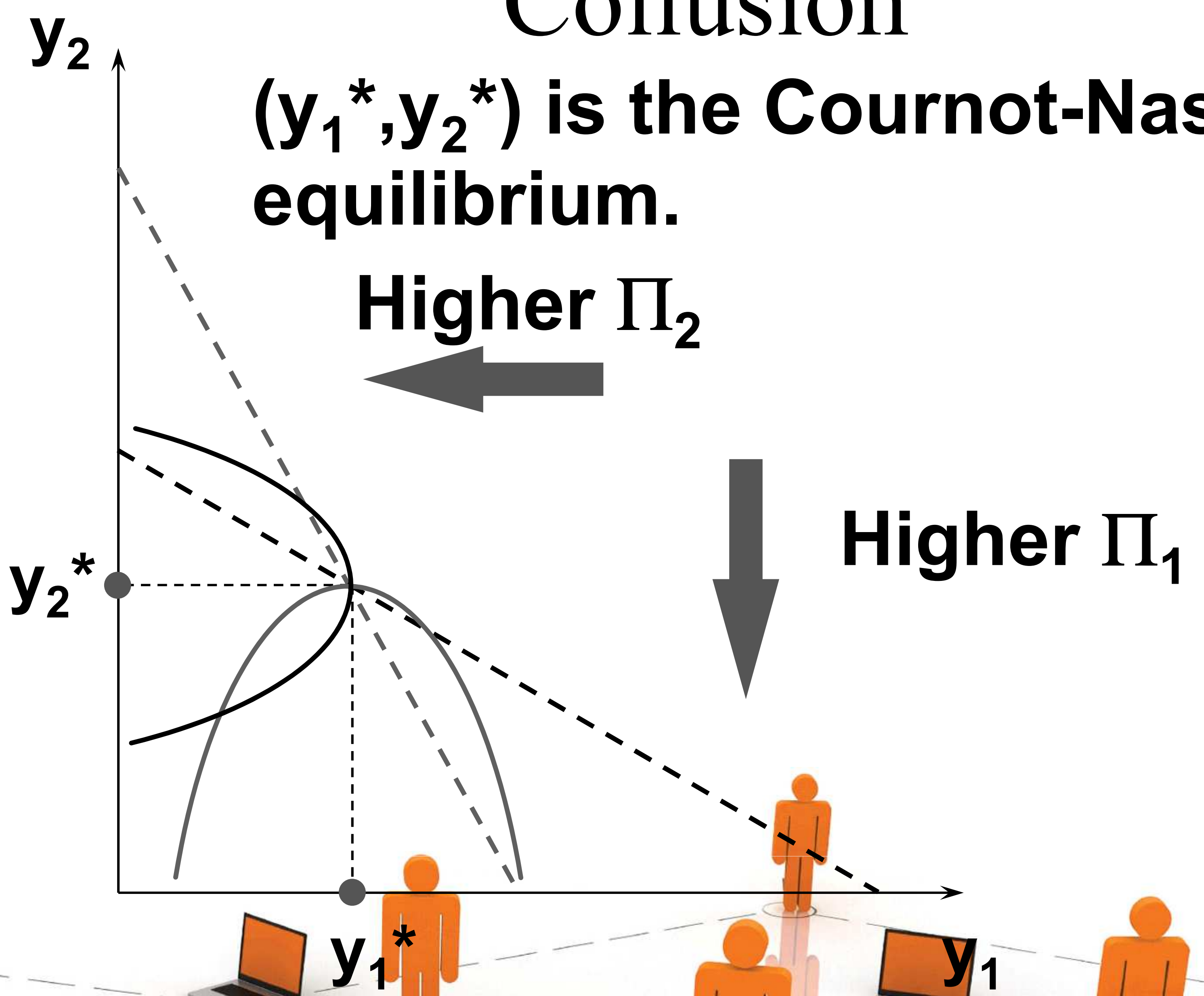

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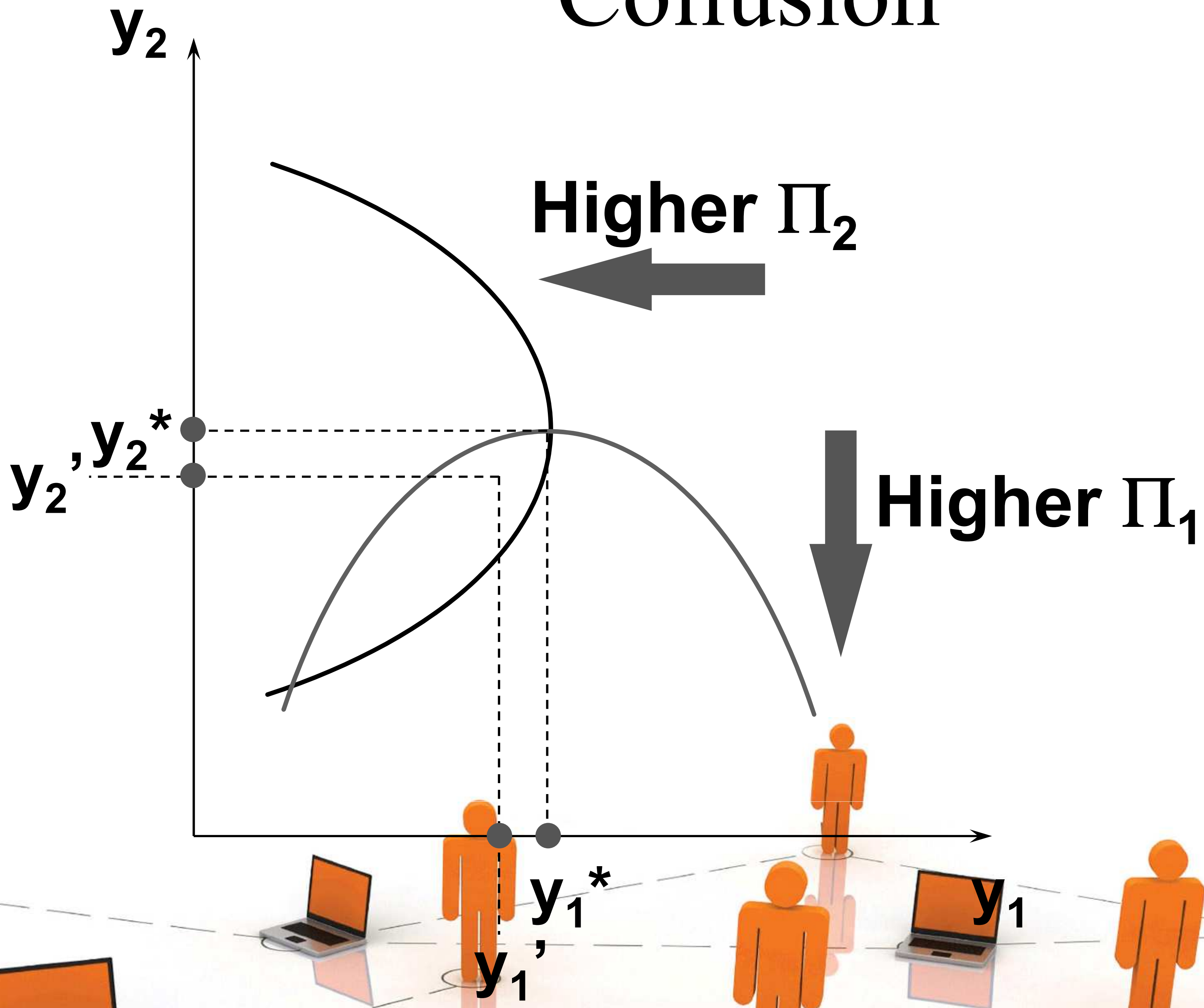

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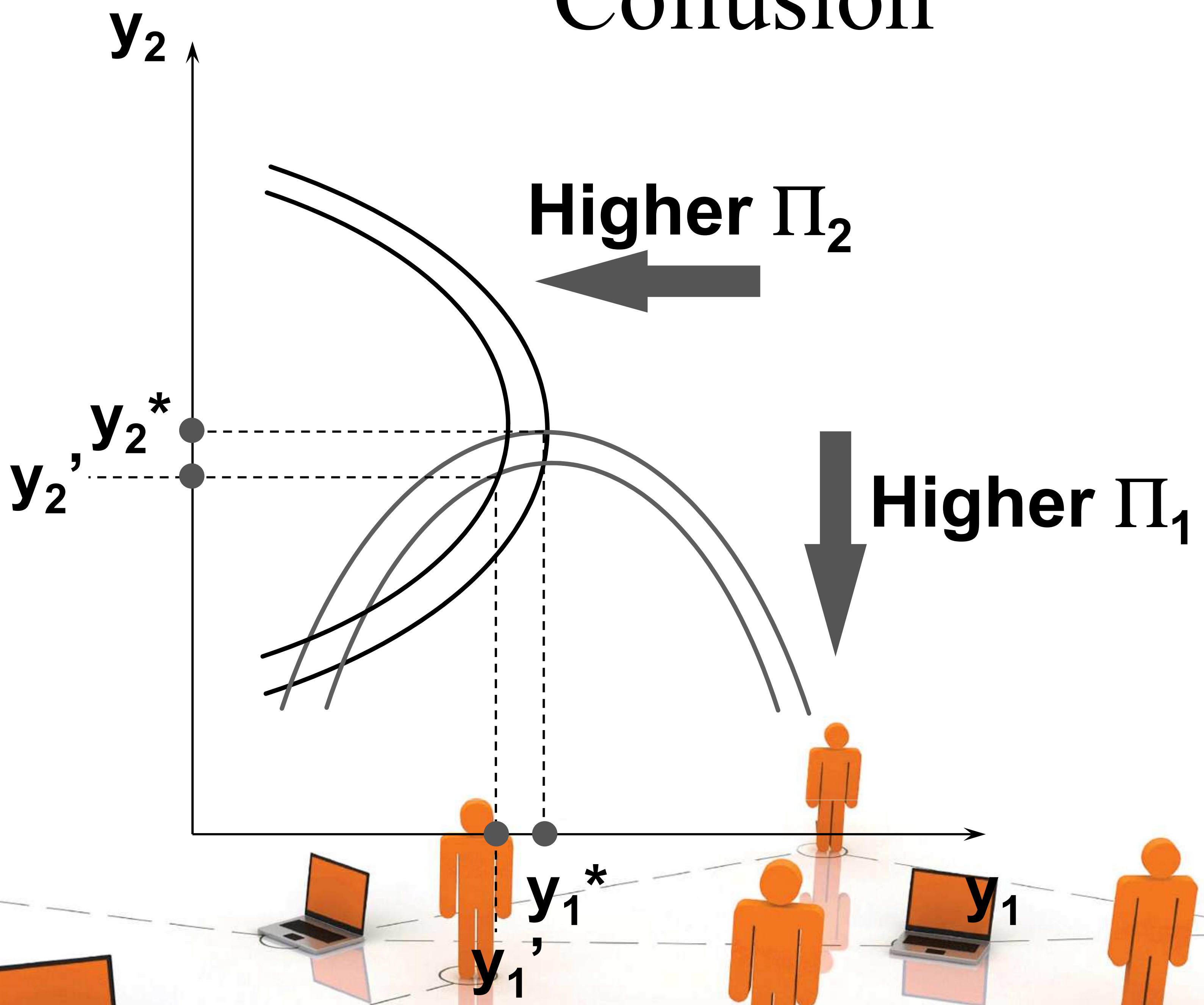

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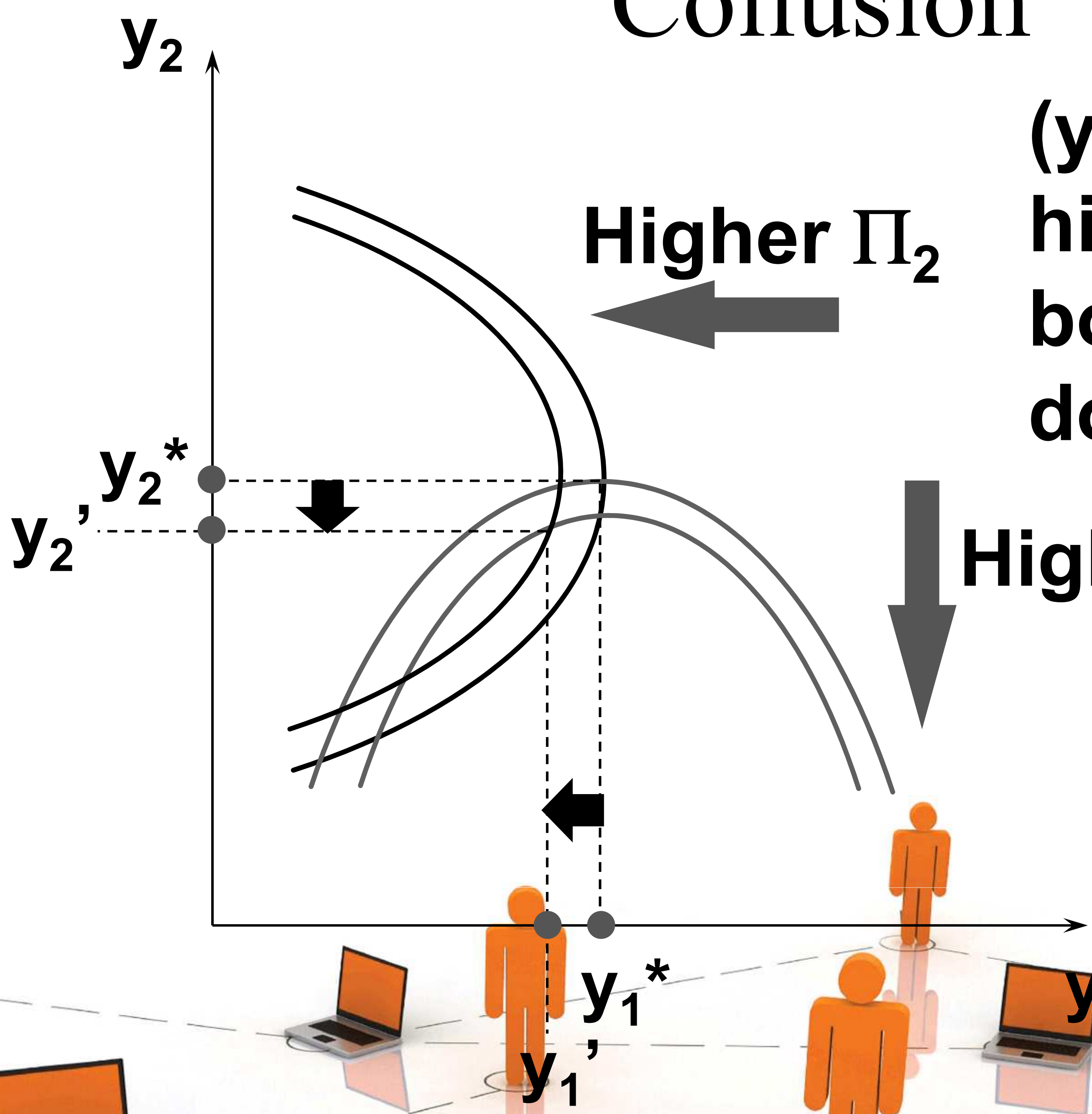
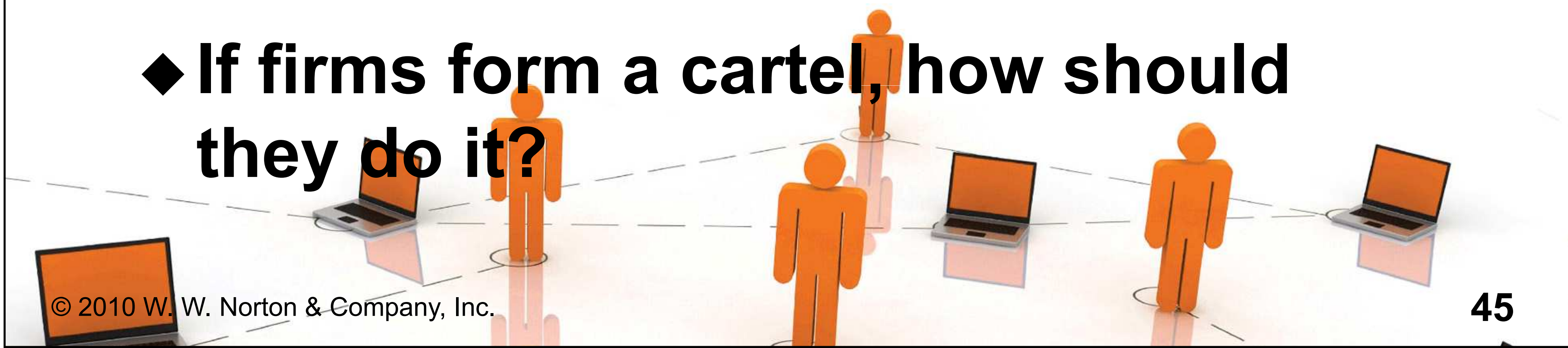


(y_1', y_2') earns higher profits for both firms than does (y_1^*, y_2^*).

Collusion

- So there are profit incentives for both firms to "cooperate" by lowering their output levels.
- This is collusion.
- Firms that collude are said to have formed a cartel.
- If firms form a cartel, how should they do it?



Collusion

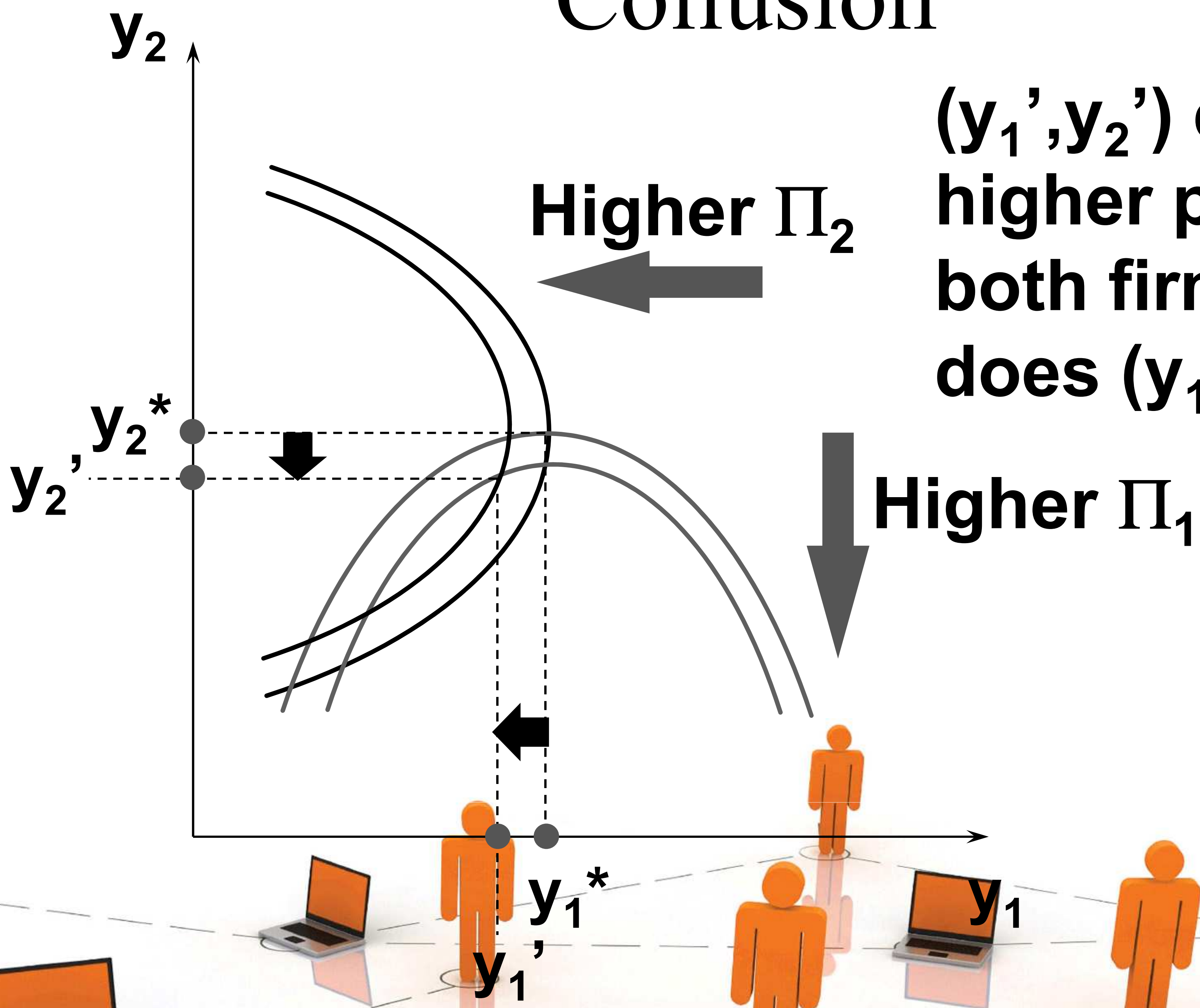
- **Suppose the two firms want to maximize their total profit and divide it between them. Their goal is to choose cooperatively output levels y_1 and y_2 that maximize**

$$\Pi^m(y_1, y_2) = p(y_1 + y_2)(y_1 + y_2) - c_1(y_1) - c_2(y_2).$$

Collusion

- **The firms cannot do worse by colluding since they can cooperatively choose their Cournot-Nash equilibrium output levels and so earn their Cournot-Nash equilibrium profits. So collusion must provide profits at least as large as their Cournot-Nash equilibrium profits.**

Collusion



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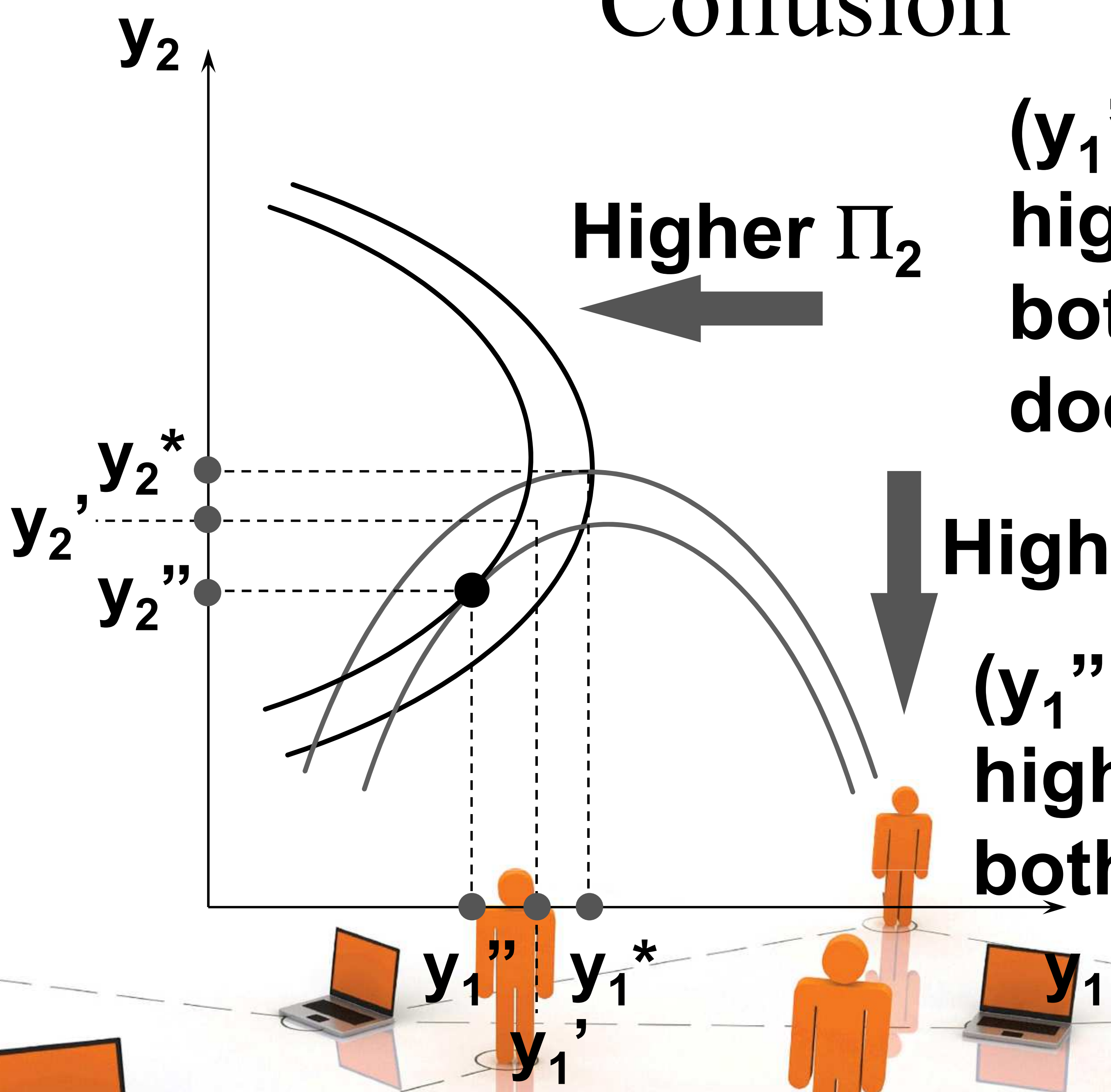
Collusion

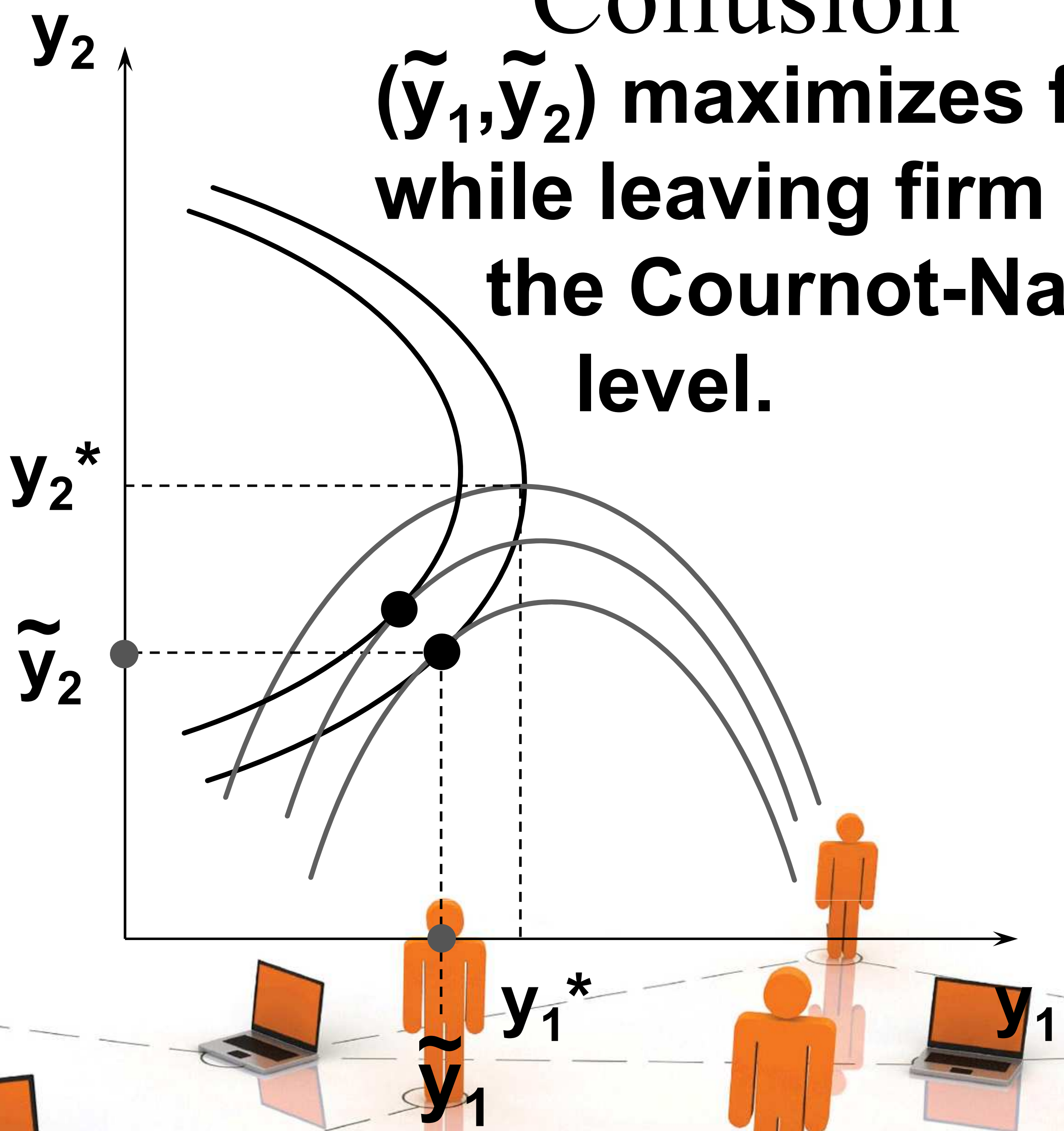


(y_1',y_2') earns higher profits for both firms than does (y_1*,y_2*).

(y_1",y_2") earns still higher profits for both firms.

Collusion

($\tilde{y}_1$,$\tilde{y}_2$) maximizes firm 1's profit while leaving firm 2's profit at the Cournot-Nash equilibrium level.



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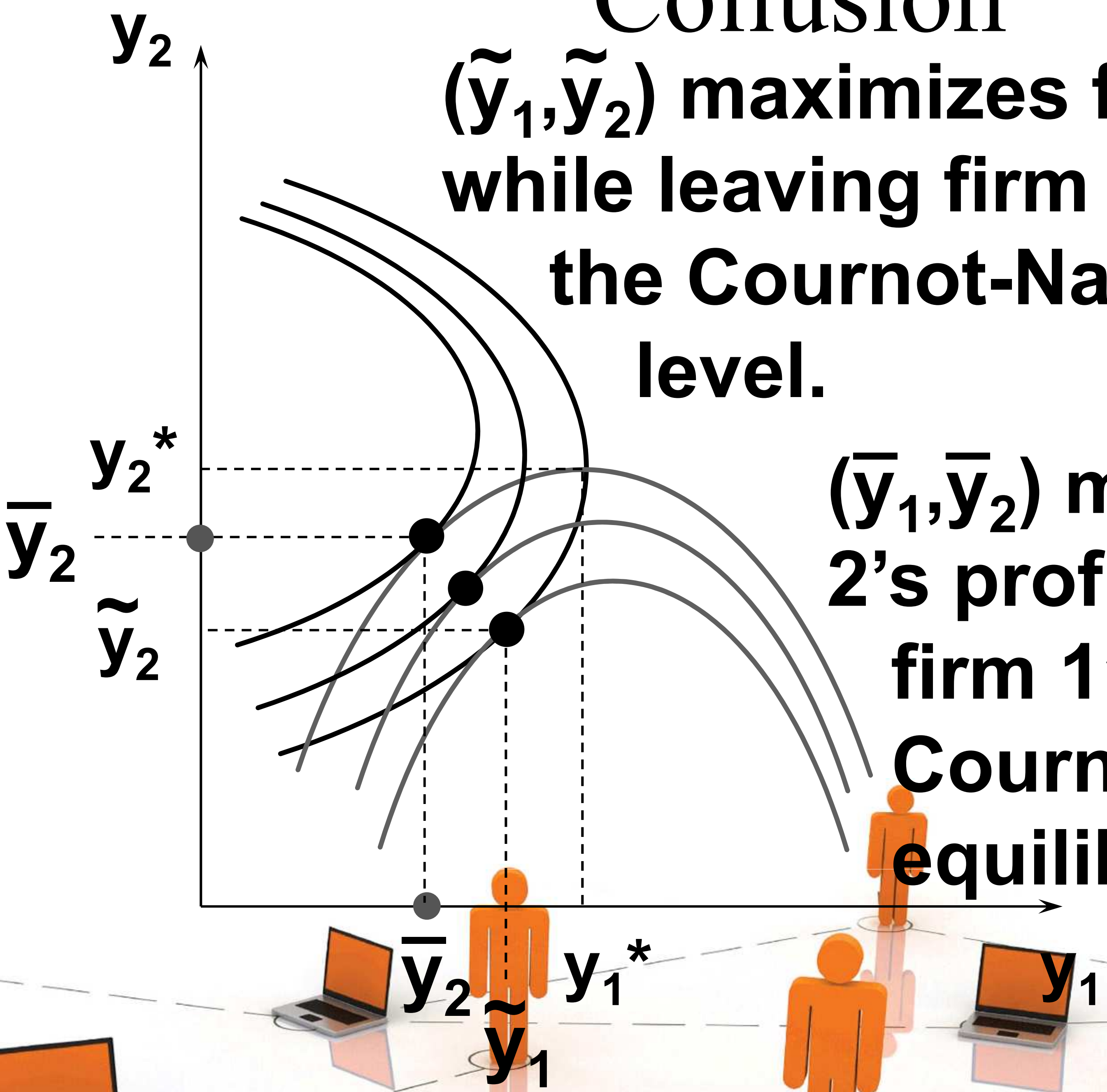
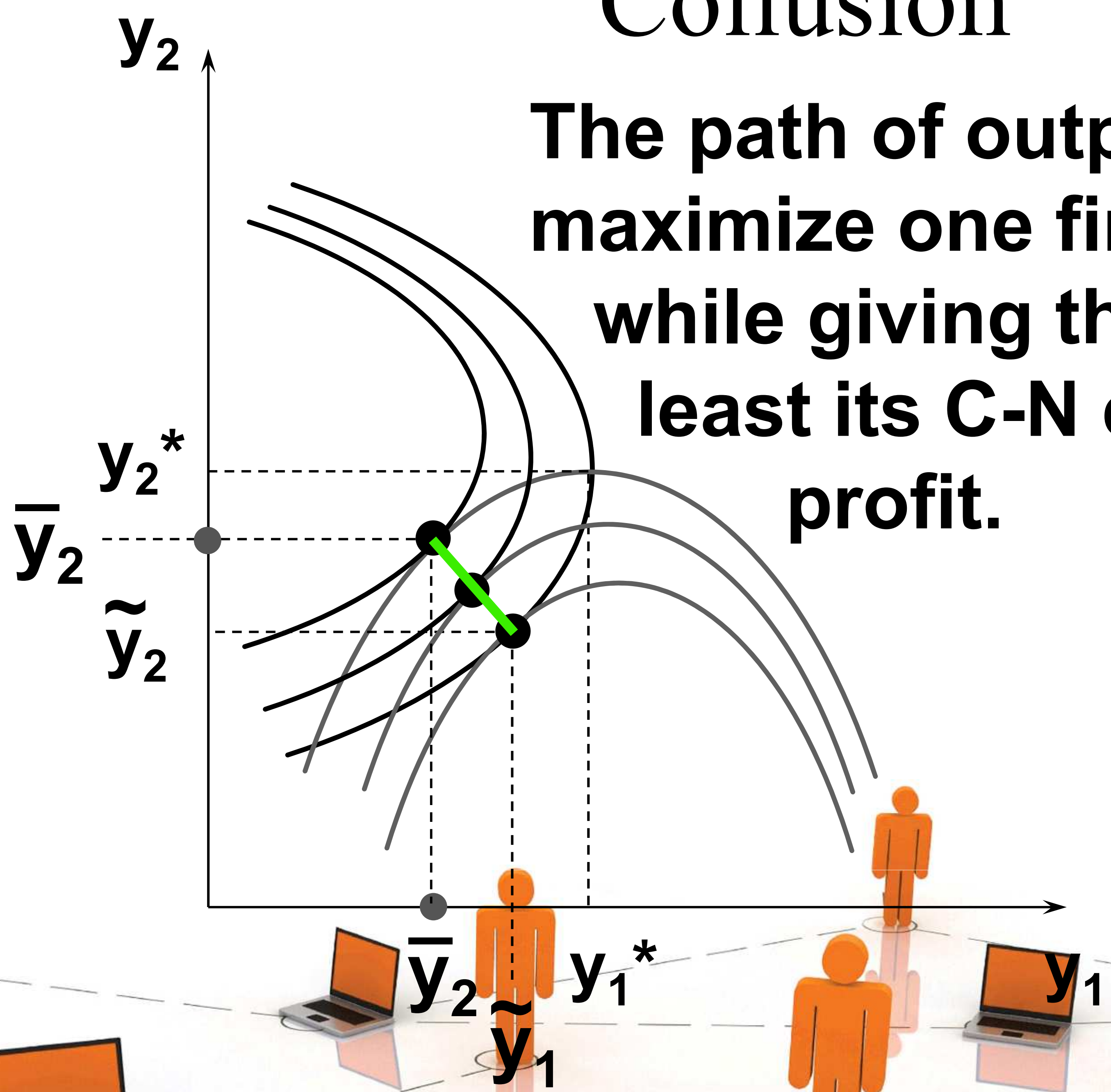
$(\tilde{y}_1, \tilde{y}_2)$ maximizes firm 1's profit while leaving firm 2's profit at the Cournot-Nash equilibrium level.



$(\bar{y}_1, \bar{y}_2)$ maximizes firm 2's profit while leaving firm 1's profit at the Cournot-Nash equilibrium level.

Collusion

The path of output pairs that maximize one firm's profit while giving the other firm at least its C-N equilibrium profit.



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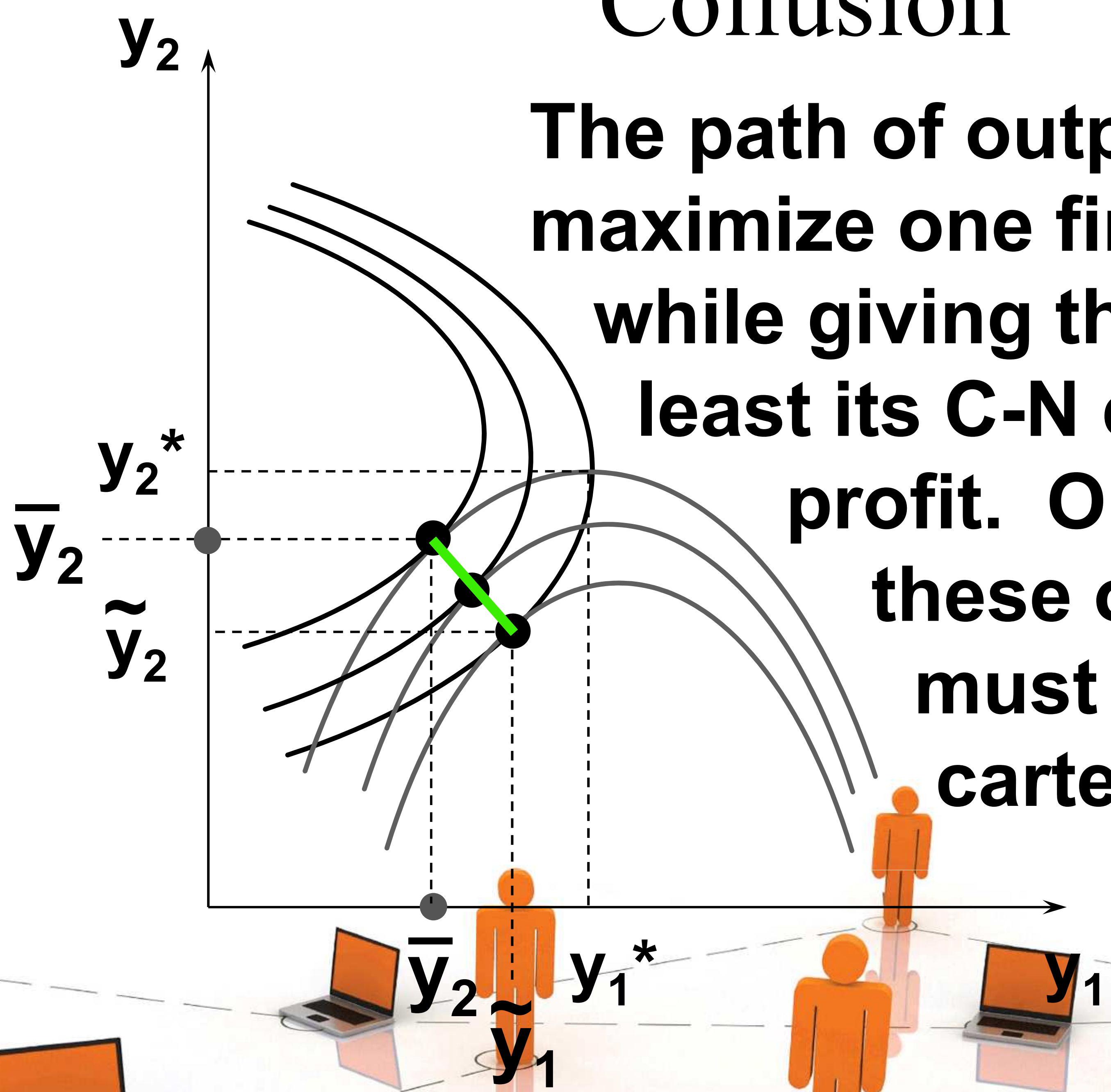
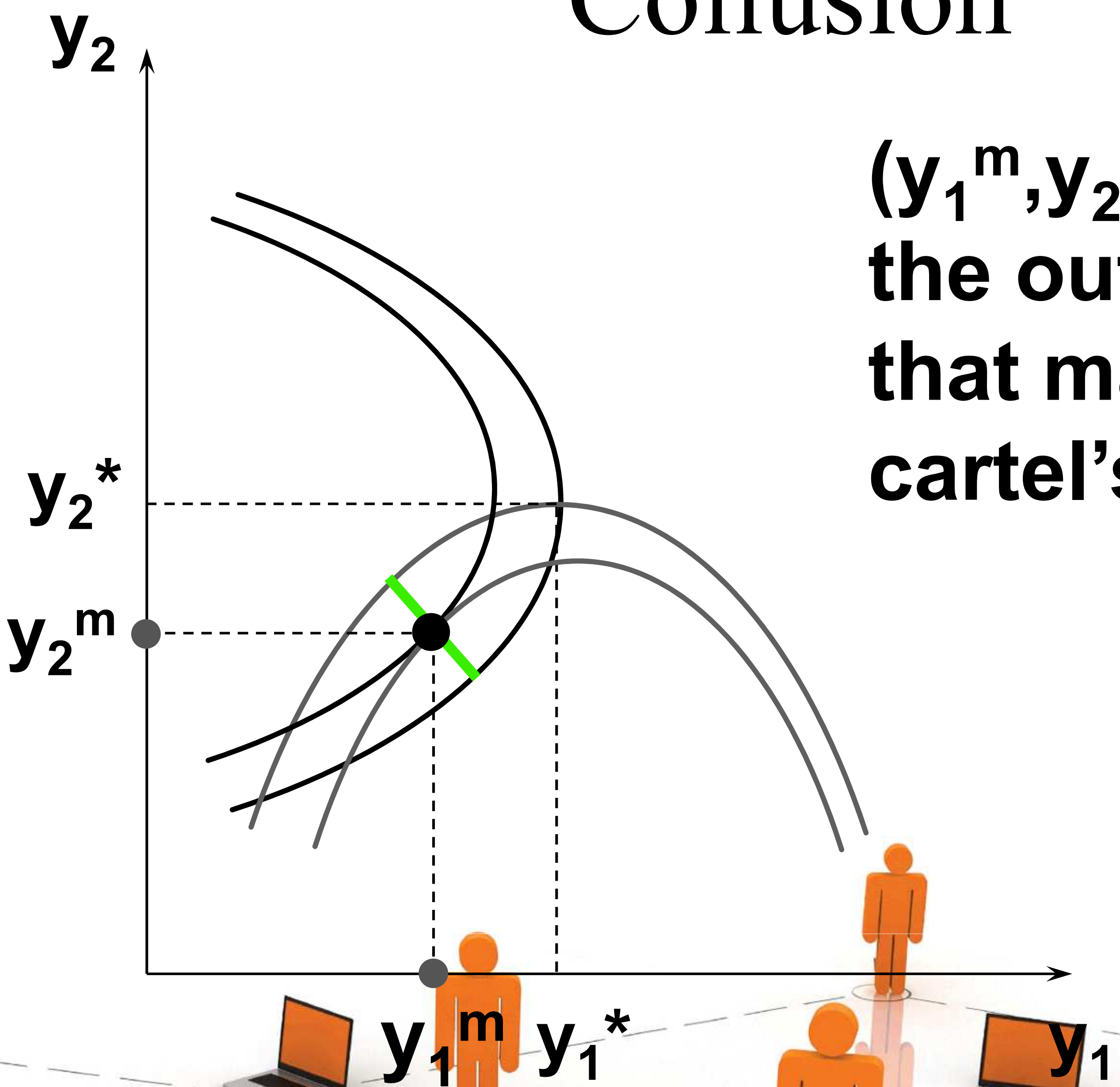


The path of output pairs that maximize one firm's profit while giving the other firm at least its C-N equilibrium profit. One of these output pairs must maximize the cartel's joint profit.

Collusion



(y_1^m, y_2^m) denotes the output levels that maximize the cartel's total profit.

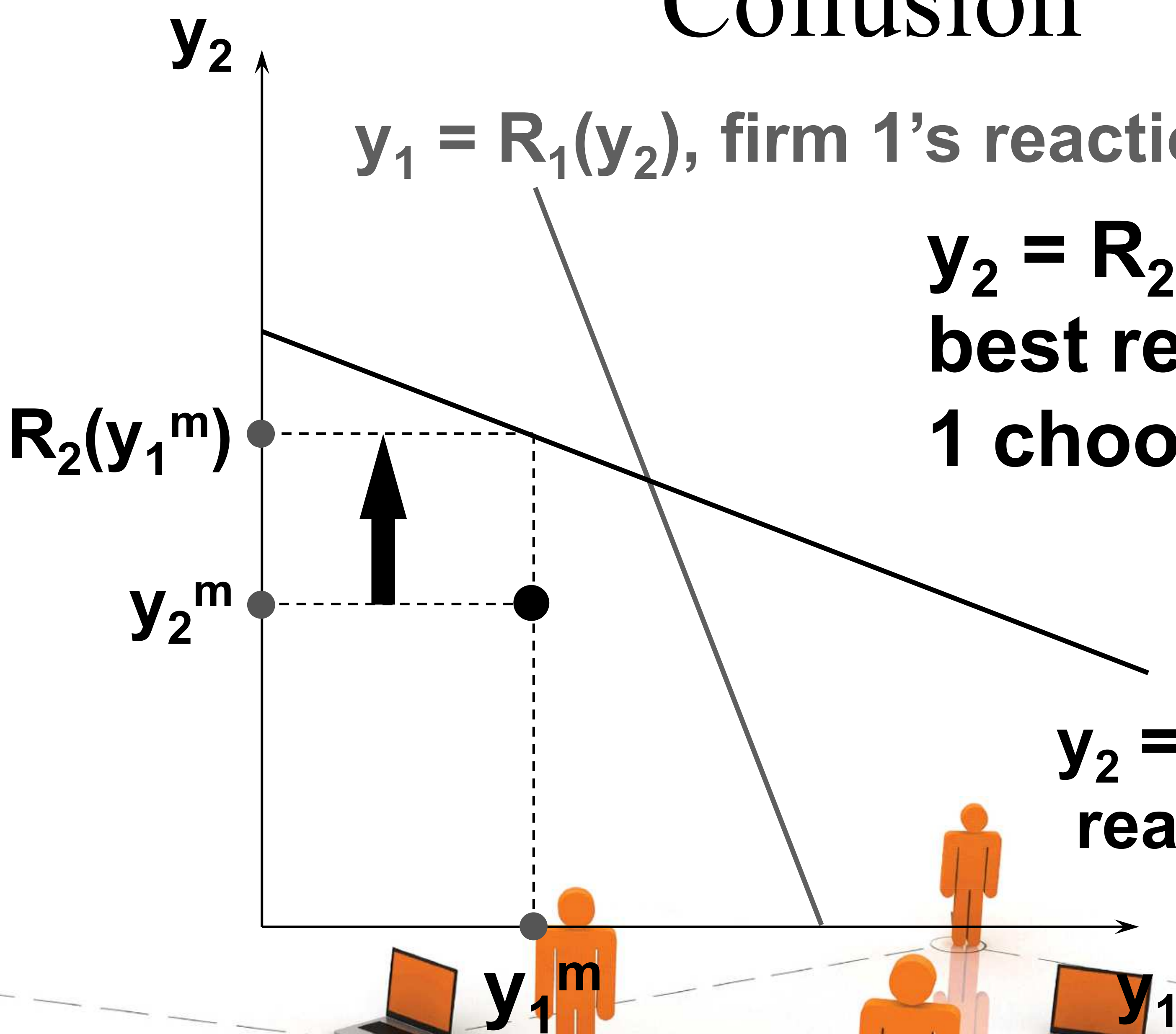
Collusion

- **Is such a cartel stable?**
- **Does one firm have an incentive to cheat on the other?**
- ***I.e.,* if firm 1 continues to produce y_1^m units, is it profit-maximizing for firm 2 to continue to produce y_2^m units?**

Collusion

- **Firm 2's profit-maximizing response to $y_1 = y_1^m$ is $y_2 = R_2(y_1^m)$.**

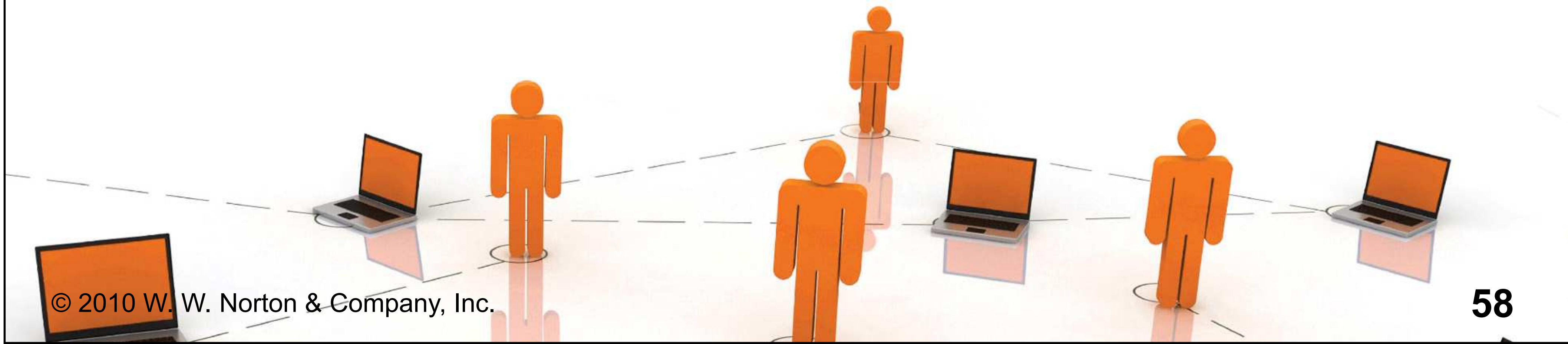
Collusion



$y_2 = R_2(y_1{}^m)$ is firm 2's best response to firm 1 choosing $y_1 = y_1{}^m$.

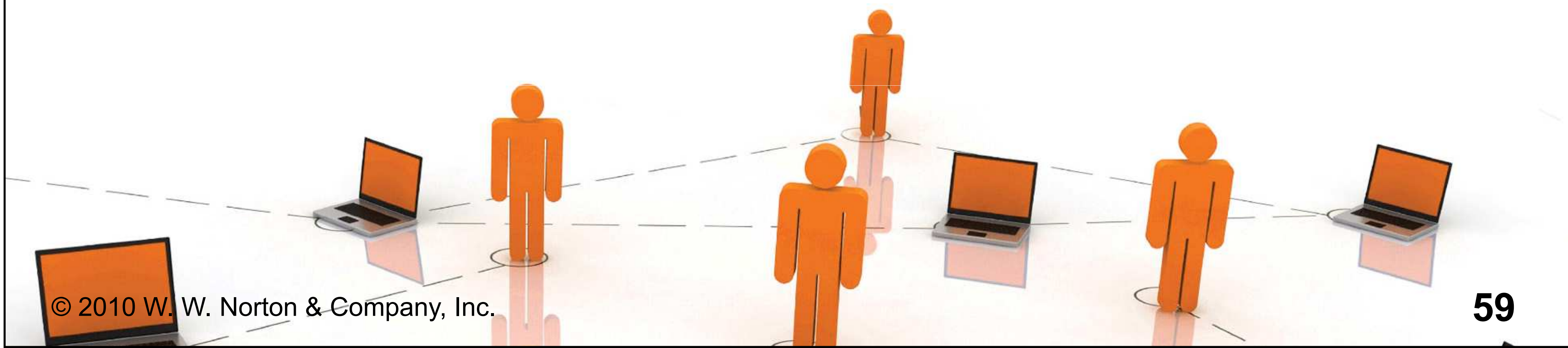
Collusion

- Firm 2's profit-maximizing response to $y_1 = y_1^m$ is $y_2 = R_2(y_1^m) > y_2^m$.
- Firm 2's profit increases if it cheats on firm 1 by increasing its output level from y_2^m to $R_2(y_1^m)$.

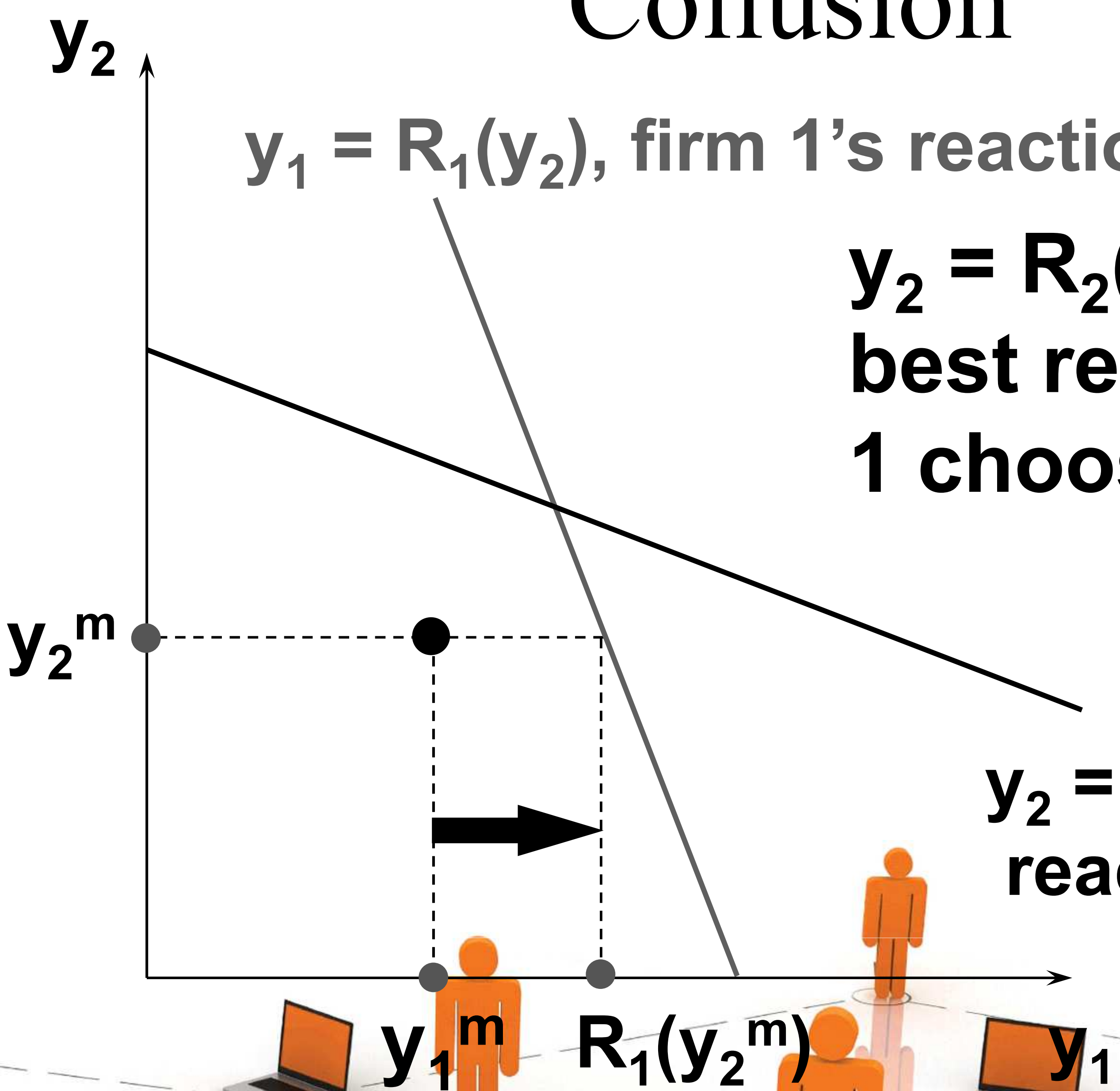


Collusion

- Similarly, firm 1's profit increases if it cheats on firm 2 by increasing its output level from y_1^m to $R_1(y_2^m)$.



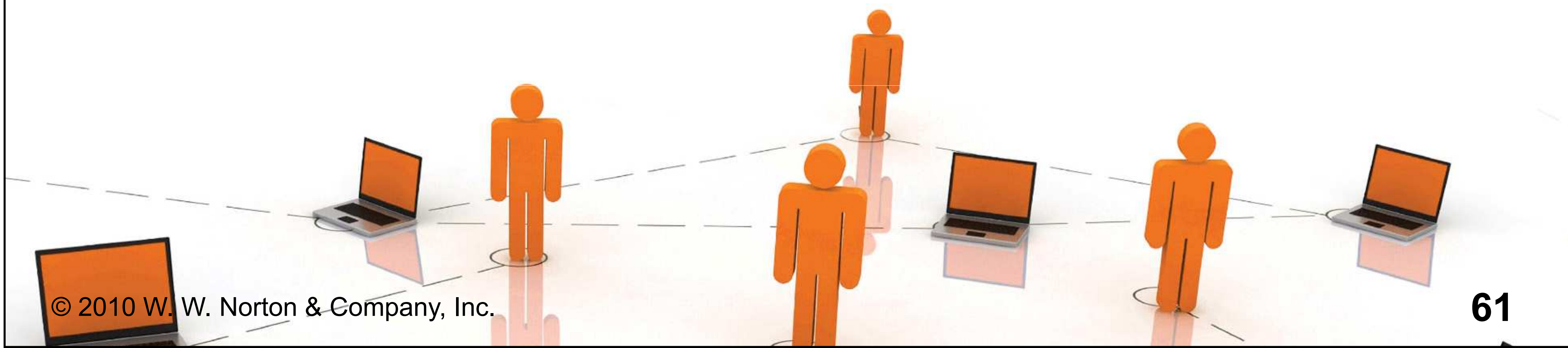
Collusion



$y_2 = R_2(y_1^m)$ is firm 2's best response to firm 1 choosing $y_1 = y_1^m$.

Collusion

- **So a profit-seeking cartel in which firms cooperatively set their output levels is fundamentally unstable.**
- ***E.g.,* OPEC's broken agreements.**



Collusion

- So a profit-seeking cartel in which firms cooperatively set their output levels is fundamentally unstable.
- *E.g.,* OPEC's broken agreements.
- But is the cartel unstable if the game is repeated many times, instead of being played only once? Then there is an opportunity to punish a cheater.

Collusion & Punishment Strategies

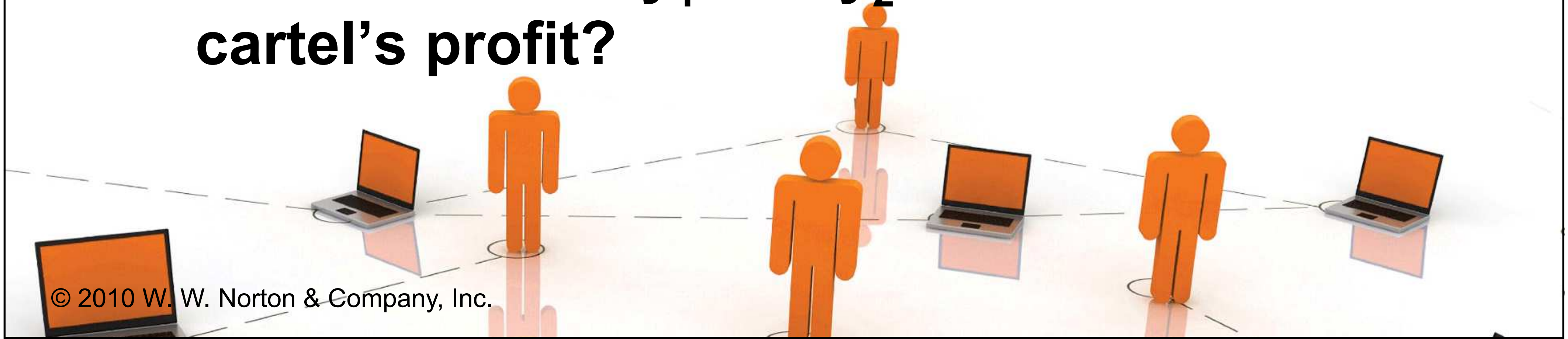
- To determine if such a cartel can be stable we need to know 3 things:
  - (i) What is each firm's per period profit in the cartel?
  - (ii) What is the profit a cheat earns in the first period in which it cheats?
  - (iii) What is the profit the cheat earns in each period after it first cheats?

Collusion & Punishment Strategies

- **Suppose two firms face an inverse market demand of $p(y_T) = 24 - y_T$ and have total costs of $c_1(y_1) = y^2_1$ and $c_2(y_2) = y^2_2$.**

Collusion & Punishment Strategies

- (i) What is each firm's per period profit in the cartel?
- $p(y_T) = 24 - y_T$, $c_1(y_1) = y^2{}_1$, $c_2(y_2) = y^2{}_2$.
- If the firms collude then their joint profit function is
  $\pi^M(y_1,y_2) = (24 - y_1 - y_2)(y_1 + y_2) - y^2{}_1 - y^2{}_2$.
- What values of y_1 and y_2 maximize the cartel's profit?



Collusion & Punishment Strategies

- $\pi^M(y_1,y_2) = (24 - y_1 - y_2)(y_1 + y_2) - y^2{}_1 - y^2{}_2$.
- What values of y_1 and y_2 maximize the cartel's profit? Solve

$$\frac{\partial \pi^M}{\partial y_1} = 24 - 4y_1 - 2y_2 = 0$$

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Collusion & Punishment Strategies

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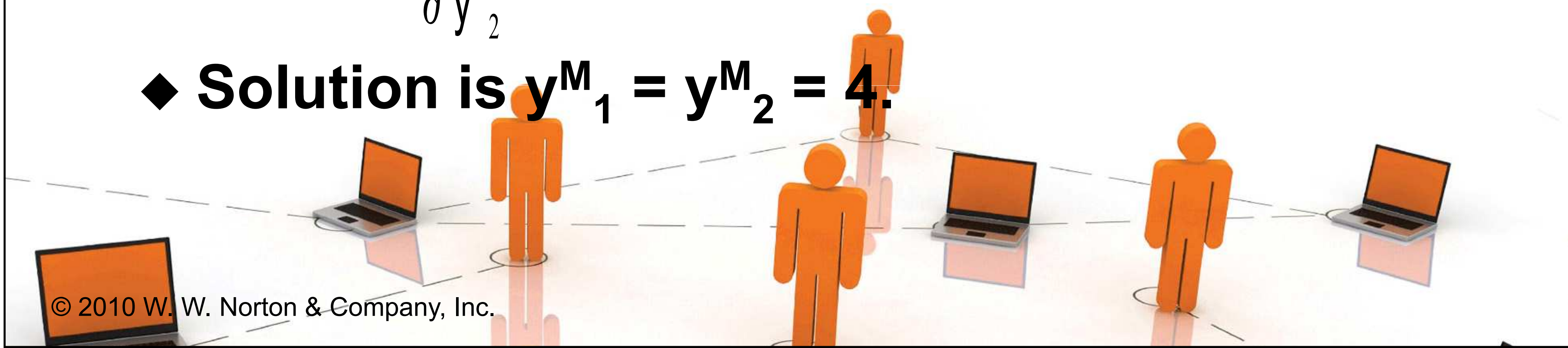
$$\frac{\partial \pi^M}{\partial y_2} = 24 - 2y_1 - 4y_2 = 0.$$

- **Solution is $y^M{}_1 = y^M{}_2 = 4$.**



Collusion & Punishment Strategies

- $\pi^M(y_1,y_2) = (24 - y_1 - y_2)(y_1 + y_2) - y^2{}_1 - y^2{}_2$.
- $y^M{}_1 = y^M{}_2 = 4$ maximizes the cartel's profit.
- The maximum profit is therefore
  $\pi^M = \$(24 - 8)(8) - \$16 - \$16 = \$112$.
- Suppose the firms share the profit equally, getting $112/2 = $56 each per period.

Collusion & Punishment Strategies

- **(iii) What is the profit the cheat earns in each period after it first cheats?**
- **This depends upon the punishment inflicted upon the cheat by the other firm.**

Collusion & Punishment Strategies

- (iii) What is the profit the cheat earns in each period after it first cheats?
- This depends upon the punishment inflicted upon the cheat by the other firm.
- Suppose the other firm punishes by forever after not cooperating with the cheat.
- What are the firms' profits in the noncooperative C-N equilibrium?

Collusion & Punishment Strategies

- What are the firms' profits in the noncooperative C-N equilibrium?
- $p(y_T) = 24 - y_T$, $c_1(y_1) = y^2{}_1$, $c_2(y_2) = y^2{}_2$.
- Given y_2, firm 1's profit function is $\pi_1(y_1;y_2) = (24 - y_1 - y_2)y_1 - y^2{}_1$.

Collusion & Punishment Strategies

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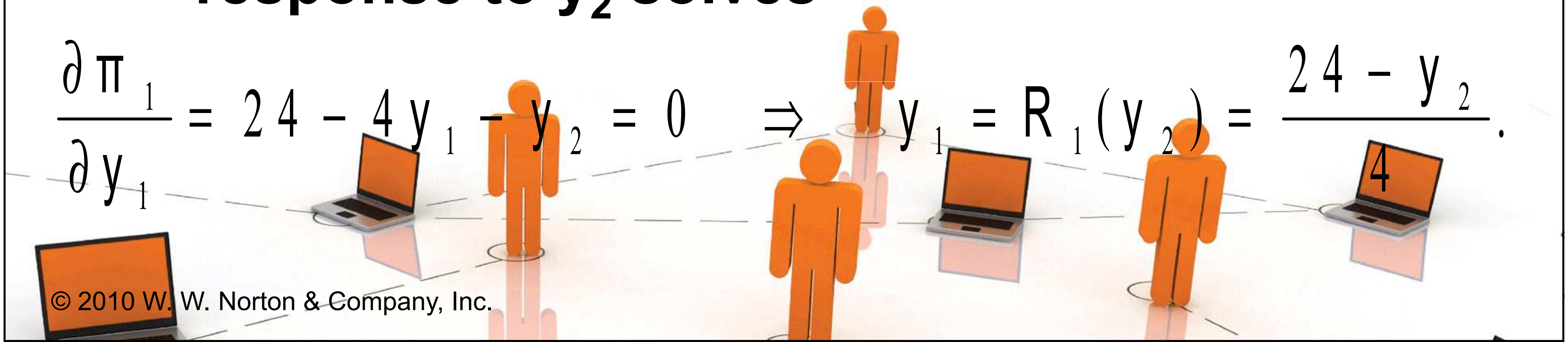
- Given y_2, firm 1's profit function is $\pi_1(y_1;y_2) = (24 - y_1 - y_2)y_1 - y^2_1$.
- The value of y_1 that is firm 1's best response to y_2 solves

$$\frac{\partial \pi_1}{\partial y_1} = 24 - 4y_1 - y_2 = 0 \quad \Rightarrow \quad y_1 = R_1(y_2) = \frac{24 - y_2}{4}.$$



Collusion & Punishment Strategies

- **What are the firms' profits in the noncooperative C-N equilibrium?**
- $\pi_1(y_1;y_2) = (24 - y_1 - y_2)y_1 - y^2_1$.
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- **Similarly,** $$y_2 = R_2(y_1) = \frac{24 - y_1}{4}.$$

Collusion & Punishment Strategies

- **What are the firms' profits in the noncooperative C-N equilibrium?**
- $\pi_1(y_1;y_2) = (24 - y_1 - y_2)y_1 - y^2_1.$
- $$y_1 = R_1(y_2) = \frac{24 - y_2}{4}.$$
- **Similarly,** $$y_2 = R_2(y_1) = \frac{24 - y_1}{4}.$$
- **The C-N equilibrium (y^*_1, y^*_2) solves**
  $y_1 = R_1(y_2)$ **and** $y_2 = R_2(y_1) \Rightarrow y^*_1 = y^*_2 = 4{\cdot}8.$

Collusion & Punishment Strategies

- What are the firms' profits in the noncooperative C-N equilibrium?
- $\pi_1(y_1;y_2) = (24 - y_1 - y_2)y_1 - y^2_1$.
- $y^*_1 = y^*_2 = 4{\cdot}8$.
- So each firm's profit in the C-N equilibrium is $\pi^*_1 = \pi^*_2 = (14{\cdot}4)(4{\cdot}8) - 4{\cdot}8^2 \approx \$46$ each period.

Collusion & Punishment Strategies

- (ii) What is the profit a cheat earns in the first period in which it cheats?
- Firm 1 cheats on firm 2 by producing the quantity y^{CH}_1 that maximizes firm 1's profit given that firm 2 continues to produce $y^M_2 = 4$. What is the value of y^{CH}_1?

Collusion & Punishment Strategies

- (ii) What is the profit a cheat earns in the first period in which it cheats?
- Firm 1 cheats on firm 2 by producing the quantity y^{CH}_1 that maximizes firm 1's profit given that firm 2 continues to produce $y^M_2 = 4$. What is the value of y^{CH}_1?
- $y^{CH}_1 = R_1(y^M_2) = (24 - y^M_2)/4 = (24 - 4)/4 = 5.$
- Firm 1's profit in the period in which it cheats is therefore
  $\pi^{CH}_1 = (24 - 5 - 1)(5) - 5^2 = \$65.$

Collusion & Punishment Strategies

- **To determine if such a cartel can be stable we need to know 3 things:**
  - **(i) What is each firm's per period profit in the cartel? $56.**
  - **(ii) What is the profit a cheat earns in the first period in which it cheats? $65.**
  - **(iii) What is the profit the cheat earns in each period after it first cheats? $46.**

Collusion & Punishment Strategies

- Each firm's periodic discount factor is 1/(1+r).
- The present-value of firm 1's profits if it does not cheat is ??

Collusion & Punishment Strategies

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$$PV^{CH} = \$56 + \frac{\$56}{1+r} + \frac{\$56}{(1+r)^2} + \cdots = \$\frac{(1+r)56}{r}.$$

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Collusion & Punishment Strategies

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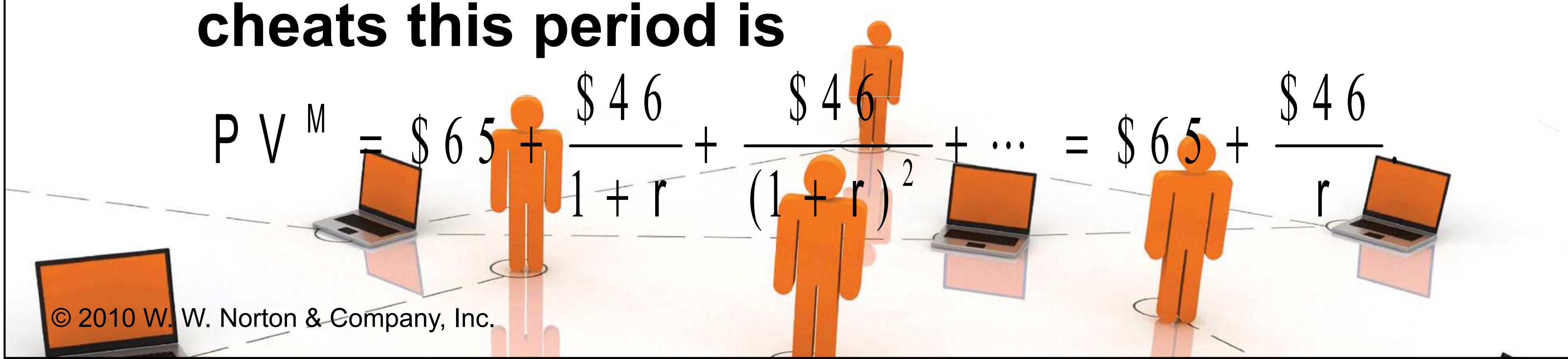
- The present-value of firm 1's profits if it does not cheat is

$$PV^{CH} = \$56 + \frac{\$56}{1+r} + \frac{\$56}{(1+r)^2} + \cdots = \$\frac{(1+r)56}{r}.$$

- The present-value of firm 1's profit if it cheats this period is

$$PV^{M} = \$65 + \frac{\$46}{1+r} + \frac{\$46}{(1+r)^2} + \cdots = \$65 + \frac{\$46}{r}.$$



Collusion & Punishment Strategies

$$PV^{CH} = \$56 + \frac{\$56}{1+r} + \frac{\$56}{(1+r)^2} + \cdots = \$\frac{(1+r)56}{r}.$$

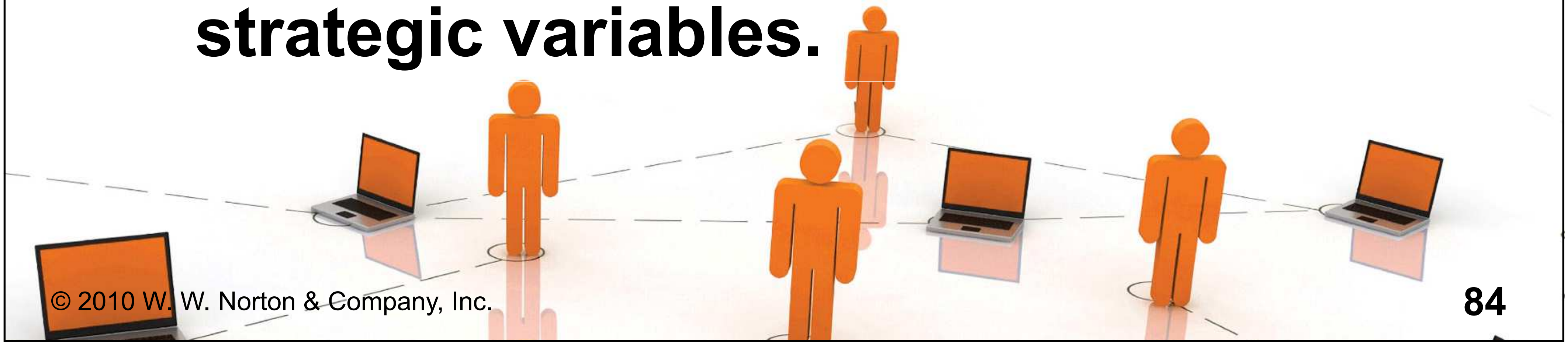
$$PV^{M} = \$65 + \frac{\$46}{1+r} + \frac{\$46}{(1+r)^2} + \cdots = \$65 + \frac{\$46}{r}.$$

So the cartel will be stable if

$$\frac{(1+r)56}{r} + 56 < 65 + \frac{46}{r} \quad \Rightarrow \quad r > \frac{10}{9} \quad \Rightarrow \quad \frac{1}{1+r} < \frac{9}{19}.$$

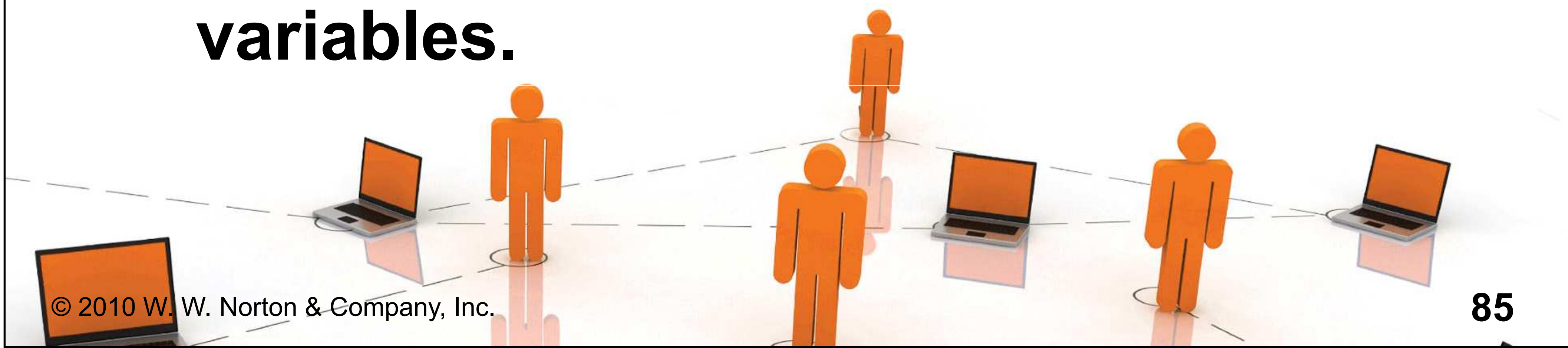
The Order of Play

- So far it has been assumed that firms choose their output levels simultaneously.
- The competition between the firms is then a simultaneous play game in which the output levels are the strategic variables.



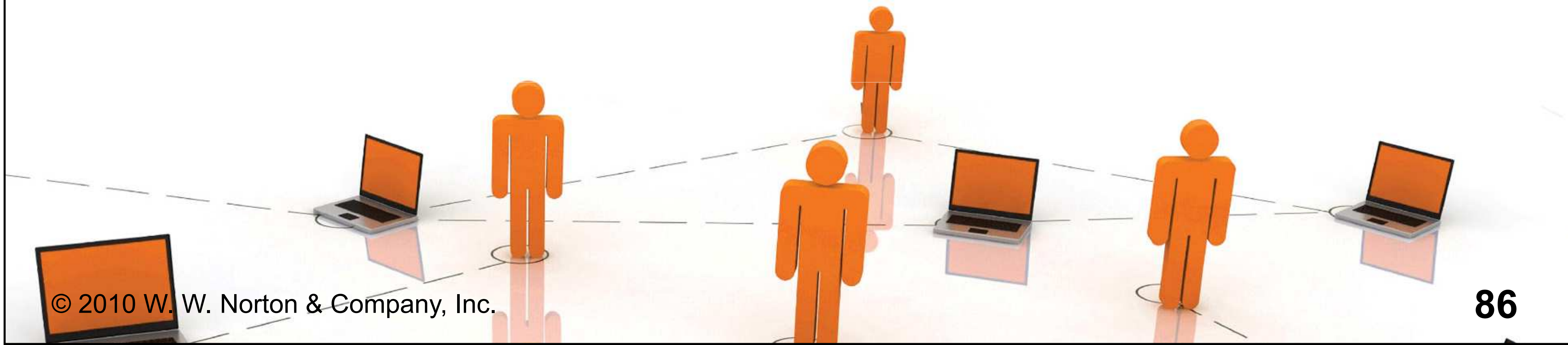
The Order of Play

- What if firm 1 chooses its output level first and then firm 2 responds to this choice?
- Firm 1 is then a leader. Firm 2 is a follower.
- The competition is a sequential game in which the output levels are the strategic variables.



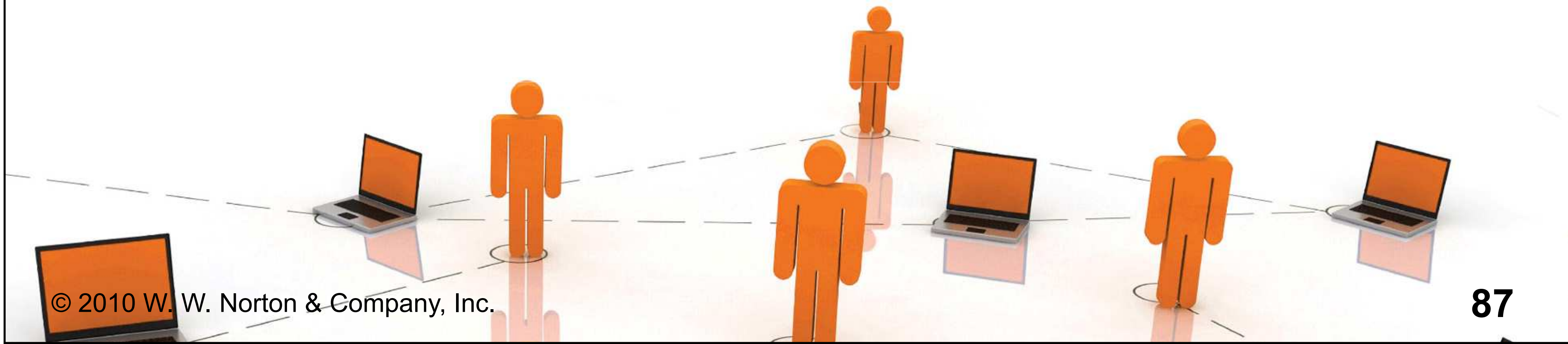
The Order of Play

- Such games are von Stackelberg games.
- Is it better to be the leader?
- Or is it better to be the follower?



Stackelberg Games

- **Q: What is the best response that follower firm 2 can make to the choice y_1 already made by the leader, firm 1?**



Stackelberg Games

- Q: What is the best response that follower firm 2 can make to the choice y_1 already made by the leader, firm 1?
- A: Choose $y_2 = R_2(y_1)$.

Stackelberg Games

- Q: What is the best response that follower firm 2 can make to the choice y_1 already made by the leader, firm 1?
- A: Choose $y_2 = R_2(y_1)$.
- Firm 1 knows this and so perfectly anticipates firm 2's reaction to any y_1 chosen by firm 1.

Stackelberg Games

- **This makes the leader’s profit function**

$$\Pi_1^s(y_1) = p(y_1 + R_2(y_1))y_1 - c_1(y_1).$$

Stackelberg Games

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- **The leader chooses y_1 to maximize its profit.**

Stackelberg Games

- **This makes the leader's profit function**

$$\Pi_1^s(y_1) = p(y_1 + R_2(y_1))y_1 - c_1(y_1).$$

- **The leader chooses y_1 to maximize its profit.**
- **Q: Will the leader make a profit at least as large as its Cournot-Nash equilibrium profit?**

Stackelberg Games

- **A: Yes. The leader could choose its Cournot-Nash output level, knowing that the follower would then also choose its C-N output level. The leader's profit would then be its C-N profit. But the leader does not have to do this, so its profit must be at least as large as its C-N profit.**

Stackelberg Games; An Example

- The market inverse demand function is $p = 60 - y_T$. The firms' cost functions are $c_1(y_1) = y_1^2$ and $c_2(y_2) = 15y_2 + y_2^2$.
- Firm 2 is the follower. Its reaction function is

$$y_2 = R_2(y_1) = \frac{45 - y_1}{4}.$$

Stackelberg Games; An Example

The leader's profit function is therefore

$$\Pi_1^s(y_1) = (60 - y_1 - R_2(y_1))y_1 - y_1^2$$

$$= (60 - y_1 - \frac{45 - y_1}{4})y_1 - y_1^2$$

$$= \frac{195}{4}y_1 - \frac{7}{4}y_1^2.$$

Stackelberg Games; An Example

The leader's profit function is therefore

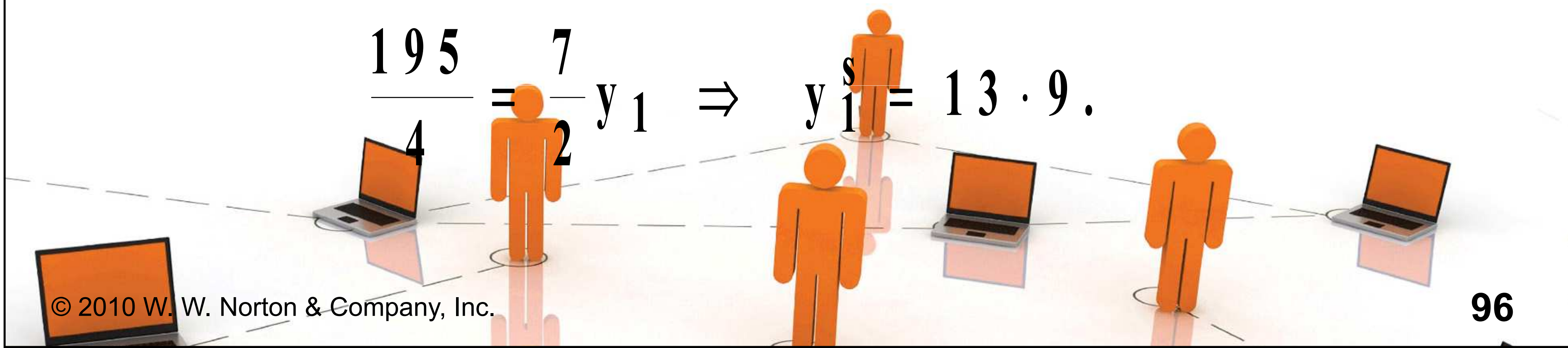
$$\Pi_1^s(y_1) = (60 - y_1 - R_2(y_1))y_1 - y_1^2$$

$$= (60 - y_1 - \frac{45 - y_1}{4})y_1 - y_1^2$$

$$= \frac{195}{4}y_1 - \frac{7}{4}y_1^2.$$

For a profit-maximum for firm 1,

$$\frac{195}{4} = \frac{7}{2}y_1 \quad \Rightarrow \quad y_1^s = 13 \cdot 9.$$



Stackelberg Games; An Example

Q: What is firm 2's response to the leader's choice $y_1^s = 13 \cdot 9$ **?**

Stackelberg Games; An Example

Q: What is firm 2's response to the leader's choice $y_1^s = 13 \cdot 9$?

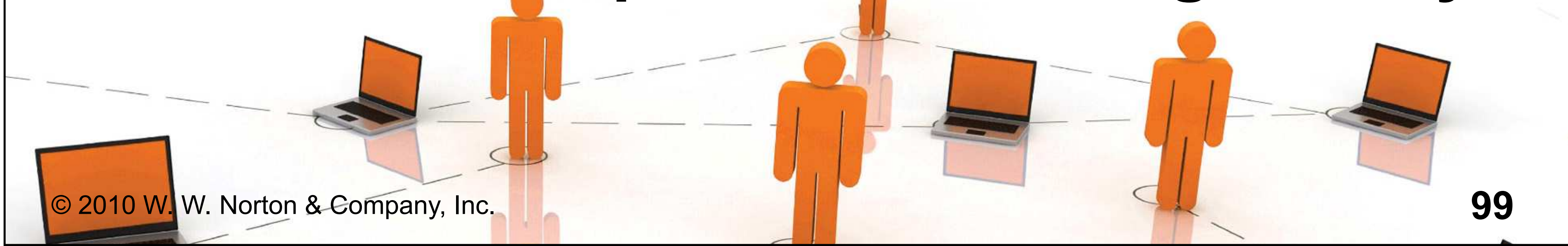
A: $y_2^s = R_2(y_1^s) = \dfrac{45 - 13 \cdot 9}{4} = 7 \cdot 8.$

Stackelberg Games; An Example

Q: What is firm 2's response to the leader's choice $y_1^s = 13{\cdot}9$?

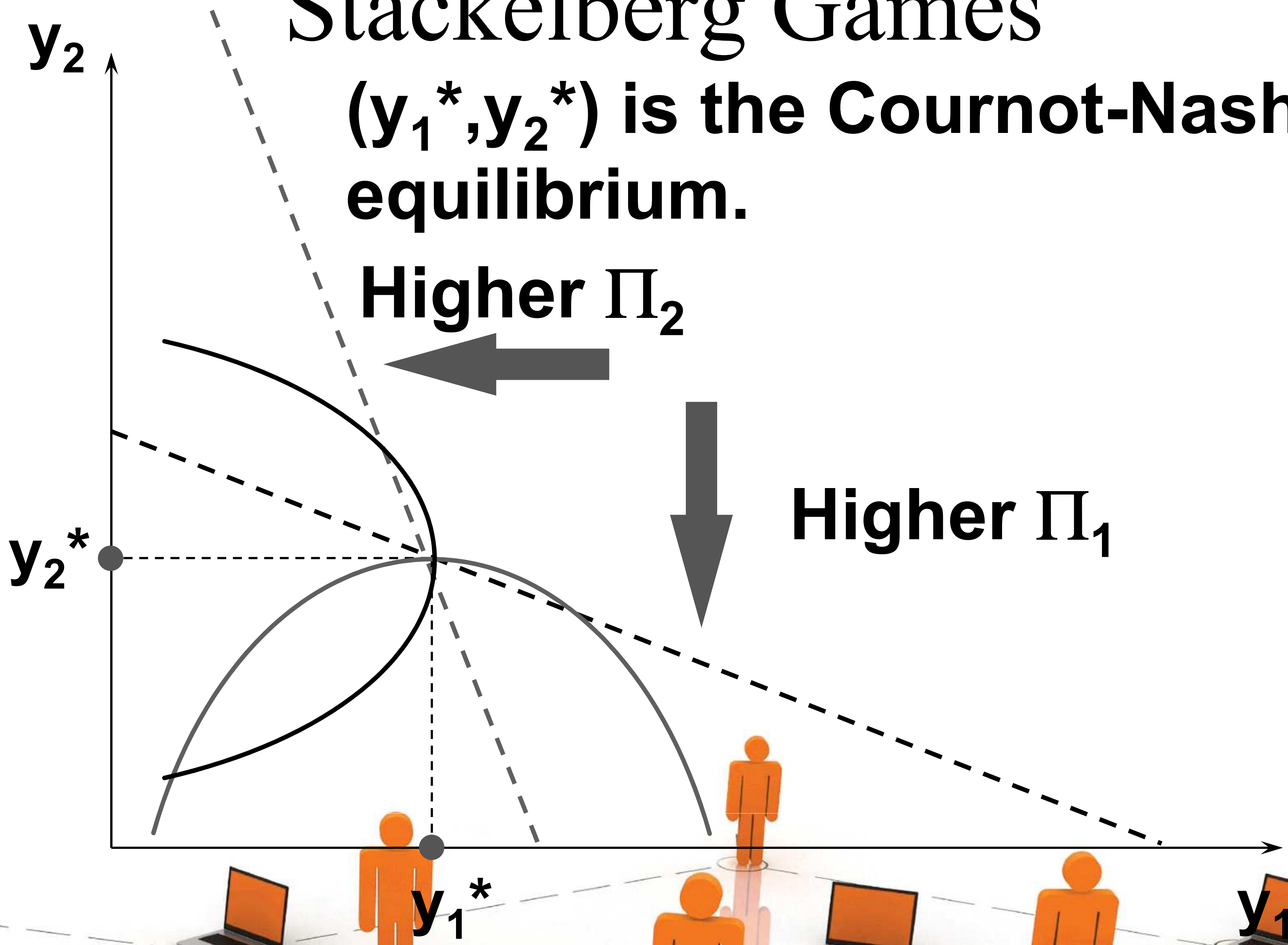
A: $$y_2^s = R_2(y_1^s) = \frac{45 - 13{\cdot}9}{4} = 7{\cdot}8.$$

The C-N output levels are $(y_1^*, y_2^*) = (13,8)$ so the leader produces more than its C-N output and the follower produces less than its C-N output. This is true generally.



Stackelberg Games

(y_1^*,y_2^*) is the Cournot-Nash equilibrium.



Stackelberg Games

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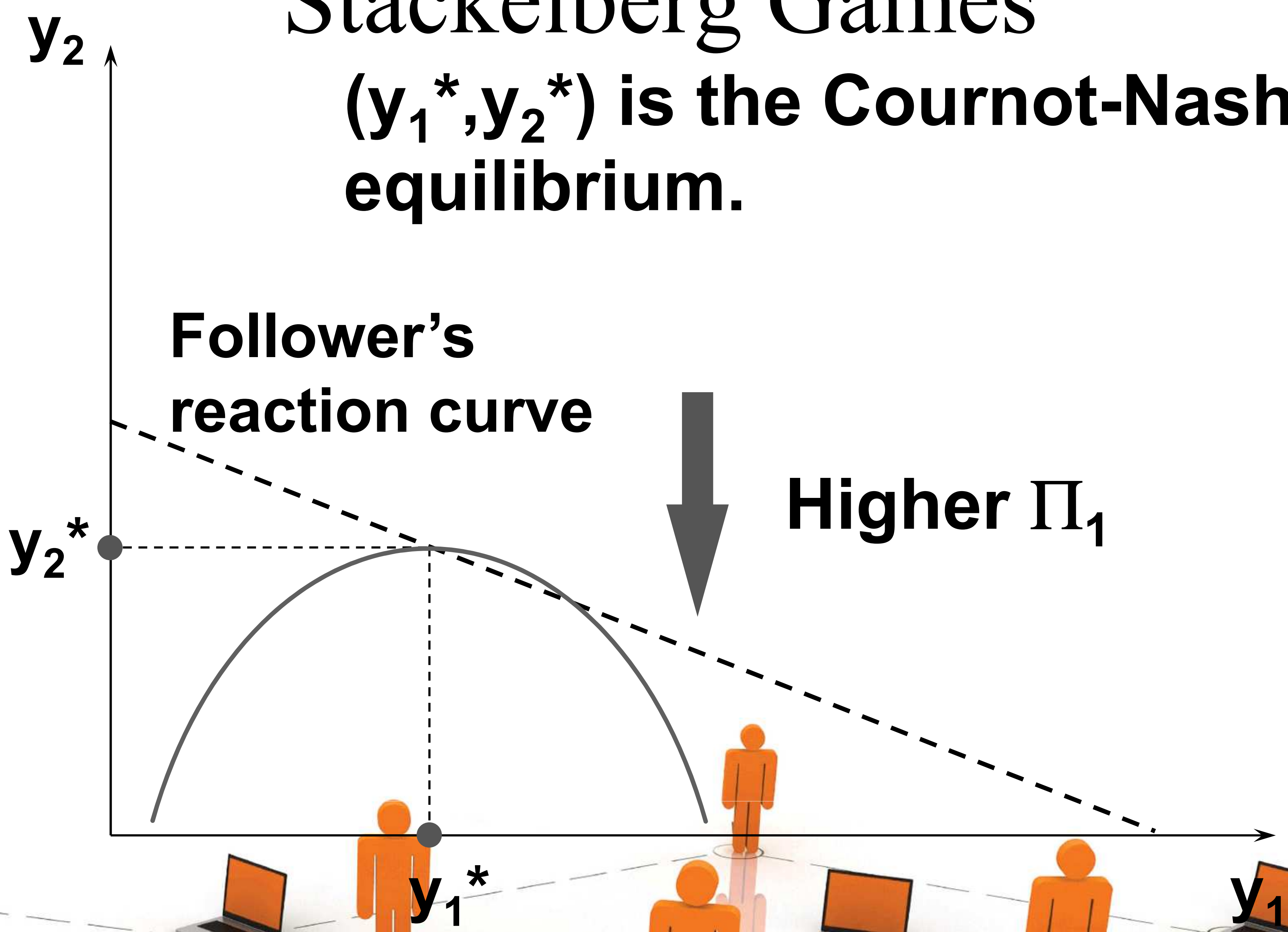
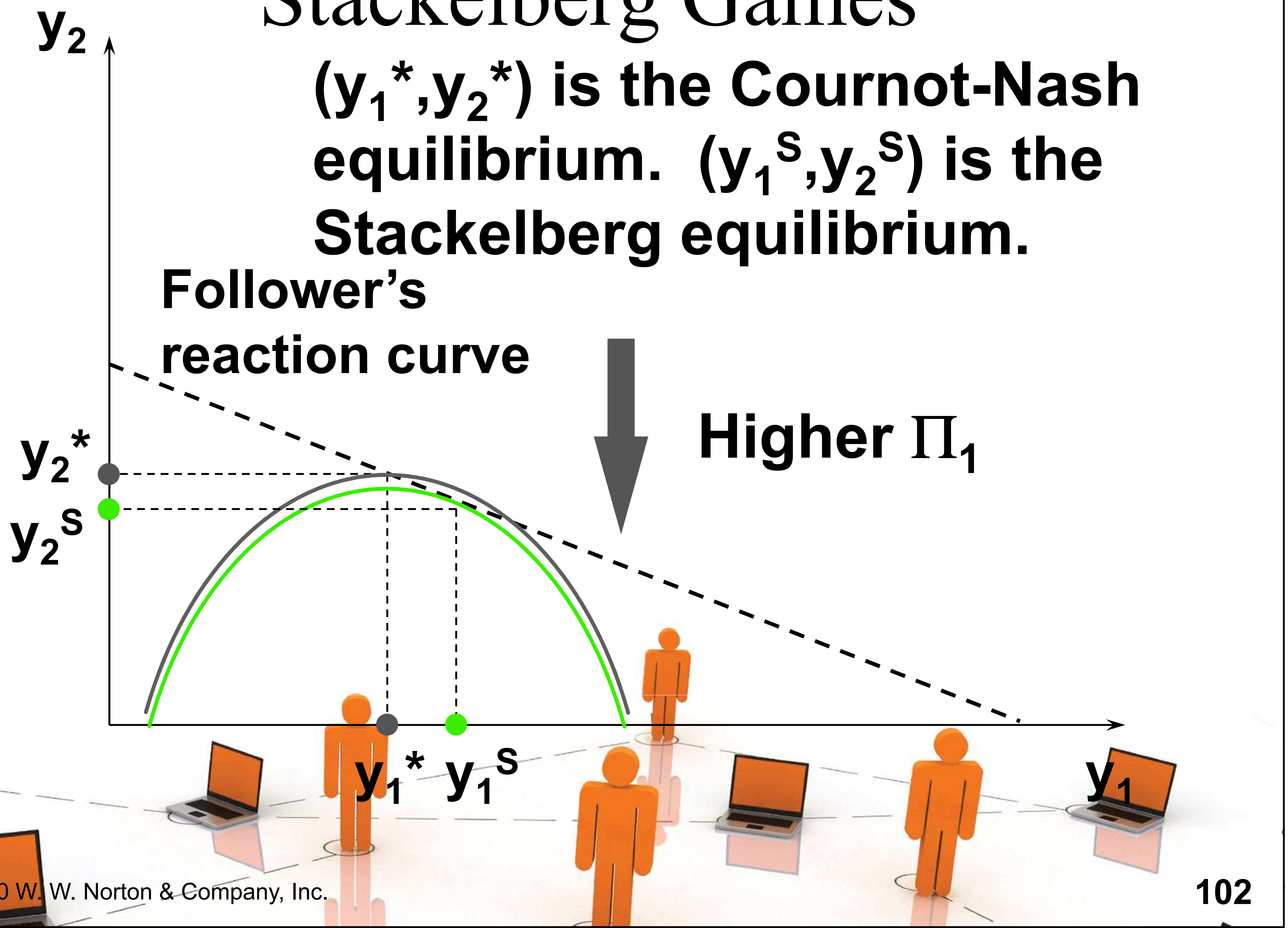


Stackelberg Games

(y_1^*,y_2^*) is the Cournot-Nash equilibrium. (y_1^S,y_2^S) is the Stackelberg equilibrium.



Stackelberg Games

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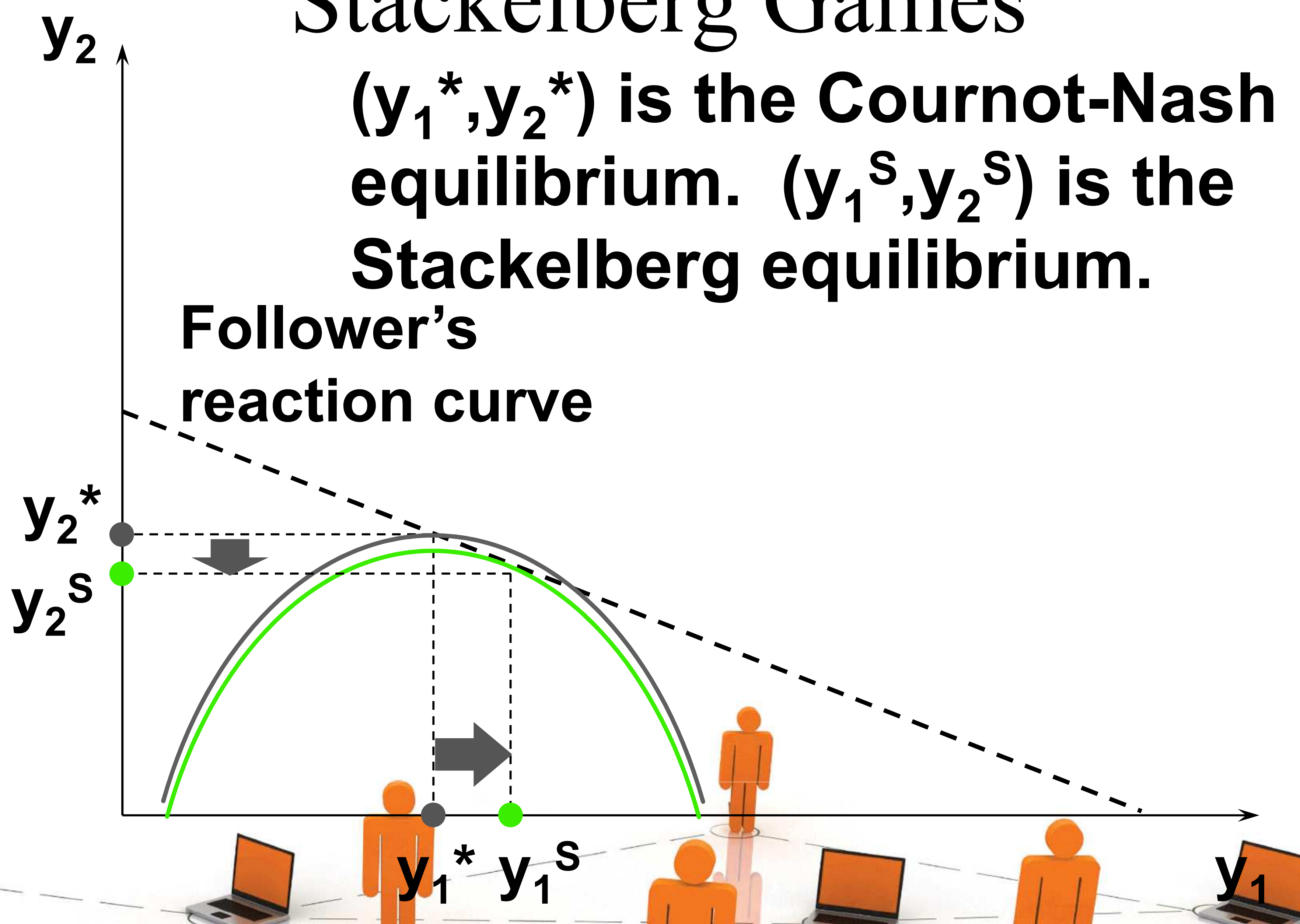

Price Competition

- What if firms compete using only price-setting strategies, instead of using only quantity-setting strategies?
- Games in which firms use only price strategies and play simultaneously are Bertrand games.

Bertrand Games

- **Each firm's marginal production cost is constant at c.**
- **All firms set their prices simultaneously.**
- **Q: Is there a Nash equilibrium?**

Bertrand Games

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- A: Yes. Exactly one.

Bertrand Games

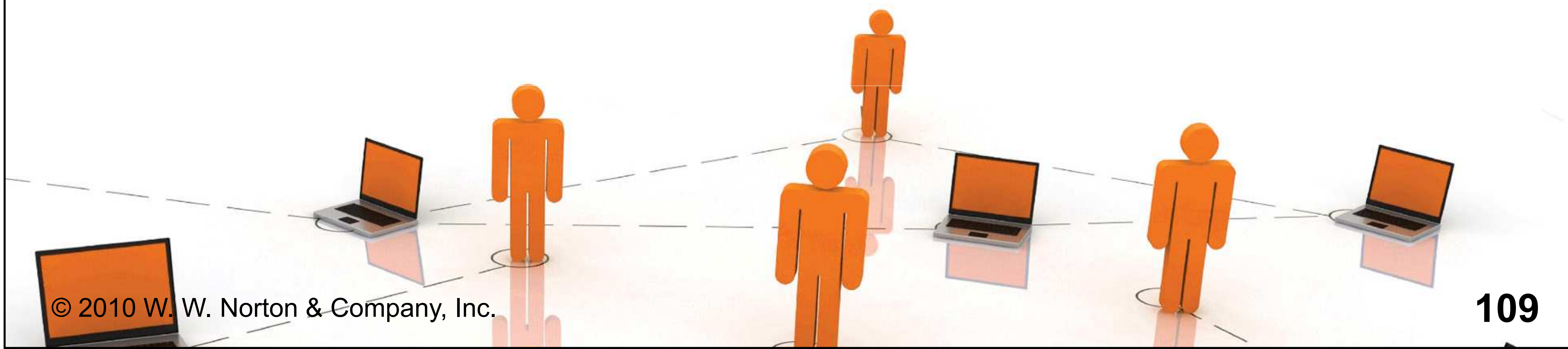
- **Each firm's marginal production cost is constant at c.**
- **All firms set their prices simultaneously.**
- **Q: Is there a Nash equilibrium?**
- **A: Yes. Exactly one. All firms set their prices equal to the marginal cost c. Why?**

Bertrand Games

- Suppose one firm sets its price higher than another firm's price.

Bertrand Games

- Suppose one firm sets its price higher than another firm's price.
- Then the higher-priced firm would have no customers.



Bertrand Games

- Suppose one firm sets its price higher than another firm’s price.
- Then the higher-priced firm would have no customers.
- Hence, at an equilibrium, all firms must set the same price.

Bertrand Games

- **Suppose the common price set by all firm is higher than marginal cost c.**

Bertrand Games

- Suppose the common price set by all firm is higher than marginal cost c.
- Then one firm can just slightly lower its price and sell to all the buyers, thereby increasing its profit.

Bertrand Games

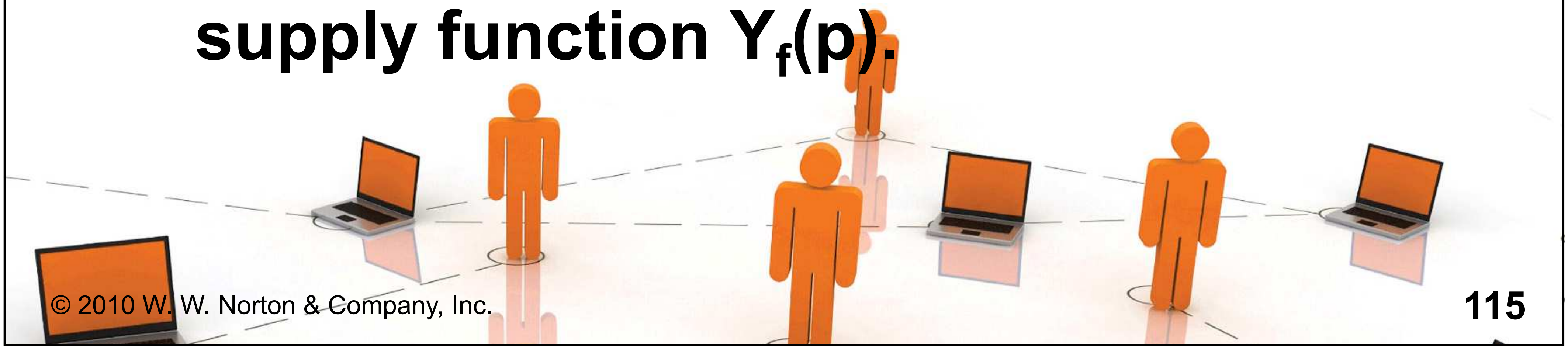
- Suppose the common price set by all firm is higher than marginal cost c.
- Then one firm can just slightly lower its price and sell to all the buyers, thereby increasing its profit.
- The only common price which prevents undercutting is c. Hence this is the only Nash equilibrium.

Sequential Price Games

- What if, instead of simultaneous play in pricing strategies, one firm decides its price ahead of the others.
- This is a sequential game in pricing strategies called a price-leadership game.
- The firm which sets its price ahead of the other firms is the price-leader.

Sequential Price Games

- Think of one large firm (the leader) and many competitive small firms (the followers).
- The small firms are price-takers and so their collective supply reaction to a market price p is their aggregate supply function $Y_f(p)$.



Sequential Price Games

- The market demand function is D(p).
- So the leader knows that if it sets a price p the quantity demanded from it will be the residual demand

$$L(p) = D(p) - Y_f(p).$$

- Hence the leader's profit function is

$$\Pi_L(p) = p(D(p) - Y_f(p)) - c_L(D(p) - Y_f(p)).$$

Sequential Price Games

- **The leader's profit function is**

$$\Pi_L(p) = p(D(p) - Y_f(p)) - c_L(D(p) - Y_F(p))$$

so the leader chooses the price level p^* for which profit is maximized.

- **The followers collectively supply $Y_f(p^*)$ units and the leader supplies the residual quantity $D(p^*) - Y_f(p^*)$.**