

CHAPTER 7

# Consumers, Producers, and the Efficiency of Markets

PRINCIPLES OF  
**Economics**  
N. Gregory Mankiw

Premium PowerPoint Slides  
by Ron Cronovich  
Modified by Joseph Tao-yi Wang

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**In this chapter, look for the answers to these questions:**

- What is consumer surplus? How is it related to the demand curve?
- What is producer surplus? How is it related to the supply curve?
- Do markets produce a desirable allocation of resources? Or could the market outcome be improved upon?

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## Welfare Economics

- Recall, the **allocation of resources** refers to:
  - how much of each good is produced
  - which producers produce it
  - which consumers consume it
- Welfare economics** studies how the allocation of resources affects economic well-being.
- First, we look at the well-being of consumers.

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## Willingness to Pay (WTP)

A buyer's **willingness to pay** for a good is the maximum amount the buyer will pay for that good.

WTP measures how much the buyer values the good.

name	WTP
Anthony	\$250
Kenny	175
Quan	300
John	125

Example:  
4 buyers' WTP for an iPod

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## WTP and the Demand Curve

**Q:** If price of iPod is \$200, who will buy an iPod, and what is quantity demanded?

**A:** Anthony & Quan will buy an iPod, Kenny & John will not.

Hence,  $Q^d = 2$  when  $P = \$200$ .

name	WTP
Anthony	\$250
Kenny	175
Quan	300
John	125

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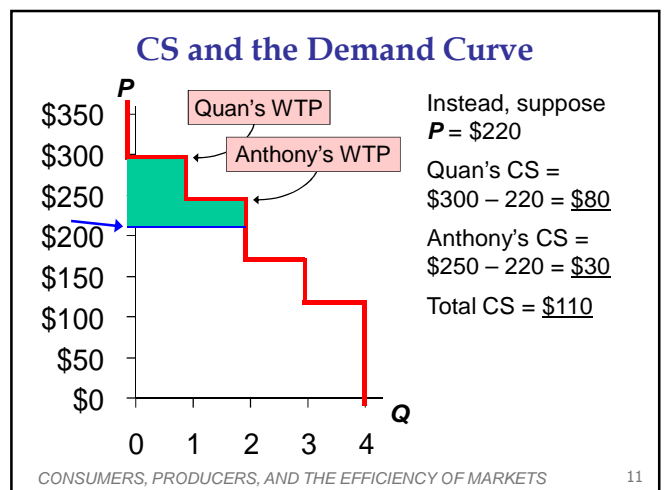
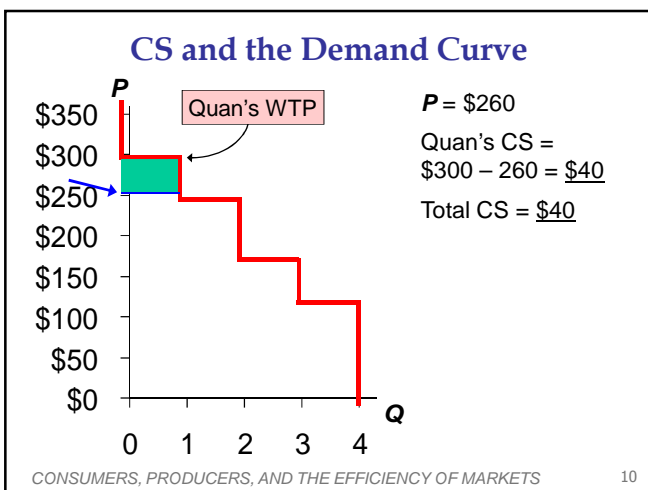
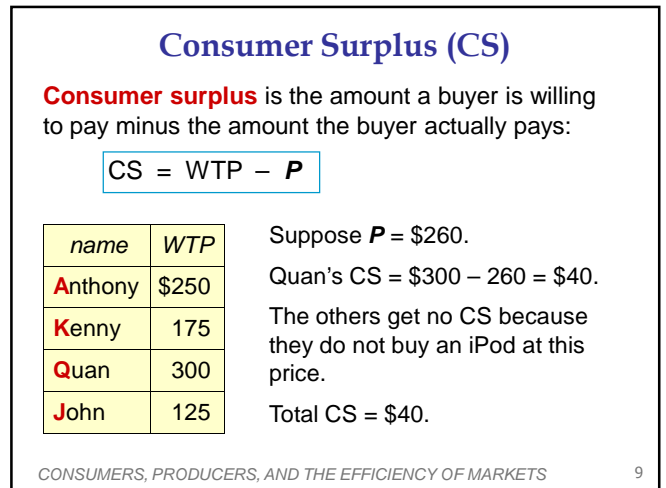
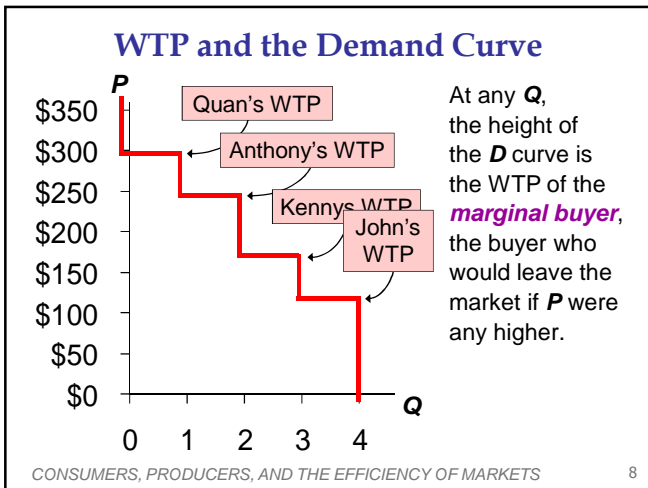
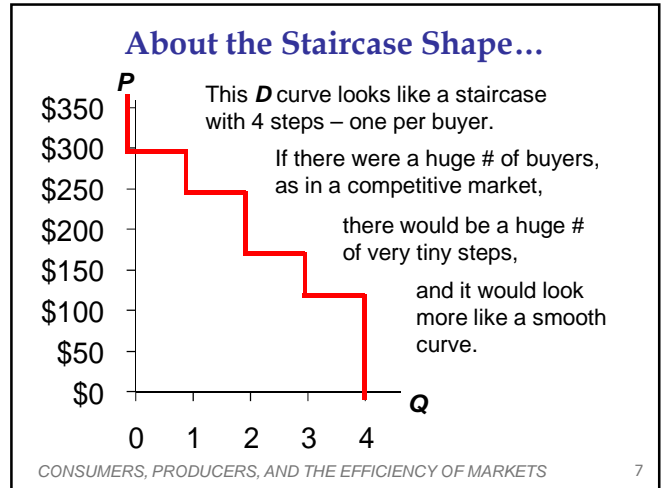
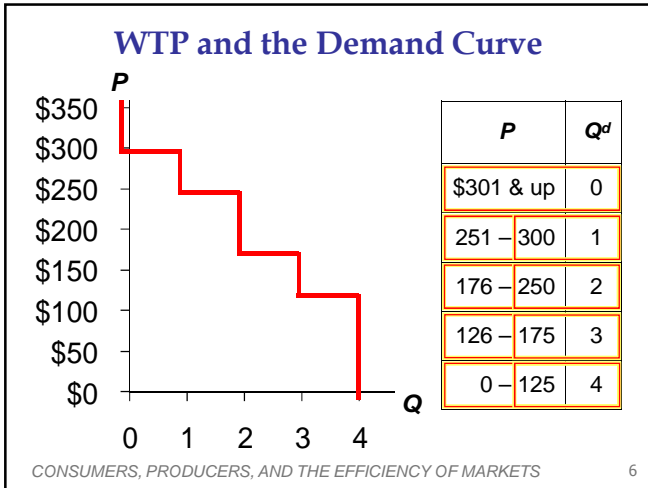
## WTP and the Demand Curve

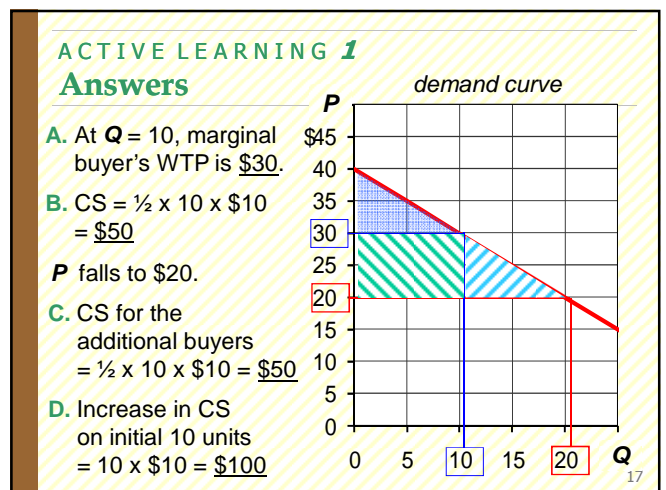
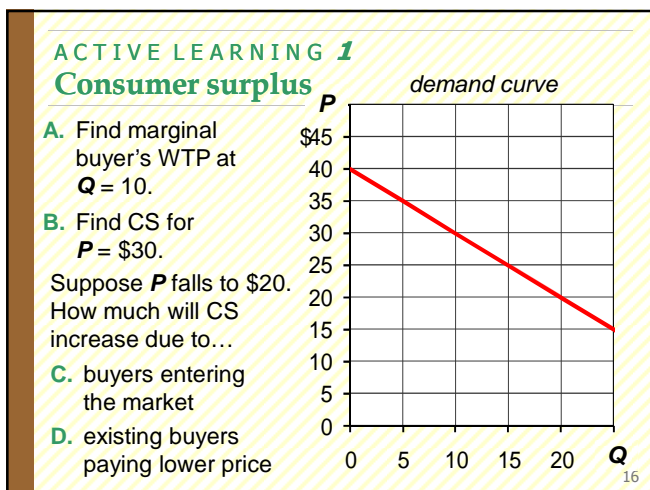
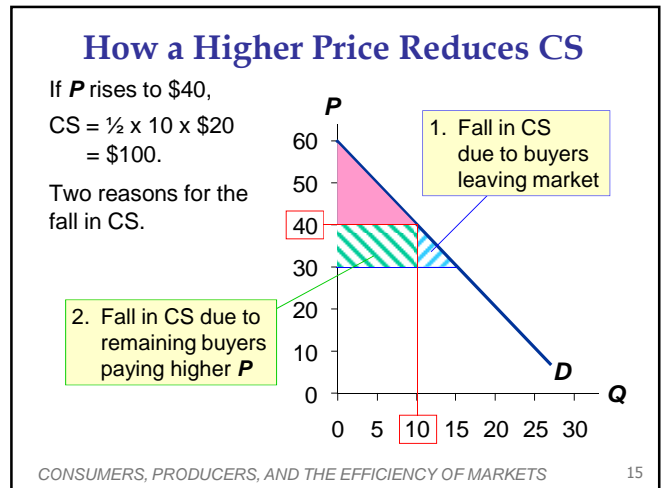
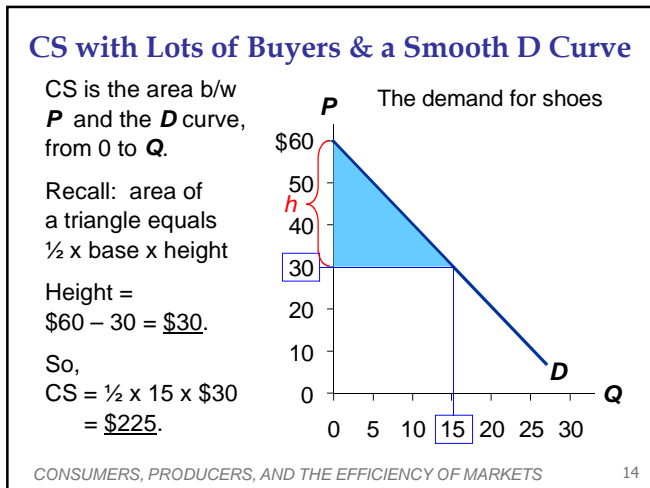
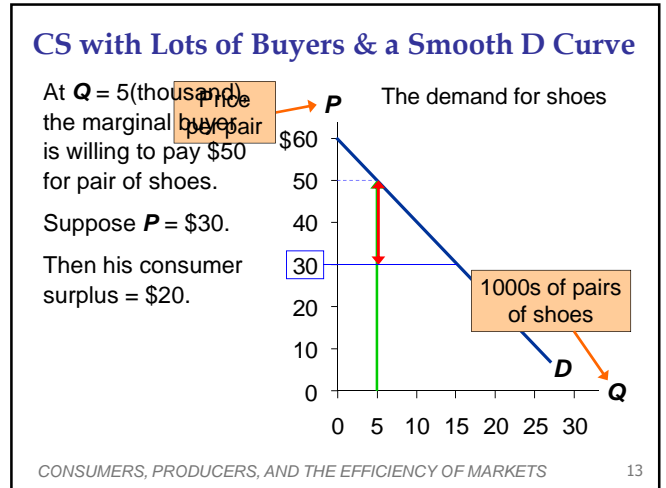
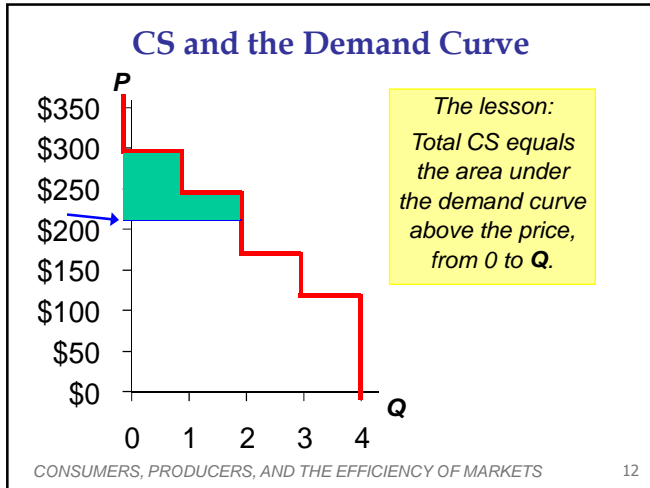
Derive the demand schedule:

P (price of iPod)	who buys	Q <sup>d</sup>
\$301 & up	nobody	0
251 – 300	Quan	1
176 – 250	Anthony, Quan	2
126 – 175	Kenny, Anthony, Quan	3
0 – 125	John, Kenny, Anthony, Quan	4

name	WTP
Anthony	\$250
Kenny	175
Quan	300
John	125

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### Cost and the Supply Curve

- **Cost** is the value of everything a seller must give up to produce a good (i.e., opportunity cost).
- Includes cost of all resources used to produce good, including value of the seller's time.
- Example: Costs of 3 sellers in the lawn-cutting business.

Name	cost
Rosy	\$10
Chuck	20
Chiang	35

A seller will produce and sell the good/service only if the price exceeds his or her cost.

Hence, cost is a measure of willingness to sell.

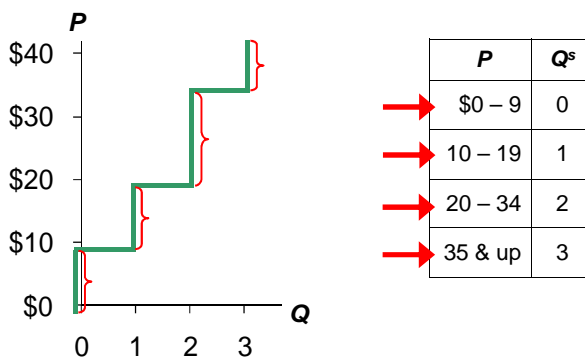
### Cost and the Supply Curve

Derive the supply schedule from the cost data:

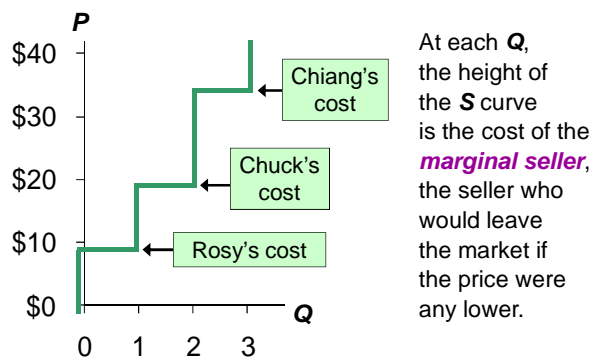
name	cost
Rosy	\$10
Chuck	20
Chiang	35

P	Q <sup>s</sup>
\$0 – 9	0
10 – 19	1
20 – 34	2
35 & up	3

### Cost and the Supply Curve

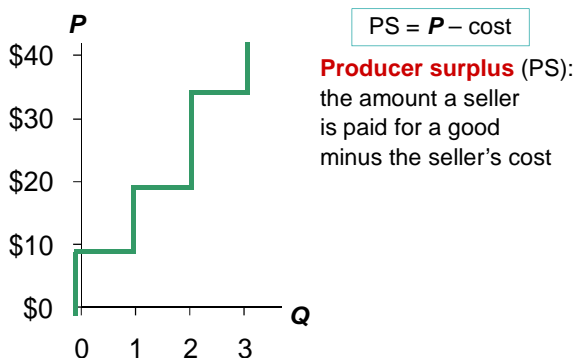


### Cost and the Supply Curve

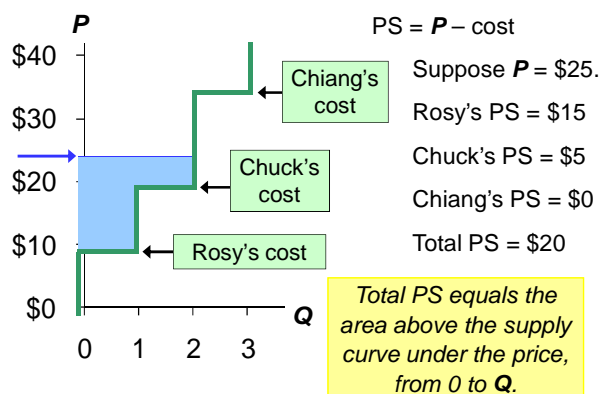


At each Q, the height of the S curve is the cost of the **marginal seller**, the seller who would leave the market if the price were any lower.

### Producer Surplus

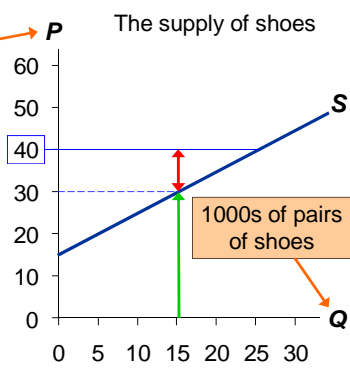


### Producer Surplus and the S Curve



### PS with Lots of Sellers & a Smooth S Curve

Suppose  $P = \$40$   
 At  $Q = 15$  (thousand),  
 the marginal seller's  
 cost is \$30,  
 and her producer  
 surplus is \$10.

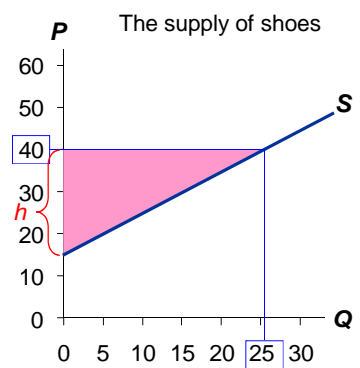


### PS with Lots of Sellers & a Smooth S Curve

PS is the area b/w  
 $P$  and the  $S$  curve,  
 from 0 to  $Q$ .

The height of this  
 triangle is  
 $\$40 - 15 = \$25$ .

So,  
 $PS = \frac{1}{2} \times b \times h$   
 $= \frac{1}{2} \times 25 \times \$25$   
 $= \underline{\$312.50}$

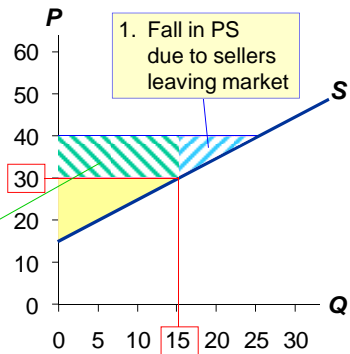


### How a Lower Price Reduces PS

If  $P$  falls to \$30,  
 $PS = \frac{1}{2} \times 15 \times \$15$   
 $= \underline{\$112.50}$

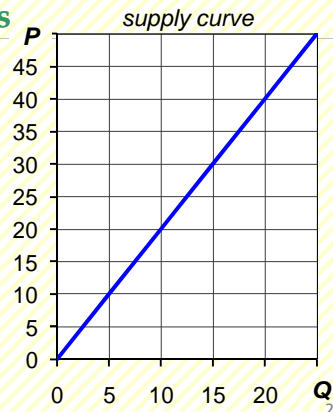
Two reasons for  
 the fall in PS.

2. Fall in PS due to  
 remaining sellers  
 getting lower  $P$



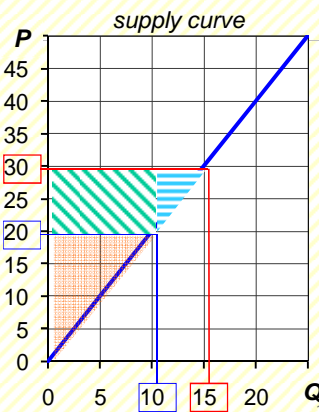
### ACTIVE LEARNING 2 Producer surplus

- A. Find marginal seller's cost at  $Q = 10$ .
  - B. Find total PS for  $P = \$20$ .
- Suppose  $P$  rises to \$30. Find the increase in PS due to...
- C. selling 5 additional units
  - D. getting a higher price on the initial 10 units



### ACTIVE LEARNING 2 Answers

- A. At  $Q = 10$ ,  
 marginal cost =  $\$20$
  - B.  $PS = \frac{1}{2} \times 10 \times \$20$   
 $= \underline{\$100}$
- $P$  rises to \$30.
- C. PS on  
 additional units  
 $= \frac{1}{2} \times 5 \times \$10 = \underline{\$25}$
  - D. Increase in PS  
 on initial 10 units  
 $= 10 \times \$10 = \underline{\$100}$



### CS, PS, and Total Surplus

CS = (value to buyers) – (amount paid by buyers)  
 = buyers' gains from participating in the market

PS = (amount received by sellers) – (cost to sellers)  
 = sellers' gains from participating in the market

**Total surplus** = CS + PS  
 = total gains from trade in a market  
 = (value to buyers) – (cost to sellers)

### The Market's Allocation of Resources

- In a market economy, the allocation of resources is decentralized, determined by the interactions of many self-interested buyers and sellers.
- Is the market's allocation of resources desirable? Or would a different allocation of resources make society better off?
- To answer this, we use total surplus as a measure of society's well-being, and we consider whether the market's allocation is *efficient*.  
(Policymakers also care about *equality*, though the focus here is on efficiency.)

### Efficiency

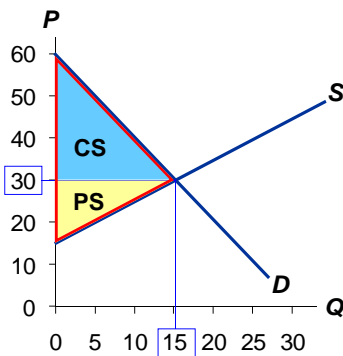
$$\text{Total surplus} = (\text{value to buyers}) - (\text{cost to sellers})$$

An allocation of resources is **efficient** if it maximizes total surplus. Efficiency means:

- The goods are consumed by the buyers who value them most highly.
- The goods are produced by the producers with the lowest costs.
- Raising or lowering the quantity of a good would not increase total surplus.

### Evaluating the Market Equilibrium

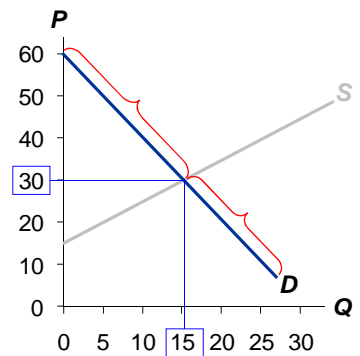
Market eq'm:  
 $P = \$30$   
 $Q = 15,000$   
 Total surplus = CS + PS  
 Is the market eq'm efficient?



### Which Buyers Consume the Good?

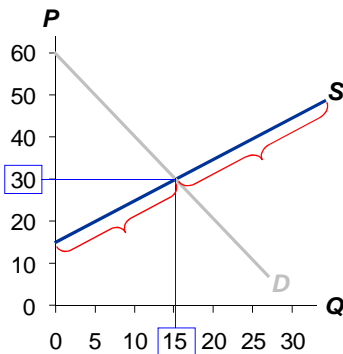
Every buyer whose WTP is  $\geq \$30$  will buy.  
 Every buyer whose WTP is  $< \$30$  will not.

So, **the buyers who value the good most highly are the ones who consume it.**



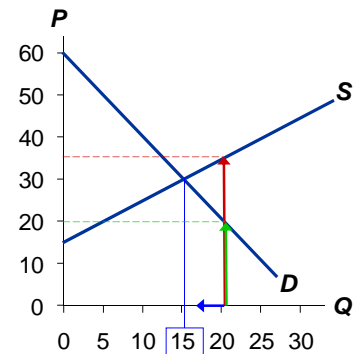
### Which Sellers Produce the Good?

Every seller whose cost is  $\leq \$30$  will produce the good.  
 Every seller whose cost is  $> \$30$  will not.  
 So, **the sellers with the lowest cost produce the good.**



### Does Eq'm Q Maximize Total Surplus?

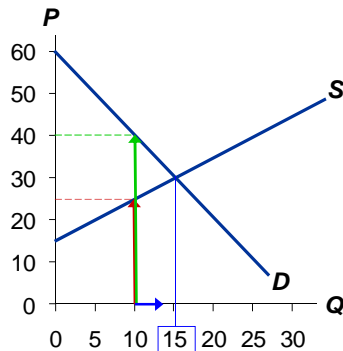
At  $Q = 20$ , cost of producing the marginal unit is  $\$35$   
 value to consumers of the marginal unit is only  $\$20$   
 Hence, can increase total surplus by reducing  $Q$ .  
**This is true at any  $Q$  greater than 15.**



## Does Eq'm Q Maximize Total Surplus?

At  $Q = 10$ ,  
cost of producing  
the marginal unit  
is \$25  
value to consumers  
of the marginal unit  
is \$40  
Hence, can increase  
total surplus  
by increasing  $Q$ .

*This is true at any  $Q$   
less than 15.*

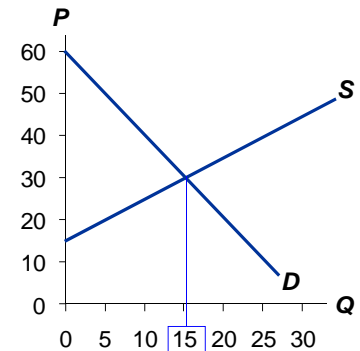


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## Does Eq'm Q Maximize Total Surplus?

*The market  
eq'm quantity  
maximizes  
total surplus:  
At any other  
quantity,  
can increase  
total surplus by  
moving toward  
the market eq'm  
quantity.*

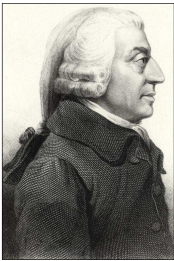


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## Adam Smith and the Invisible Hand

Passages from *The Wealth of Nations*, 1776



Adam Smith,  
1723-1790

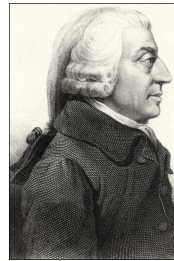
"Man has almost constant occasion for the help of his brethren, and it is vain for him to expect it from their benevolence only. He will be more likely to prevail if he can interest their self-love in his favor, and show them that it is for their own advantage to do for him what he requires of them... It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own interest...."

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## Adam Smith and the Invisible Hand

Passages from *The Wealth of Nations*, 1776



Adam Smith,  
1723-1790

"Every individual...neither intends to promote the public interest, nor knows how much he is promoting it... He intends only his own gain, and he is in this, as in many other cases, led by **an invisible hand** to promote an end which was no part of his intention. Nor is it always the worse for the society that it was no part of it. By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it."

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## The Free Market vs. Govt Intervention

- The market equilibrium is efficient. No other outcome achieves higher total surplus.
- Govt cannot raise total surplus by changing the market's allocation of resources.
- **Laissez faire** (French for "allow them to do"): the notion that gov't should not interfere with the market.

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## The Free Market vs. Central Planning

- Suppose resources were allocated not by the market, but by a central planner who cares about society's well-being.
- To allocate resources efficiently and maximize total surplus, the planner would need to know every seller's cost and every buyer's WTP for every good in the entire economy.
- This is impossible, and why centrally-planned economies are never very efficient.

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## CONCLUSION

- This chapter used welfare economics to demonstrate one of the Ten Principles:  
***Markets are usually a good way to organize economic activity.***
- Important note:  
We derived these lessons assuming perfectly competitive markets.
- In other conditions we will study in later chapters, the market may fail to allocate resources efficiently...

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## CONCLUSION

- Such market failures occur when:
  - a buyer or seller has *market power* – the ability to affect the market price.
  - transactions have side effects, called *externalities*, that affect bystanders. (example: pollution)
- We'll use welfare economics to see how public policy may improve on the market outcome in such cases.
- Despite the possibility of market failure, the analysis in this chapter applies in many markets, and the invisible hand remains extremely important.

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## CHAPTER SUMMARY

- The height of the **D** curve reflects the value of the good to buyers—their willingness to pay for it.
- Consumer surplus is the difference between what buyers are willing to pay for a good and what they actually pay.
- On the graph, consumer surplus is the area between **P** and the **D** curve.

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## CHAPTER SUMMARY

- The height of the **S** curve is sellers' cost of producing the good. Sellers are willing to sell if the price they get is at least as high as their cost.
- Producer surplus is the difference between what sellers receive for a good and their cost of producing it.
- On the graph, producer surplus is the area between **P** and the **S** curve.

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## CHAPTER SUMMARY

- To measure of society's well-being, we use total surplus, the sum of consumer and producer surplus.
- Efficiency means that total surplus is maximized, that the goods are produced by sellers with lowest cost, and that they are consumed by buyers who most value them.
- Under perfect competition, the market outcome is efficient. Altering it would reduce total surplus.

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## Efficiency and Welfare

- Consumer Surplus + Producer Surplus
- = Total Surplus (maximized at Equilibrium)
- Efficiency vs. Equality
- Homework: Mankiw, ch. 7, pp. 155-157, problems 5, 9, 10, 11.
- **True or False.** If consumers buy 1,000 h lettuce per week, and if the price of lettuce by \$1 per head, then the consumer surplus will increase by \$1,000.

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