

經濟學原理一課堂實驗(十一)：價格 vs. 品質的市場

Principles of Economics I - Classroom Experiment (11): Price/Quality Market

學生分為七組參與某商品的市場，其中有四組是買家，三組是賣家。每回合開始時，賣家們要選擇所販賣商品的「價格」和「品質」一起公佈在黑板上，買家們則輪流決定要向哪一組賣家以其牌告價格購買某商品。某商品的可能品質有三級：高級、特級與超級。品質等級越高，買家購買所獲得的價值較高，而賣家則必須花較高的成本生產。買家消費不同品質商品的價值記載在下方的表格；賣家生產不同品質商品的成本顯示於背面的表格。買家每一回合只能購買一單位的商品，賣家每一回合可以生產至多兩單位，但生產第二單位的成本會比生產第一單位貴十元(詳見背面賣家的表格)。然而，沒有賣出的商品不會產生任何的(因為不會被生產)。每回合實驗者會在賣家決定品質和價格後，隨機抽取順序，讓買家依序決定要向哪一賣家購買。賣家賣出第二單位的價格需與第一單位相同，因此賣家不一定要賣出第二單位。當賣家不願出售或已賣完時，實驗者會劃掉該賣家的價格，表示提早打烊。買家的利潤為購買商品所得到的價值減去所付出的價格。若一個買家決定不要購買任何商品，則利潤為零。賣方的利潤則是賣出商品的總價減去總生產成本。若賣家並未賣出任何商品，則利潤為零。每組請利用下方或背面的表格計算利潤，您的利潤除以三十就是您所獲得的分數。利潤越高，分數越高。Students form seven teams to participate in this market of 4 buyers and 3 sellers. Each round, each seller chooses the price and quality level of its product, and posts them on the blackboard. Then, buyers take turns to decide whether or not to purchase from one of the sellers. The quality levels can be: Grade A (good), Grade A+ (great), and Grade A++ (super). Higher quality products are more valuable to buyers, but cost more to produce: Buyer's values for different products are shown below; seller's costs are shown at the back of this sheet. Each buyer can buy only "one" unit per period. Each seller can sell up to "two" units, but the second unit costs \$10 more to produce. Unsold units are not produced, and hence, incur no cost. The experimenter determines a random order for buyers to come and purchase (if they wish). Seller can sell a second unit, but only at the same posted price, so sellers can decide not to sell the second unit. The experimenter will cross out the seller's price when they stop selling. Buyer's earnings are the difference between their values and the price they paid. Buyers who did not make a purchase earn \$0. Seller's earnings are the difference between total revenue and total cost. Sellers who did not make a sale earn \$0. Your grade for this experiment is your total profit divided by 30.

品質 Quality Level	高級 Grade A	特級 Grade A+	超級 Grade A++
買方的價值 Buyer's Value	40	88	136

買方紀錄表 Buyer's Record	第一回合 Round 1	第二回合 Round 2	第三回合 Round 3	第四回合 Round 4	第五回合 Round 5	第六回合 Round 6
市場動態 Market status	初始狀態 Initial status			商品品質不公佈，購買後才會發現 Quality discovered only after purchase		
賣家代號 Seller ID#						
產品品質 Quality Level						
你的價值 Your Value						
購買價格 Purchase Price						
總利潤 Total Profit						
累積利潤 Cumulative Profit						

賣方(價格 vs. 品質的市場)實驗紀錄表 Seller's Record Sheet for “Price/Quality Market”

Name \_\_\_\_\_ Major/Year \_\_\_\_\_ Student ID# \_\_\_\_\_  
 姓名：\_\_\_\_\_ 系級：\_\_\_\_\_ 學號：\_\_\_\_\_  
 姓名：\_\_\_\_\_ 系級：\_\_\_\_\_ 學號：\_\_\_\_\_  
 姓名：\_\_\_\_\_ 系級：\_\_\_\_\_ 學號：\_\_\_\_\_

品質 Quality Level	高級 Grade A	特級 Grade A+	超級 Grade A++
第 1 單位成本 1st Unit Cost	14	46	110
第 2 單位成本 2nd Unit Cost	24	56	120

賣方紀錄表 Seller's Record	第一回合 Round 1	第二回合 Round 2	第三回合 Round 3	第四回合 Round 4	第五回合 Round 5	第六回合 Round 6
市場動態 Market status	初始狀態 Initial status			商品品質不公佈，購買後才會發現 Quality discovered only after purchase		
生產品質 Quality Level						
牌告價格 Posted Price						
第 1 單位售價 1st Unit Price						
第 1 單位成本 1st Unit Cost						
第 1 單位利潤 1st Unit Profit						
第 2 單位售價 2nd Unit Price						
第 2 單位成本 2nd Unit cost						
第 2 單位利潤 2nd Unit Profit						
本回合總利潤 Total Profit						
累積利潤 Cumulative Profit						

What were your marketing strategies in each of the rounds? Were they effective? 在各回合中，你有採取  
 哪些行銷策略嗎？這些策略有用嗎？