UC Berkeley
Postprints from Department of Agricultural andResource Economics, UCB
TitleIdentification of Supply Models of Manufacturer and Retailer Oligopoly Pricing
Permalinkhttps://escholarship.org/uc/item/9zh144zt
Journal
Economics Letters, 90(1)
Authors
Villas-Boas, Sofia B
Hellerstein, Rebecca
Publication Date2006
Peer reviewed

# Identification of supply models of retailer and manufacturer oligopoly pricing ${ }^{\text {d/ }}$ 

Sofia Villas-Boas ${ }^{\text {a,* }}$, Rebecca Hellerstein ${ }^{\text {b }}$<br>${ }^{\text {a }}$ University of California at Berkeley, 226 Giannini Hall, Berkeley, CA 94720-3310 California, USA<br>${ }^{\mathrm{b}}$ Federal Reserve Bank of New York, New York, NY, USA

Received 19 October 2004; received in revised form 22 May 2005; accepted 12 July 2005
Available online 26 September 2005


#### Abstract

We present sufficient conditions for data on an industry's product prices, quantities, and input prices to identify retailers' and manufacturers' vertical supply model. Identification requires nonlinear demand for homogeneous products and multi-product firms with non-constant markups for differentiated products.


 © 2005 Elsevier B.V. All rights reserved.Keywords: Identification; Oligopoly; Vertical relationships
JEL classification: L13; L22

## 1. Introduction

A number of recent studies have introduced retailers into structural econometric models of sequential vertical-pricing games (Mortimer, 2004; Sudhir, 2001; Villas-Boas and Zhao, 2005; Villas-Boas, 2005), relaxing the conventional assumption that manufacturers set prices and that retailers act as neutral pass-through intermediaries (Bresnahan, 1982; Nevo, 1998). In traditional structural econometric models, the model of firms' pricing behavior is identified via the estimation

[^0]of a conduct parameter that measures manufacturers' deviations from price-taking behavior for homogeneous-products industries and from Bertrand-pricing behavior for differentiated-products industries.

This note provides conditions under which a vertical model of multiple retailers' and manufacturers' oligopoly-pricing behavior is identified. Modeling firms' behavior along a vertical channel has important implications for the analysis of manufacturer mergers (Manuszak, 2001), of firm pass-through of foreign-trade policies (Feenstra, 1989; Hellerstein, 2005), and of price dynamics in the economy as a whole (Chevalier et al., 2003).

Suppose a researcher observes a time series of retail price-quantity pairs which she believes to be market-equilibrium outcomes of demand and supply conditions. The general identification problem is to infer the distributions of consumers' and firms' decision rules, which are not observable, from the decisions themselves, which are observable, as price-quantity pairs. But without additional information, various combinations of demand and supply models may appear to produce the same observable decisions, or price-quantity pairs, over time (Working, 1926; Bresnahan, 1982).

The econometric problem is, thus, a standard simultaneous-equation model in which a demand and a supply pricing equation, both derived from behavioral assumptions, must be estimated. The demand equation relates quantity purchased to price, product characteristics, and unobserved demand determinants. The supply equation relates prices to a markup and to observed and unobserved cost determinants. The researcher typically does not have access to the prices retailers pay to manufacturers. In many industries the researcher can get data on retailers' and manufacturers' input prices. This paper's main goal is to establish when data on an industry's retail prices, quantities, and input prices over time are sufficient to identify the vertical model of manufacturers' and retailers' oligopoly-pricing behavior given that demand and supply relations are not known a priori.

This note's framework, with its assumption of symmetric retailers, differs in several important ways from the theoretical literature on vertical arrangements that focuses on differences across retailers. Rather than dealing with these more general forms of vertical arrangements, this note's contribution is to establish conditions under which one may free up the assumption of a single ownership matrix and single conduct parameter, those of the manufacturer, in empirical work to incorporate the behavior of retailers with their own ownership matrices and conduct parameters.

The next section sets out the identification problem for a homogeneous-products model and shows that the vertical supply model is identified given nonlinear demand. The Third section shows that for a differentiated-products model the vertical supply model is identified under very general conditions, even with linear demand, except in special cases where markups are constant or an industry has exclusive dealerships with single-product firms.

## 2. Homogeneous products

Let the inverse demand for a particular product be given by

$$
\begin{equation*}
p=h(Q, Y, \alpha)+\varepsilon \tag{1}
\end{equation*}
$$

where $p$ is the retail price, $Q$ is quantity, $Y$ contains exogenous variables that affect demand, $\alpha$ contains demand parameters to be estimated, and $\varepsilon$ is the random error term.

On the supply side, assume the standard linear-pricing model that leads to double-marginalization in which manufacturers set wholesale prices $p^{\mathrm{w}}$ and retailers follow setting retail prices $p$. Retailers have constant marginal costs: $c^{\mathrm{r}}=\beta_{\mathrm{r}}+\gamma_{\mathrm{r}} W$ where $W$ represents exogenous variables that affect cost and $\beta_{\mathrm{r}}$ and $\gamma_{\mathrm{r}}$ are parameters to be estimated. Manufacturers have constant marginal costs: $c^{\mathrm{w}}=\beta_{\mathrm{w}}+\gamma_{\mathrm{w}} W$, where $\beta_{\mathrm{w}}$ and $\gamma_{\mathrm{w}}$ are manufacturer cost parameters to be estimated.

If retailers behave as price-takers, one can write $p=p^{\mathrm{w}}+c^{\mathrm{r}}$. Otherwise, they set their perceived marginal revenue equal to marginal cost. Define a parameter $\lambda_{\mathrm{r}}$ to be estimated that is interpreted as measuring retail firms' deviations from price-taking behavior. Note that $\lambda_{\mathrm{r}}$ does not vary by retailer. As a scalar parameter for the market, it requires symmetric retailers. Conventional models of supply that ignore vertical structure implicitly assume that $\lambda_{\mathrm{r}}=0 .{ }^{1}$ Marginal revenue is given by $p+h^{\prime}(Q,)$.$Q , and$ retailers' perceived marginal revenue is given by $p+\lambda_{\mathrm{r}} h^{\prime}(Q,)$.$Q . Retailers' supply relation is:$

$$
\begin{equation*}
p=p^{\mathrm{w}}-\lambda_{\mathrm{r}} h^{\prime}(Q) Q+\beta_{\mathrm{r}}+\gamma_{\mathrm{r}} W+\eta_{\mathrm{r}} \tag{2}
\end{equation*}
$$

where $\eta_{\mathrm{r}}$ is the retail supply random term with unobserved components of retail costs.
Given that retailers behave according to Eq. (2), the inverse derived demand faced by manufacturers is: $p^{\mathrm{w}}=h(Q)+\lambda_{\mathrm{r}} h^{\prime}(Q) Q-\beta_{\mathrm{r}}-\gamma_{\mathrm{r}} W$. Define a parameter $\lambda_{\mathrm{w}}$ to be estimated that is interpreted as measuring manufacturer firms' deviations from price-taking behavior. Note that $\lambda_{\mathrm{w}}$ does not vary by manufacturer. As a scalar parameter for the market, it requires symmetric manufacturers. Manufacturers' marginal revenue is: $p^{\mathrm{w}}+h^{\prime}(Q) Q+\lambda_{\mathrm{r}} h^{\prime \prime}(Q) Q^{2}+\lambda_{\mathrm{r}} h^{\prime}(Q) Q$, their perceived marginal revenue is: $p^{\mathrm{w}}+\lambda_{\mathrm{w}}\left[h^{\prime}(Q) Q+\lambda_{\mathrm{r}} h^{\prime \prime}(Q) Q^{2}+\lambda_{\mathrm{r}} h^{\prime}(Q) Q\right]$, and their supply relation is:

$$
\begin{equation*}
p^{\mathrm{w}}=-\lambda_{\mathrm{w}} \lambda_{\mathrm{r}}\left[h^{\prime \prime}(Q) Q^{2}+h^{\prime}(Q) Q\right]-\lambda_{\mathrm{w}} h^{\prime}(Q) Q+\beta_{\mathrm{w}}+\gamma_{\mathrm{w}} W+\eta_{\mathrm{w}} \tag{3}
\end{equation*}
$$

where $\eta_{\mathrm{w}}$ is the manufacturer supply random term with unobserved components of manufacturer costs.
If the researcher has wholesale-price data as well as retail and manufacturer cost data, he can estimate Eqs. (1) (2), and (3) simultaneously, treating price and quantity as endogenous variables. In most cases, however, neither wholesale-price data nor information on what part of marginal cost is attributable to retailers and what to manufacturers are available. Then the pricing equation to be estimated is obtained by substituting Eq. (3) into Eq. (2), which gives:

$$
\begin{equation*}
p=-\left(\lambda_{\mathrm{r}}+\lambda_{\mathrm{w}}\right) h^{\prime}(Q) Q-\lambda_{\mathrm{r}} \lambda_{\mathrm{w}}\left[h^{\prime \prime}(Q) Q^{2}+h^{\prime}(Q) Q\right]+\beta_{\mathrm{r}+\mathrm{w}}+\gamma_{\mathrm{r}+\mathrm{w}} W+\eta \tag{4}
\end{equation*}
$$

Under what conditions are the parameters $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$, the demand parameters $\alpha$, and the cost parameters $\beta$ and $\gamma$ identified? First, given constant marginal costs, the exogenous cost variables $W$ must differ from the exogenous demand variables $Y$ and the dimensions of $W$ must be such that the demand parameters $\alpha$ are identified. We require additive separability in costs across products for both the retailer and the manufacturer. We also require that there be no interaction between retailer and manufacturer cost variables. Correlation between retailer and manufacturer cost variables, for example, makes identification of $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ problematic. Second, the parameters $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ are identified if demand is non-linear. In the special case of linear demand the parameters $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ cannot be identified separately. A linear demand function, e.g., $Q=\alpha_{0}+\alpha_{1} p+\alpha_{2} Y$ yields $h=\frac{-\alpha_{0}}{\alpha_{1}}+\frac{1}{\alpha_{1}} Q-\frac{\alpha_{2}}{\alpha_{1}} Y$ and $h^{\prime}(Q)=\frac{1}{\alpha_{1}}$ and

[^1]finally $h^{\prime \prime}(Q)=0$, and Eq. (4) becomes $p=-\left[\lambda_{r}+\lambda_{r_{w}}+\lambda_{r} \lambda_{w}\right] \frac{1}{\alpha_{1}} Q+\beta_{r+w}+\gamma_{r+w} W+\eta$. One can estimate $\omega=-$ $\left[\lambda_{\mathrm{r}}+\lambda_{\mathrm{w}}+\lambda_{\mathrm{r}} \lambda_{\mathrm{w}}\right] \frac{1}{\alpha_{1}}$ and, though we can treat $\alpha_{1}$ as known since demand can be estimated, we cannot identify $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ separately. Note also that only $\beta_{\mathrm{r}+\mathrm{w}}$, and $\gamma_{\mathrm{r}+\mathrm{w}}$ can be identified and not the retailers' $\beta_{\mathrm{r}}$ and $\gamma_{\mathrm{r}}$ or the manufacturers' $\beta_{\mathrm{w}}$ and $\gamma_{\mathrm{w}}$ separately. Note that in the special case with exclusion restrictions on $W$, one can identify $\gamma_{\mathrm{r}}$ and $\gamma_{\mathrm{w}}$ separately with linear demand. This case requires that input 1 only affect manufacturer costs and input 2 only retailer costs. Finally, in the special case of nonlinear demand with constant demand elasticities, identification fails as markups are constant so one cannot distinguish markup adjustments from marginal-cost movements. In this case, only when markups are constant and equal to zero can conduct be identified correctly as price-taking behavior. ${ }^{2}$

## 3. Differentiated products

Assume $N$ differentiated products and let $q_{n}$ denote demand for product $n$ :

$$
\begin{equation*}
q_{n}=q\left(p_{1}, \ldots p_{N}, Y, \alpha\right)+\varepsilon_{n}, \tag{5}
\end{equation*}
$$

where $p_{1}, \ldots p_{N}$ are retail prices, $Y$ contains exogenous variables that affect demand, $\alpha$ contains demand parameters to be estimated, and $\varepsilon_{n}$ is the random error term.

On the supply side, assume the standard linear-pricing model that leads to double marginalization where $M$ manufacturers set wholesale prices $p^{\mathrm{w}}$ and $R$ retailers follow setting retail prices $p$. Let retailers' marginal costs be constant: $c^{\mathrm{r}}=\beta_{\mathrm{r}}+\gamma_{\mathrm{r}} W$ as well as manufacturers' marginal costs: $c^{\mathrm{w}}=\beta_{\mathrm{w}}+\gamma_{\mathrm{w}} W$.

Each retailer maximizes his profit function:

$$
\begin{equation*}
\pi_{r}=\sum_{j \in S_{r}}\left[p_{j}-p_{j}^{\mathrm{w}}-c_{j}^{\mathrm{r}}\right] q_{j}(p) \quad \text { for } r=1, \ldots R . \tag{6}
\end{equation*}
$$

where $S_{r}$ is the set of products sold by retailer $r$. The first-order conditions, assuming a pure-strategy Nash equilibrium in retail prices, are:

$$
\begin{equation*}
q_{j}+\sum_{m \in S_{r}} T_{\mathrm{r}}(m, j)\left[p_{m}-p_{m}^{\mathrm{w}}-c_{m}^{\mathrm{r}}\right] \frac{\partial q_{m}}{\partial p_{j}}=0 \quad \text { for } j=1, \ldots N . \tag{7}
\end{equation*}
$$

Switching to matrix notation, define $[\mathrm{A} * \mathrm{~B}]$ as the element-by-element multiplication of two matrices of the same dimensions A and B. Define a matrix $T_{\mathrm{r}}$ with general element $T_{\mathrm{r}}(i, j)=1$ if the retailer sells products $i$ and $j$ and equal to zero otherwise. Let $\Delta_{\mathrm{r}}$ be a matrix with general element $\Delta_{\mathrm{r}}(i, j)=\frac{\partial q_{j}}{\partial p_{i}}$. Solving Eq. (7) for price-cost margins gives, in vector notation:

$$
\begin{equation*}
\underbrace{p-p^{\mathrm{w}}-c^{\mathrm{r}}}_{m^{\mathrm{r}}}=-\left[T_{\mathrm{r}} * \Delta_{\mathrm{r}}\right]^{-1} q(p), \tag{8}
\end{equation*}
$$

which is a system of $N$ implicit functions that expresses the $N$ retail prices as functions of the wholesale prices. If retailers behave as Nash-Bertrand players then Eq. (8) describes their supply relation. Define an N -by- 1 vector of parameters, $\Lambda_{\mathrm{r}}$, that measures the deviation from the underlying retail-pricing model for

[^2]each product as well as a matrix $M_{r}$ with diagonal elements given by the vector $m^{\mathrm{r}}$. The supply relation becomes
\[

$$
\begin{equation*}
p=p^{\mathrm{w}}+M_{\mathrm{r}} \Lambda_{\mathrm{r}}+\beta_{\mathrm{r}}+\gamma_{\mathrm{r}} W+\eta_{\mathrm{r}}, \tag{9}
\end{equation*}
$$

\]

where $\eta_{\mathrm{r}}$ is the retail supply random error term with unobserved components of retail costs.
Manufacturers choose wholesale prices $p^{\mathrm{w}}$ to maximize their profits knowing that retailers behave according to Eq. (9). Solving for manufacturers' first-order conditions, assuming again a pure-strategy Nash equilibrium in wholesale prices and using matrix notation, yields:

$$
\begin{equation*}
\underbrace{\left(p^{\mathrm{w}}-c^{\mathrm{w}}\right)}_{m^{\mathrm{w}}}=-\left[T_{\mathrm{w}}^{*} \Delta_{\mathrm{w}}\right]^{-1} q(p) \tag{10}
\end{equation*}
$$

where $T_{\mathrm{w}}$ is a matrix with general element $T_{\mathrm{w}}(i, j)=1$ if the manufacturer sells products $i$ and $j$ and equal to zero otherwise, $\Delta_{\mathrm{w}}$ is a matrix with general element $\Delta_{\mathrm{w}}(i, j)=\frac{\partial q_{j}}{\partial p_{i}^{v}}$, and $*$ represents the element-byelement multiplication of both matrices.

To obtain $\Delta_{\mathrm{w}}$, note that $\Delta_{\mathrm{w}}=\Delta_{p}^{\prime} \Delta_{\mathrm{r}}$, where $\Delta_{p}$ is a matrix of derivatives of all retail prices with respect to all wholesale prices. To get the expression for $\Delta_{p}$, we totally differentiate for a given $j$ in Eq. (7) with respect to all retail prices $\left(d p_{k}, k=1, \ldots, N\right)$ and with respect to the wholesale price $p_{f}^{\mathrm{w}}$, with variation $d p_{f}^{w}$ :

$$
\begin{equation*}
\sum_{k=1}^{N} \underbrace{\left[\frac{\partial q_{j}}{\partial p_{k}}+\sum_{i=1}^{N}\left(T_{\mathrm{r}}(i, j) \frac{\partial^{2} q_{i}}{\partial p_{j} \partial p_{k}}\left(p_{i}-p_{i}^{\mathrm{w}}-c_{i}^{\mathrm{r}}\right)\right)+T_{\mathrm{r}}(k, j) \frac{\partial q_{k}}{\partial p_{j}}\right]}_{g(j, k)} d p_{k}-\underbrace{T_{\mathrm{r}}(f, j) \frac{\partial q_{f}}{\partial p_{j}}}_{S(j, f)} d p_{f}^{\mathrm{w}}=0 \tag{11}
\end{equation*}
$$

Putting all $j=1, \ldots N$ products together, let $G$ be a matrix with general element $g(j, k)$ and let $S_{f}$ be an $N$-dimensional vector with general element $S(j, f)$. Then $G d p-S f d p_{f}^{\mathrm{w}}=0$. Solving for the derivatives of all retail prices with respect to the wholesale price $p_{f}^{\mathrm{w}}$, the $f$-th column of $\Delta_{p}$ is obtained: $\frac{d p}{d p_{f}^{\mathrm{w}}}=G^{-1} S_{f}$. Stacking all $N$ columns together, $\Delta_{p}=G^{-1} S$, which has the derivatives of all retail prices with respect to all wholesale prices. The general element of $\Delta_{p}$ is $(i, j)=\frac{\partial p_{j}}{\partial p_{i}^{w}}$.

If manufacturers behave as Nash-Bertrand players then Eq. (10) describes their supply relation. If one associates an $N$-by- 1 vector of parameters $\Lambda_{\mathrm{w}}$, one for each product, that measures deviations from the underlying model of manufacturer-pricing behavior, then the supply relation for the manufacturers becomes:

$$
\begin{equation*}
p^{\mathrm{w}}=M_{\mathrm{w}}\left(\Lambda_{\mathrm{r}}, M_{\mathrm{r}}\right) \Lambda_{\mathrm{w}}+\beta_{\mathrm{w}}+\gamma_{\mathrm{w}} W+\eta_{\mathrm{w}} \tag{12}
\end{equation*}
$$

where $\eta_{\mathrm{w}}$ is a supply random term with unobserved components of manufacturer costs and $M_{\mathrm{w}}\left(\Lambda_{\mathrm{r}}, M_{\mathrm{r}}\right)$ is a matrix with the $m^{\mathrm{w}}$ defined by Eq. (10) on its diagonal elements, and is in general a function of the retail-pricing "behavior" represented by $\Lambda_{\mathrm{r}}$ and of the retail margins $M_{\mathrm{r}}$. The supply equation to be estimated is obtained by substituting (12) into Eq. (9) which yields:

$$
\begin{equation*}
p=M_{\mathrm{r}} \Lambda_{\mathrm{r}}+M_{\mathrm{w}}\left(\Lambda_{\mathrm{r}}, M_{\mathrm{r}}\right) \Lambda_{\mathrm{w}}+\beta_{\mathrm{r}+\mathrm{w}}+\gamma_{\mathrm{r}+\mathrm{w}} W+\eta \tag{13}
\end{equation*}
$$

Assume that $W$ in (13) and $Y$ in Eq. (5) are exogenous variables that differ from one another and that the dimension of $W$ is such that the parameters of demand $\alpha$ are identified. For each product $j$, Eq. (13) is:

$$
\begin{equation*}
p_{j}=\lambda_{j}^{\mathrm{W}}[\underbrace{\left.-\left[T_{\mathrm{w}} * \Delta_{\mathrm{p}}^{\prime} \Delta_{\mathrm{r}}\right]^{-1}\right]_{j-\operatorname{line}} q(p)}_{m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)}+\lambda_{j}^{\mathrm{r}} \underbrace{\left.-\left[T_{\mathrm{r}} * \Delta_{\mathrm{r}}\right]^{-1}\right]_{j-\operatorname{line}} q(p)}_{m_{j}^{\mathrm{r}}\left(T_{\mathrm{r}}\right)}+\beta_{\mathrm{r}+\mathrm{w}}+\gamma_{\mathrm{r}+\mathrm{w}} W+\eta . \tag{14}
\end{equation*}
$$

We require additive separability in costs across products for both the retailer and the manufacturer. We also require there to be no interaction between retailer and manufacturer cost variables. Correlation between retailer and manufacturer cost variables, for example, makes identification of $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ problematic. If for a product $j$ we have $m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)=K m_{j}^{\mathrm{r}}\left(T_{\mathrm{r}}\right)$ where $K$ is a non-zero constant (where manufacturer margins are proportional to retail margins) then the retail and manufacturer models are not identified: for a certain $j$ we could estimate $\lambda_{\mathrm{r}}+K \lambda_{\mathrm{w}}$ but not $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$ separately. Furthermore, if $m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)=a+K m_{j}^{\mathrm{r}}\left(T_{\mathrm{r}}\right)$, then we can estimate $\lambda_{\mathrm{r}}+K \lambda_{\mathrm{w}}$ and $a \lambda_{\mathrm{w}}+\beta_{\mathrm{r}+\mathrm{w}}$ but not $\beta_{\mathrm{r}+\mathrm{w}}, \lambda_{\mathrm{r}}$, and $\lambda_{\mathrm{w}}$ separately. Note further that if $K=0$ and so $m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)=a$ (a constant wholesale mark-up independent of the retail mark-up and independent of the quantity sold), then $\lambda_{\mathrm{r}}$ is identified but only $a \lambda_{\mathrm{w}}+\beta_{\mathrm{r}+\mathrm{w}}$ can be estimated and not $\beta_{\mathrm{r}+\mathrm{w}}$ and $\lambda_{\mathrm{w}}$ separately. Unlike in the homogeneous-products model, identification in the differentiated-products model is possible with linear demand given nonconstant markups. Next, we show formally that with linear demand the parameters in $\Lambda_{\mathrm{r}}$ and $\Lambda_{\mathrm{w}}$ can be identified separately.

Consider without loss of generality a simple model of two manufacturers selling two products to two retailers, where the goal is to examine Eq. (14). The two manufacturers $a$ and $b$ produce one good each, which they sell to the two retailers 1 and 2 . Without loss of generality assume that manufacturer $b^{\prime}$ s product is retailer $2^{\prime}$ s private label. The model has three retail-level products: product 1 produced by manufacturer $a$ and sold to retailer 1 ; product 2 produced by manufacturer $a$ and sold to retailer 2 ; and product 3 produced by manufacturer $b$ and sold to retailer 2 , where the retailer's product matrix is:

$$
T_{\mathrm{r}}=\left[\begin{array}{lll}
1 & 0 & 0 \\
0 & 1 & 1 \\
0 & 1 & 1
\end{array}\right]
$$

and the manufacturers' product matrix is:

$$
T_{\mathrm{w}}=\left[\begin{array}{ccc}
1 & 1 & 0 \\
1 & 1 & 0 \\
0 & 0 & 1
\end{array}\right]
$$

Let $d_{i, j}+\frac{\partial q_{i}}{\partial p_{j}}$. Solving Eq. (8) for each product yields:

$$
\left[\begin{array}{l}
m_{1}^{\mathrm{r}}  \tag{15}\\
m_{2}^{\mathrm{r}} \\
m_{3}^{\mathrm{r}}
\end{array}\right]=\frac{1}{d_{11}\left(d_{22} d_{33}-d_{23} d_{32}\right)}\left[\begin{array}{lll}
d_{22} d_{33}-d_{23} d_{32} & 0 & 0 \\
0 & d_{11} d_{33} & -d_{11} d_{32} \\
0 & -d_{11} d_{23} & d_{11} d_{22}
\end{array}\right]\left[\begin{array}{l}
q_{1} \\
q_{2} \\
q_{3}
\end{array}\right]
$$

To obtain manufacturers' price-cost margins, one must compute $\Delta_{\mathrm{w}}$, a matrix with a complicated expression even for this simple model. The matrix $\Delta_{\mathrm{w}}=\Delta_{p}^{\prime} \Delta_{\mathrm{r}}$, where $\Delta_{p}$ is a matrix of derivatives of each retail price with respect to each wholesale price given by:

$$
\begin{align*}
\Delta_{p}= & G^{-1} S \\
= & {\left[\begin{array}{lll}
2 d_{11}+h_{111} m_{1}^{\mathrm{r}} & d_{12}+h_{112} m_{1}^{\mathrm{r}} & d_{13}+h_{113} m_{1}^{\mathrm{r}} \\
d_{21}+h_{221} m_{2}^{\mathrm{r}}+h_{321} m_{3}^{\mathrm{r}} & 2 d_{22}+h_{222} m_{\mathrm{r}}+h_{322} m_{3}^{\mathrm{r}} & d_{23}+h_{223} m_{2}^{\mathrm{r}}+h_{323} m_{3}^{\mathrm{r}}+d_{32} \\
d_{31}+h_{231} m_{2}^{\mathrm{r}}+h_{331} m_{3}^{\mathrm{r}} & d_{32}+h_{232} m_{2}^{\mathrm{r}}+h_{332} m_{3}^{\mathrm{r}}+d_{23} & 2 d_{33}+h_{233} m_{2}^{\mathrm{r}}+h_{333} m_{3}^{\mathrm{r}}
\end{array}\right]^{-1} } \\
& \times\left[\begin{array}{lll}
d_{11} & 0 & 0 \\
0 & d_{22} & d_{32} \\
0 & d_{23} & d_{33}
\end{array}\right] \tag{16}
\end{align*}
$$

and where $h_{i j k}=\frac{\partial q_{i}^{2}}{\partial p_{j} \partial p_{k}}$. Solving for the manufacturers' mark-ups in Eq. (10) for each product gives us:
where the expressions for the matrix $A$ are given in the Appendix. Finally we must substitute the relevant lines of $m_{j}^{\mathrm{w}}$ from the matrix $M$ and $m_{j}^{\mathrm{r}}$ from Eq. (15) into Eq. (14) and look at cases where $m_{j}^{\mathrm{w}}$ is proportional to or an affine transformation of $m_{j}^{\mathrm{r}}$, which leaves us unable to identify manufacturer and retailer pricing behavior separately. Next, we show that even for the linear case, if $m_{j}^{\mathrm{w}}$ and $m_{\mathrm{j}}^{r}$ are nonconstant markups, then we can separately identify $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$.

Let demand for each product be given by

$$
\begin{equation*}
q_{n}=\alpha_{n 0}+\alpha_{n 1} p_{1}+\alpha_{n 2} p_{2}+\alpha_{n 3} p_{3}+Y \alpha_{n 4}+\varepsilon_{n}, \text { for } n=1,2,3 . \tag{17}
\end{equation*}
$$

Consider without loss of generality product 1 . The retail margin from Eq. (15) for the linear case is: $m_{1}^{\mathrm{r}}=\frac{q_{1}}{\alpha_{11}}$, and the manufacturer margin is: $m_{1}^{\mathrm{w}}=K \frac{q_{1}}{\alpha_{11}}-K_{2} q_{2}$, where

$$
\begin{align*}
K & =T_{\mathrm{w}}(1,1) \frac{\operatorname{det} G}{\operatorname{det}\left(T_{\mathrm{w}} * \Delta_{\mathrm{w}}\right)} \alpha_{11}\left[2 \alpha_{11}^{3}-\alpha_{12} \alpha_{11} \alpha_{21}+\alpha_{13} \alpha_{11} \alpha_{31}\right]  \tag{18}\\
K_{2} & =T_{\mathrm{w}}(1,2) \frac{K}{\alpha_{11}} \underbrace{\left[2 \alpha_{22}^{2} \alpha_{21}+\alpha_{31} \alpha_{33} \alpha_{11}-\alpha_{32} \alpha_{33} \alpha_{21}-\alpha_{23} \alpha_{33} \alpha_{21}-\alpha_{21} \alpha_{22} \alpha_{11}-\alpha_{12} \alpha_{11} \alpha_{21}\right]}_{K_{3}}, \tag{19}
\end{align*}
$$

and $T_{\mathrm{w}}(1,1)=T_{\mathrm{w}}(1,2)=1$. Note, first, that for this linear case, if $K_{2}=0$ then the manufacturer margin is proportional to the retail margin, and identification fails. This happens if $T_{\mathrm{w}}(1,2)=0$ (which implies by definition that $\left.T_{\mathrm{w}}(2,1)=0\right)$ if the matrix $T_{\mathrm{w}}$ is diagonal in its upper-left 2-by-2 minor. This corresponds to
a market structure of single-product manufacturers working with single-product retailers that each act as an exclusive dealer of one product in the upper-left minor. For the case where the demand parameters satisfy $K_{3}=0$, identification also fails in this simple model. Second, if $m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)=a+\operatorname{Km}_{j}^{\mathrm{r}}\left(T_{\mathrm{r}}\right)$, the manufacturer margin is an affine transformation of the retail margin, then we can estimate $\lambda_{\mathrm{r}}+K \lambda_{\mathrm{w}}$ and $a \lambda_{\mathrm{w}}+\beta_{\mathrm{r}+\mathrm{w}}$ but not $\beta_{\mathrm{r}+\mathrm{w}}, \lambda_{\mathrm{r}}$, and $\lambda_{\mathrm{w}}$ separately. Third, if $K=0$ and so $m_{j}^{\mathrm{w}}\left(T_{\mathrm{w}}, T_{\mathrm{r}}\right)=a$ (a constant wholesale mark-up independent of the retail mark-up and independent of the quantity sold), then $\lambda_{\mathrm{r}}$ is identified but only $a \lambda_{\mathrm{w}}+\beta_{\mathrm{r}+\mathrm{w}}$ can be estimated and not $\beta_{\mathrm{r}+\mathrm{w}}$ and $\lambda_{\mathrm{w}}$ separately. Thus, for the linear case, if $m_{j}^{\mathrm{w}}$ and $m_{j}^{\mathrm{r}}$ are non-constant markups, then we can separately identify $\lambda_{\mathrm{r}}$ and $\lambda_{\mathrm{w}}$. In the special case of nonlinear demand with constant demand elasticities, identification fails as markups are constant so one cannot distinguish markup adjustments from marginal-cost movements. Only when markups are constant and equal to zero can conduct be identified correctly as Bertrand-pricing behavior. Finally, in the extraordinary case where markup adjustments exactly offset marginal-cost changes, prices will be constant, and identification will fail.

## 4. Conclusion

This note outlines conditions under which we can identify a model of multiple retailers' and manufacturers' oligopoly-pricing behavior. We show that such models are identified in homogeneousproducts models given nonlinear demand and in differentiated-products models in general for multiproduct retailers and manufacturers, even with linear demand. Identification may fail in special cases where an industry has exclusive dealerships and single-product firms or where firms have constant markups.

## Acknowledgment

We thank Richard Gilbert, Daniel McFadden, Aviv Nevo, Miguel Villas-Boas, Catherine Wolfram, and an anonymous referee for helpful comments.

## Appendix A

$$
\begin{aligned}
{\left[T_{\mathrm{w}} * \Delta_{\mathrm{w}}\right]^{-1} } & =\frac{A}{\frac{\operatorname{det}\left(T_{\mathrm{w}}{ }^{*} \Delta_{w}\right)}{\operatorname{det} G}} \\
& =\frac{\left[\begin{array}{lll}
\mu d_{11}^{2}+\varepsilon+ & -\left((\eta+\theta) d_{11}+(\imath+\kappa) d_{21}+\varepsilon\right) & 0 \\
-\left(\mu d_{11} d_{12}+v d_{11} d_{22}+\zeta d_{11} d_{32}\right) & (\eta+\theta) d_{12}+(l+\kappa) d_{22}+(\rho+\pi) d_{32} & 0 \\
0 & 0 & (\pi+\theta) d_{13}+(\xi+\kappa) d_{23}+(\sigma+\pi) d_{33}
\end{array}\right]}{\frac{\operatorname{det}\left(T_{\mathrm{w}} * \Delta_{\mathrm{w}}\right)}{\operatorname{det} G}}
\end{aligned}
$$

where $d_{i j}=\frac{\partial q_{i}}{\partial p_{j}} ; h_{i j k}=\frac{\partial q_{i}^{2}}{\partial p_{j} \partial p_{k}} ; \quad \varepsilon=v d_{11} d_{21} ; \quad \zeta=\varsigma d_{11} d_{31} ; \quad \eta=\left(-d_{21}-h_{221} m_{2}^{r}-h_{321} m_{3}^{r}\right) d_{22} ; \quad \theta=\left(d_{31}+\right.$ $\left.h_{231} m_{2}^{r}+h_{331} m_{3}^{r}\right) d_{33} ; \quad i=\left(2 d_{22}+h_{222} m_{2}^{r}+h_{322} m_{3}^{r}\right) d_{22} ; \quad \kappa=\left(-d_{32}-h_{232} m_{2}^{r}-h_{332} m_{3}^{r}-d_{23}\right) d_{33} ; \quad \mu=$ $2 d_{11}+h_{111} m_{1}^{r} ; \quad v=-d_{12}-h_{112} m_{1}^{r} ; \quad \xi=\left(2 d_{22}+h_{222} m_{2}^{r}+h_{322} m_{3}^{r}\right) d_{32} ; \quad \pi=\left(-d_{21}-h_{221} m_{2}^{r}-h_{321} m_{3}^{r}\right) d_{32}$; $\varpi=\left(2 d_{33}+h_{233} m_{2}^{r}+h_{333} m_{3}^{r}\right) d_{33} ; \quad \rho=\left(-d_{23}-h_{223} m_{2}^{r}-h_{323} m_{3}^{r}-d_{32}\right) d_{22} ; \quad \sigma=\left(-d_{23}-\right.$ $\left.h_{223} m_{2}^{r}-h_{323} m_{3}^{r}-d_{32}\right) d_{32} ; \varsigma=d_{13}+h_{113} m_{1}^{r}$.

## References

Bresnahan, T.F., 1982. The oligopoly solution is identified. Economics Letters 10, 87-92.
Chevalier, J.A., Kashyap, A.K., Rossi, P.E., 2003. Why don't prices rise during periods of peak demand? Evidence from scanner data. The American Economic Review 93, 15-37.
Feenstra, R.C., 1989. Symmetric pass-through of tariffs and exchange rates under imperfect competition: an empirical test. Journal of International Economics 27, 25-45.
Hellerstein, R., 2005. A decomposition of the sources of incomplete cross-border transmission: the case of beer. Working Paper. Federal Reserve Bank of New York.
Manuszak, M.D., 2001. The impact of upstream mergers on retail gasoline markets. Working Paper. Carnegie Mellon University.
Mortimer, J.H., 2004. Vertical contracts in the video rental industry. Working Paper. Harvard University.
Nevo, A., 1998. Identification of the oligopoly solution concept in a differentiated-products industry. Economics Letters 59, 391-395.
Sudhir, K., 2001. Structural analysis of manufacturer pricing in the presence of a strategic retailer. Marketing Science 20, 244-264.
Villas-Boas, J.M., Zhao, Y., 2005. Retailer, manufacturers, and individual consumers: modeling the supply side in the ketchup marketplace. Journal of Marketing Research 42, 83-95.
Villas-Boas, S.B., 2005. Vertical contracts between manufacturers and retailers: inference with limited data. Working Paper. University of California, Berkeley.
Working, E., 1926. What do statistical demand curves show? Quarterly Journal of Economics 41, 212-235.


[^0]:    ${ }^{4}$ The views in this note are those of the authors and do not necessarily represent the position of the Federal Reserve Bank of New York or of the Federal Reserve System.

    * Corresponding author. Tel.: +1 510643 6359; fax: +1 5106438911.

    E-mail address: sberto@are.berkeley.edu (S. Villas-Boas).

[^1]:    ${ }^{1}$ With linear demand and constant marginal costs, for homogeneous products: $\lambda_{\mathrm{r}}=0$ given price-taking behavior and $\lambda_{\mathrm{r}} \neq 0$ given deviation from price-taking behavior; for differentiated products: $\lambda_{\mathrm{r}}=0$ given Bertrand-pricing behavior, $\lambda_{\mathrm{r}}=1$ given Cournot-pricing behavior, and $\lambda_{\mathrm{r}}=\frac{1}{H}$ given perfect collusion across firms where $H$ is a Herfindahl index.

[^2]:    ${ }^{2}$ In the extraordinary case where markup adjustments exactly offset marginal-cost changes, prices will be constant, and identification will fail.

