Estudo de caso 1
Demanda de Flores - Dia dos Namorados

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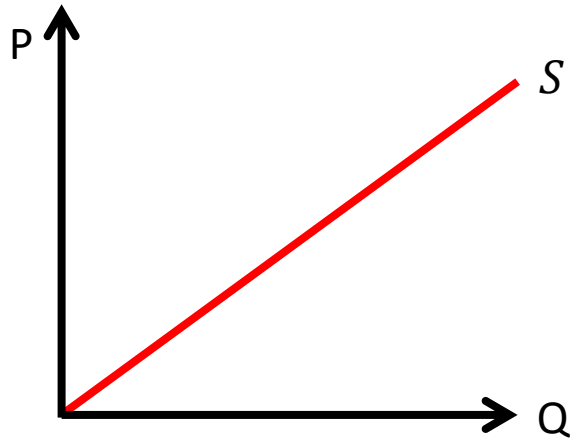
Conceitos

- Demanda
- A curva de oferta diz respeito a quanto as firmas estão dispostas a vender a diversos níveis de preço. Como, por exemplo:

Preço	Quantidade
R$ 1,00	5
R$ 2,00	10
R$ 5,00	25
R$ 10,00	50
R$ 20,00	100



- Equilíbrio de mercado: ponto em que a quantidade demandada é igual a quantidade ofertada.

Demanda individual

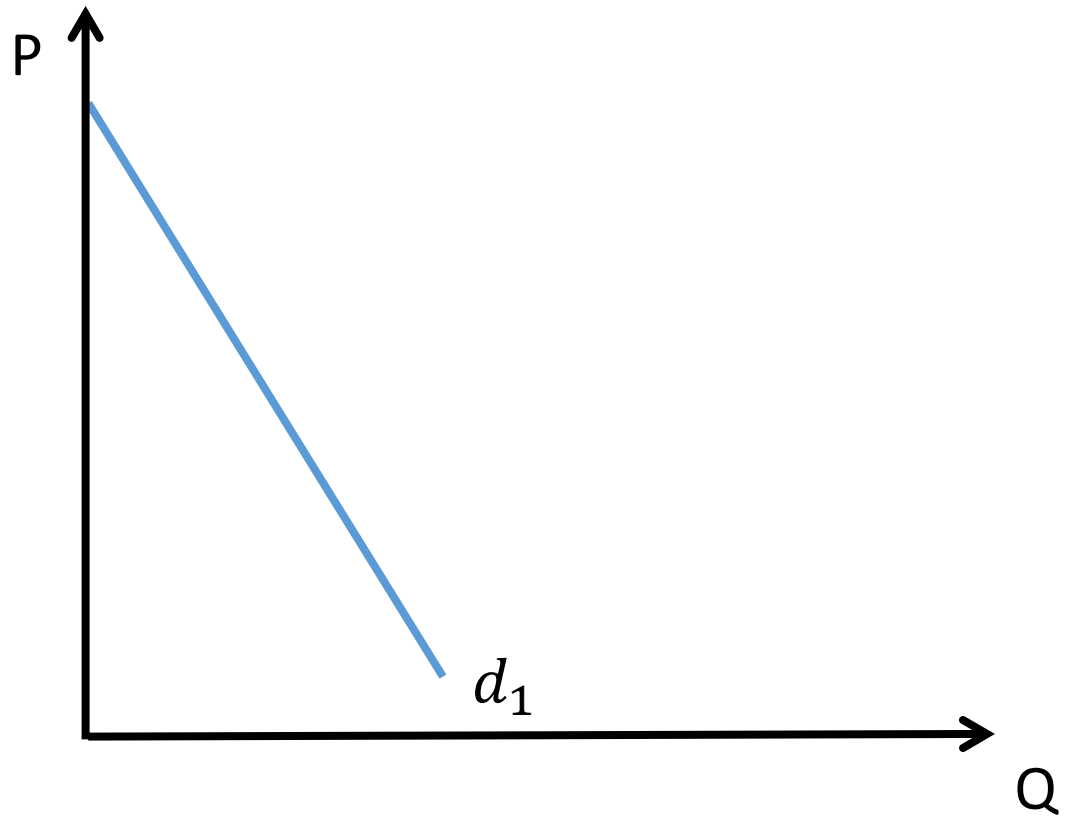
- A demanda individual irá demonstrar quanto o consumidor pode, e quer, comprar de um produto a diversos níveis de preço. Como exemplo usaremos três consumidores diferentes e os preços:

Preço	Quantidade
R$ 1,00	Q(P=1)
R$ 2,00	Q(P=2)
R$ 5,00	Q(P=5)
R$ 10,00	Q(P=10)
R$ 20,00	Q(P=20)

Demanda individual

Consumidor 1

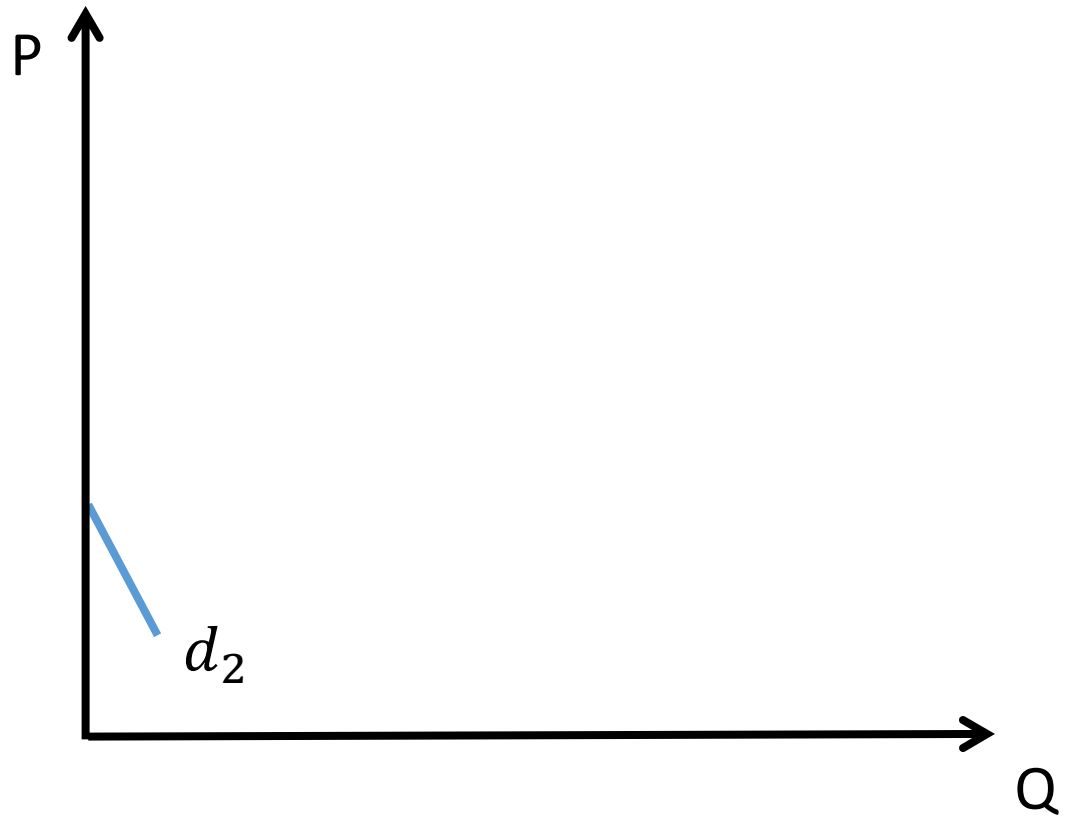
Preço	Quantidade
R$ 1,00	10
R$ 2,00	5
R$ 5,00	2
R$ 10,00	1
R$ 20,00	0



Demanda individual

Consumidor 2

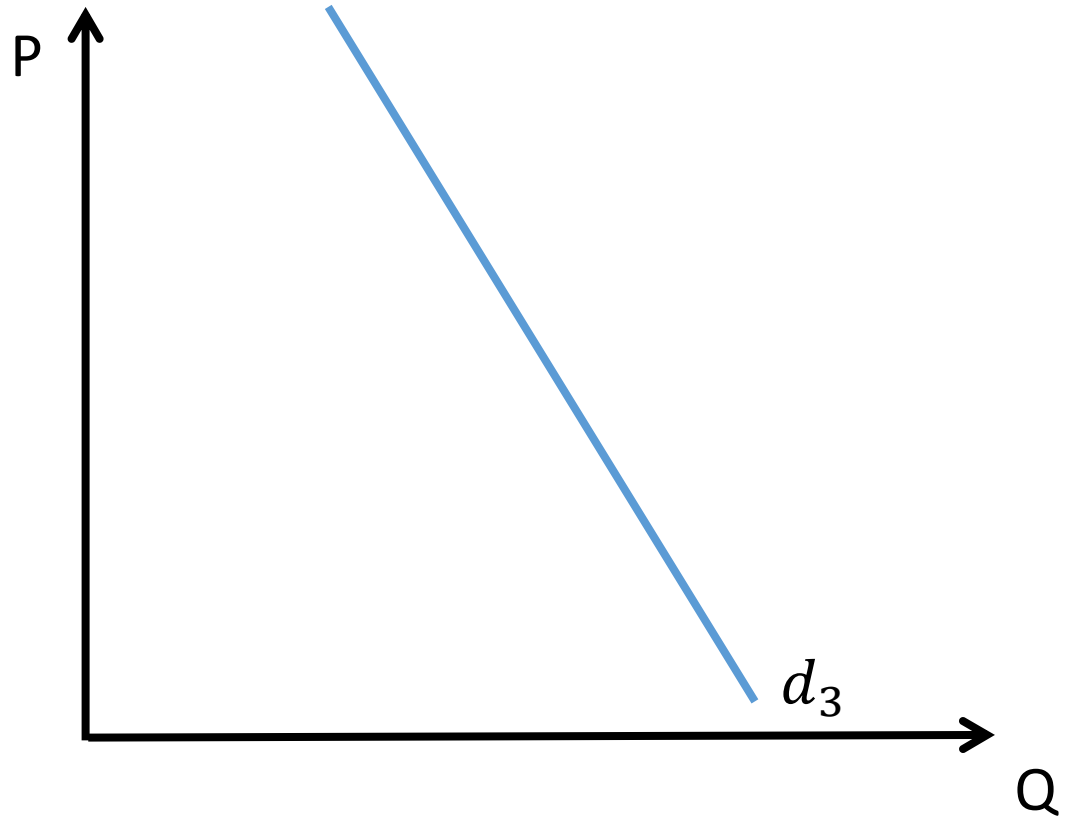
Preço	Quantidade
R$ 1,00	2
R$ 2,00	1
R$ 5,00	0
R$ 10,00	0
R$ 20,00	0



Demanda individual

Consumidor 3

Preço	Quantidade
R$ 1,00	200
R$ 2,00	100
R$ 5,00	40
R$ 10,00	20
R$ 20,00	10



Demanda de mercado

- A demanda DE MERCADO irá demonstrar quanto TODOS OS compradores podem e querem comprar de um produto a diversos níveis de preço.

Preço	Quantidade
R$ 1,00	10
R$ 2,00	5
R$ 5,00	2
R$ 10,00	1
R$ 20,00	0

Consumidor 1

Preço	Quantidade
R$ 1,00	2
R$ 2,00	1
R$ 5,00	0
R$ 10,00	0
R$ 20,00	0

Consumidor 2

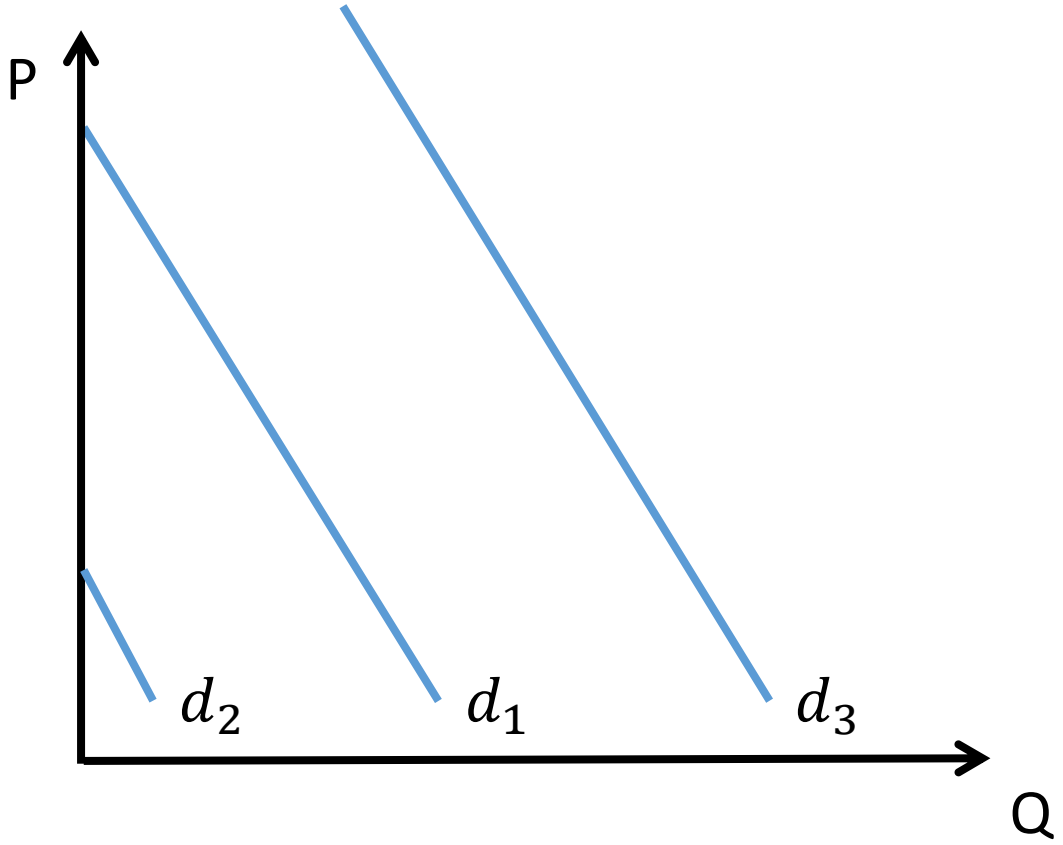
Preço	Quantidade
R$ 1,00	200
R$ 2,00	100
R$ 5,00	40
R$ 10,00	20
R$ 20,00	10

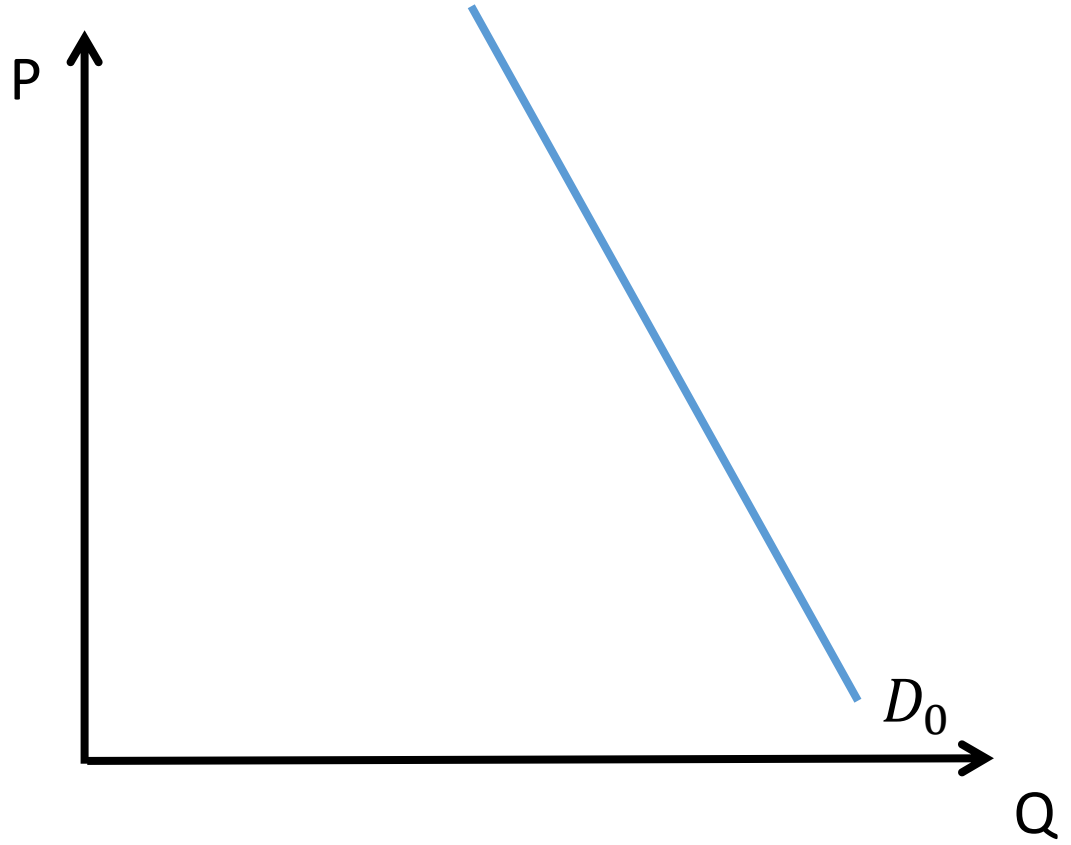
Consumidor 3

Preço	Quantidade
R$ 1,00	212
R$ 2,00	105
R$ 5,00	42
R$ 10,00	21
R$ 20,00	10

Mercado

Demanda de mercado





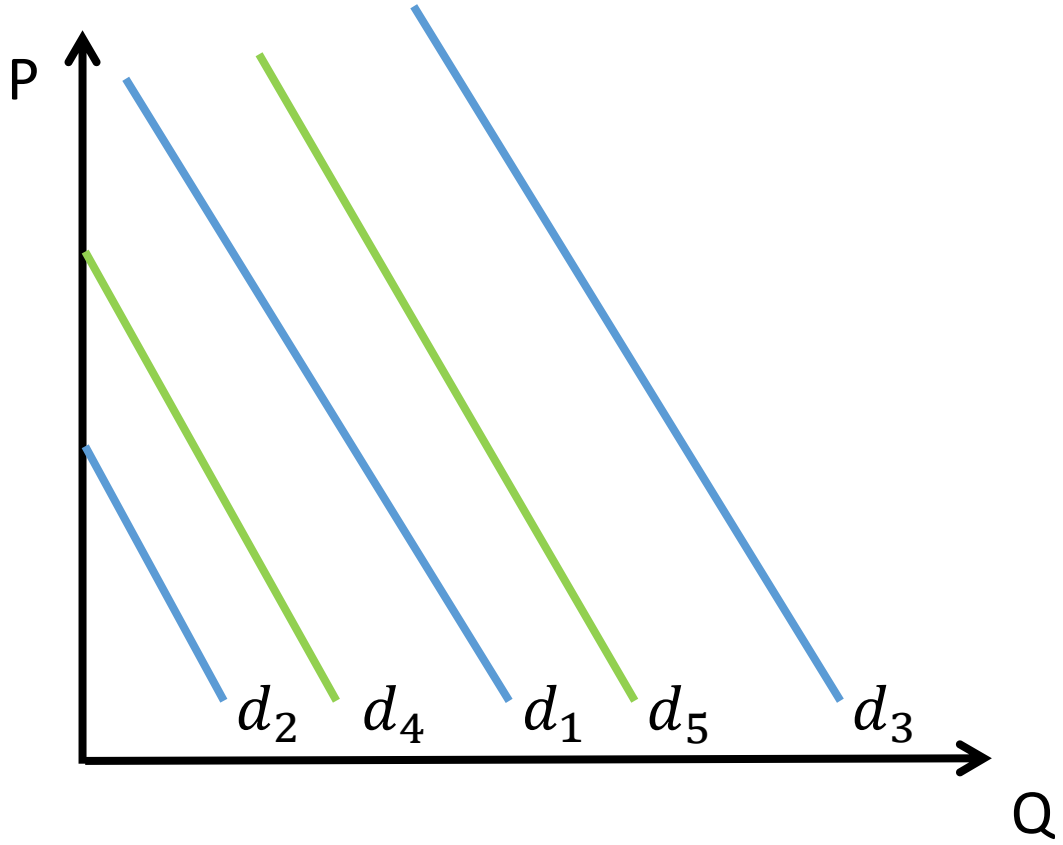
Demanda antes do dia dos namorados x no dia

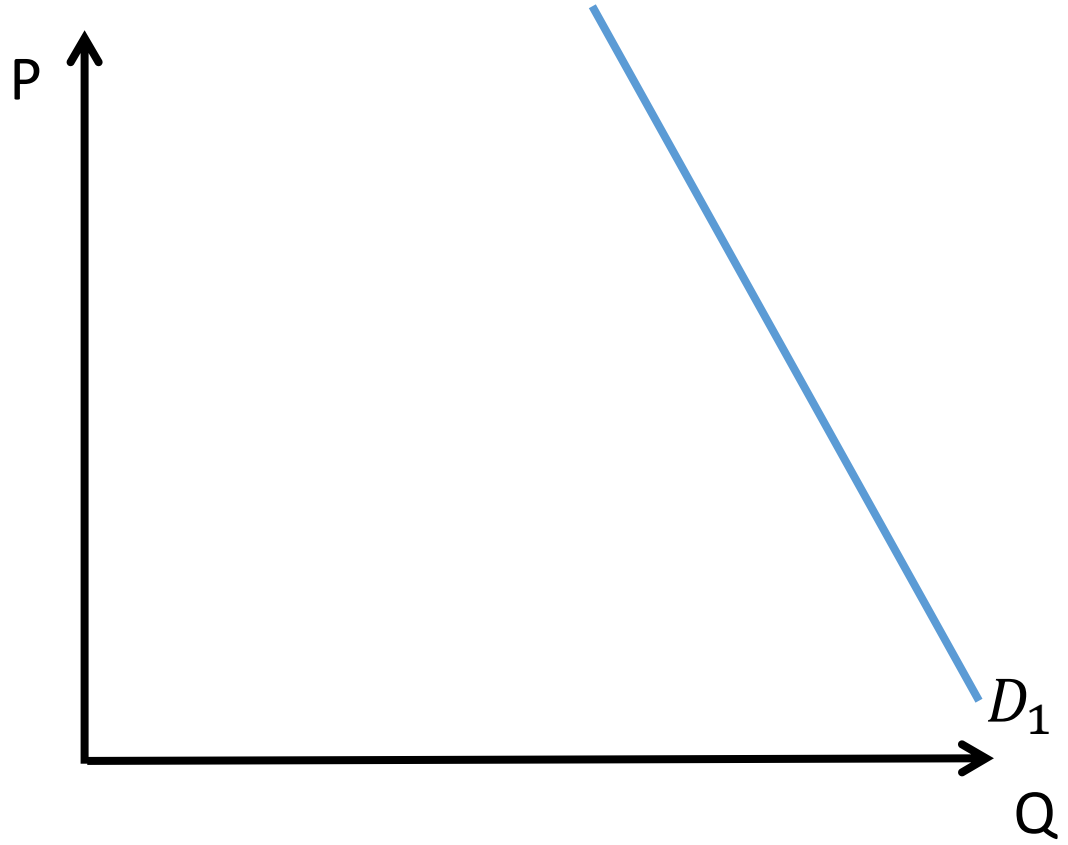
- O que vai acontecer com as demandas individuais por flores no dia dos namorados?

- As pessoas que compram flores em qualquer dia, são as únicas que compram no dia dos namorados?

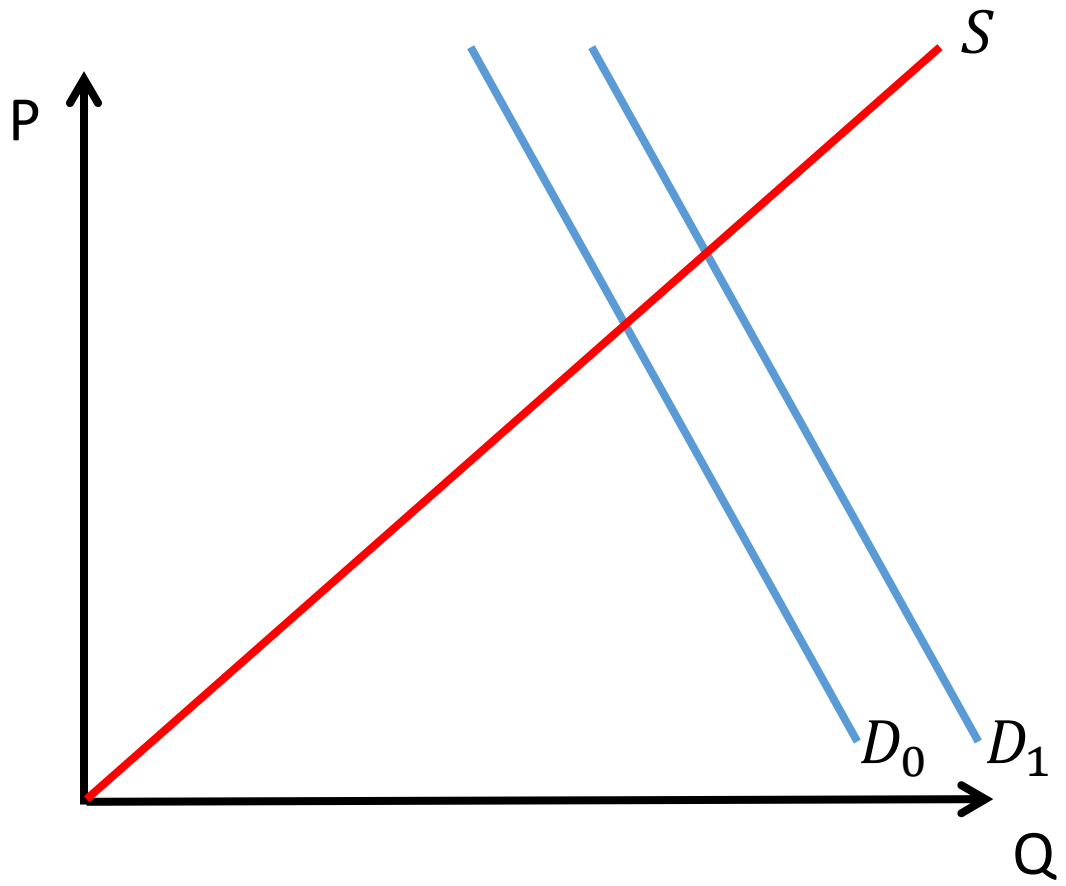
- O que vai acontecer com a demanda de mercado por flores no dia?

Demanda antes do dia dos namorados x no dia





Equilíbrio antes e no dia



Aumento do Preço

Aumento da Quantidade

Notícias

11/06/2015 08h57 - Atualizado em 11/06/2015 09h06

Rosas estão mais caras em até 21% para o Dia dos Namorados, em Belém

Flores são muito procurados para a data romântica.
Buquê com 12 rosas está sendo vendido de R$ 120 a R$ 150.

Do G1 PA

Buquê de rosas vermelhas é um dos presentes mais procurado. (Foto: Iryá Rodrigues/G1)

Ceagesp receberá mais de 5.700 rosas vermelhas importadas

06/06/15 | Equipe Online - online@jcruzeiro.com.br

Lupinaci: as flores chegarão quarta-feira e serão entregues às floriculturas - Adival B. Pinto

Application Besanko

APPLICATION 2.1

The Valentine's Day Effect

If you have ever bought fresh-cut roses, you may have noticed that their price varies considerably during the year. In particular, the price you pay for fresh-cut roses—especially red roses—around Valentine's Day is usually three to five times higher than at other times during the year. Figure 2.10 illustrates this pattern by showing the prices and quantities of fresh-cut roses at two different times of the year: February and August in each of three years, 1991, 1992, and 1993.[5] Are the high prices of roses at Valentine's Day a result of a conspiracy among florists and rose growers to gouge romantic consumers? Probably not. This pricing behavior can best be understood as an application of comparative statics analysis.

Figure 2.11 depicts the market equilibrium in the U.S. market for fresh-cut roses in the early 1990s. During this period, wholesale prices for red hybrid tea roses were ordinarily about $0.20 per stem.[6] Every year, though, the market changes around Valentine's Day. During the days before Valentine's Day, demand for red roses increases dramatically, resulting in a rightward shift in the demand curve for roses from D_1 to D_2. This rightward shift occurs because around Valentine's Day, people who do not ordinarily purchase roses want to buy them for their spouses or sweethearts. The rightward shift in demand increases the equilibrium price to about $0.50 per stem. Even though the price is higher, the equilibrium quantity is also higher than it was before. This outcome does not contradict the law of demand. It reflects the fact that the Valentine's Day equilibrium occurs along a demand curve that is different from the demand curve before or after Valentine's Day.

Figure 2.11 explains why we would expect the prices of red roses to peak around Valentine's Day (the occurrence of Valentine's Day is an exogenous variable that strongly impacts the demand for red roses). The logic of Figure 2.11 also helps explain another aspect of the rose market: the prices of white and yellow roses. Their prices also go up around Valentine's Day, but by less than the prices of red roses. Overall, their prices show more stability than the prices of red roses because white and yellow roses are less popular on Valentine's Day and are used more for weddings and other special events. These events are spread more evenly throughout the year, so the demand curves for white and yellow roses fluctuate less dramatically than the demand curve for red roses. As a result, their equilibrium prices are more stable.

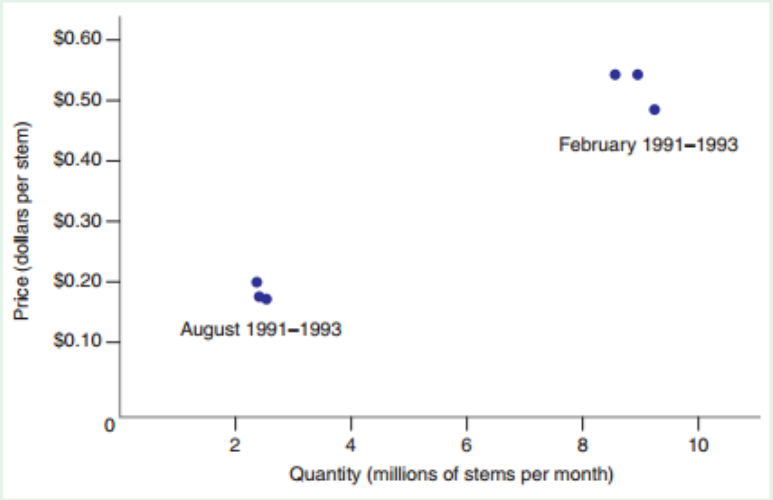


FIGURE 2.10 **Prices and Quantities of Fresh-Cut Roses** Prices and quantities of roses during 1991–1993 for the months of August and February—both are much higher in February than they are in August.

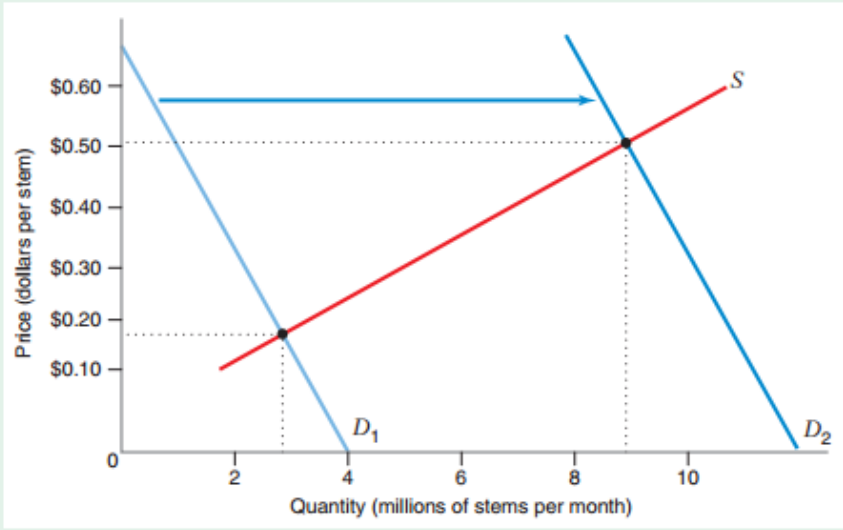


FIGURE 2.11 **The Market for Fresh-Cut Roses** During "usual" months, the market for fresh-cut roses attains equilibrium at a price of about $0.20 per stem. However, during the weeks around Valentine's Day, the demand curve for roses shifts rightward, from D_1 to D_2, and the equilibrium price and quantity go up.

Atividade

- Encontre uma notícia, ou um caso, diferente do apresentado em sala de aula, em que haja uma descrição aparente de uma movimentação da curva de demanda e discuta como isso pode afetar o preço e a quantidade de equilíbrio desse mercado.

- A atividade deve ser em até 3 páginas, em dupla, salva no template (disponível no site) em .pdf e enviada no STOA até 08h do dia 26/05 (próxima sexta-feira).

Referências Bibliográficas

BESANKO, David; BREATIGAM, Ronald R. **Microeconomics**. 5th Edition, Wiley, 2014.