



## Types of goods

# CONTENTS

1. Types of goods
2. Private goods
3. Public goods
4. Merit goods
5. Demerit good

# Private goods

## Private goods



Private goods are goods bought and consumed by individual consumers or firms for their own benefit.

Examples: food, clothes and textbooks.



### Private goods are excludable

It is possible to exclude or prevent some people from using a private good. This is normally done by charging a price. If the price is not acceptable, then that good will not be consumed. Once one person has purchased a private good, it cannot be consumed by others.



### Private goods are rival

There is rivalry for private goods. The consumption of a private good by one person reduces the availability for others. For example, when we purchase food, clothes or books then this means that fewer of these goods are available for purchase by others.

# Public goods

## Public goods

 A public good is a product that one individual can consume without reducing its availability to others and from which no one is deprived.

Examples: national defence, sewer systems, and lighthouses.


## Public goods are non-excludable

Public goods are non-excludable: once the good has been provided for one consumer, stopping all other consumers from benefitting from the good is impossible.

## Public goods are non-rival.



As more and more people consume the good, the benefit to those already consuming the product will not be diminished. Streetlights for example.

## The free-rider problem

 The free-rider problem occurs when it is not possible to exclude other people from consuming a good that someone has bought.

The free market fails to provide public goods such as defence or street lighting.

This is because they would not be able to supply them for profit due to their characteristics:

-  non-excludability and
-  non-rivalry.

This is called the free-rider problem. Because public goods are non-excludable, it is costly or impossible for one user to prevent others from it.

## Example

If I spend money erecting a flood-control dam to protect my house, my neighbours will also be protected by the dam. I cannot prevent them from enjoying the benefits of my expenditure.

# Merit goods

## Merit good



A merit good is defined as a good that is better for a person than the person who may consume the good realises.

**Due to information failure, merit goods tend to be**

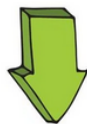


under-produced and

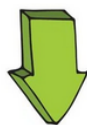


under-consumed

The government may feel that people consume too little of things that are good for them: things such as education, preventative health care and sports facilities.




Merit goods produce positive externalities.



The government could either provide them free or subsidise their production.

# Demerit good

## Demerit good

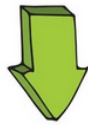
 Demerit goods, on the other hand, are those products that are worse for the individual consumer than the individual realises.

Due to information failure, demerit goods tend to be

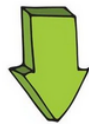
 overproduced and

 overconsumed.

For example, when a person makes a decision to smoke, he is not fully in possession of all of the information concerning the harmful effects of smoking.



Passive smoking can also cause negative externalities.

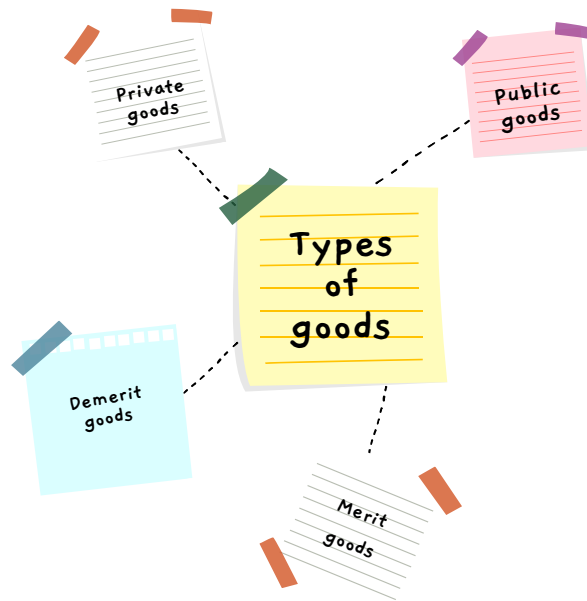


This causes costs to non-smokers in the form of discomfort and respiratory problems where there is extensive exposure.



# MAKE A MINDMAP

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- 1.Introducing economics
- 2.The economic problem
- 3.Basic economic Ideas
- 4.Economic systems
- 5.Demand and supply
- 6.Elasticity
- 7.Money
- 8.Production cost and Specialisation
- 9.Firm's cost structure
- 10.Market structures
- 11.Behavioural economics
- 12.Types of goods
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- 16.Population
- 17.Aggregate demand and supply
- 18.Inflation and deflation
- 19.Policies to correct inflation and deflation
- 20.Unemployment
- 21.Macroeconomic policies
- 22.International Trade
- 23.Exchange rates
- 24.Balance of payments
- 25.Policies to correct Balance of payments Disequilibrium

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## Topics

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## The fundamental economic problem

The fundamental economic problem is:

'scarce resources in relation to unlimited wants.'

1 2 3

1 Scarcity: The excess of human wants over what can actually be produced to fulfil these wants

2 Resources: inputs available for the production of goods and services.

3 Wants: needs that are not always realised.

### Choice

Choice underpins the concept that resources are scarce so choices have to be made by consumers, firms, and governments.



### Sacrifice

Choice involves sacrifice. The more food you choose to buy, the less money you will have to spend on other goods.



### Opportunity cost

In other words, the production or consumption of one thing involves the sacrifice of alternatives. This sacrifice of alternatives in the production (or consumption) of a good is known as its opportunity cost.

Opportunity cost is the cost expressed in terms of the best alternative that is forgone.

**EXAMPLE**

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## Question

'Both the take-up rate and number of journeys per bus pass have been falling in recent years.'

Explain two factors which could lead to an increase in the demand for bus travel in the future.

(10 marks)

Category: Demand and supply

AQA AS ECONOMICS November 2020

## Answer

Tip: Generally, AQA exam questions are accompanied by an extract (although we have not included it here for simplicity). To score higher marks, refer back to the data (facts and figures) given in the extract, when writing your essay! Note that in this question you are asked to 'explain TWO factors'. In this case, it's a good idea to break your essay into two parts: Factor 1 and factor 2.

(Step 1: Define 'demand' in the introduction)

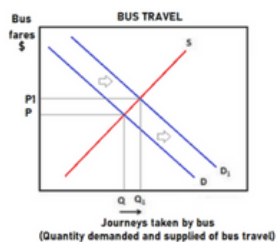
Demand refers to both the willingness and the ability of customers to pay a given price to buy a good or service. There are several factors which could lead to an increase in the demand for bus travel in the future.

(Step 2: Explain TWO factors which could increase the demand for bus travel)

Factor 1: A change in tastes or social norms will increase the demand for bus travel.

Today, travelling by bus has the image of being unpleasant, unreliable and for the 'lower class'. However, more awareness is being raised about air pollution, climate change and CO<sub>2</sub> emissions. People in the future may perceive bus travel as being more ecologically and economically efficient. Furthermore, with the introduction of smart lanes and electric buses, the experience of travelling by bus will improve with time. These factors will encourage people to take the bus.

If more people become aware that travelling by bus is environmentally friendly, more people will opt for bus travel to reduce their carbon footprint. The demand for bus travel will increase. The effect of an increase in demand for bus travel can be shown using a diagram. The diagram below shows the demand and supply curves of bus travel.



Initially, people are unaware of the environmental benefits of bus travel, the equilibrium price (bus fare) is  $P$  and the equilibrium quantity (number of journeys taken by bus) is  $Q$ . Following campaigns raising awareness about air pollution, more people will be encouraged to travel by bus instead of using their cars. The demand curve for bus travel shifts rightward from  $D$  to  $D_1$ . The quantity demanded and supplied for bus travel increases from  $Q$  to  $Q_1$ .

Factor 2: If the price of substitutes such as car travel increases, then people will turn to bus travel instead because of its more favourable relative price.

Substitutes are alternative goods and can satisfy the same want or need. Examples of substitutes are car travel and bus travel. For example, if the price of car travel increases significantly, people will look for cheaper alternatives, such as bus travel.

The cost of travelling by car can increase in the future, for instance, due to higher fuel prices. Consequently, if the cost of travelling by car goes up in the future, people will avoid travelling by car, and take the bus instead. The demand for bus travel will increase.

The government may also subsidise bus travel in the future, making bus fares cheaper. This will encourage people to switch away from using their cars to travelling by bus.

(Step 3: Conclude)

To conclude, the demand for bus travel could increase in the future if people perceive buses as being more ecologically and economically efficient. Also, if the price of substitutes such as car travel increases, then people will turn to bus travel instead because of its more favourable relative price.

MARKING SCHEME

- Relevant issues include:
- meaning of demand
  - lower relative price and/or greater availability compared with substitute goods
  - increased subsidy
  - changes in tastes and/or social norms
  - changes in income and/or consideration of bus travel as an inferior good
  - increased population and/or changes in age structure
  - the significance of elasticities

Level 3

- An answer that:
- identifies two valid factors
  - shows sound knowledge and understanding of relevant economic terminology, concepts and principles
  - includes good application of relevant economic principles and/or good use of data to support the response
  - includes well-structured analysis with a clear, logical chain of reasoning
  - may include a relevant diagram to support their explanation

EXAMPLE

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**SKIM THE DATA**  
Start by skimming the data. Read the text quickly to get a general idea of meaning.

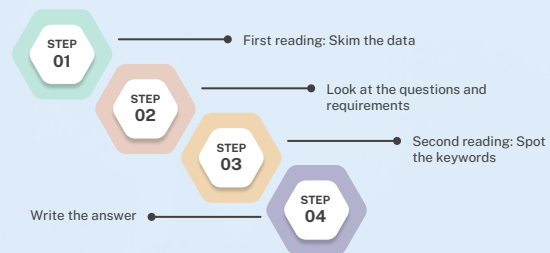
**LOOK AT THE TITLE**  
Look at the title as it may give some clues about its content.

**ANALYSE FACTS, FIGURES AND TABLES**  
Analyse facts, figures tables and diagrams. See if you know what they mean. Pick out any notable features of a chart or diagram.

**COMPETITION IN THE SKIES OVER EUROPE**

It was predicted that this would lead to an increase in the market share for the top five European airlines from 50% of the European market in 2019 to match the top five United States (US) airlines, which control 77% of the US market.

## STEPS TO ANSWER A DATA RESPONSE QUESTION



## Read the Requirements

Always read the requirement first as this enables you to focus on the detail of the question with the specific task in mind.

What is the point in reading a scenario if you don't know what you are looking for? If you don't read and understand the requirements carefully, then you will find that you are not actually answering the question. If you are not answering the question, then you are not earning marks.

Pay attention to (1) The content and (2) The instructions

**Explain** what is meant by a contestable market and discuss how making the airline market more **contestable** could benefit passengers.

... contestable market...benefit

**THE CONTENT**  
When you read each part of the requirement, highlight the 'content'. This is simply what the question is about. This helps you to focus your mind on answering the actual question rather than answering what you thought the question was going to ask you.

**Explain**

Explain what is meant by a contestable market and discuss how making the airline market more contestable could benefit passengers.

**THE INSTRUCTIONS**  
This instruction could be a whole variety of verbs ranging from numerical requirements such as calculate and apply, or more wordy requirements such as describe, interpret, outline or compare. The verb used has been carefully thought about by the examiner, taking into account any restrictions imposed by the syllabus.

**(d) Explain two reasons why a government may privatise an industry. [4]**

There are several reasons why a government may privatise an industry, such as air travel.

**STRUCTURE**

**CLEAR HEADINGS**

**Reason 1: Privatising an industry may lead to an increase in government revenue.**

The government may earn more tax revenue if it privatises a state-owned industry. This is because a privately owned industry has to pay corporation tax. A corporation tax is a tax levied on companies profits.

**PARAGRAPHS**

The sale of a state-owned enterprise to the private sector will also raise money for the government.

**REFERENCE TO THE DATA**

In the data, it was mentioned that a successful sale of Air India to the private sector would have raised money for the Indian government.

More tax revenue will enable the government to increase its spending on education, healthcare or infrastructure. This will help to promote development in the country.

**SIMPLE ENGLISH**

**Reason 2: The government may privatise an industry because the industry is making a loss.**

The need to use tax revenue to finance the loss-making industry will be reduced. The private sector may also manage the industry with greater efficiency and turn the loss into a profit. This is because the private sector, motivated to make a profit, will increase productivity and reduce costs.

**EXAMPLE**

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Questions

Paper and year

Topic

Answers and Explanations

**Scarcity, Choice and Opportunity Cost Multiple Choice Questions**

1. Which terms summarise the nature of the economic problem?  
 A finite resources and unlimited wants  
 B finite resources and unlimited wants  
 C infinite resources and limited wants  
 D infinite resources and unlimited wants  
 [210/P220]

2. The government of a country with a rapidly increasing population decides to switch resources from investment to increased subsidies to farmers. What is the opportunity cost of this decision?  
 A the profit earned by farmers  
 B the rest of the land on which food is grown  
 C the reduction in investment  
 D the wages of the farm workers  
 [210/P247]

3. Which economic change would increase the problem of scarcity?  
 A a decrease in fish stocks  
 B a discovery of a new oil field  
 C an increase in labour productivity  
 D a reduction in waste  
 [120/P1/052]

4. What makes choice an important element in the basic economic problem?  
 A increased demand leads to higher market prices.  
 B limited resources have many alternative uses.

C Reaching a market equilibrium may take a long time.  
 D Scarce economic resources are distributed equally.  
 [103/P1/011]

A government of a country decides to end one of its state-owned health services. Of what is this an example?  
 A conservation of resources  
 B monetary policy  
 C opportunity cost  
 D substitution of factors  
 [210/P1/053]

5. A firm decides stop manufacturing & outsourcing a production washing machines instead. What is the opportunity cost to the firm?  
 A the additional washing machines produced  
 B the cost of producing ovens  
 C the cost of producing washing machines  
 D the cost of the production of ovens  
 [211/P1/001]

6. What is meant by the economic problem?  
 A An unbridgeable gap between what we need and what we have  
 B The need to produce goods and services for both the public and private sectors  
 C The need to balance unlimited wants against finite resources  
 D How to decide which methods to use to exploit all resources

7. A firm has two production processes. The first uses an unlimited supply of resources. The second uses a limited supply of resources. Of what is this an example?  
 A a government of a country decides to end one of its state-owned health services. Of what is this an example?  
 B the cost of producing ovens  
 C the cost of producing washing machines  
 D the cost of the production of ovens  
 [211/P1/001]

O level topics

01	Economic Problems
02	Factors of Production
03	Economic Systems
04	Demand, Supply and Equilibrium
05	Perfect Competition and Monopoly
06	Aims of Government and its Role
07	Market Failure
08	Public Expenditure vs Private Expenditure
09	Banks and Stock Exchanges
10	Labour Market
11	Motives for Spending, Saving and Borrowing
12	Different Types and Sizes of Firms
13	Production, Costs, Revenues and Profits

AS level topics

01	Basic Economic Ideas And Resource Allocation
02	Production Possibility Curves
03	Classification Of Goods And Services
04	The Price System And The Micro Economy
05	Price Elasticity
06	The Macro Economy
07	International Trade
08	Protectionism
09	Exchange Rates
10	Government Macro Intervention

A level topics

01	Law of Diminishing Marginal Utility, Indifference Curves and Budget Lines
02	Types of Cost, Revenue and Profit
03	Firms and Market Structures
04	Efficient resource allocation
05	Equity and Policies towards Income and Wealth Redistribution
06	Labour Market Forces
07	National Income Statistics
08	The Circular Flow of Income
09	Money Supply (theory)
10	Economic Growth, Economic Development and Sustainability
11	Government Macroeconomic Policy Aims

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ECONOMICS NOTES

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## Chapter 1

# Introducing Economics

### Topics

The basic economic problem  
Scarcity, choice and opportunity cost  
The Production Possibility Curve (PPC)  
The economic problem  
Economic systems

---



## Chapter 2

# Basic economic ideas

### Topics

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## Chapter 3

# Economic systems

### Topics

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The planned economy Pros and Cons

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## Chapter 4

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## Chapter 6

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## Chapter 7

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## Chapter 8

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## Chapter 12

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Merit goods

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## Chapter 13

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Private, external and social benefits

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(MSC)

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**Demerit goods- Negative consumption externalities**

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## Chapter 20

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## Chapter 21

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  - Current account deficit
  - Causes of a current account deficit
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  - Causes of a current account surplus
  - Impact of a current account surplus
  - Terms of trade
  - Causes of changes in the terms of trade
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policy

Expenditure reducing policies –

Monetary policy

Supply-side policy

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