8TH EDITION

INTERMEDIATE MICROECONOMICS

HAL R. VARIAN

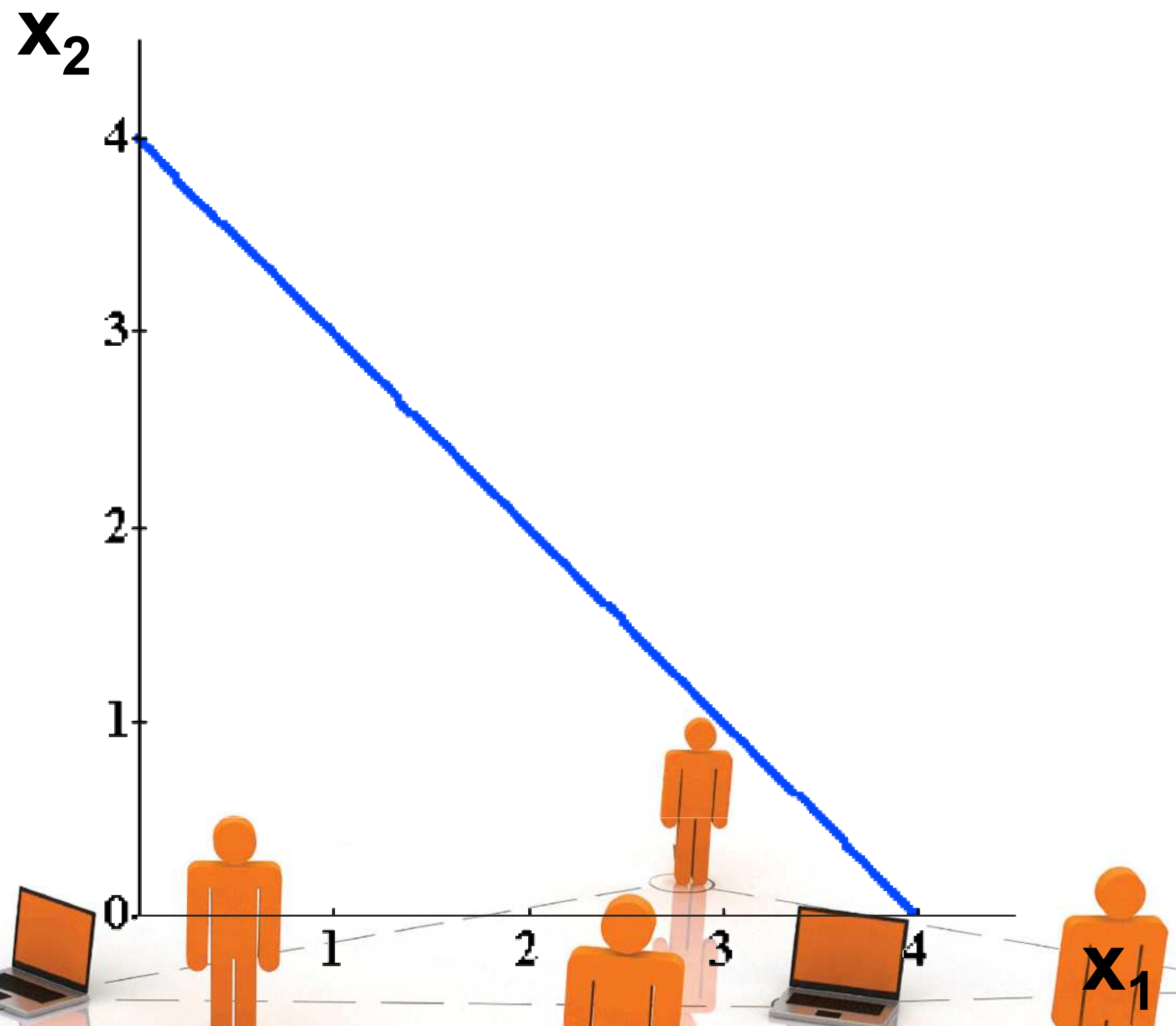
5

Choice

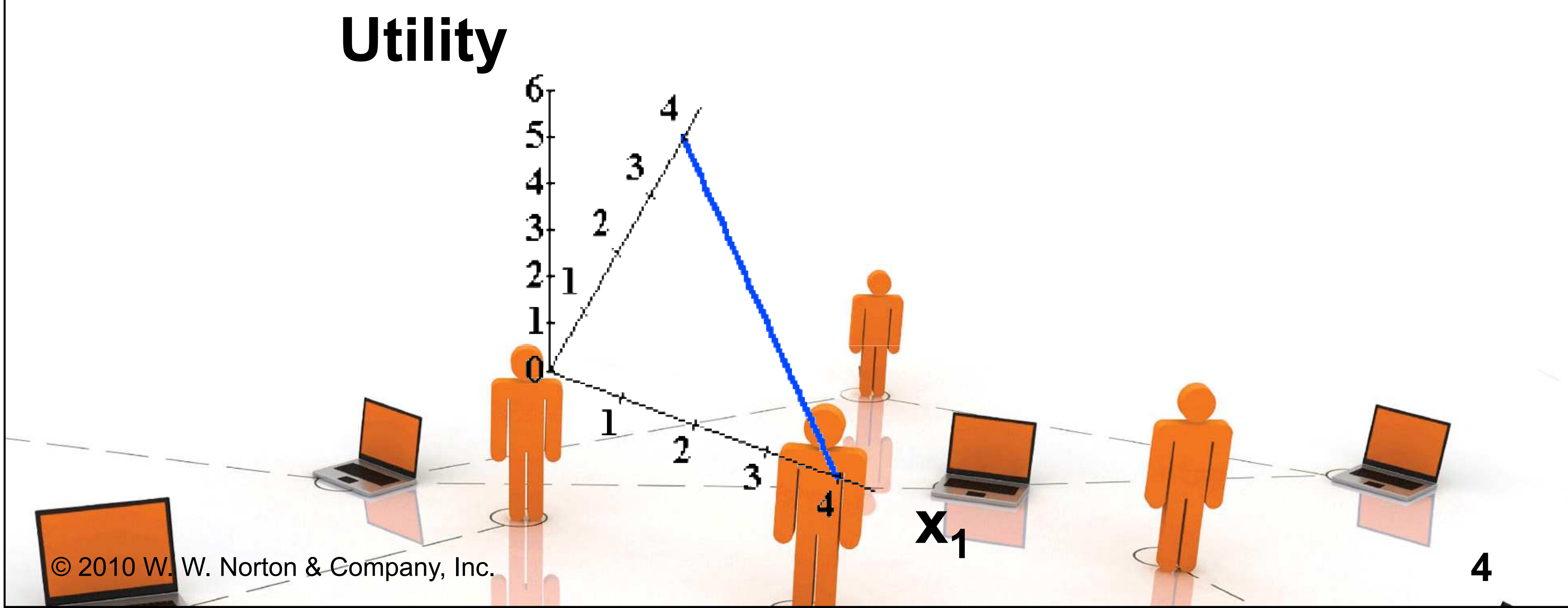
Economic Rationality

- **The principal behavioral postulate is that a decisionmaker chooses its most preferred alternative from those available to it.**
- **The available choices constitute the choice set.**
- **How is the most preferred bundle in the choice set located?**

Rational Constrained Choice



Rational Constrained Choice



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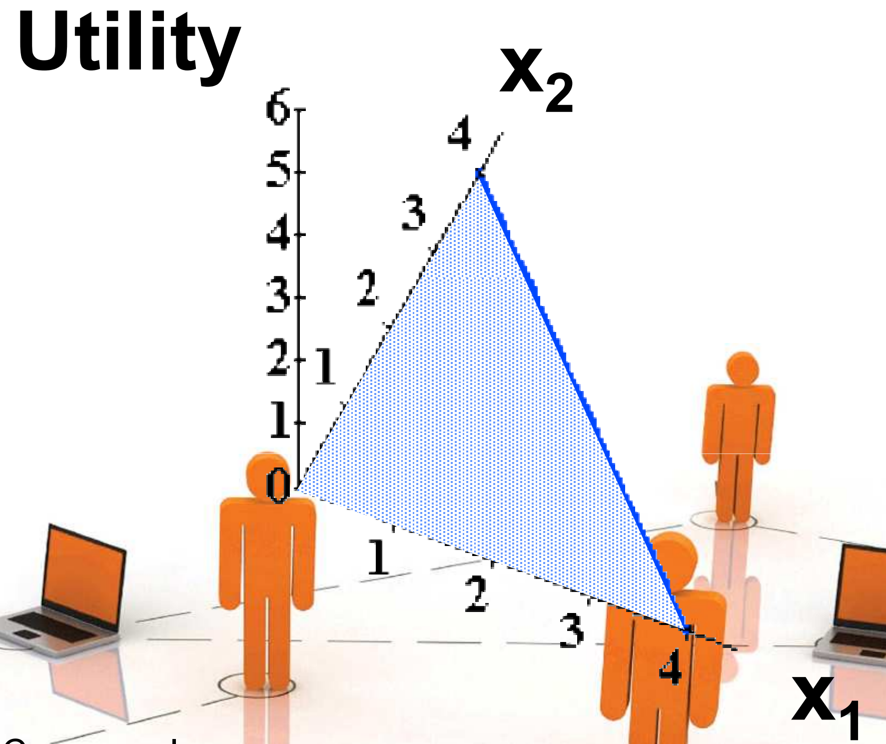

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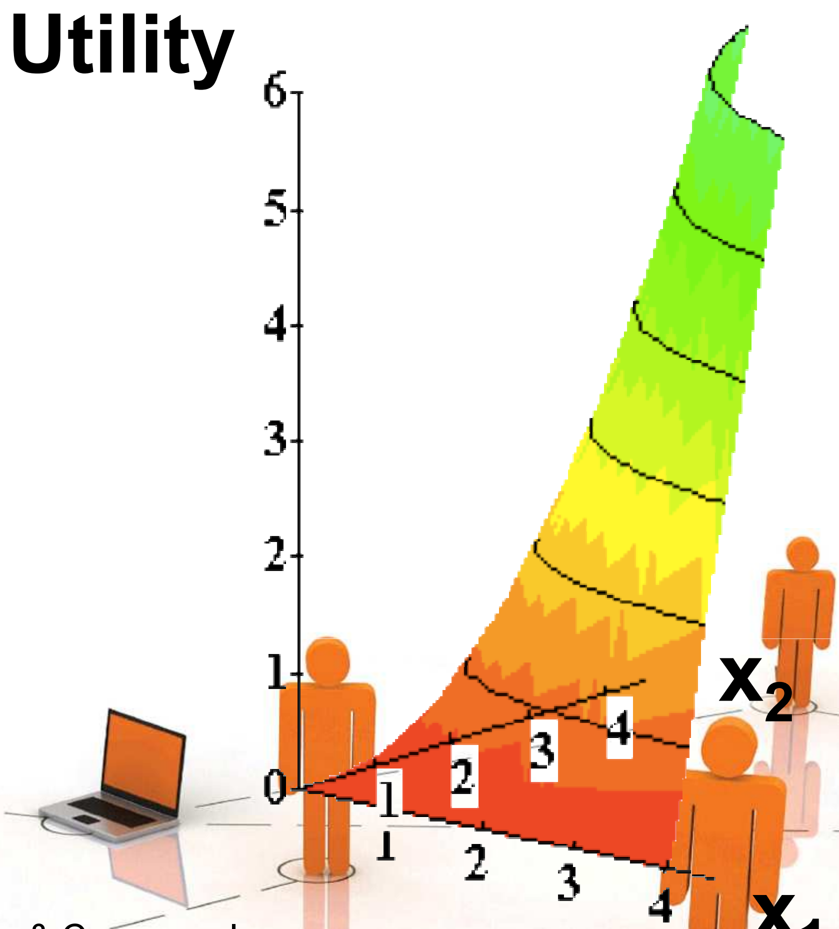

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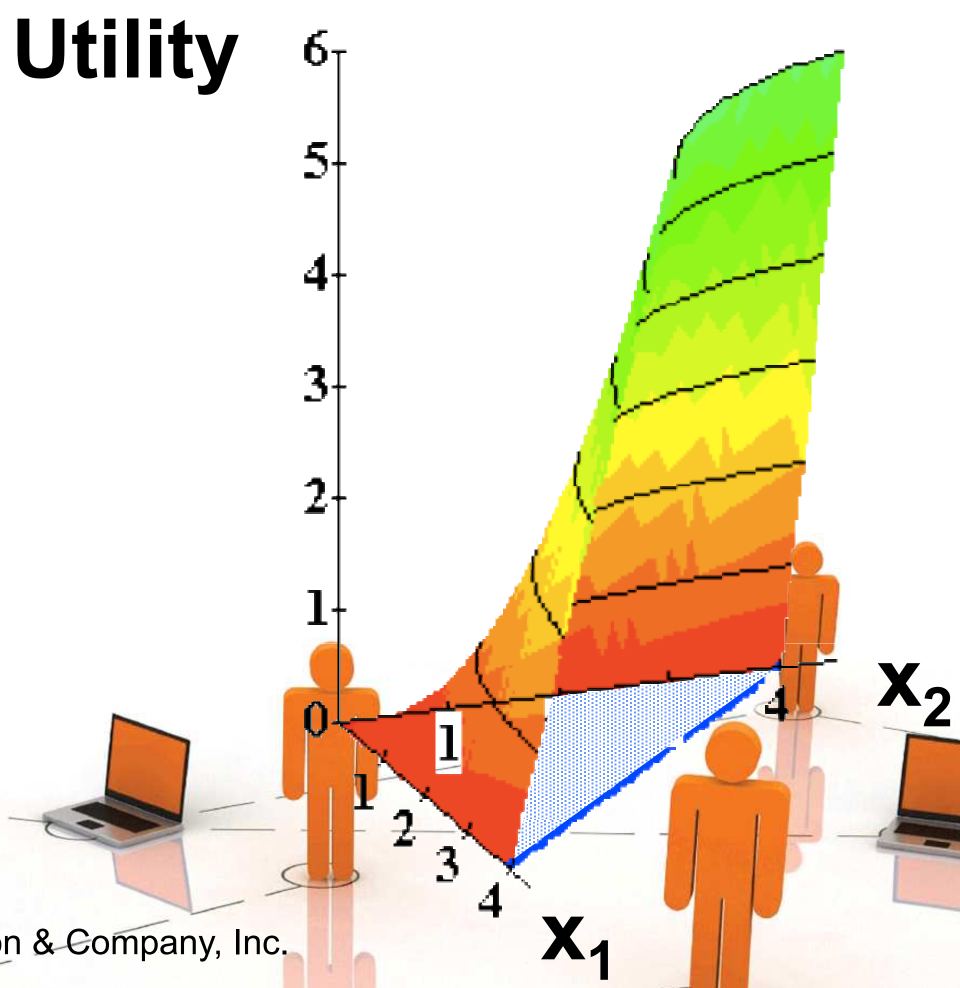

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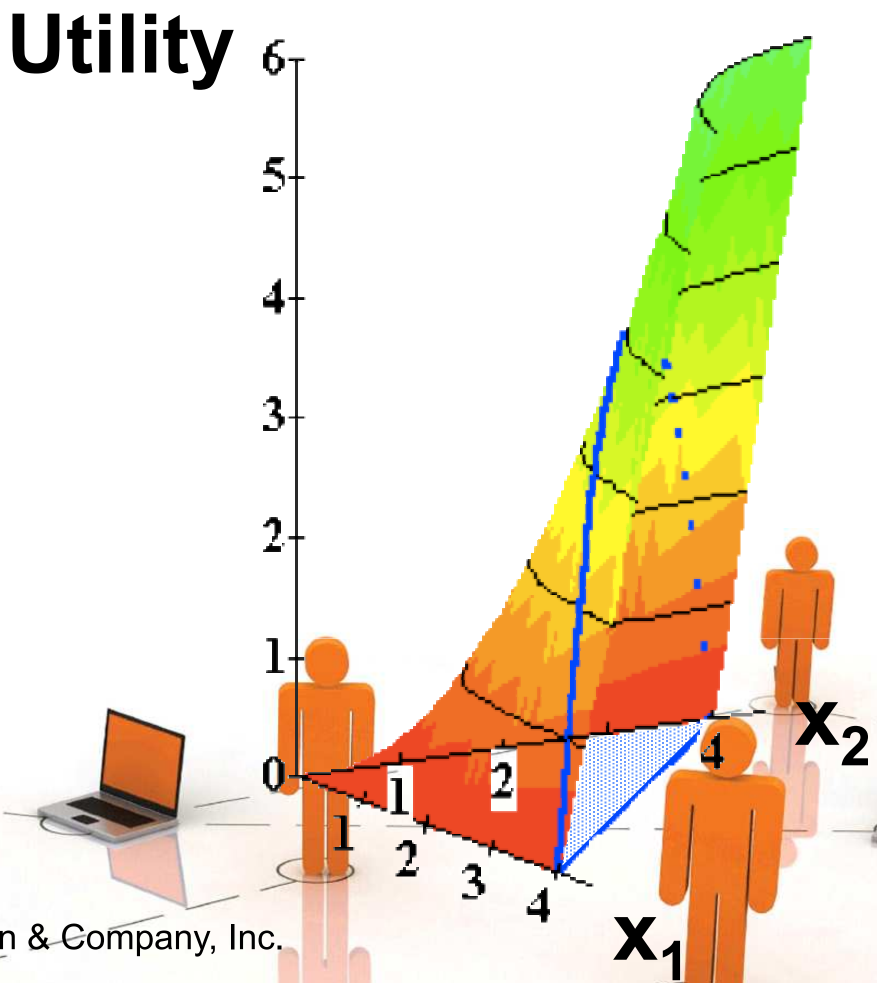

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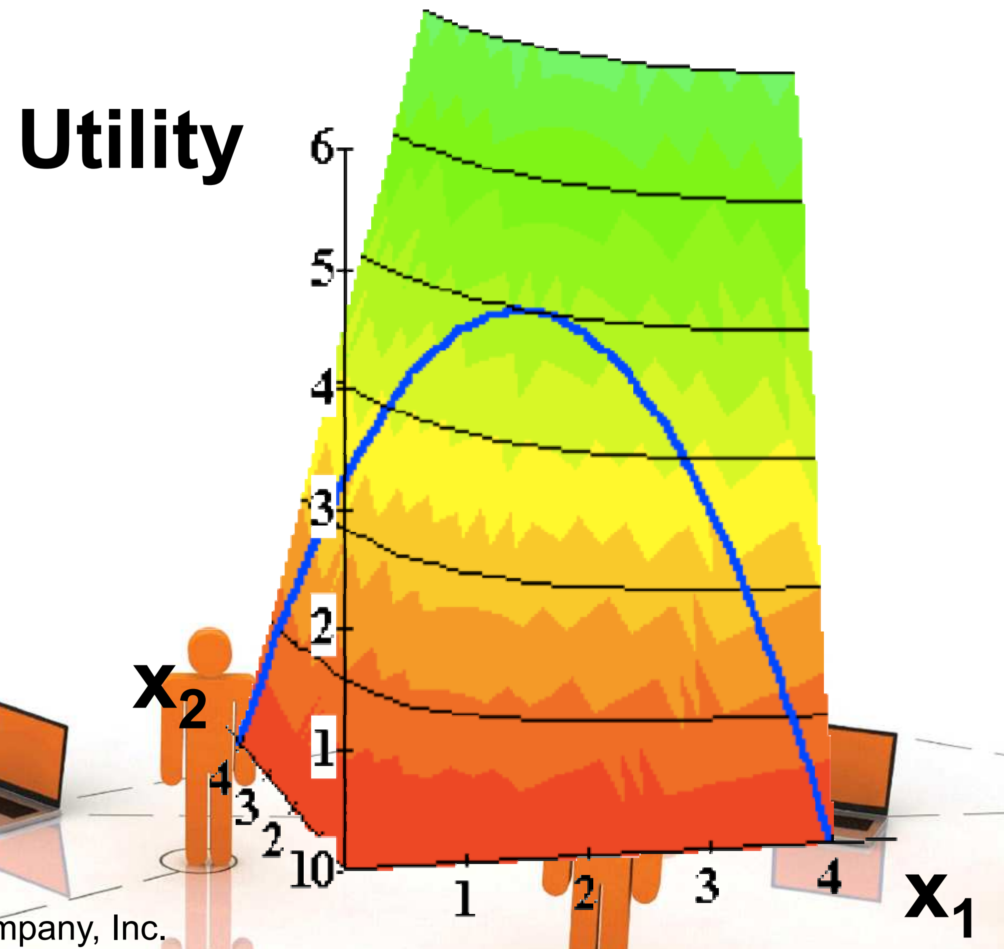

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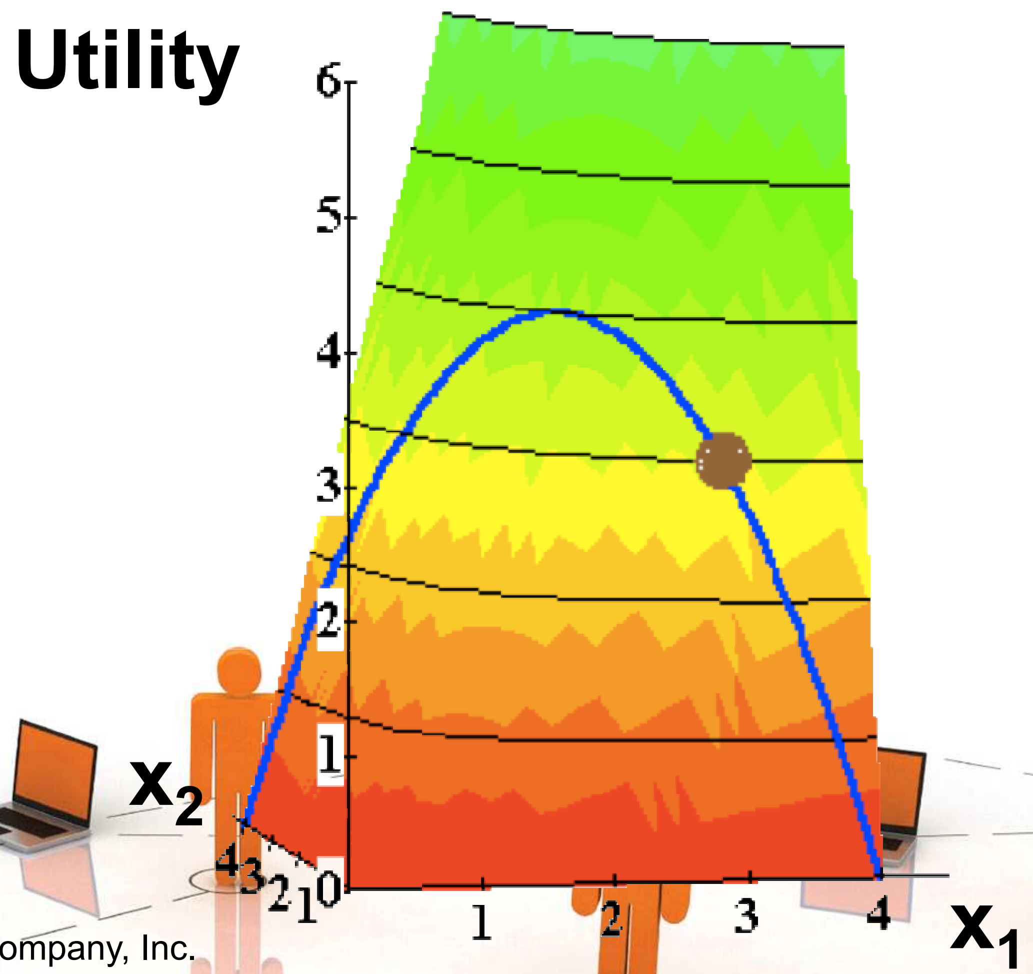

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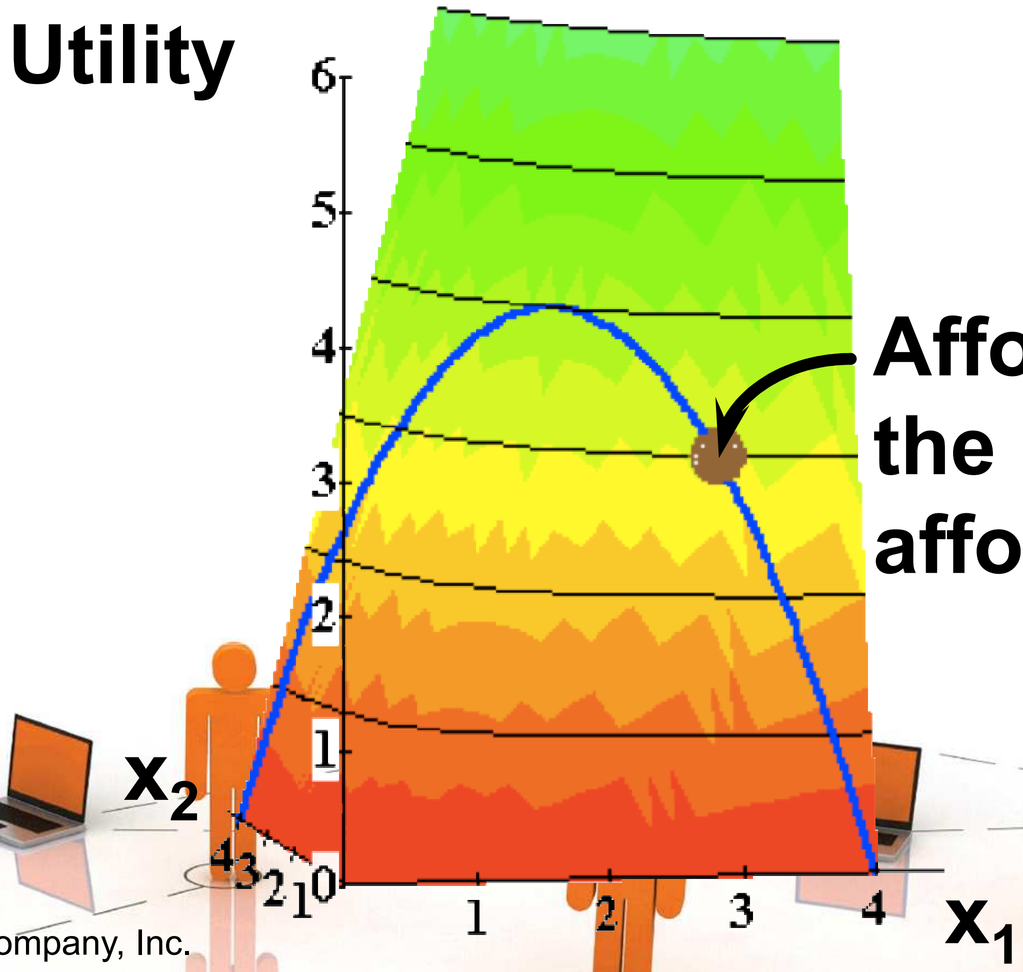
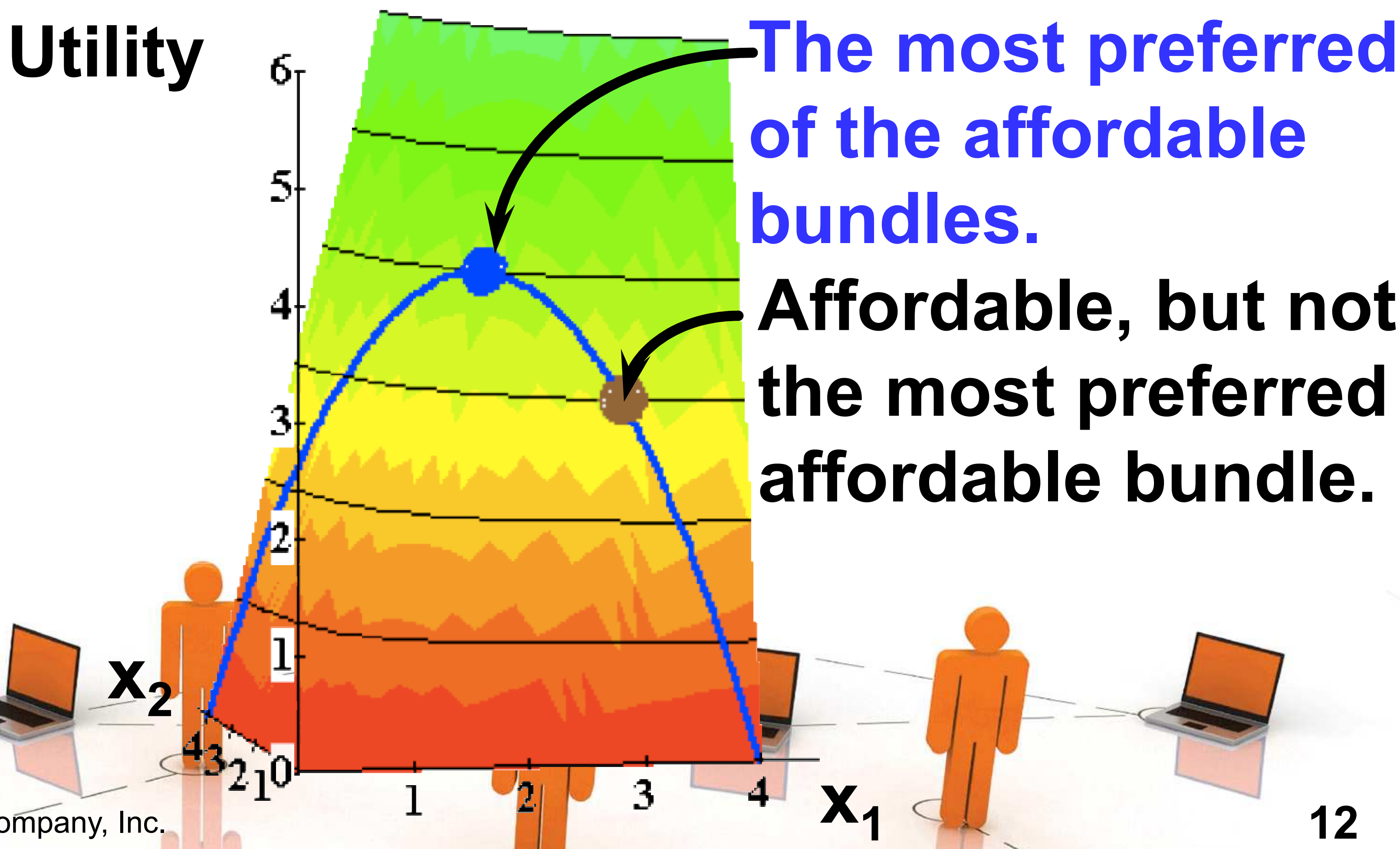
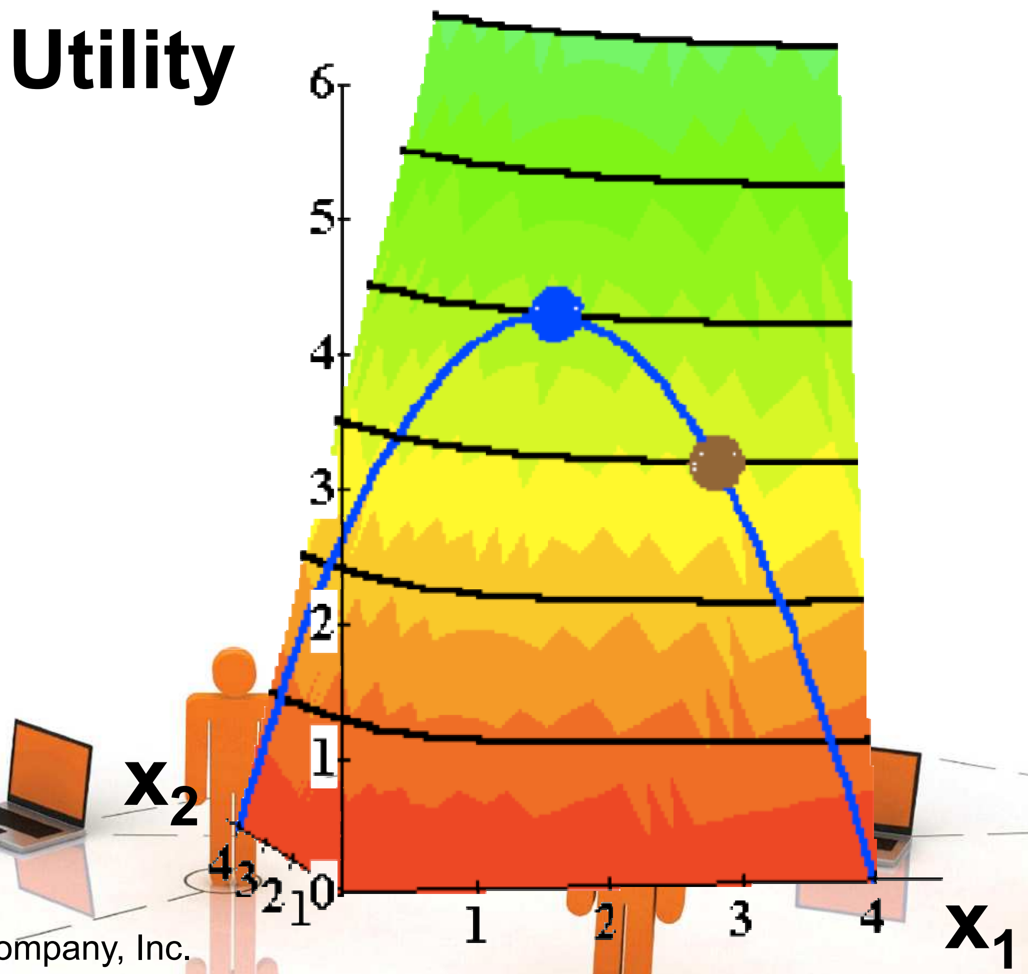


Affordable, but not the most preferred affordable bundle.

Rational Constrained Choice



Rational Constrained Choice



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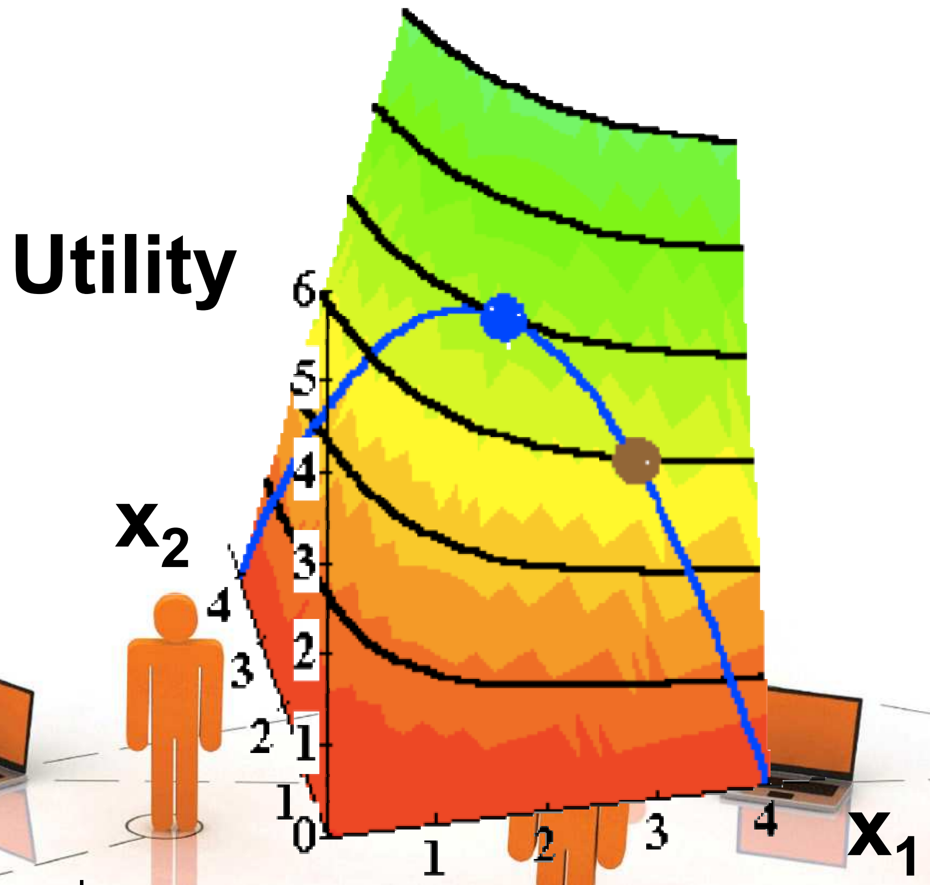

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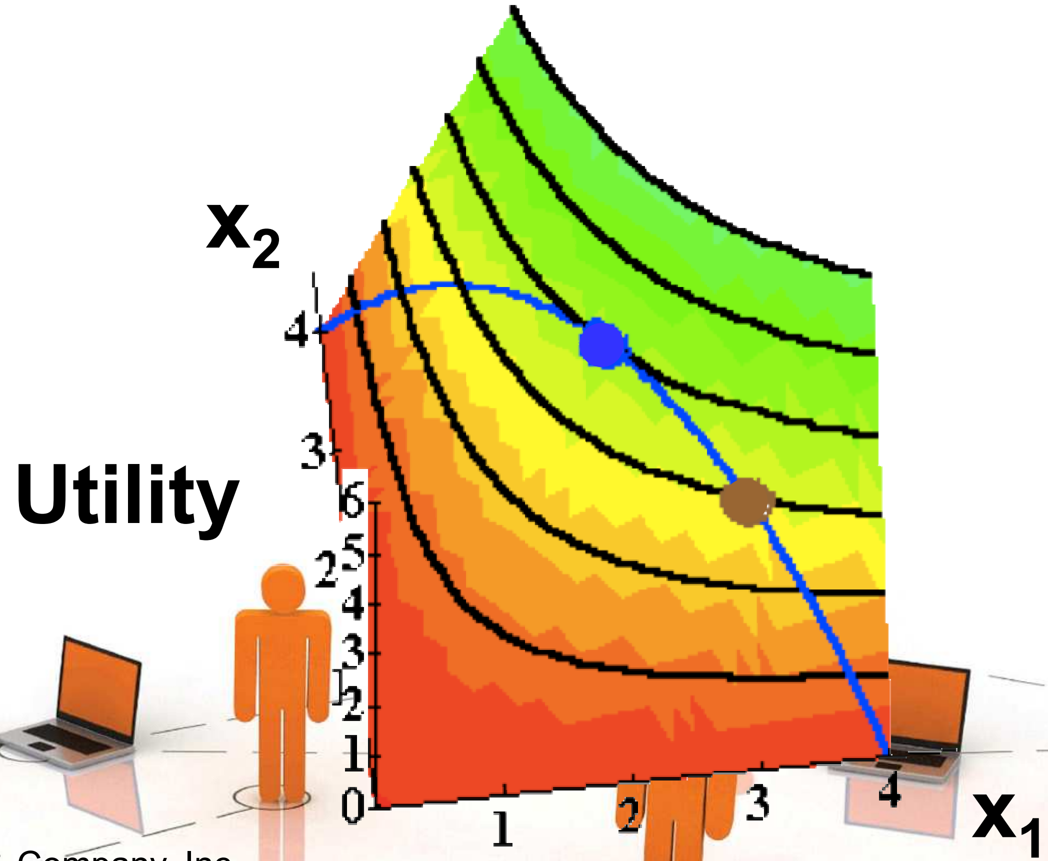

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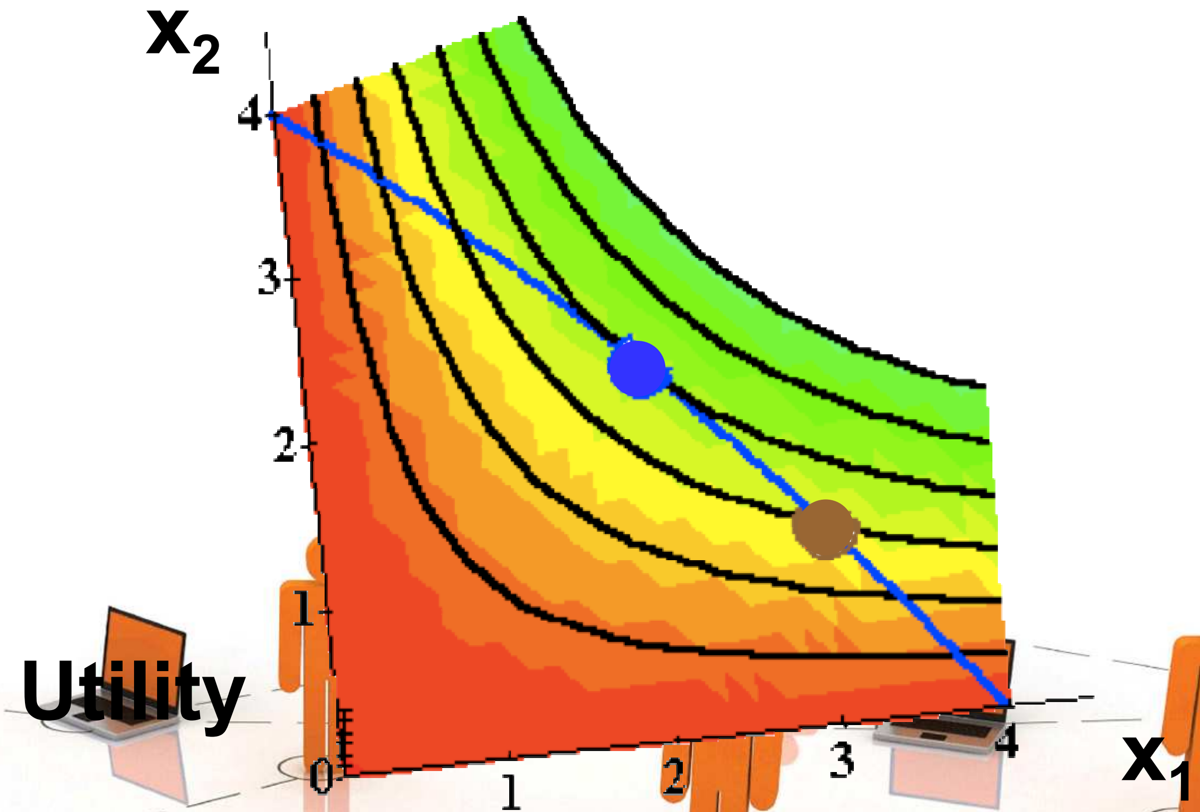

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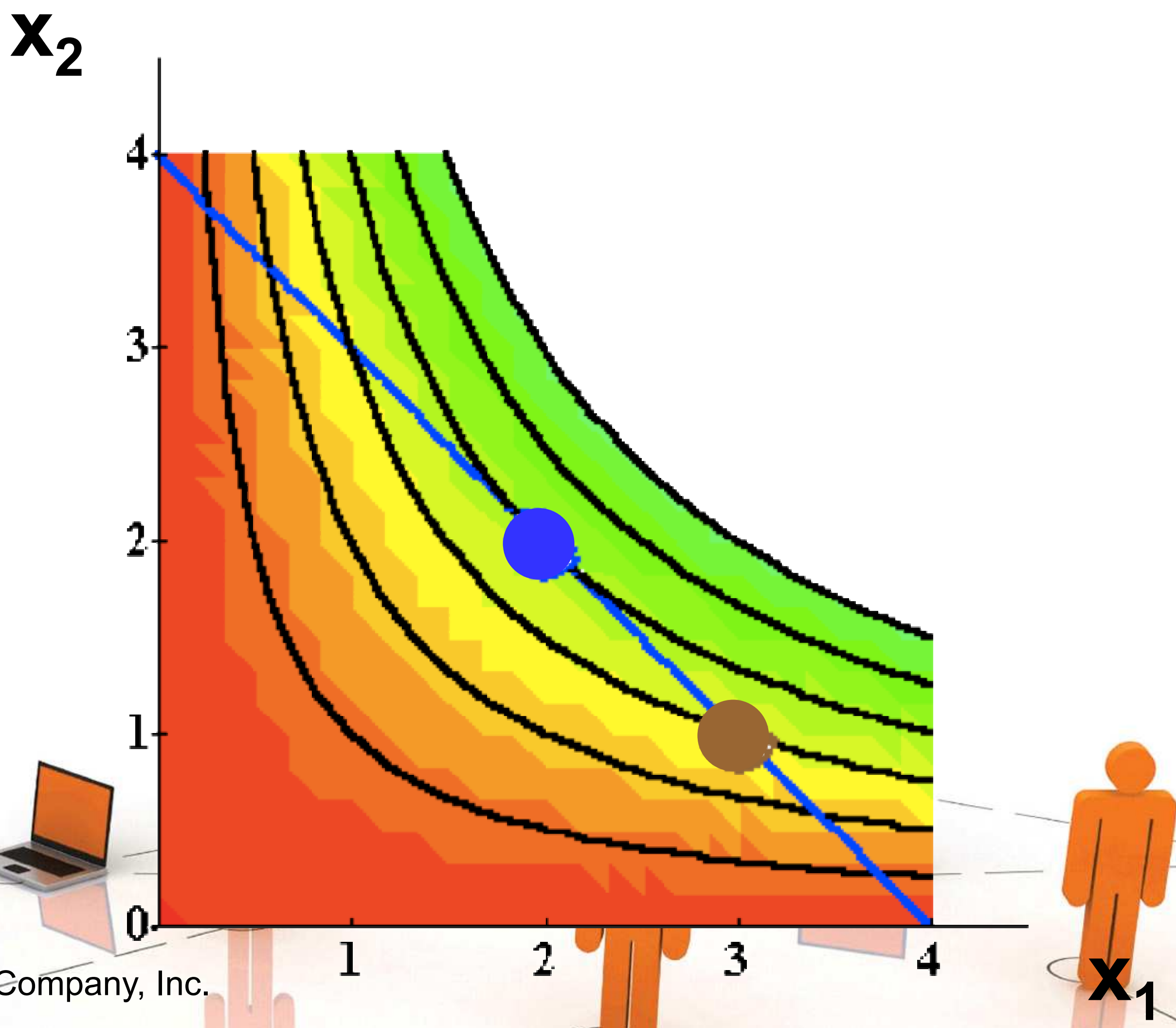

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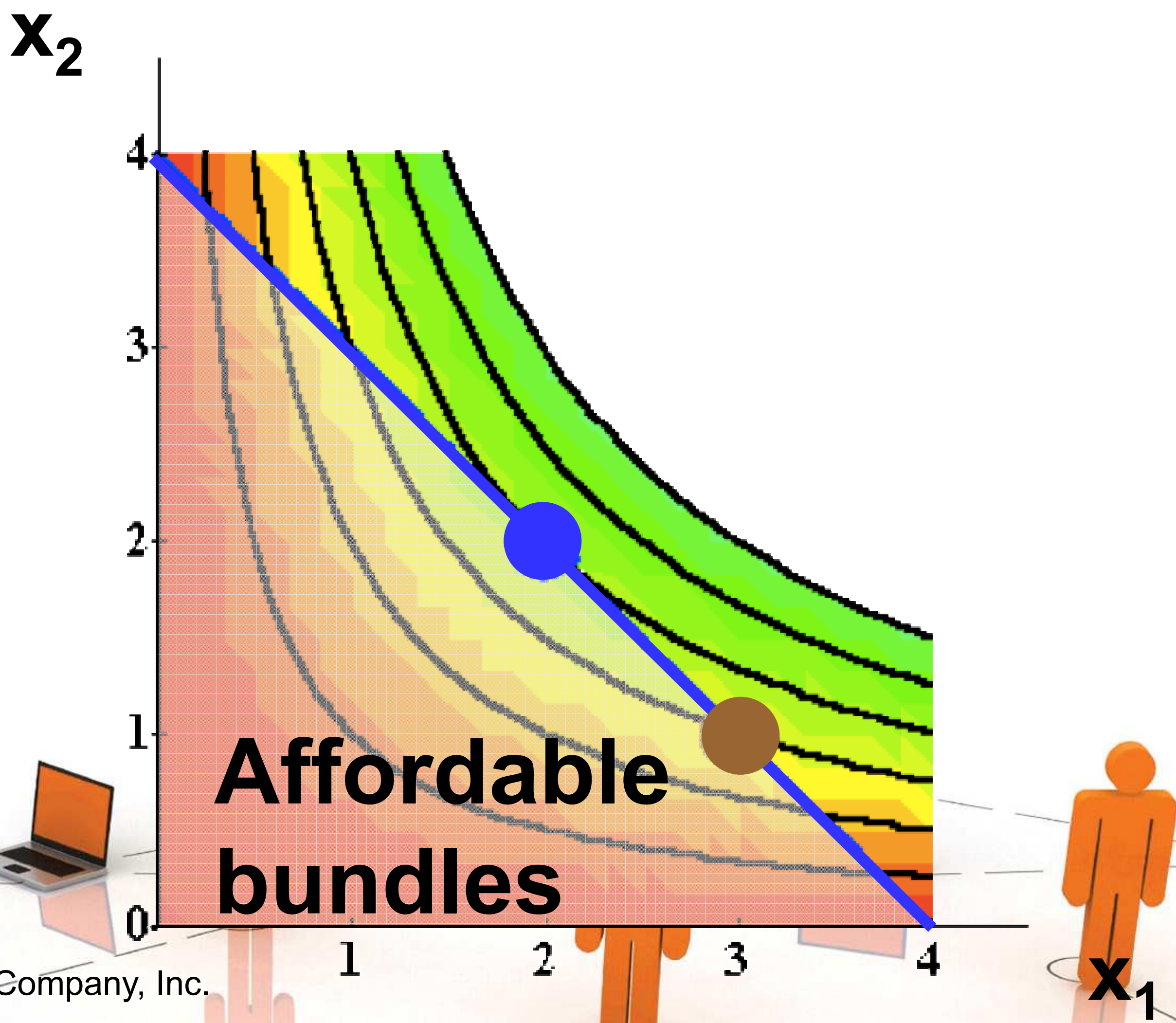

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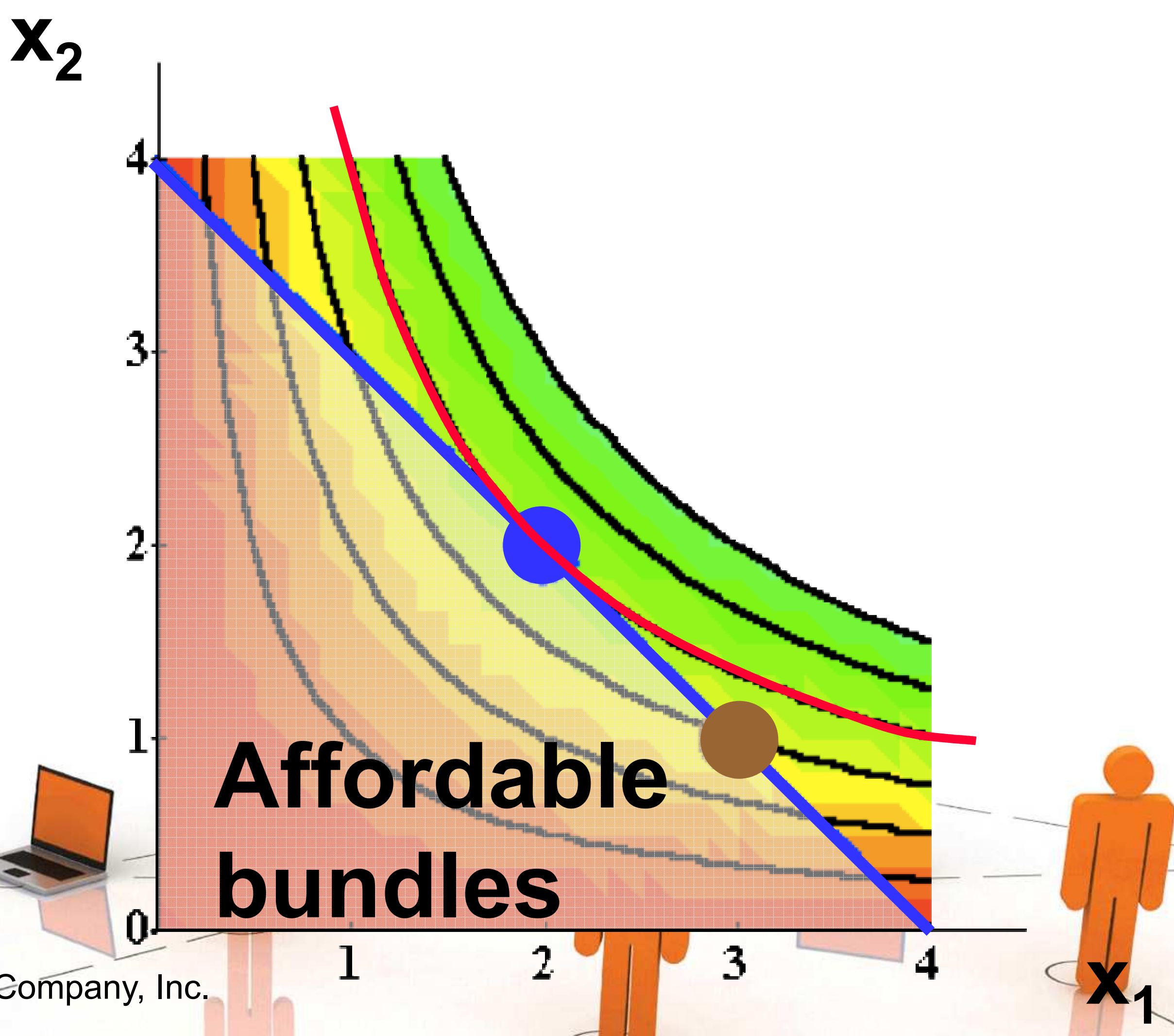

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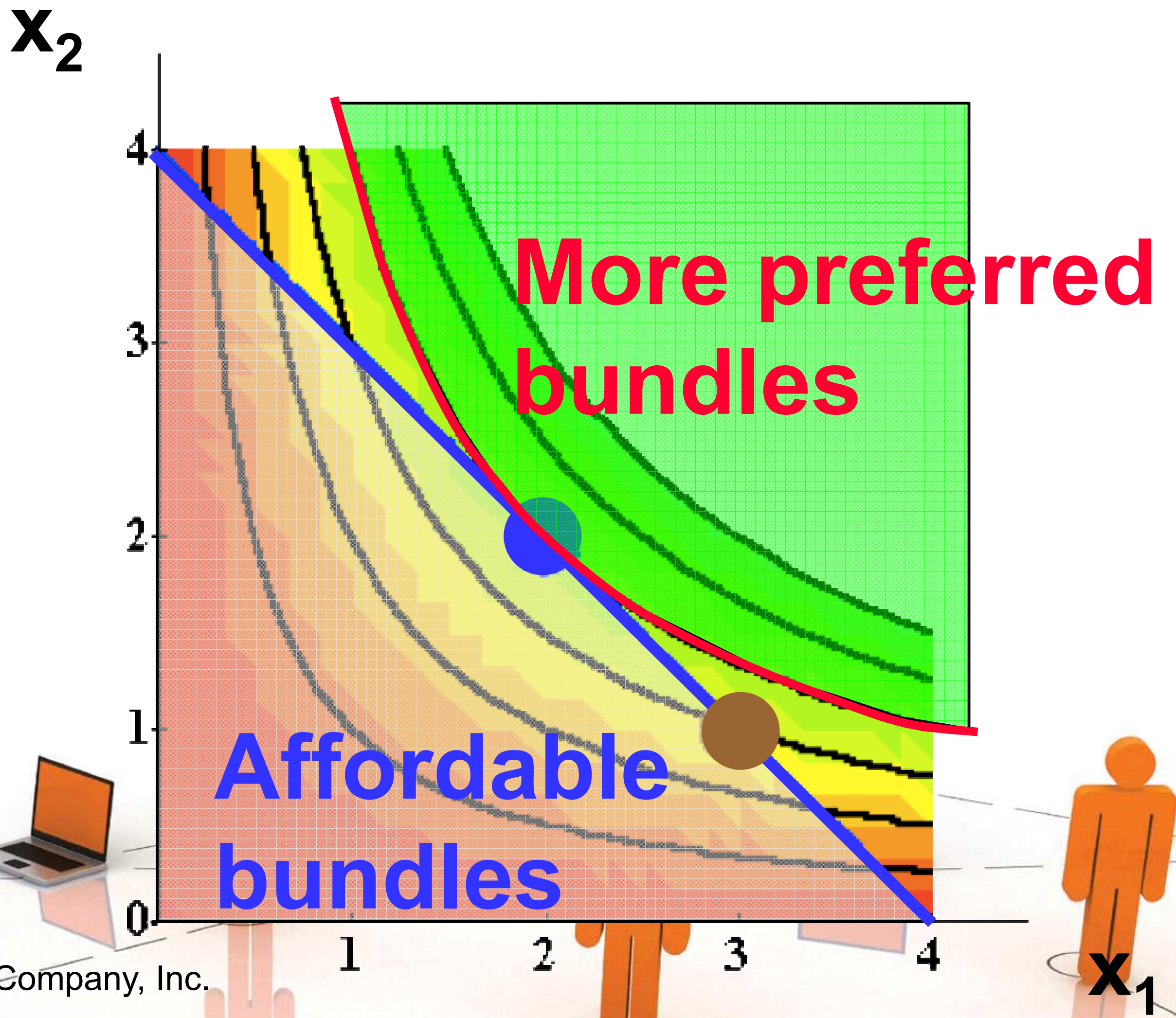

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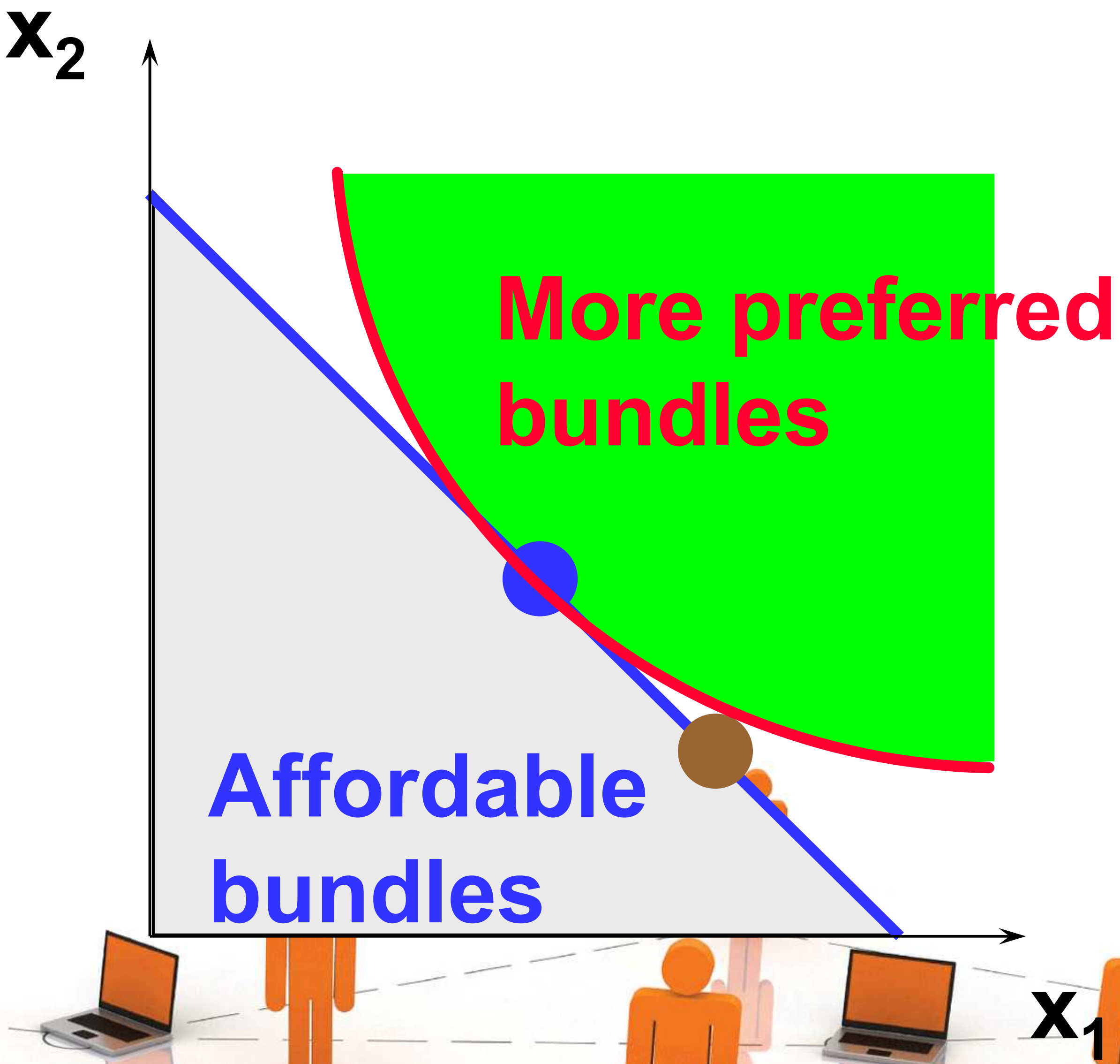

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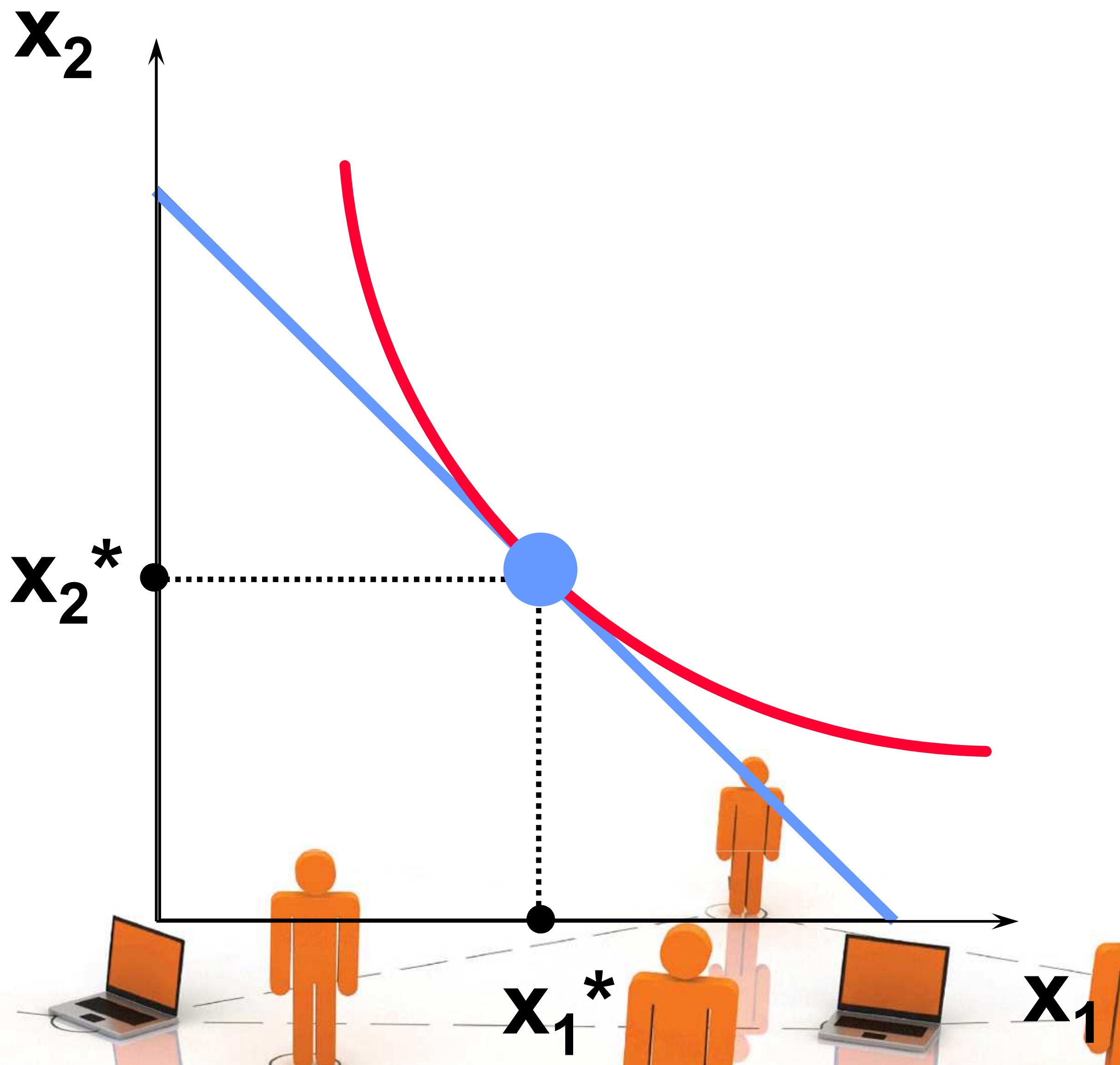

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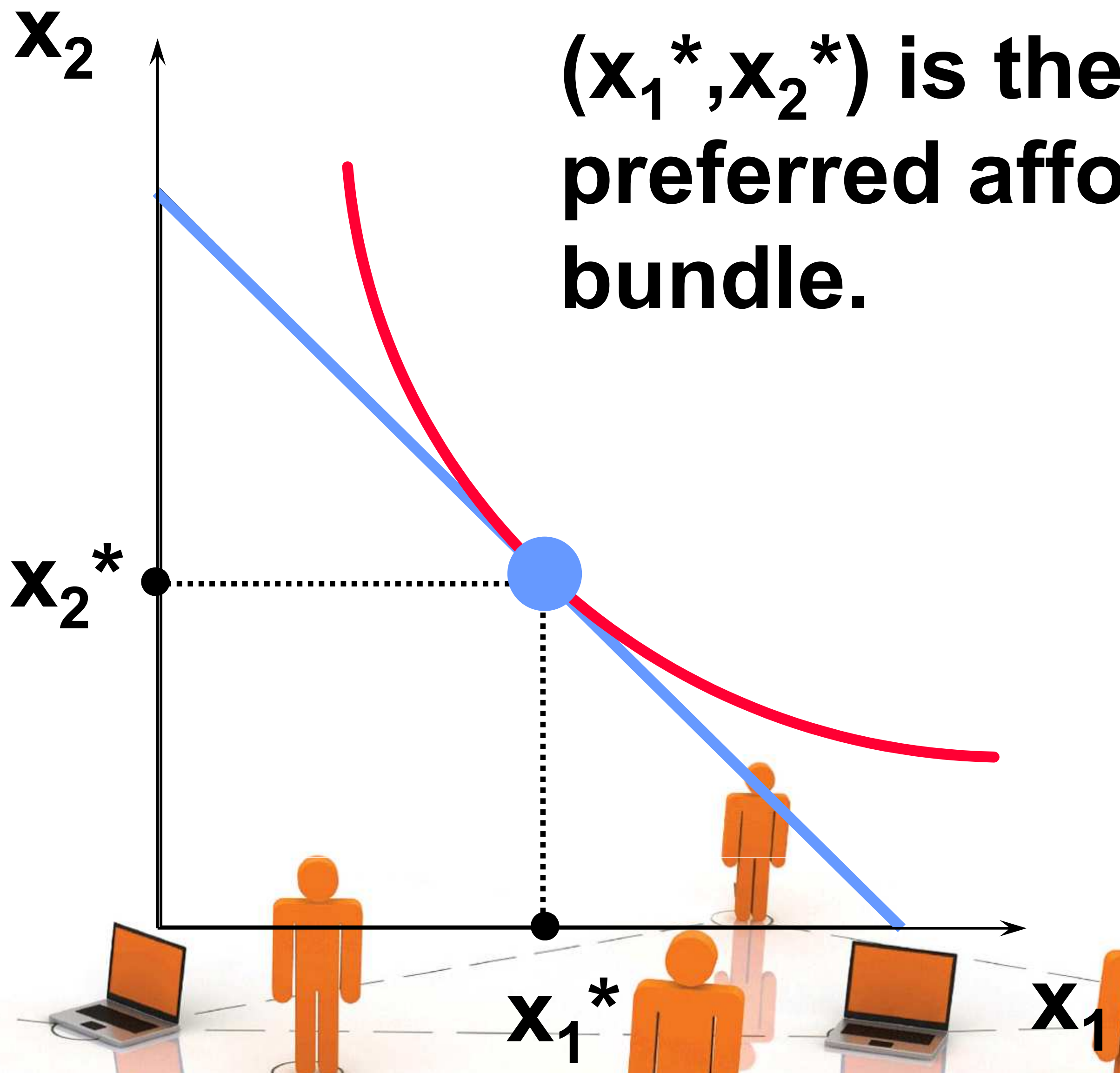
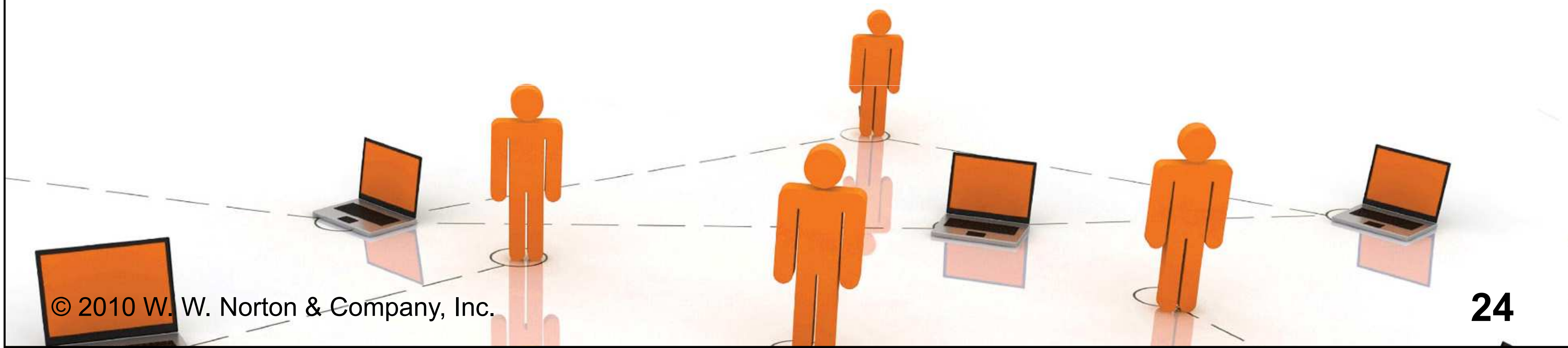


(x_1^*, x_2^*) is the most preferred affordable bundle.

Rational Constrained Choice

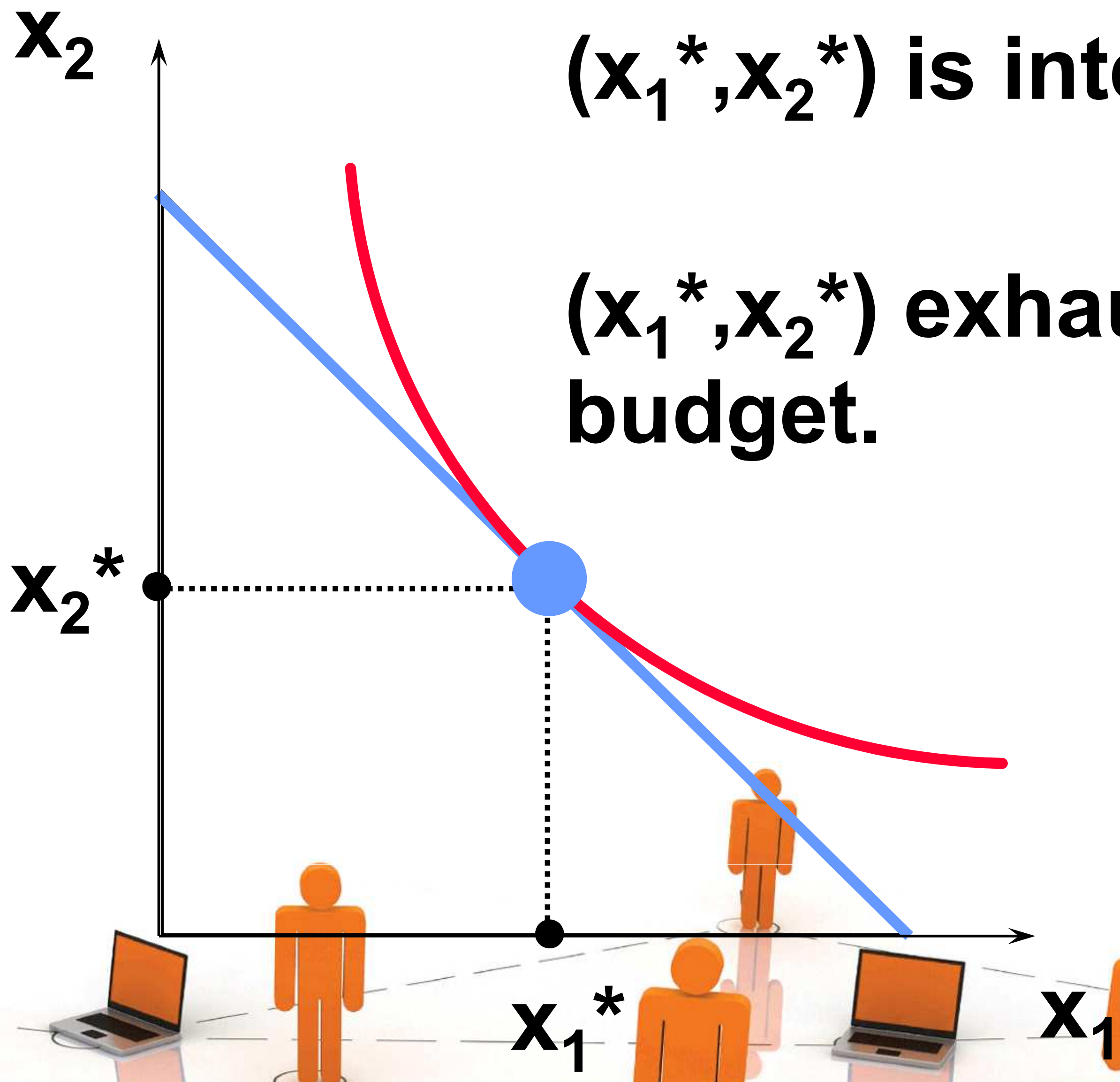
- The most preferred affordable bundle is called the consumer's ORDINARY DEMAND at the given prices and budget.
- Ordinary demands will be denoted by $x_1^*(p_1,p_2,m)$ and $x_2^*(p_1,p_2,m)$.



Rational Constrained Choice

- **When $x_1^* > 0$ and $x_2^* > 0$ the demanded bundle is INTERIOR.**
- **If buying (x_1^*, x_2^*) costs \$m then the budget is exhausted.**

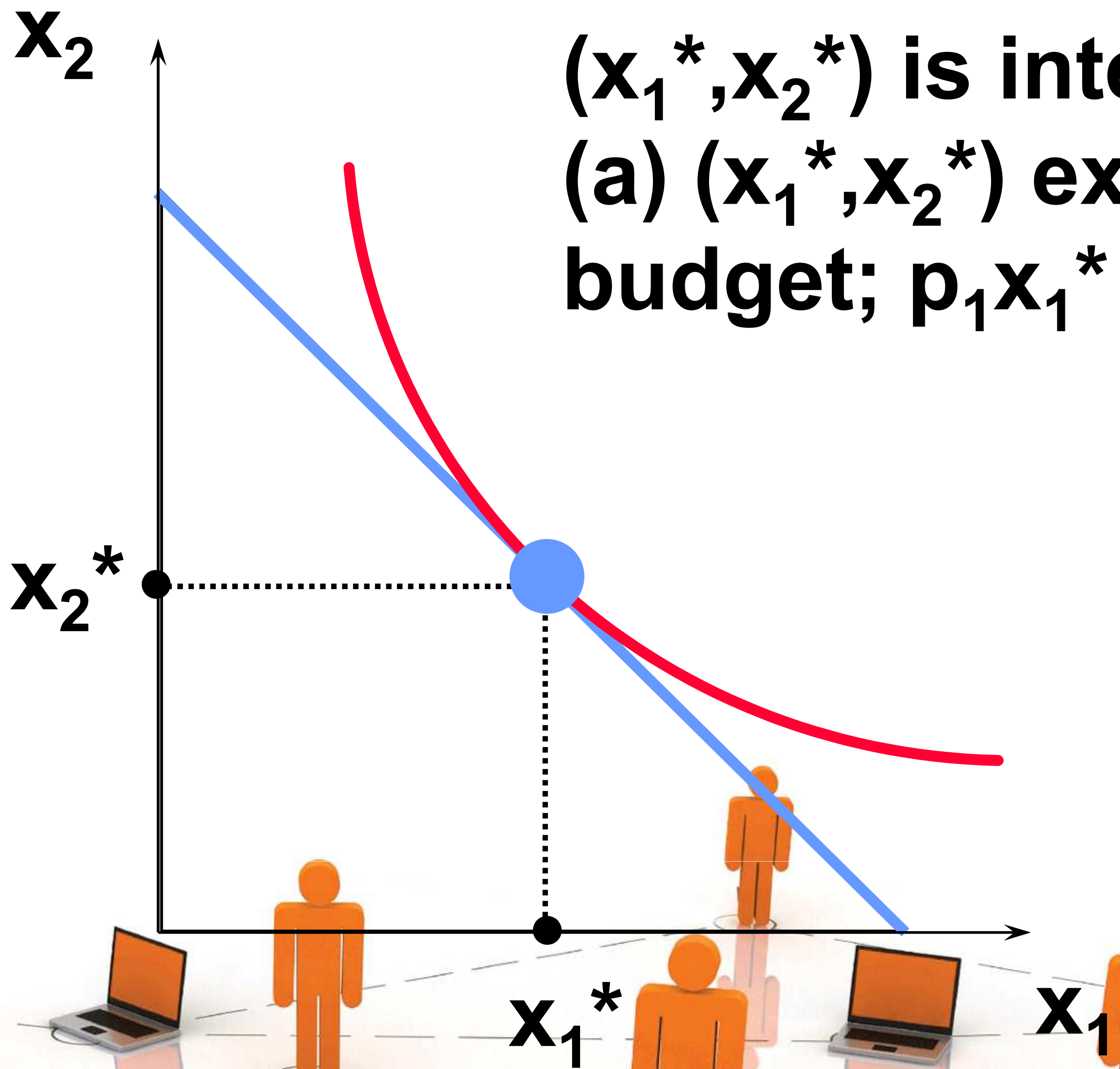
Rational Constrained Choice



(x_1^*,x_2^*) is interior.

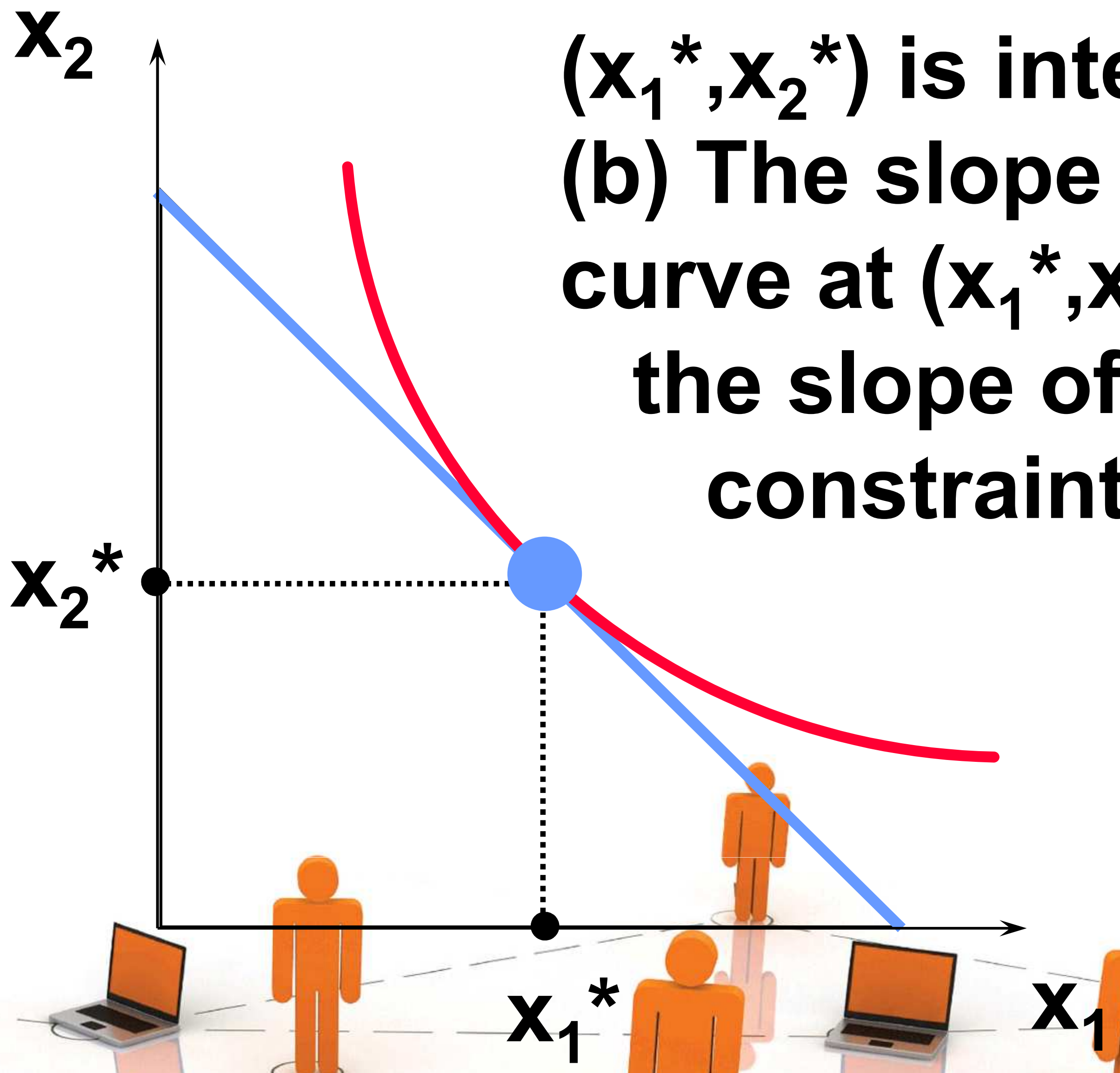
(x_1^*,x_2^*) exhausts the budget.

Rational Constrained Choice



(x_1^*,x_2^*) is interior.
(a) (x_1^*,x_2^*) exhausts the budget; $p_1x_1^* + p_2x_2^* = m$.

Rational Constrained Choice



(x_1^*, x_2^*) is interior .

(b) The slope of the indiff. curve at (x_1^*, x_2^*) equals the slope of the budget constraint.

Rational Constrained Choice

- (x_1^*, x_2^*) satisfies two conditions:
- (a) the budget is exhausted;

$$p_1x_1^* + p_2x_2^* = m$$

- (b) the slope of the budget constraint, $-p_1/p_2$, and the slope of the indifference curve containing (x_1^*, x_2^*) are equal at (x_1^*, x_2^*).

Computing Ordinary Demands

- **How can this information be used to locate (x_1^*, x_2^*) for given p_1, p_2 and m?**

Computing Ordinary Demands - a Cobb-Douglas Example.

- **Suppose that the consumer has Cobb-Douglas preferences.**

$$U(x_1, x_2) = x_1^a x_2^b$$

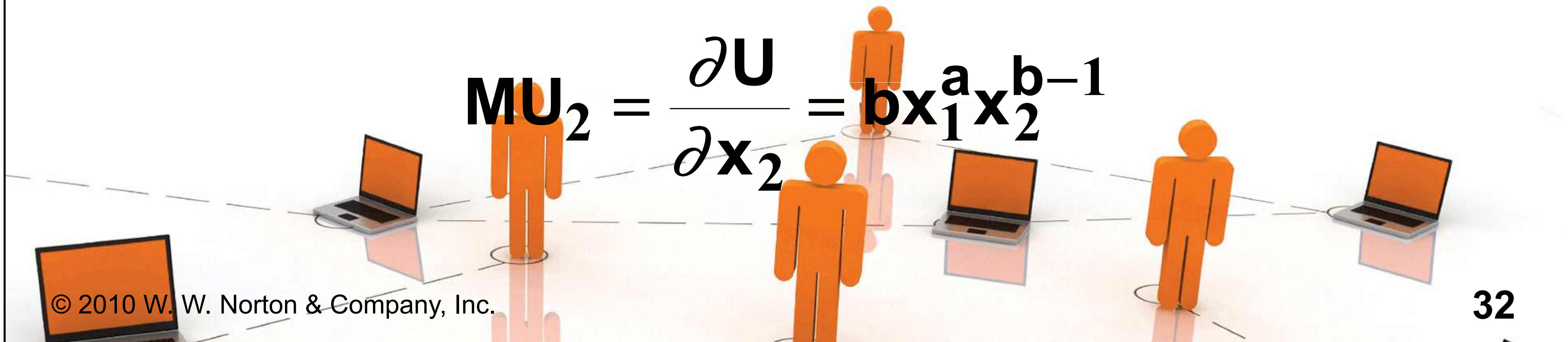
Computing Ordinary Demands - a Cobb-Douglas Example.

- Suppose that the consumer has Cobb-Douglas preferences.

$$U(x_1, x_2) = x_1^a x_2^b$$

- Then $$MU_1 = \frac{\partial U}{\partial x_1} = a x_1^{a-1} x_2^b$$

$$MU_2 = \frac{\partial U}{\partial x_2} = b x_1^a x_2^{b-1}$$



Computing Ordinary Demands - a Cobb-Douglas Example.

- **So the MRS is**

$$\mathrm{MRS} = \frac{dx_2}{dx_1} = -\frac{\partial U/\partial x_1}{\partial U/\partial x_2} = -\frac{a x_1^{a-1} x_2^{b}}{b x_1^{a} x_2^{b-1}} = -\frac{a x_2}{b x_1}.$$

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- At (x_1^*, x_2^*), MRS = $-p_1/p_2$ so

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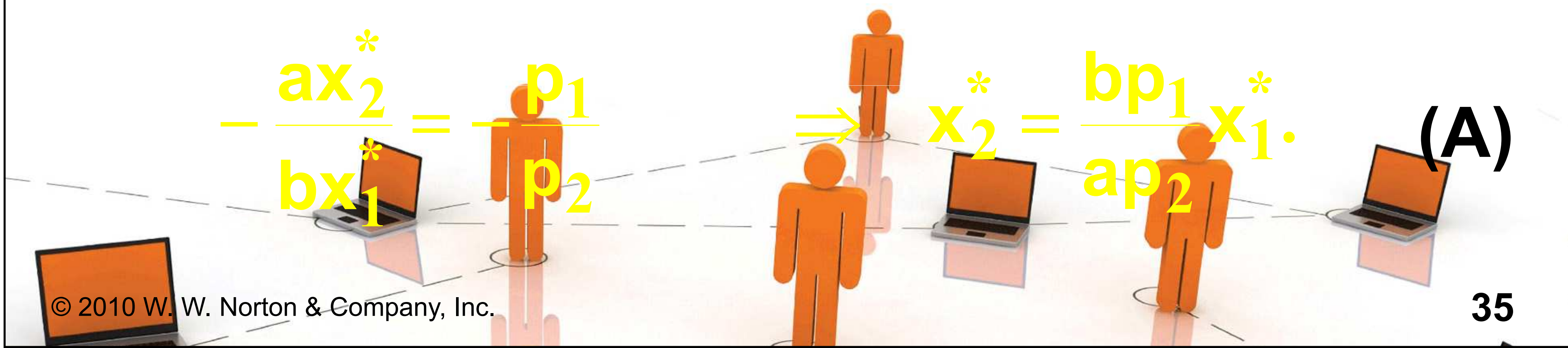
- **At (x_1^*, x_2^*), MRS = $-p_1/p_2$ so**

$$-\frac{a x_2^*}{b x_1^*} = -\frac{p_1}{p_2} \quad \Rightarrow \quad x_2^* = \frac{b p_1}{a p_2} x_1^*. \qquad \textbf{(A)}$$



Computing Ordinary Demands - a Cobb-Douglas Example.

- (x_1^*, x_2^*) also exhausts the budget so

$$p_1 x_1^* + p_2 x_2^* = m. \qquad \textbf{(B)}$$

Computing Ordinary Demands - a Cobb-Douglas Example.

- So now we know that

$$x_2^* = \frac{bp_1}{ap_2} x_1^* \qquad \text{(A)}$$

$$p_1 x_1^* + p_2 x_2^* = m. \qquad \text{(B)}$$

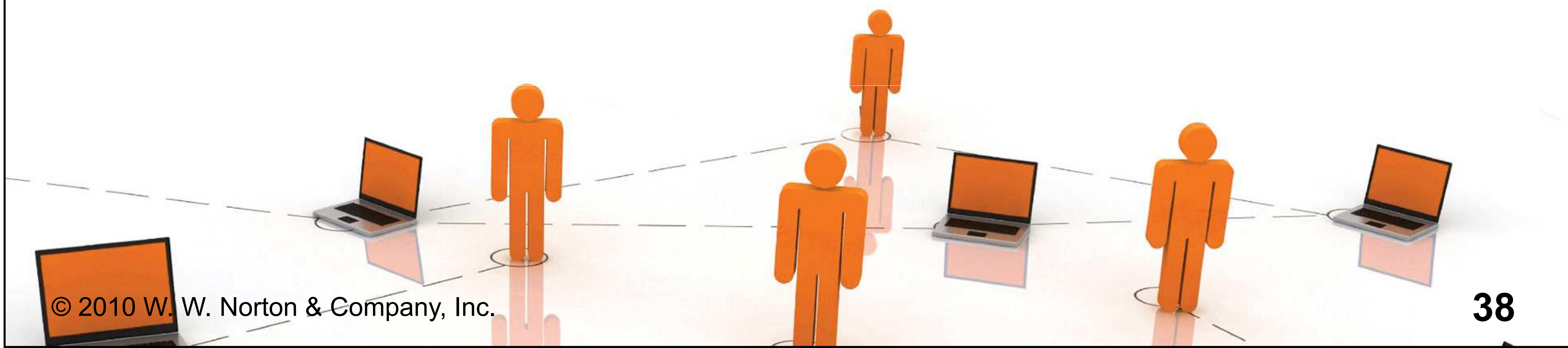
Computing Ordinary Demands - a Cobb-Douglas Example.

- So now we know that

$$x_2^* = \frac{bp_1}{ap_2}x_1^* \qquad \text{(A)}$$

Substitute

$$p_1x_1^* + p_2x_2^* = m. \qquad \text{(B)}$$



Computing Ordinary Demands - a Cobb-Douglas Example.

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$$x_2^* = \frac{bp_1}{ap_2} x_1^* \qquad \textbf{(A)}$$

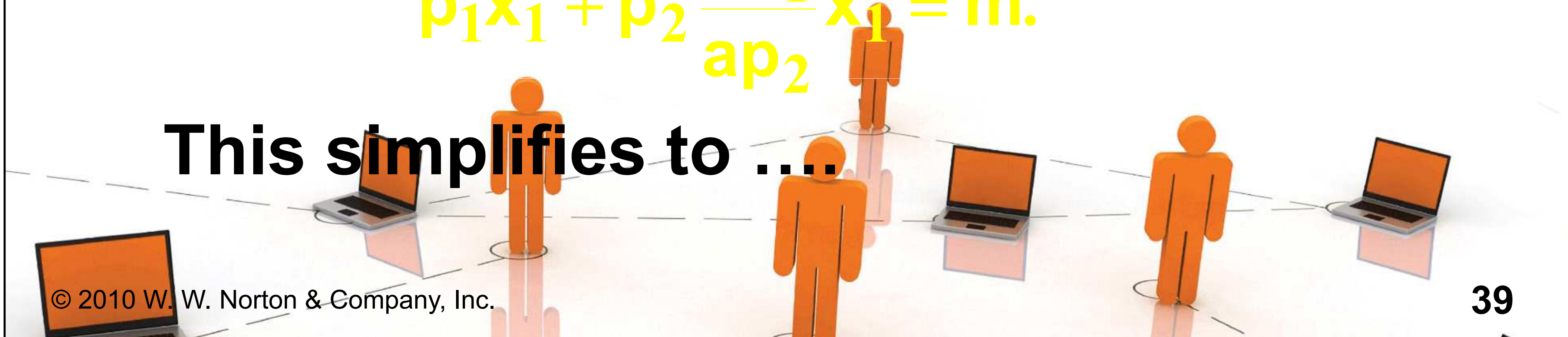
Substitute

$$p_1 x_1^* + p_2 x_2^* = m. \qquad \textbf{(B)}$$

and get

$$p_1 x_1^* + p_2 \frac{bp_1}{ap_2} x_1^* = m.$$

This simplifies to ….



Computing Ordinary Demands - a Cobb-Douglas Example.

$$x_1^* = \frac{am}{(a+b)p_1}.$$

Computing Ordinary Demands - a Cobb-Douglas Example.

$$x_1^* = \frac{am}{(a+b)p_1}.$$

Substituting for x_1^* in

$$p_1 x_1^* + p_2 x_2^* = m$$

then gives

$$x_2^* = \frac{bm}{(a+b)p_2}.$$

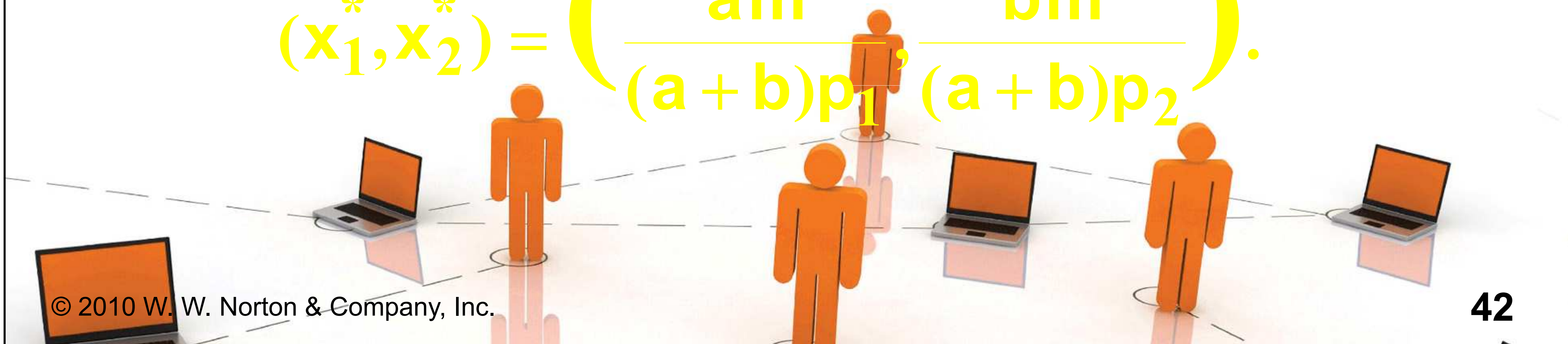
Computing Ordinary Demands - a Cobb-Douglas Example.

So we have discovered that the most preferred affordable bundle for a consumer with Cobb-Douglas preferences

$$U(x_1, x_2) = x_1^a x_2^b$$

is

$$(x_1^*, x_2^*) = \left(\frac{am}{(a+b)p_1}, \frac{bm}{(a+b)p_2} \right).$$



Computing Ordinary Demands - a Cobb-Douglas Example.

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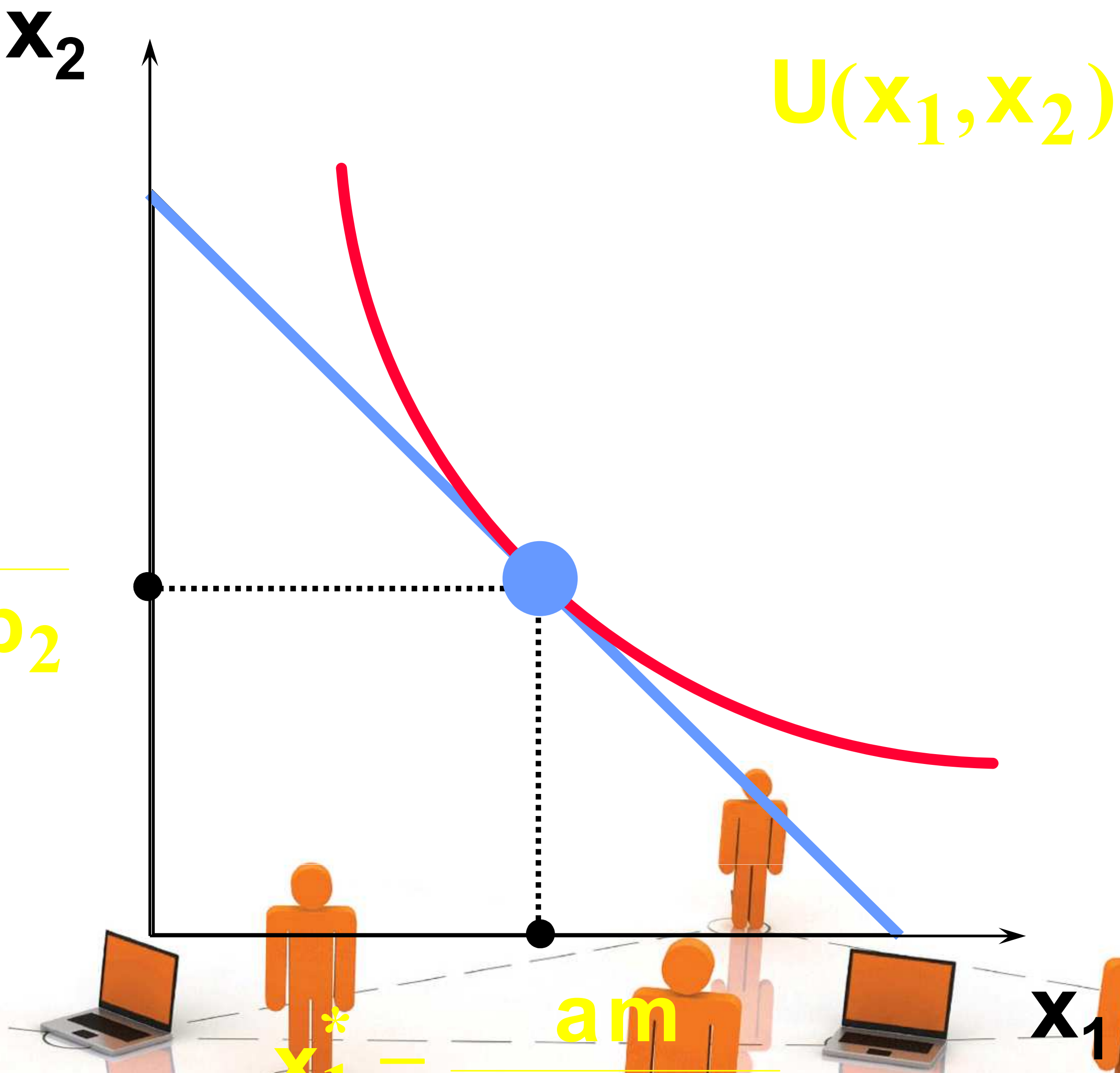


$$x_2^* = \frac{bm}{(a+b)p_2}$$

$$x_1^* = \frac{am}{(a+b)p_1}$$

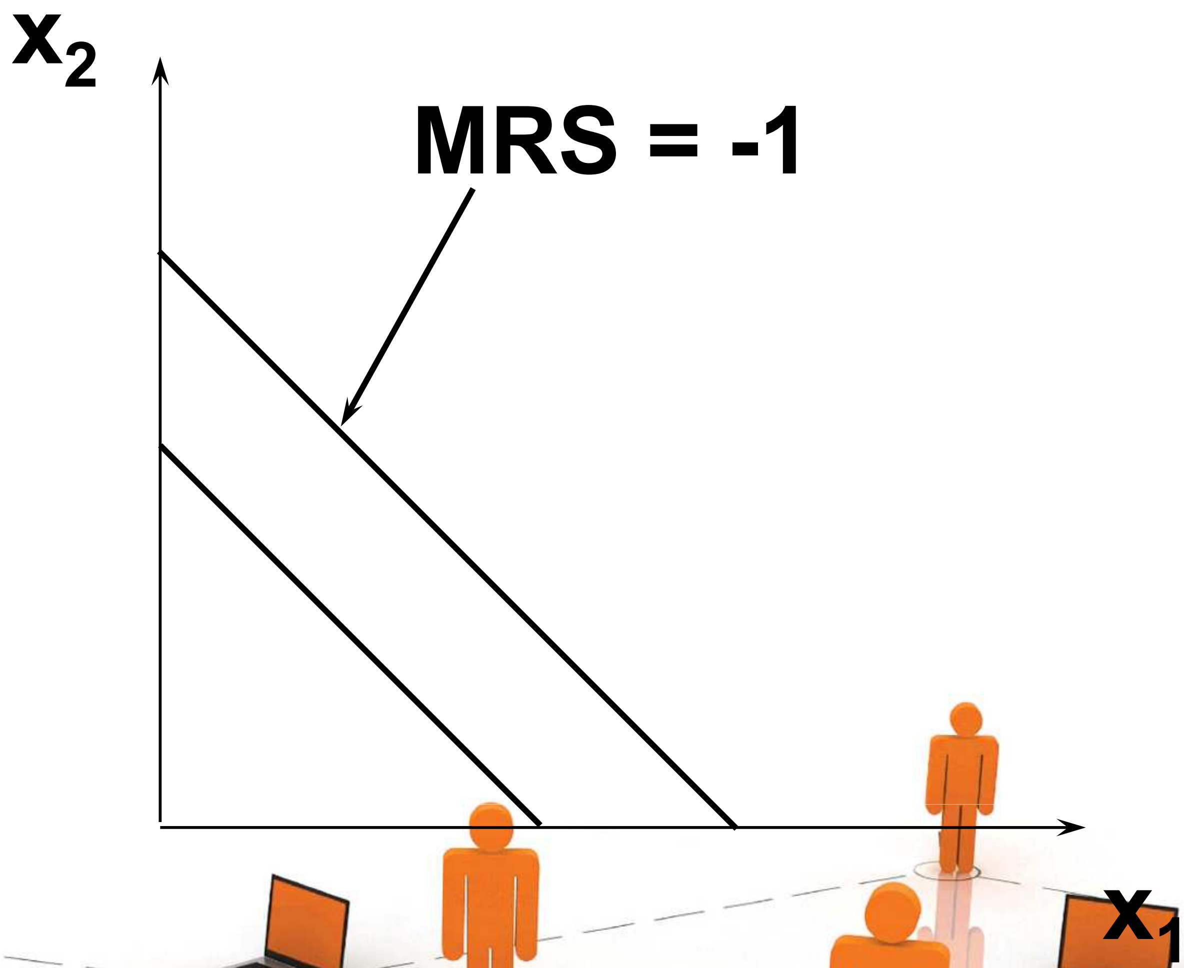
Rational Constrained Choice

- When $x_1^* > 0$ and $x_2^* > 0$ and (x_1^*,x_2^*) exhausts the budget, and indifference curves have no ‘kinks’, the ordinary demands are obtained by solving:
- (a) $p_1x_1^* + p_2x_2^* = y$
- (b) the slopes of the budget constraint, $-p_1/p_2$, and of the indifference curve containing (x_1^*,x_2^*) are equal at (x_1^*,x_2^*).

Rational Constrained Choice

- But what if $x_1^* = 0$?
- Or if $x_2^* = 0$?
- If either $x_1^* = 0$ or $x_2^* = 0$ then the ordinary demand (x_1^*,x_2^*) is at a corner solution to the problem of maximizing utility subject to a budget constraint.

Examples of Corner Solutions -- the Perfect Substitutes Case



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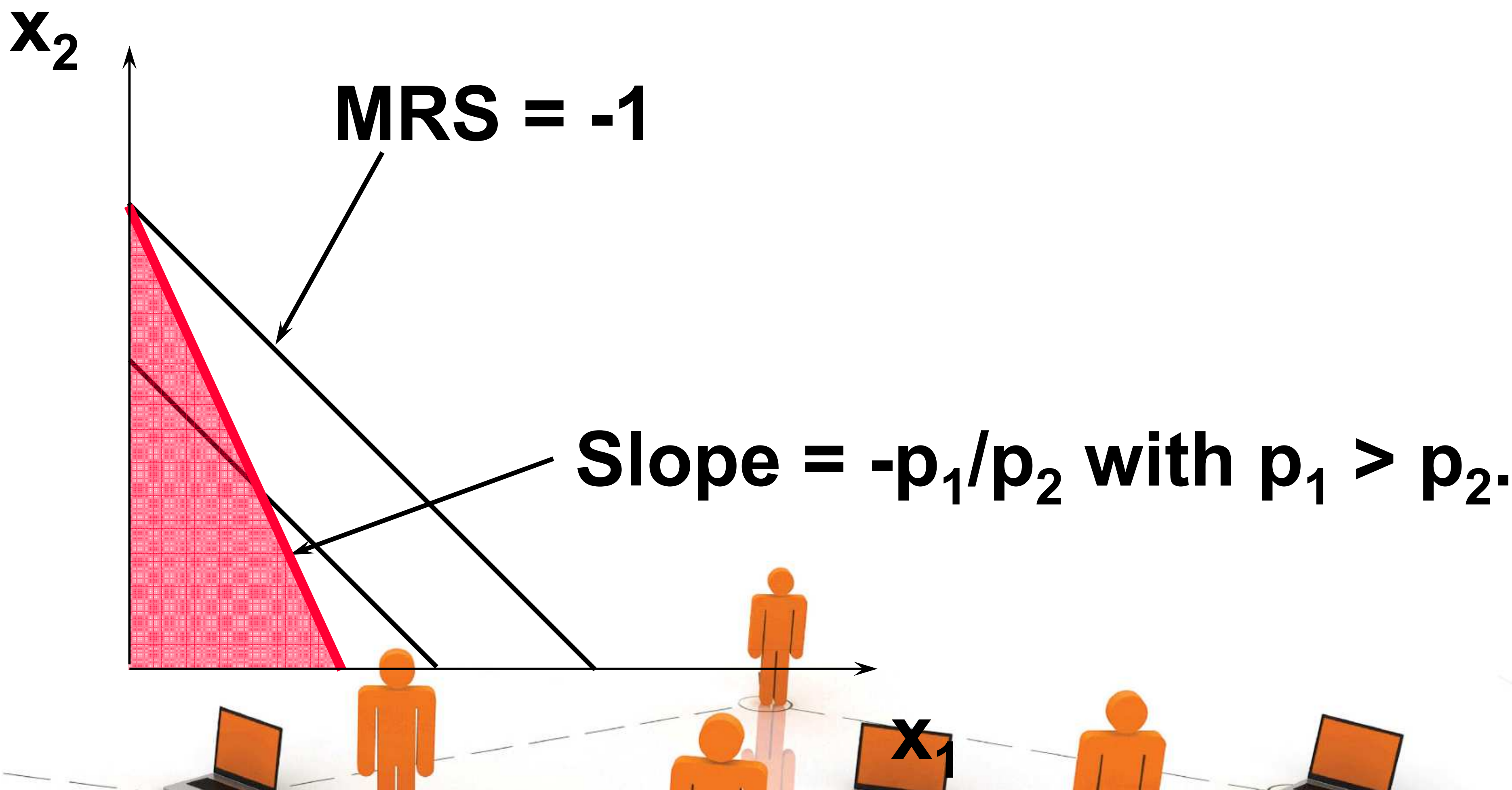

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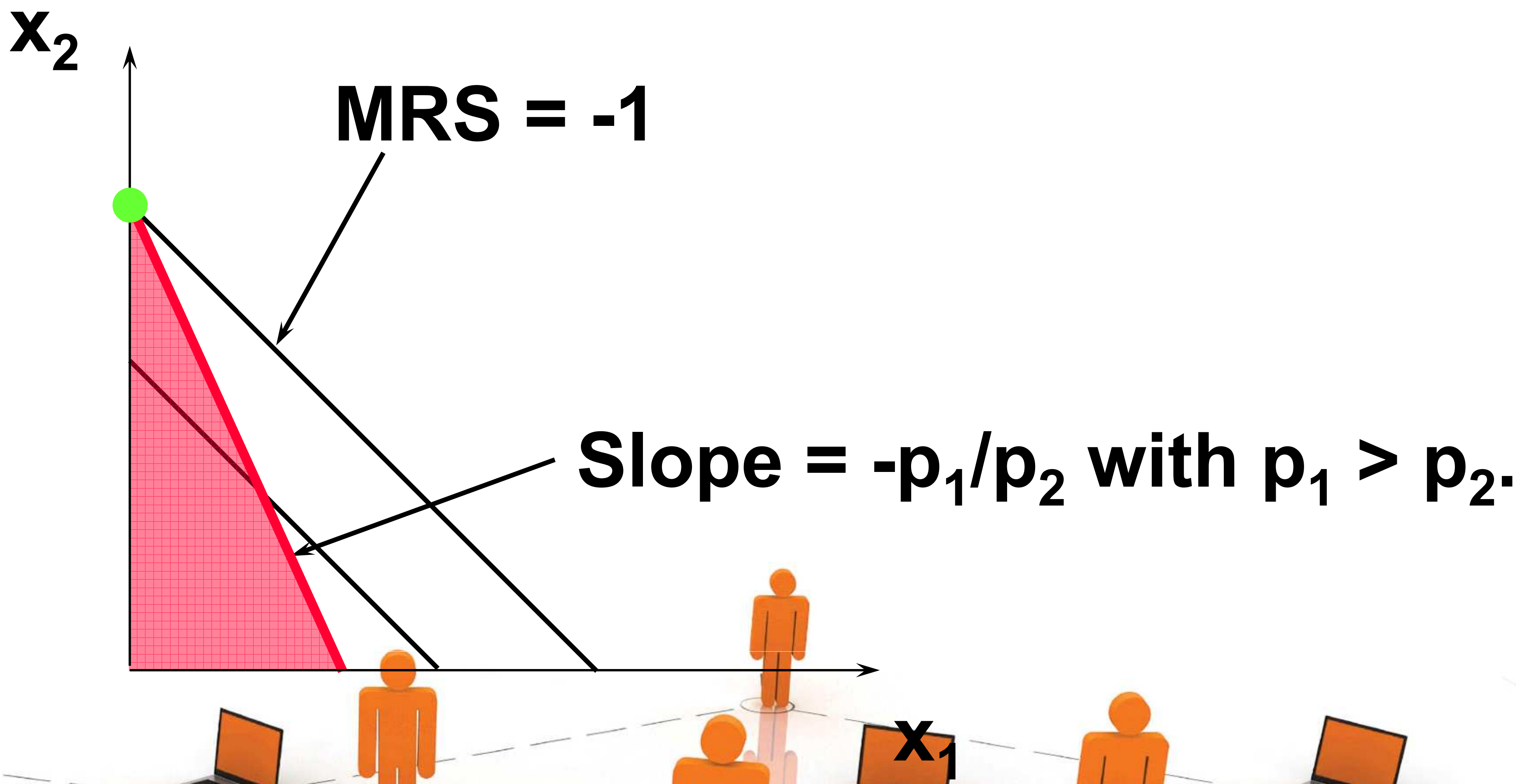

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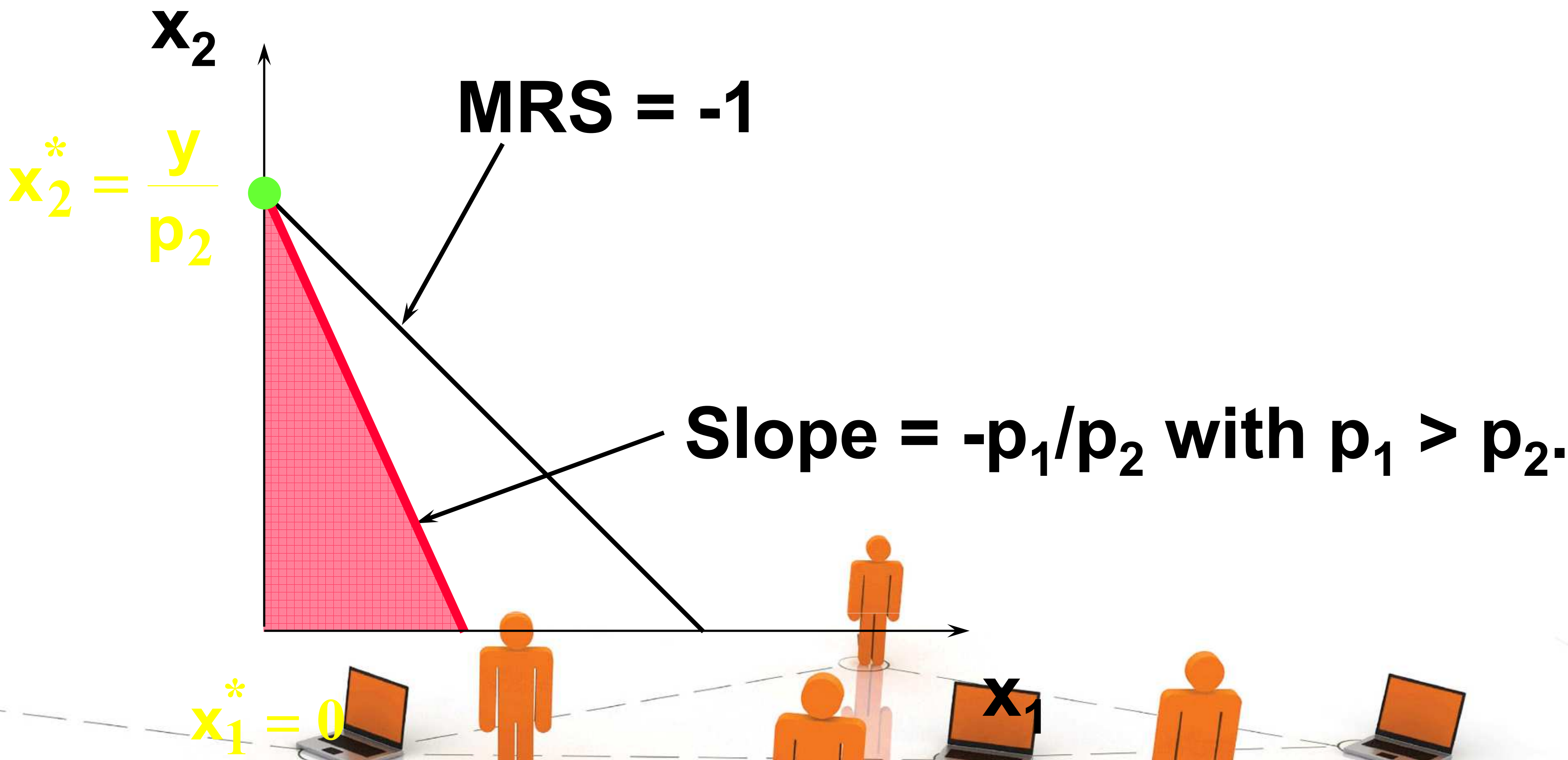

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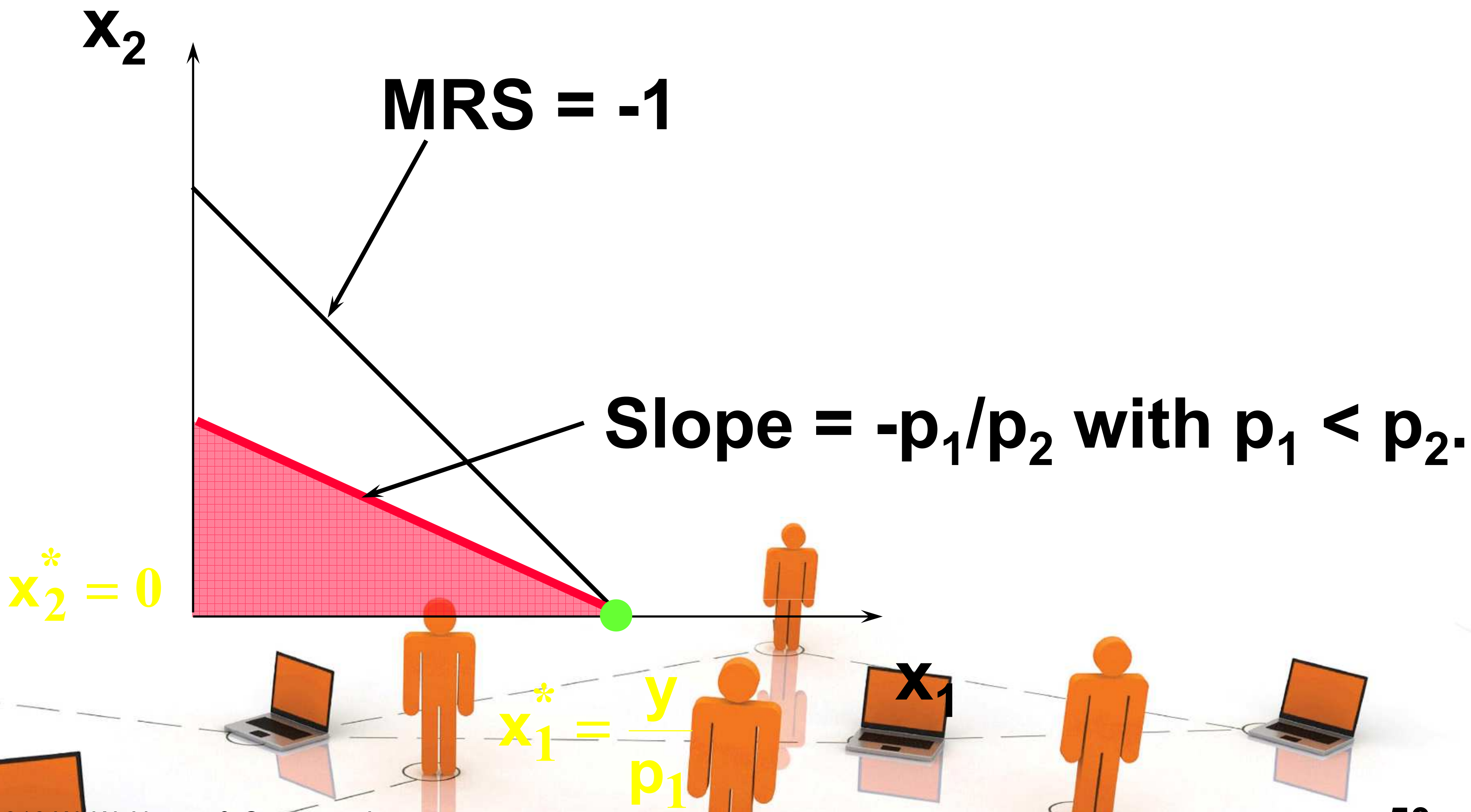


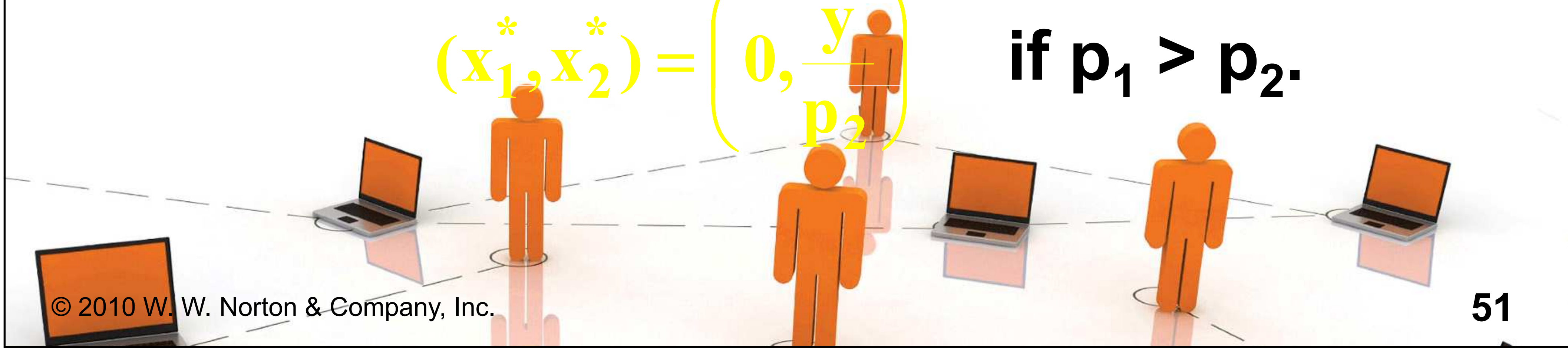
Examples of Corner Solutions -- the Perfect Substitutes Case

So when $U(x_1,x_2) = x_1 + x_2$, the most preferred affordable bundle is (x_1^*,x_2^*) where

$$(x_1^*, x_2^*) = \left(\frac{y}{p_1}, 0\right) \quad \text{if } p_1 < p_2$$

and

$$(x_1^*, x_2^*) = \left(0, \frac{y}{p_2}\right) \quad \text{if } p_1 > p_2.$$



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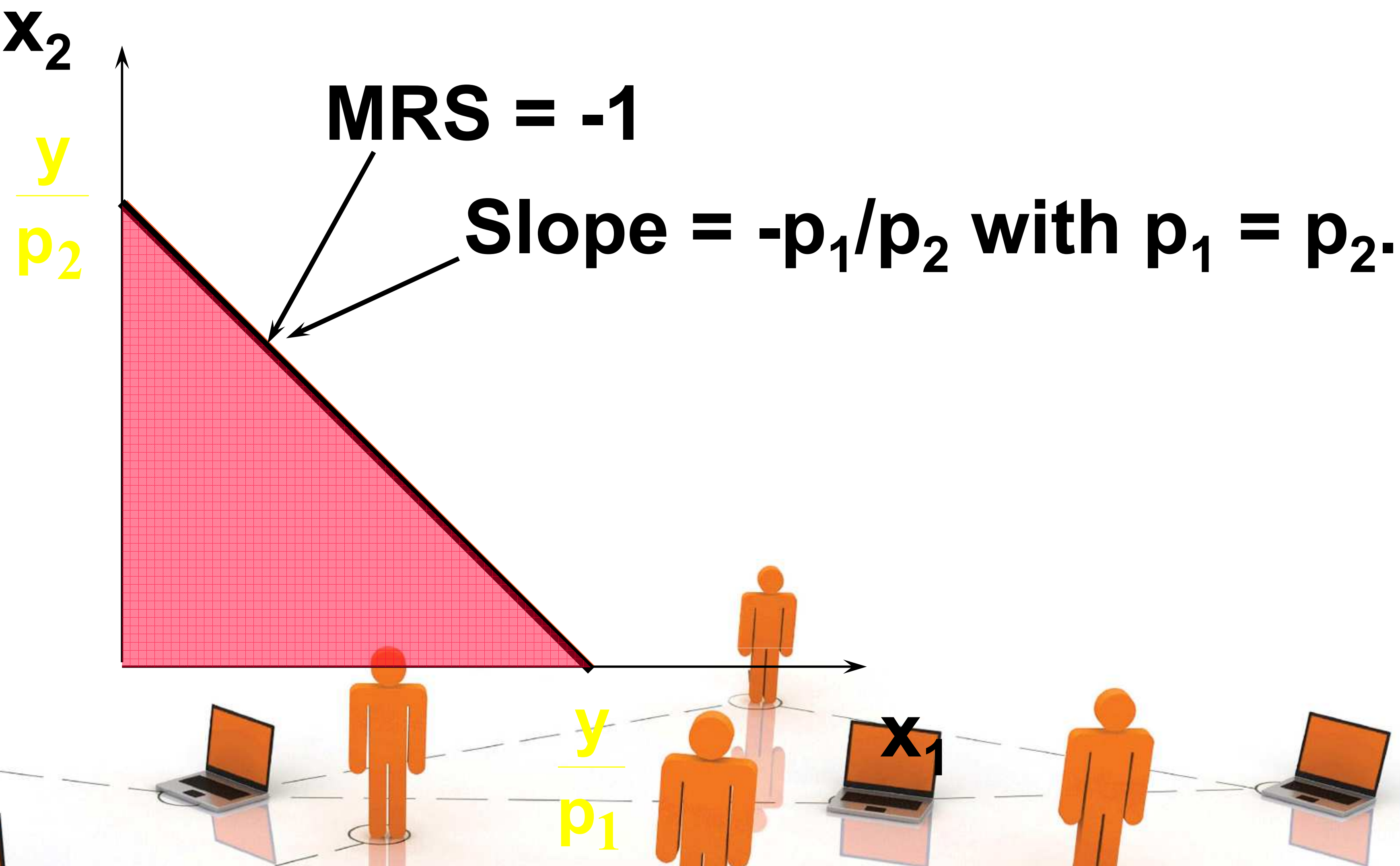

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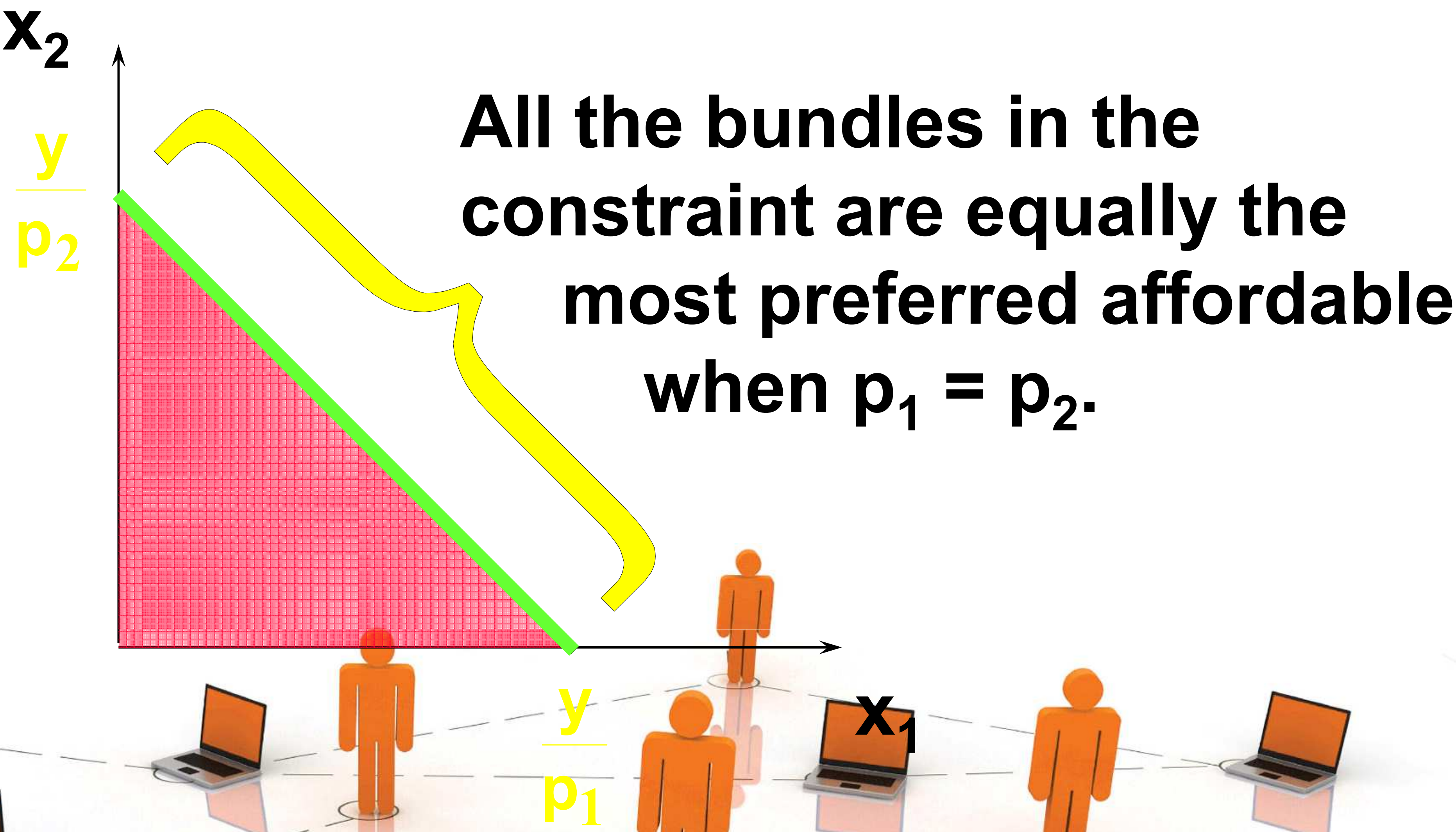
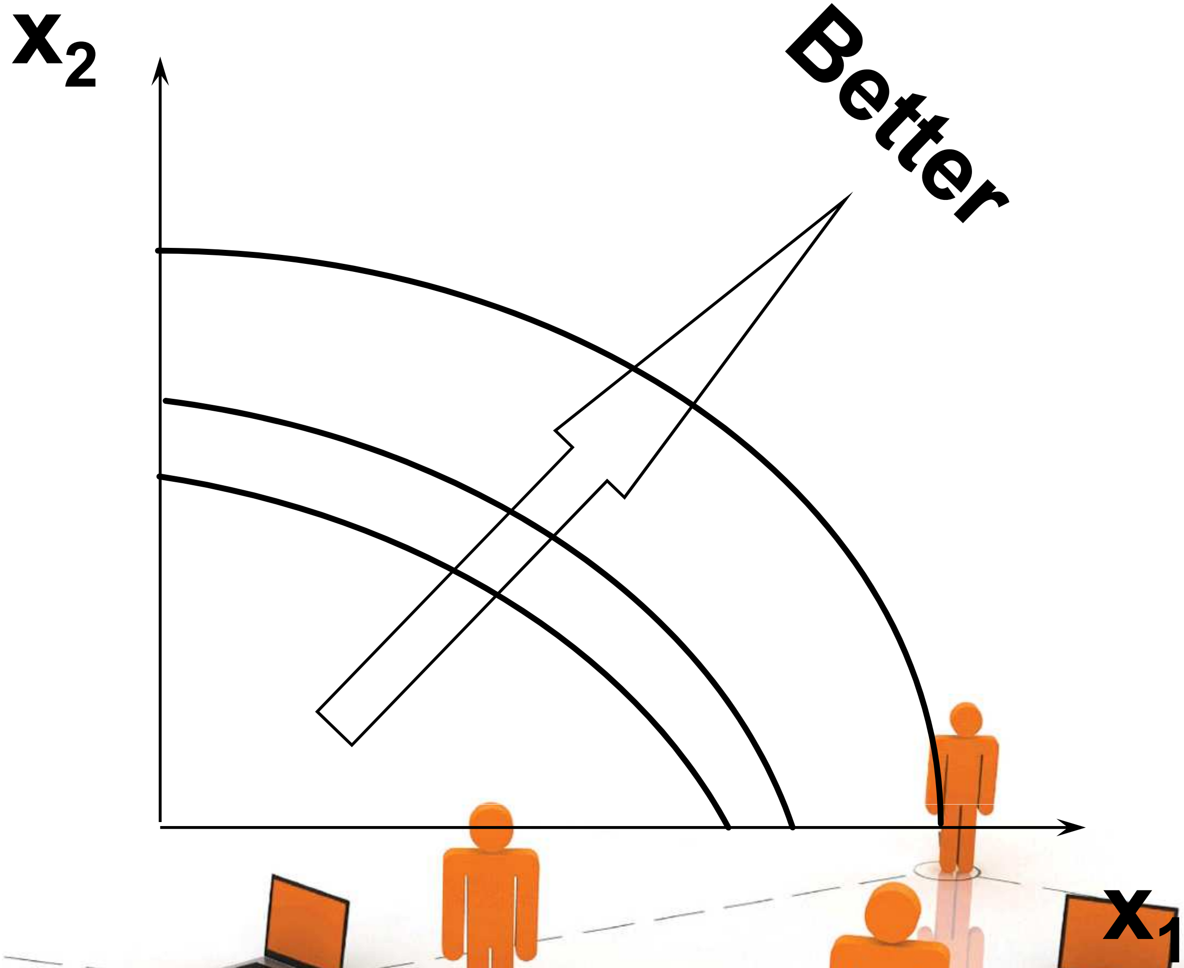


Examples of Corner Solutions -- the Non-Convex Preferences Case



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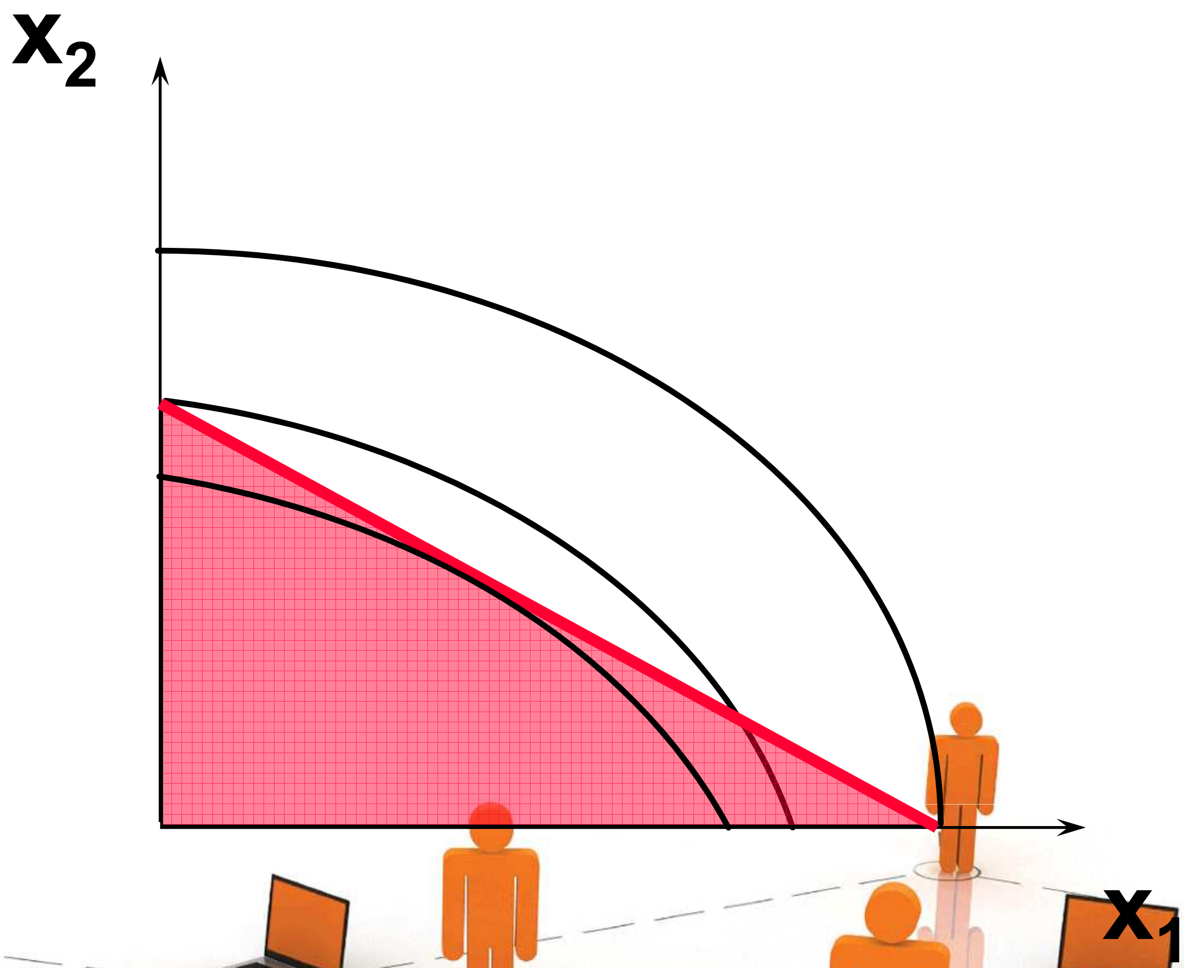

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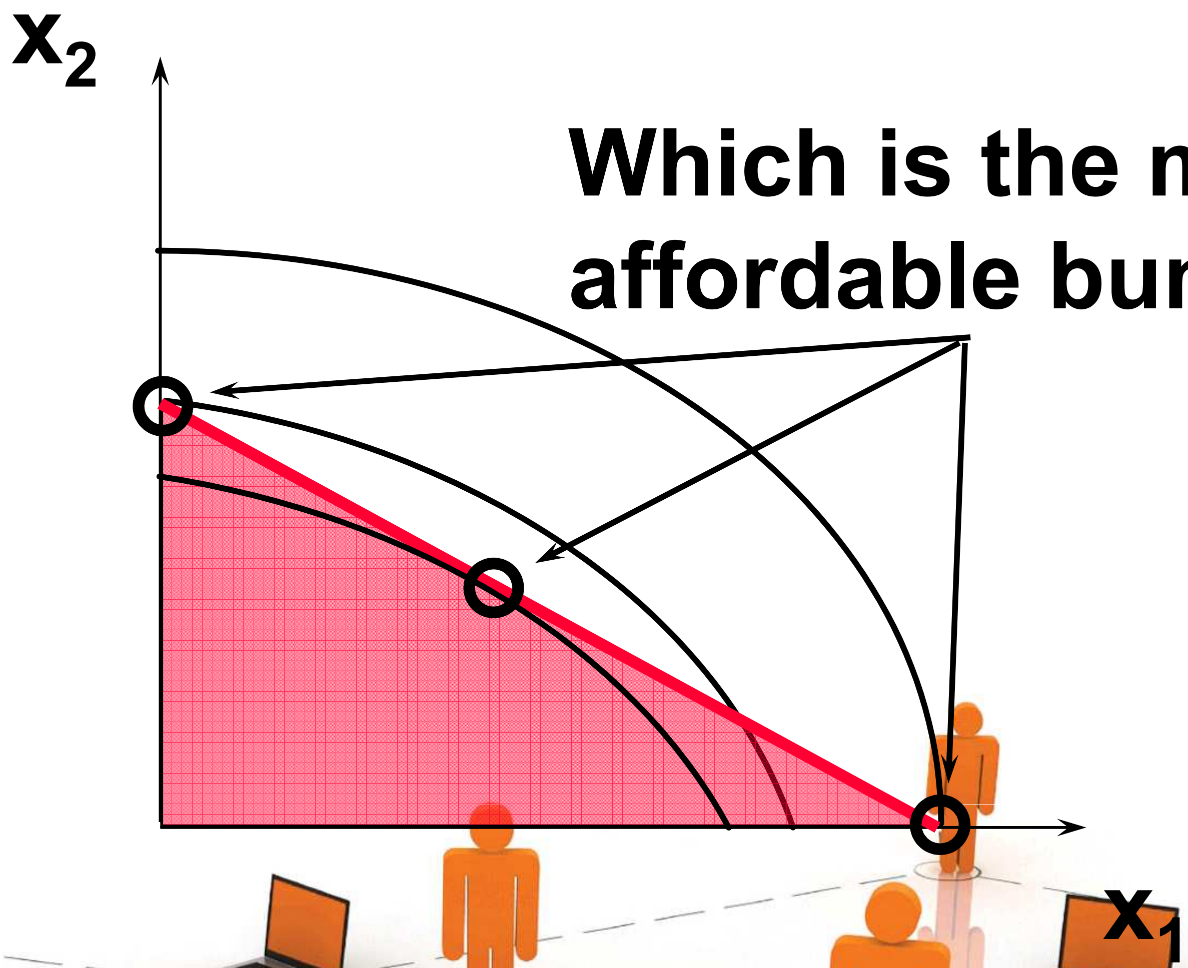

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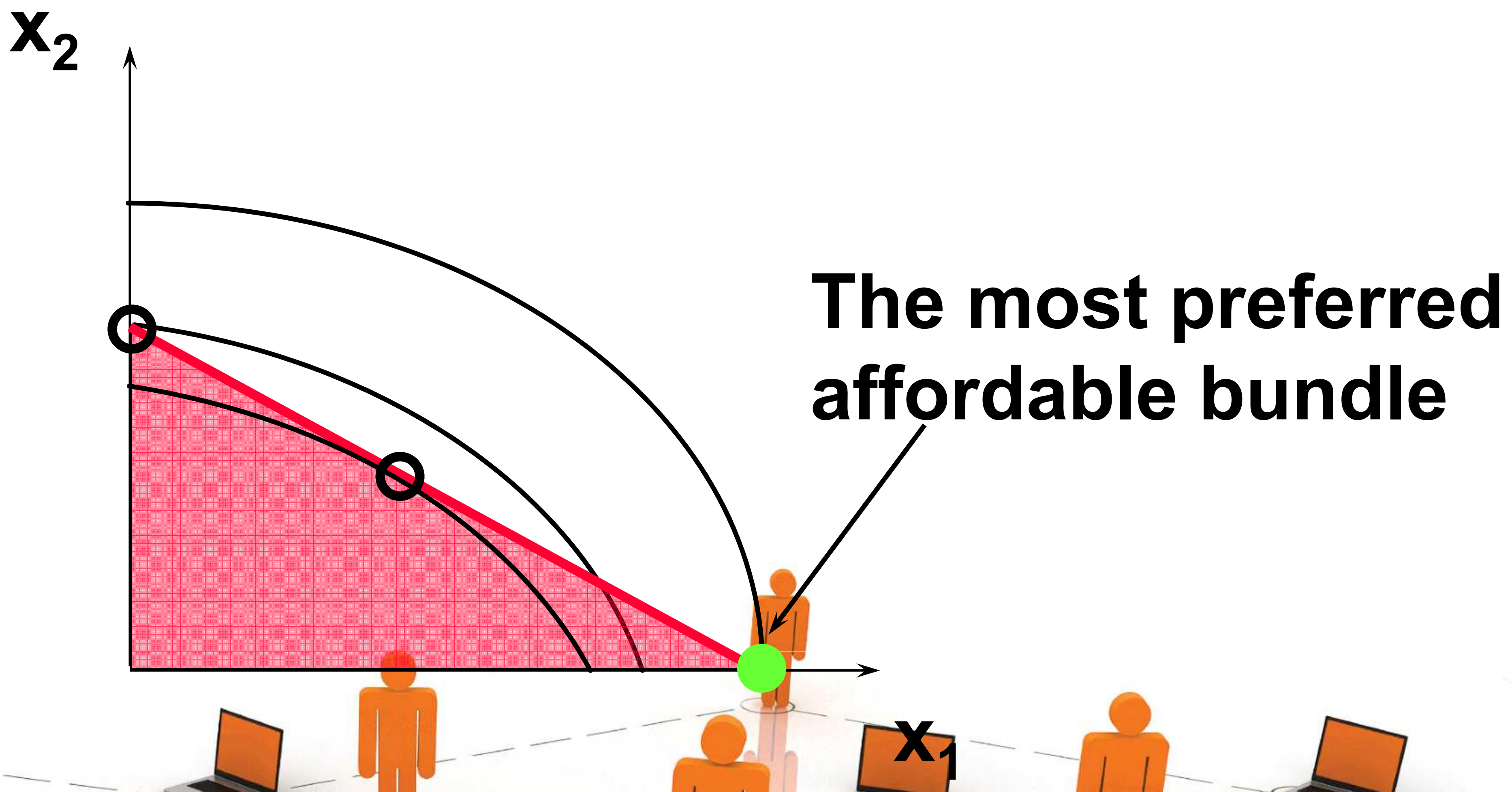

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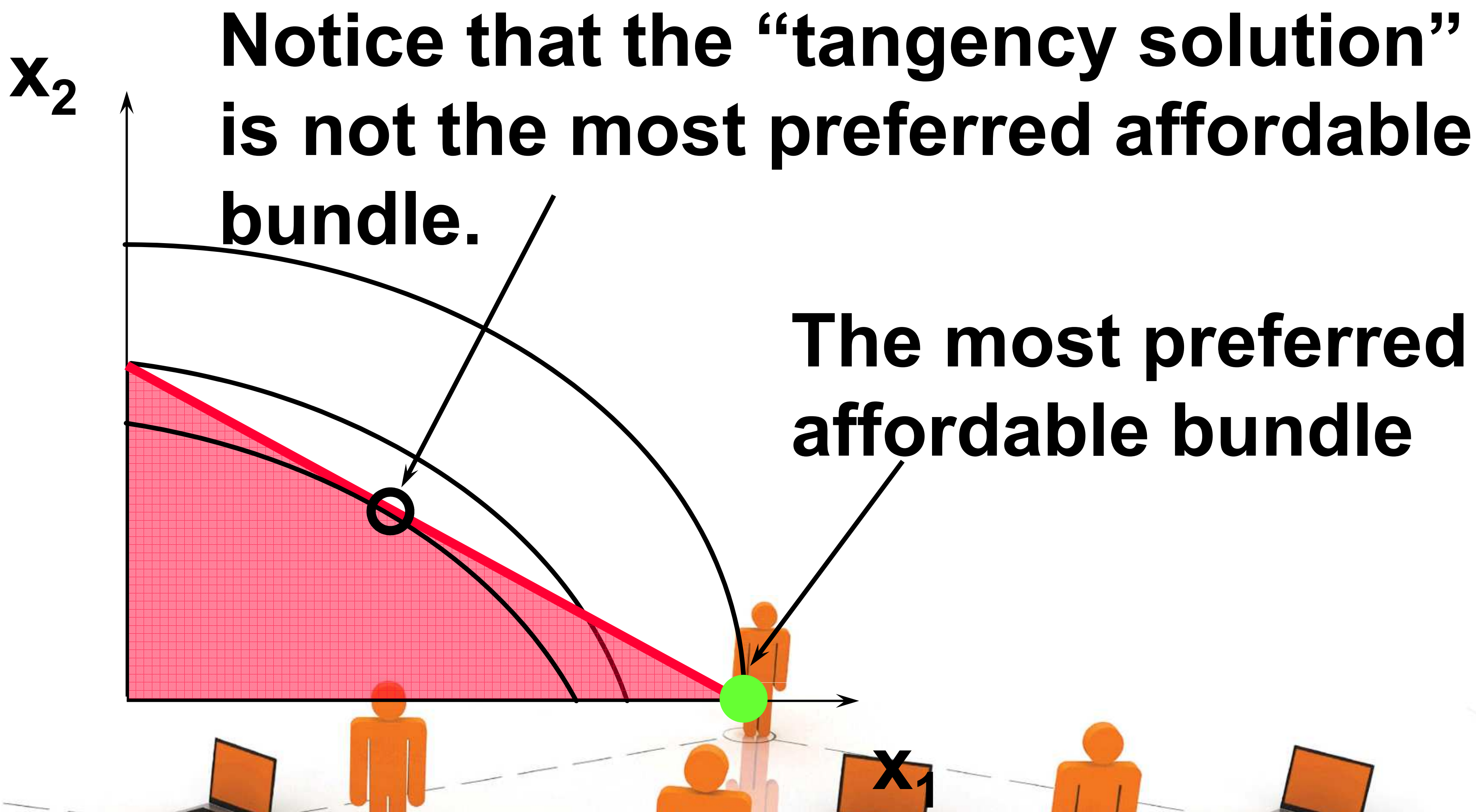
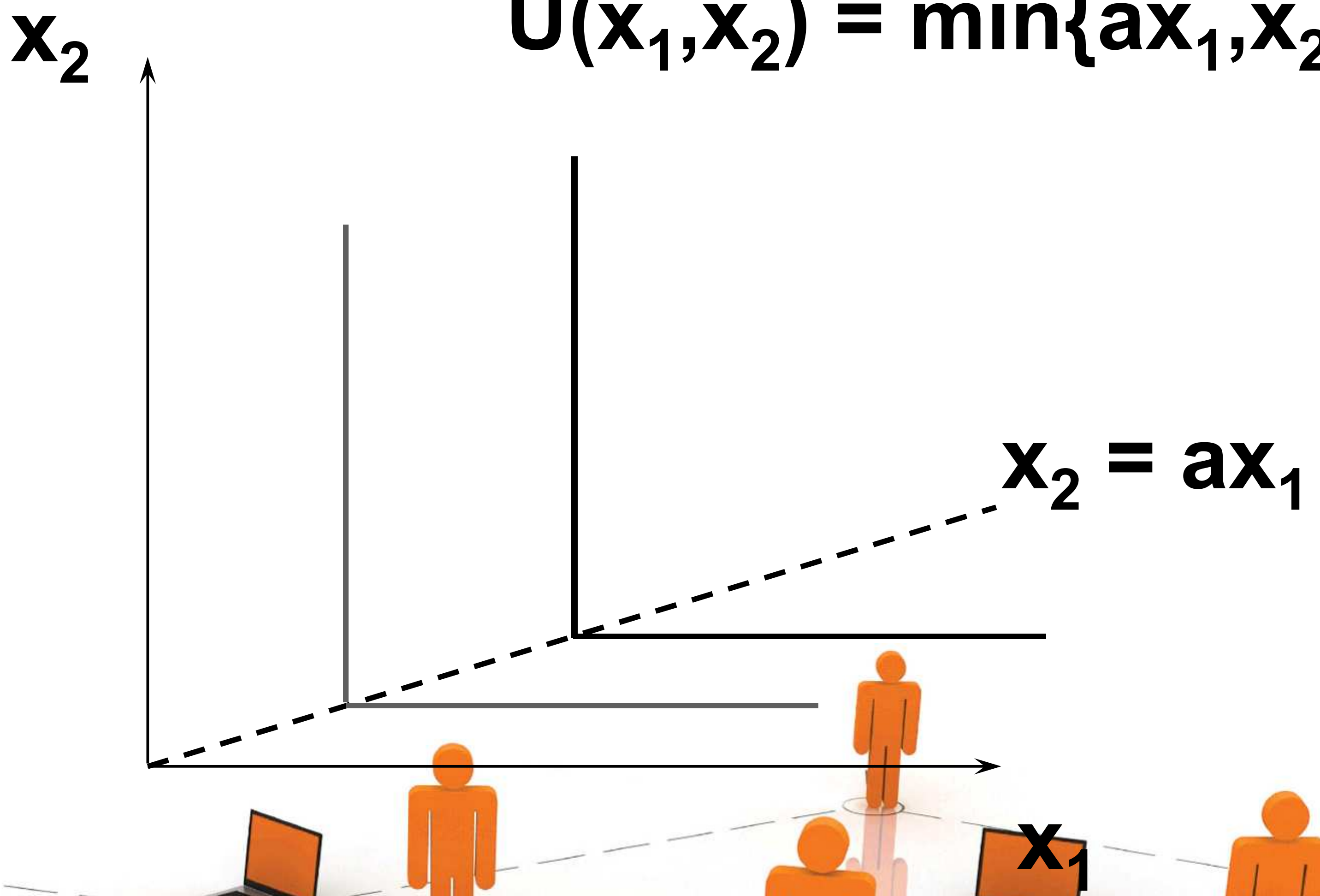


Examples of ‘Kinky’ Solutions -- the Perfect Complements Case

$$U(x_1,x_2) = \min\{ax_1,x_2\}$$



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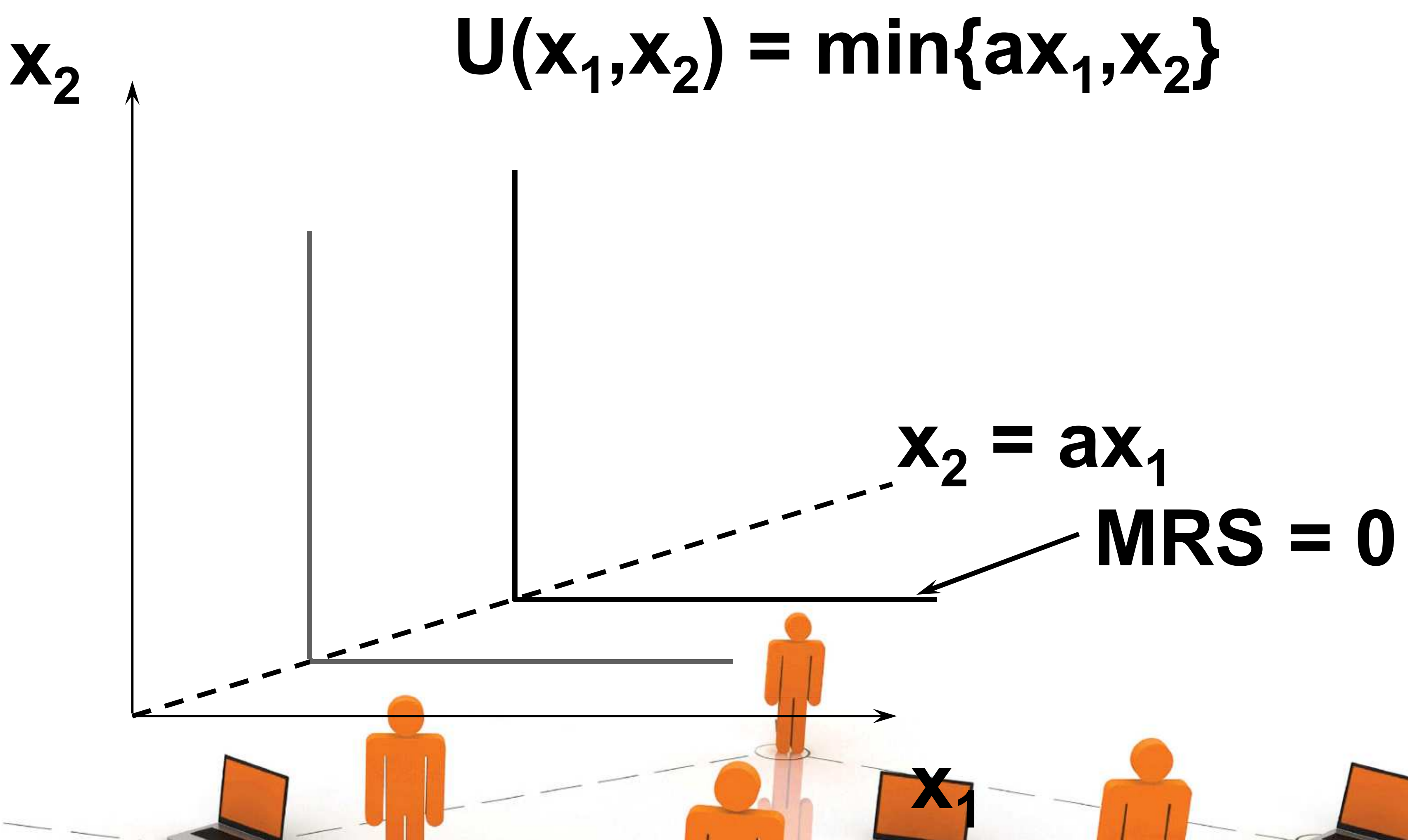

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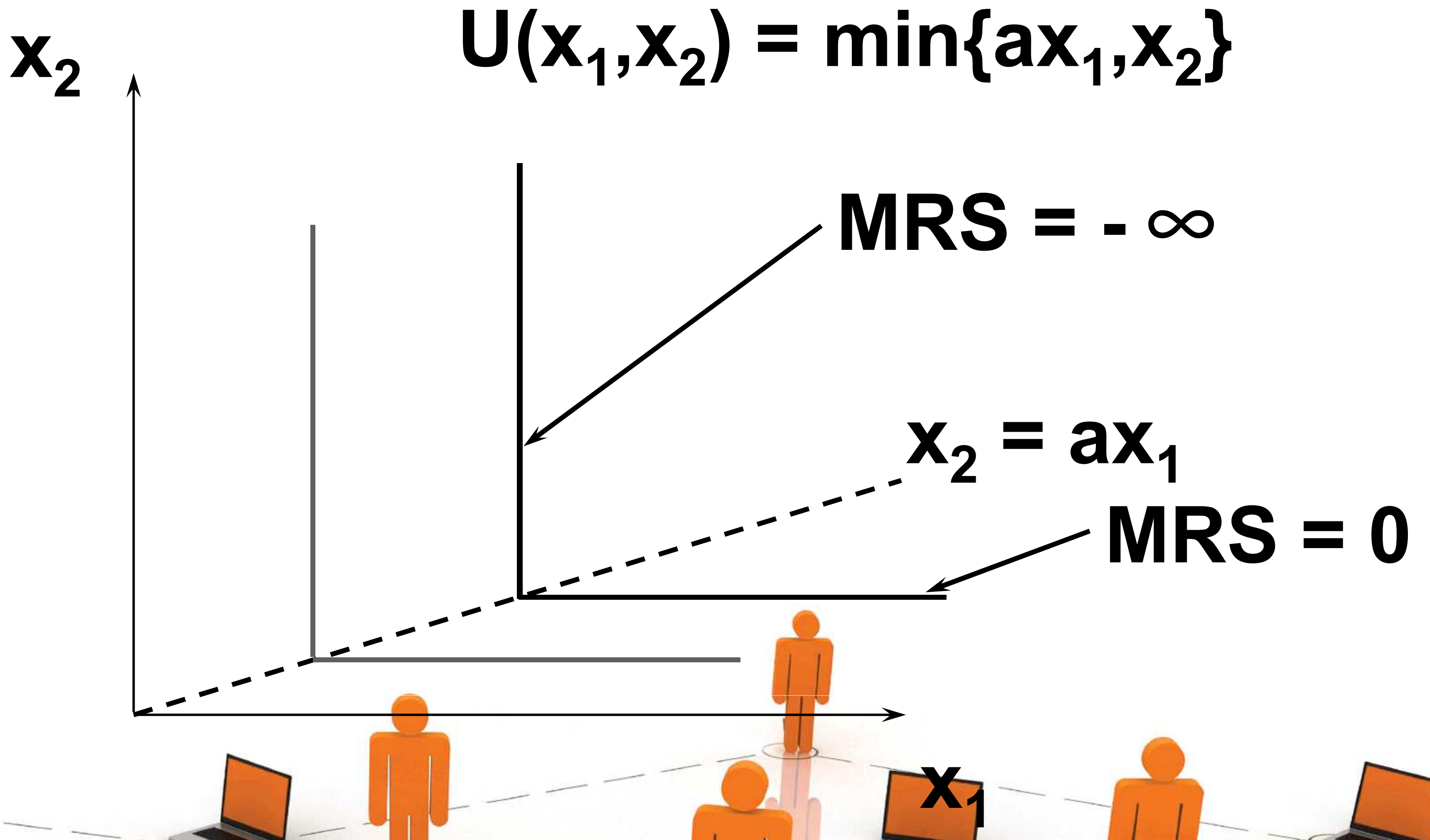

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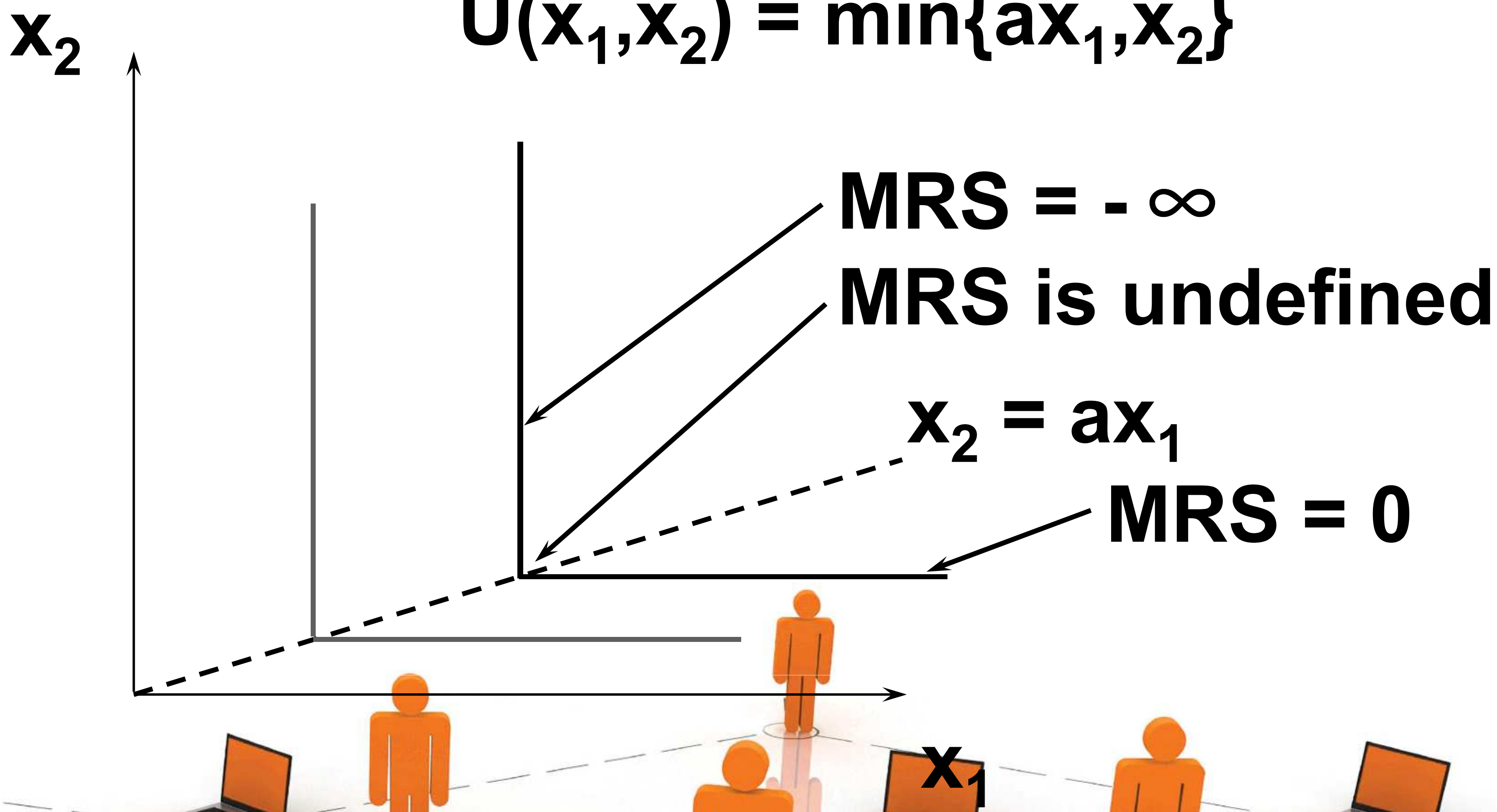

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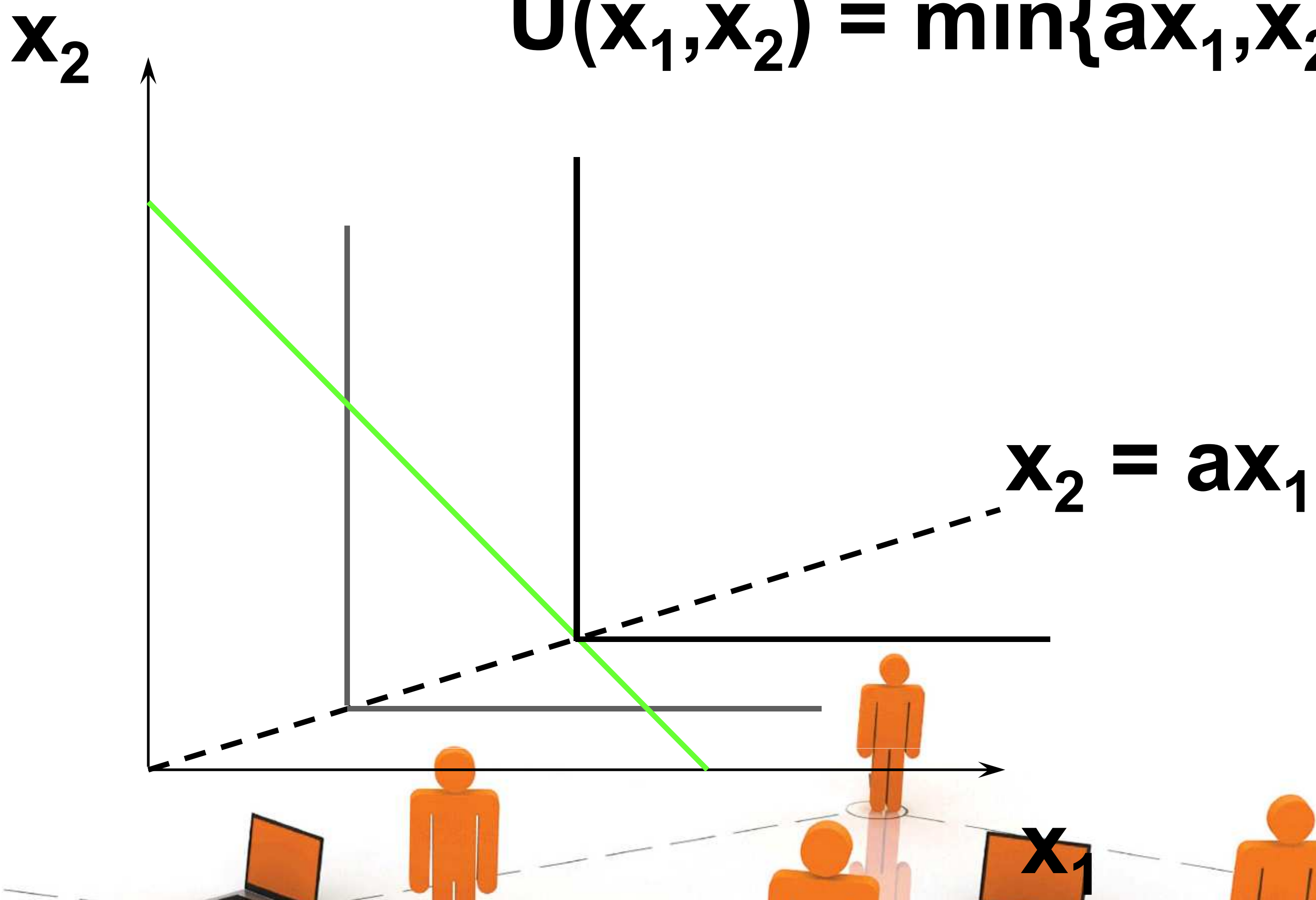

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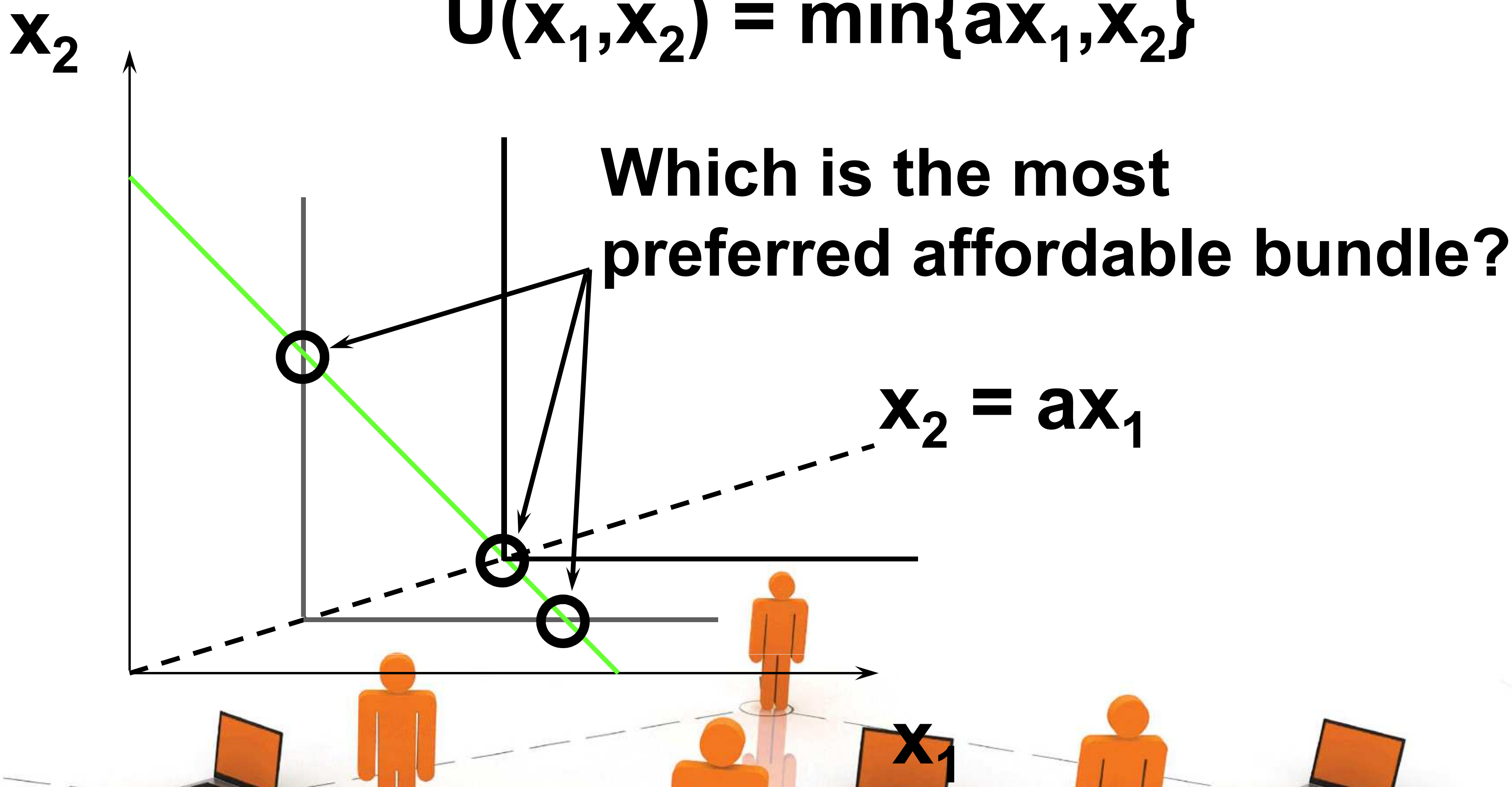

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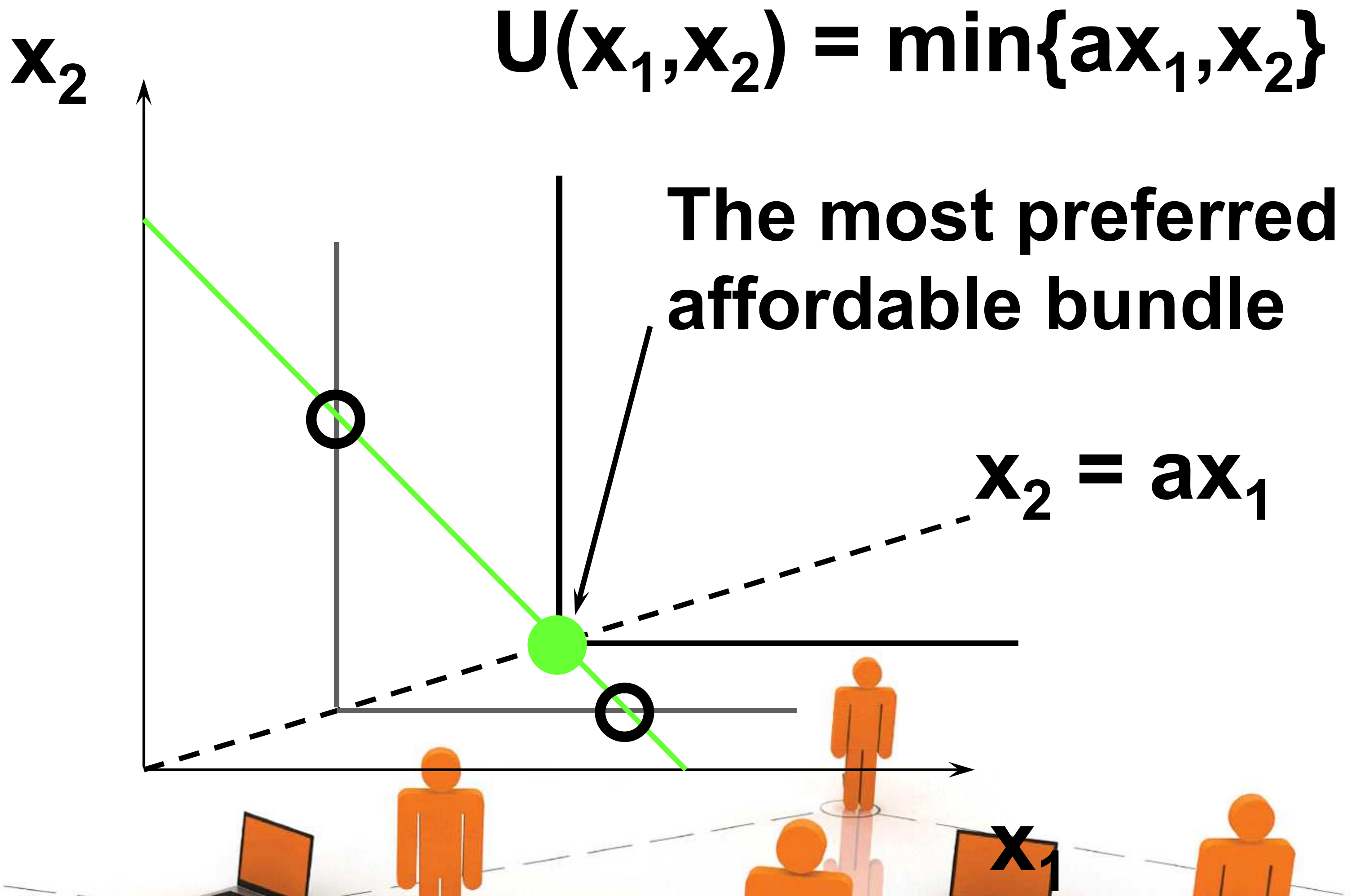

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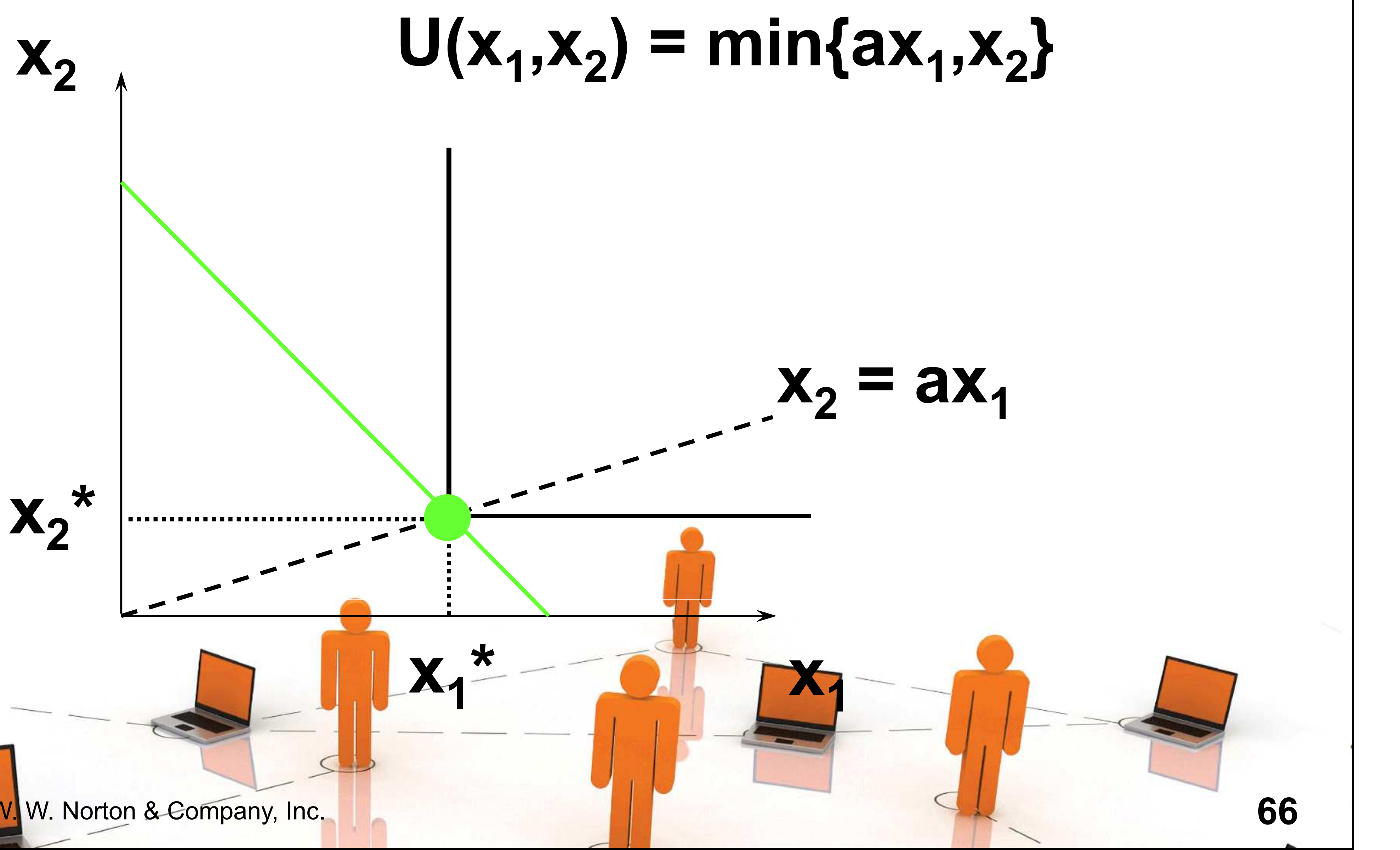
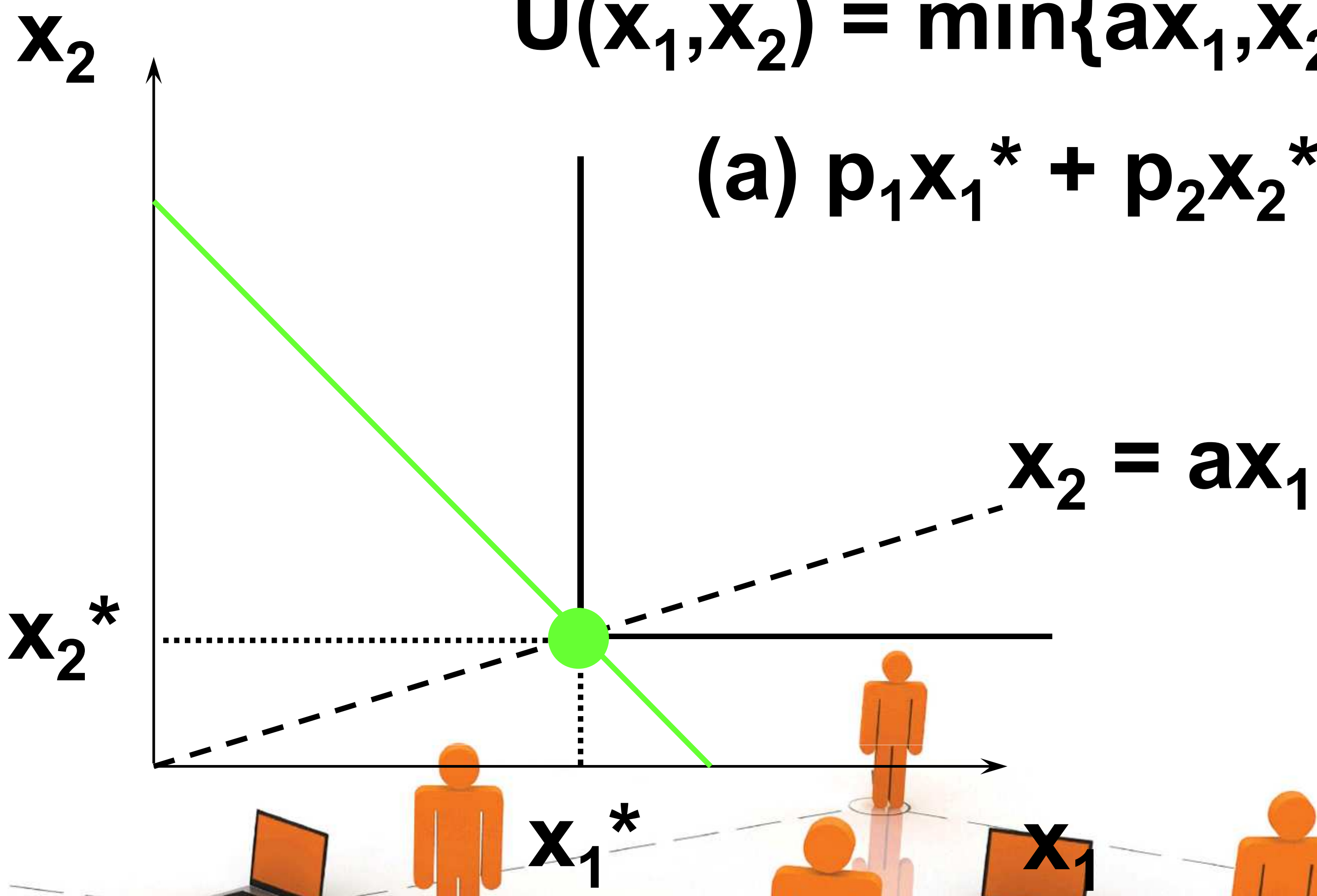


Examples of ‘Kinky’ Solutions -- the Perfect Complements Case

$U(x_1,x_2) = \min\{ax_1,x_2\}$

(a) $p_1x_1^* + p_2x_2^* = m$



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$U(x_1,x_2) = \min\{ax_1,x_2\}$

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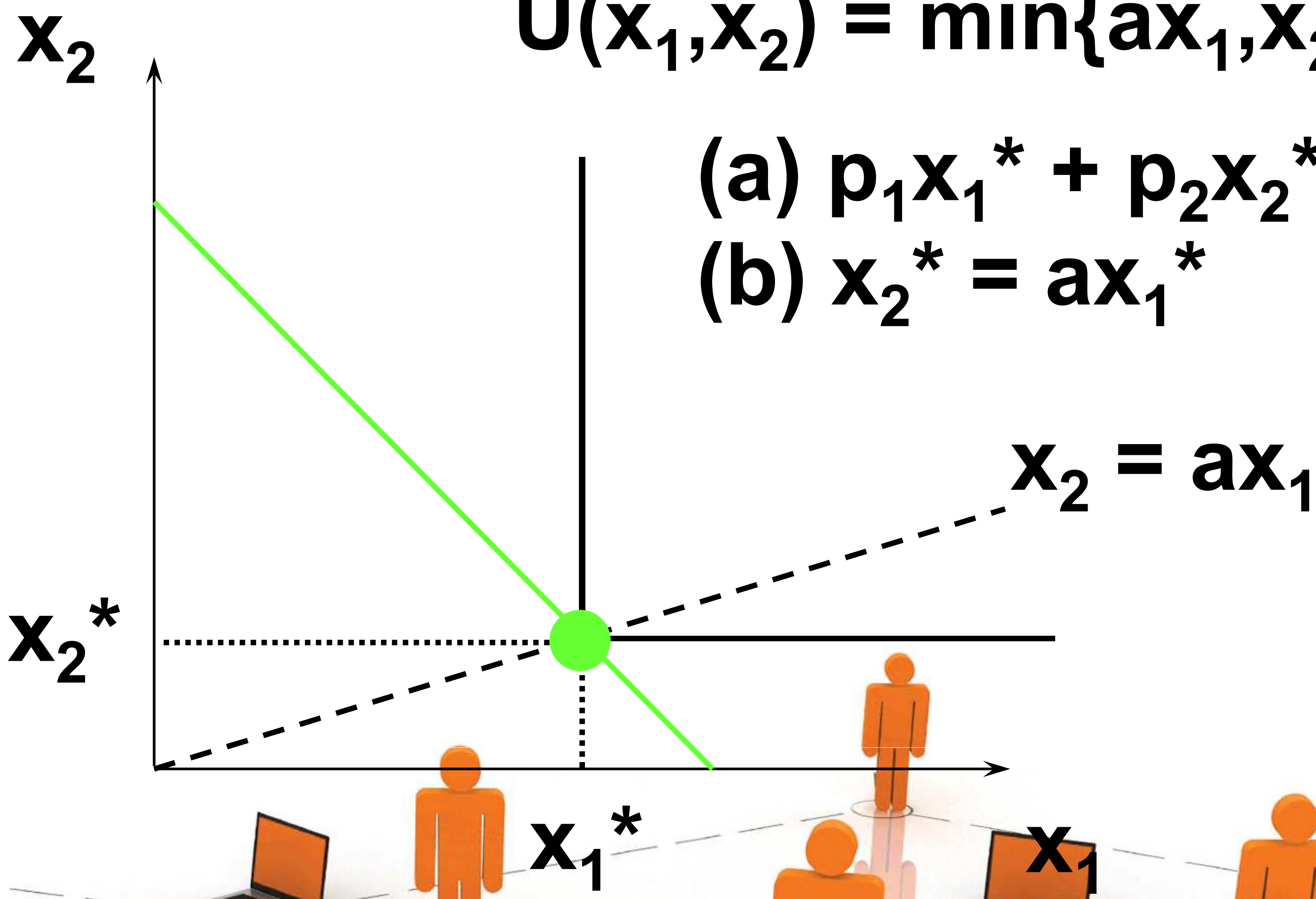
(b) $x_2^* = ax_1^*$



Examples of ‘Kinky’ Solutions -- the Perfect Complements Case

(a) $p_1x_1^* + p_2x_2^* = m$; (b) $x_2^* = ax_1^*$.

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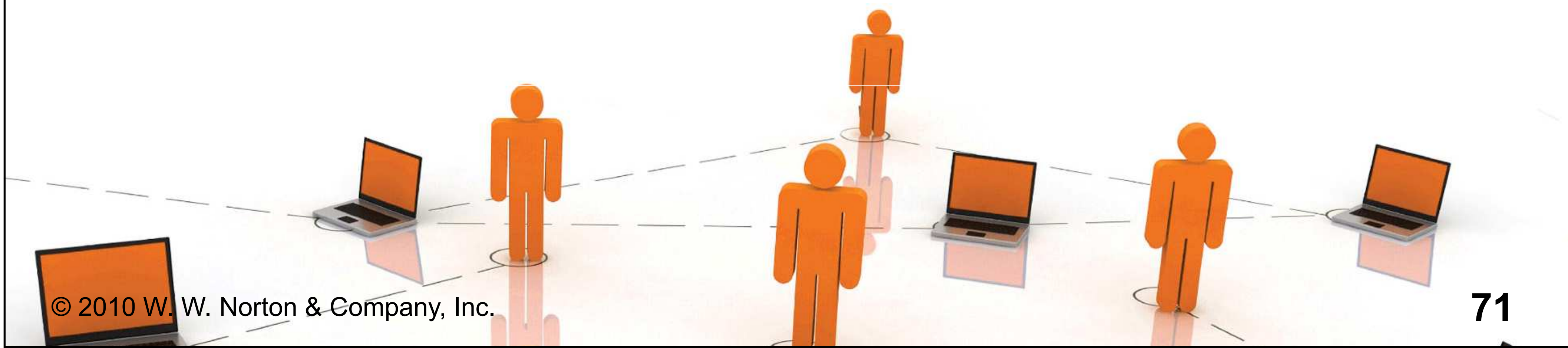

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A bundle of 1 commodity 1 unit and *a* commodity 2 units costs $p_1 + ap_2$; $m/(p_1 + ap_2)$ such bundles are affordable.

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