

The Theory of Consumer Choice



Deriving the Demand Curve

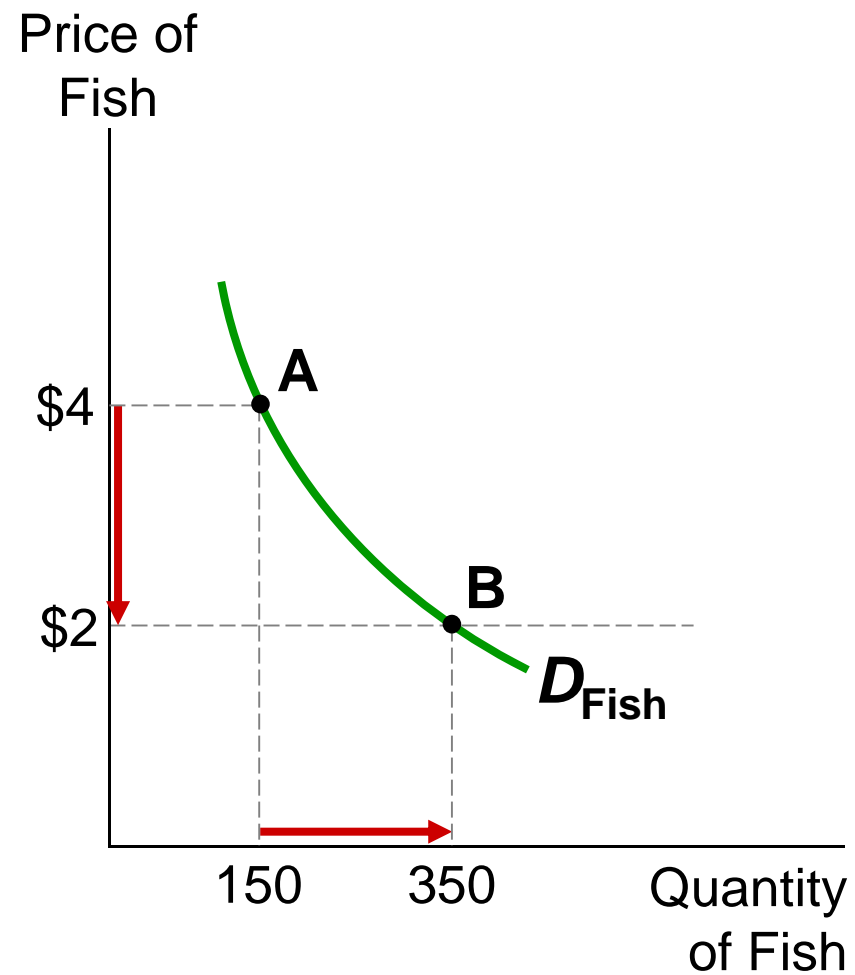
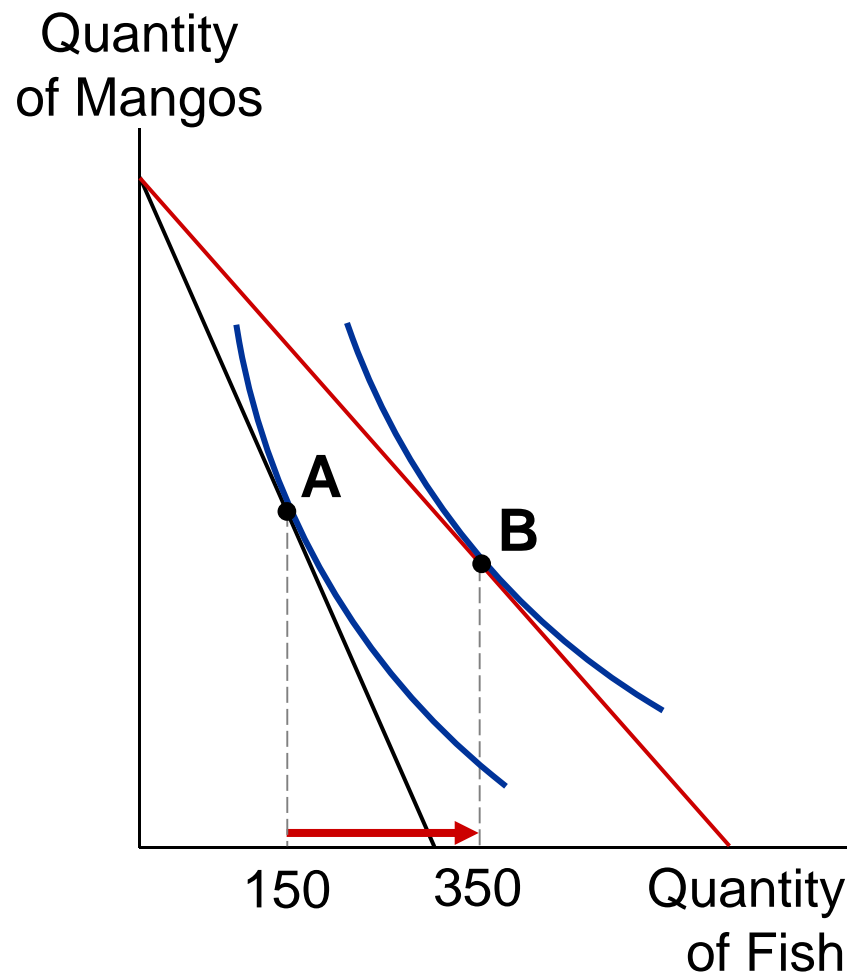


- The demand curve for any good reflects these consumption decisions
- A demand curve shows the quantity demanded of a good for any given price
- We can view a consumer's demand curve as a summary of the optimal decisions that arise from his budget constraint and indifference curve

Deriving Hurley's Demand Curve for Fish

A: When $P_F = \$4$, Hurley demands 150 fish.

B: When $P_F = \$2$, Hurley demands 350 fish.



Part III



APPLICATIONS

Application 1: Giffen Goods



Do all demand curves slope downward?

Consumer can sometimes violate the law of demand and buy more of a good when the price rises

Giffen good – a good for which an increase in the price raises the quantity demanded

Giffen goods are inferior goods for which the income effect dominates the substitution effect

Therefore, they have demand curves that slope upward



- Example, the consumer buys two goods – meat and potatoes
- If price of potatoes rises,
 - substitution effect: buy less potatoes
 - income effect: buy more potatoes
- If income effect $>$ substitution effect, then potatoes are a **Giffen good**, a good for which an increase in price raises the quantity demanded.

Quantity of
Potatoes

Initial budget constraint

B

Optimum with high
price of potatoes

Optimum with low
price of potatoes

D

2. . . . which
increases
potato
consumption
if potatoes
are a Giffen
good.

1. An increase in the price of
potatoes rotates the budget
constraint inward . . .

E

New budget
constraint

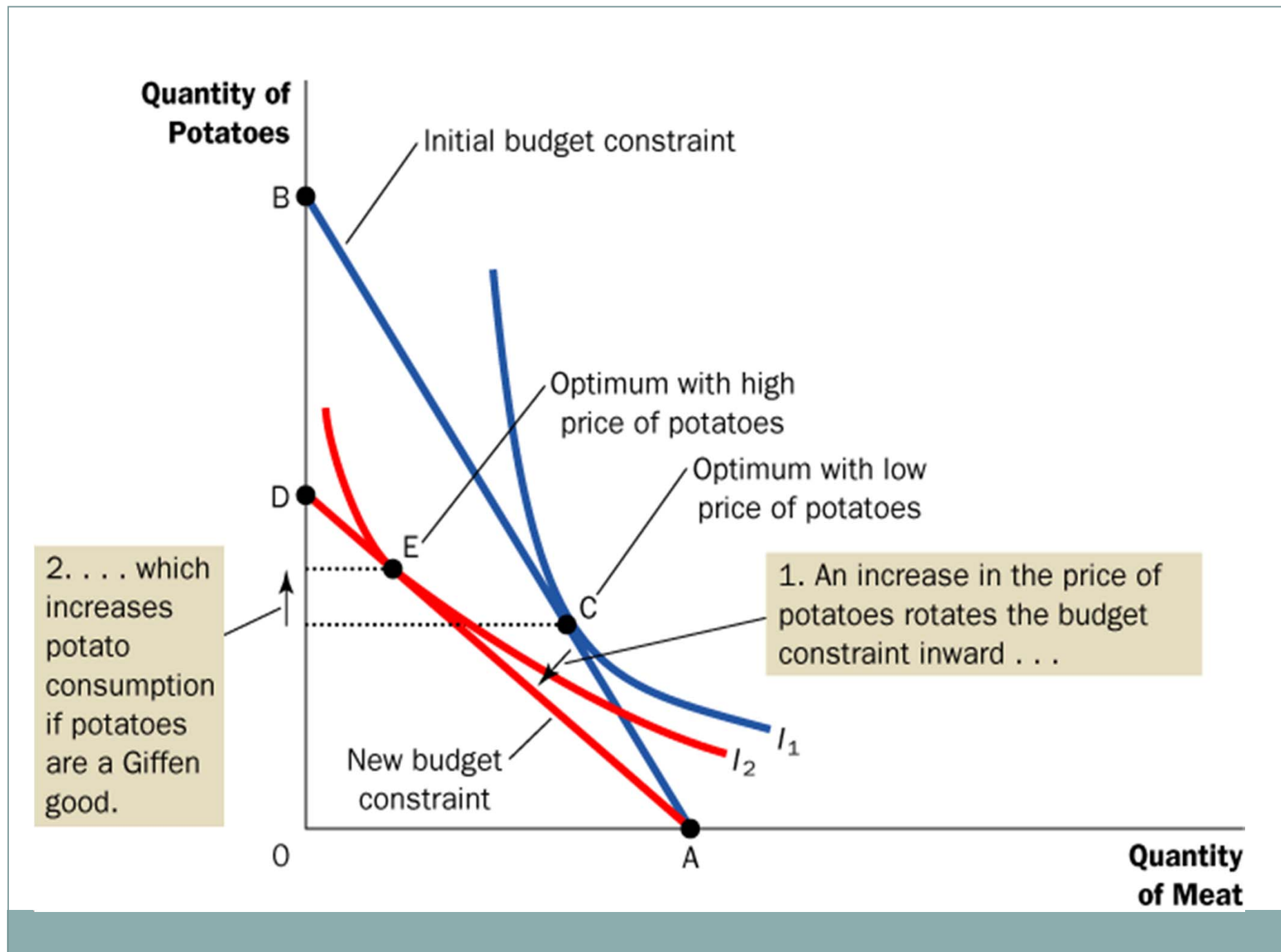
I_1

I_2

0

A

Quantity
of Meat



A recent study by Robert Jensen and Nolan Miller



- A field experiment for 5 months in the Chinese province of Hunan
- Randomly selected households vouchers that subsidized the purchase of rice, and used surveys to measure how consumption of rice responded to changes in the price
- Found strong evidence that poor households exhibited Giffen behavior – Lowering the price of rice with the subsidy voucher caused households to reduce their consumption of rice, and removing the subsidy had the opposite effect

Application 2: Wages and Labor Supply



- How do wages affect labor supply?
- We can use the same theory to analyze how a person allocates time. People spend some of their time enjoying leisure and some of it working so they can afford to buy consumption goods
- Trade-off between leisure and consumption



- Consider the decision facing Sally, a freelance software designer
 - Sally is awake for 100 hours per week. She spends some of her time enjoying leisure
 - She spends the rest of her time at computer developing software
 - For every hour she works developing software, she earns \$50, which she spends on consumption goods
- Her wage reflects the trade-off Sally faces between leisure and consumption
- For every hour of leisure she gives up, she works one more hour and gets \$50 of consumption



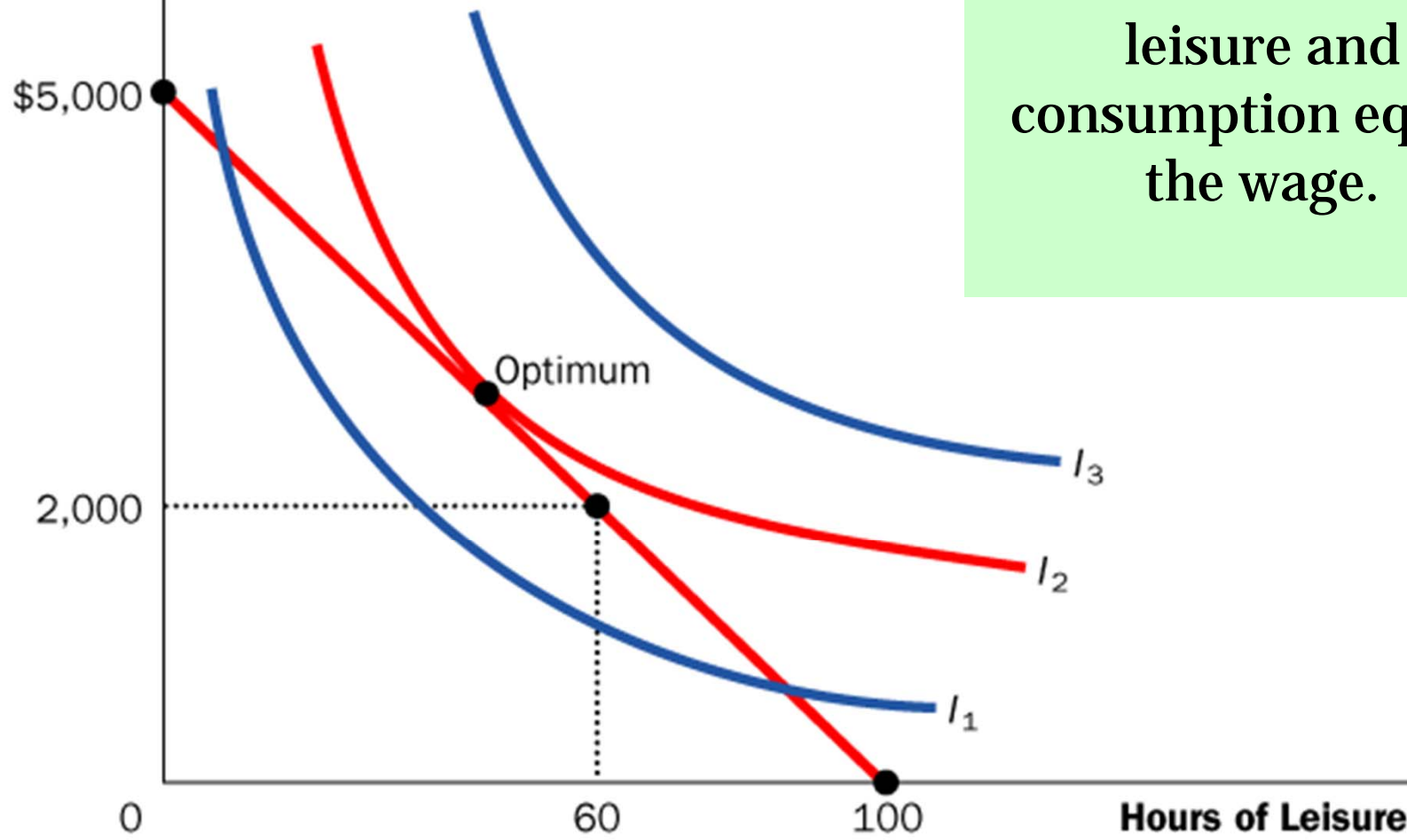
Budget constraint

- Shows a person's tradeoff between consumption and leisure.
- Depends on how much time she has to divide between leisure and working.
- The relative price of an hour of leisure is the amount of consumption she could buy with an hour's wages.

Indifference curve

- Shows “bundles” of consumption and leisure that give her the same level of satisfaction.

Consumption



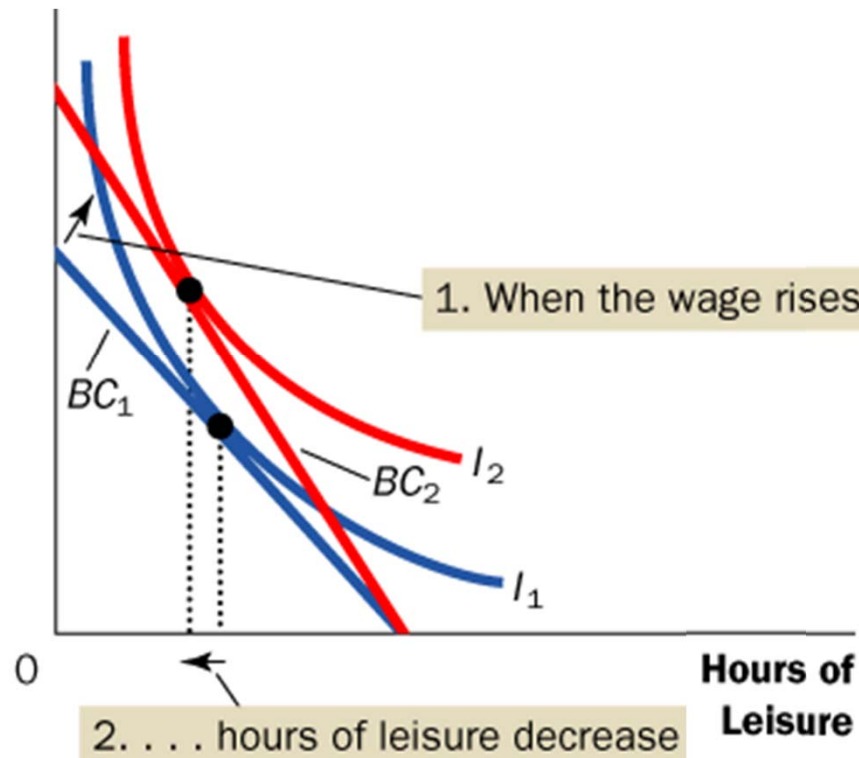
At the optimum,
the *MRS* between
leisure and
consumption equals
the wage.

Now consider what happens when Sally's wage increases from \$50 to \$60 per hour.

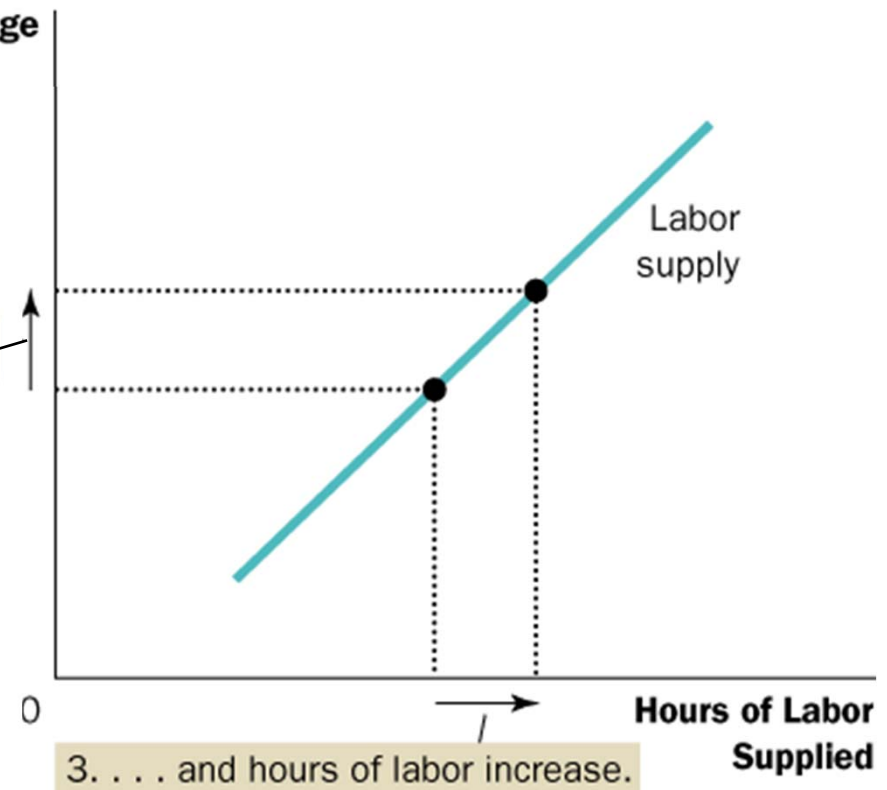
For this person, $SE > IE$

So her labor supply increases with the wage

Consumption



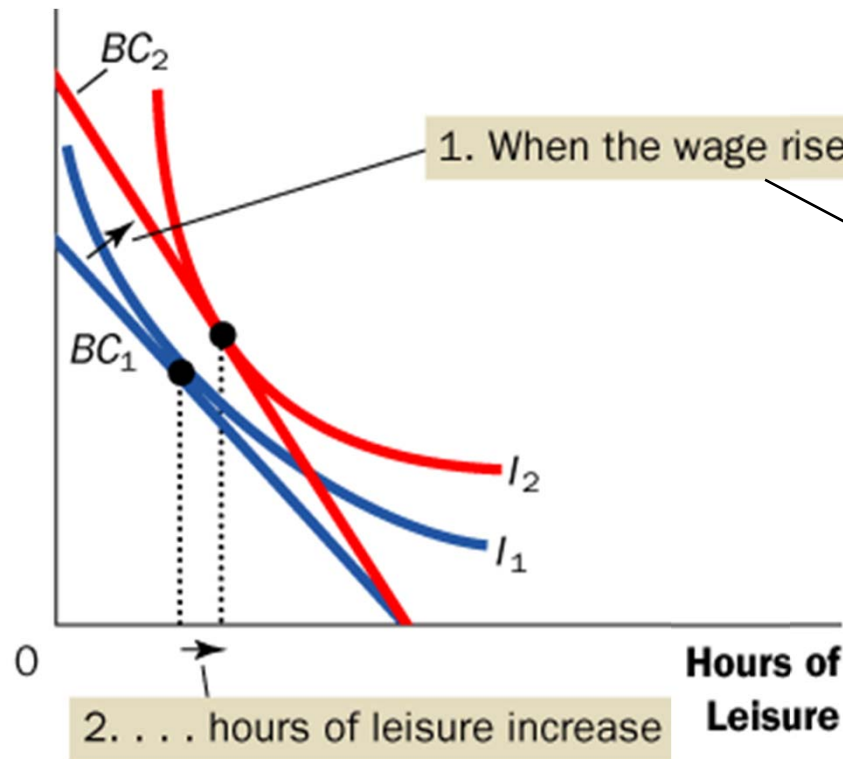
Wage



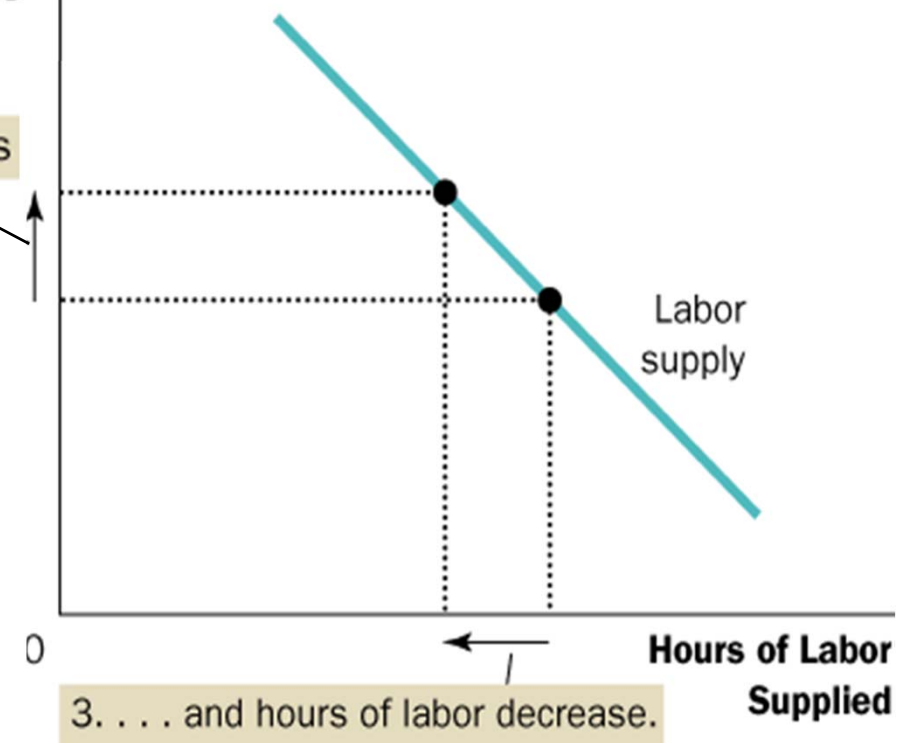
For this person, $SE < IE$

So his labor supply falls when the wage rises

Consumption



Wage



An increase in the wage has two effects on the optimal quantity of labor supplied



- *Substitution effect (SE)*: A higher wage makes leisure more expensive relative to consumption. The person chooses less leisure, i.e., increases quantity of labor supplied.
- *Income effect (IE)*: With a higher wage, she can afford more of both “goods.” She chooses more leisure, i.e., reduces quantity of labor supplied.



- A higher wage induces Sally to enjoy less leisure and work more, so the labor-supply curve slopes upward
- A higher wage induces Sally to enjoy more leisure and work less, so the labor supply curve is puzzling
- The labor supply curve, therefore could be either upward or backward-sloping

Application 3: Interest Rates and Saving

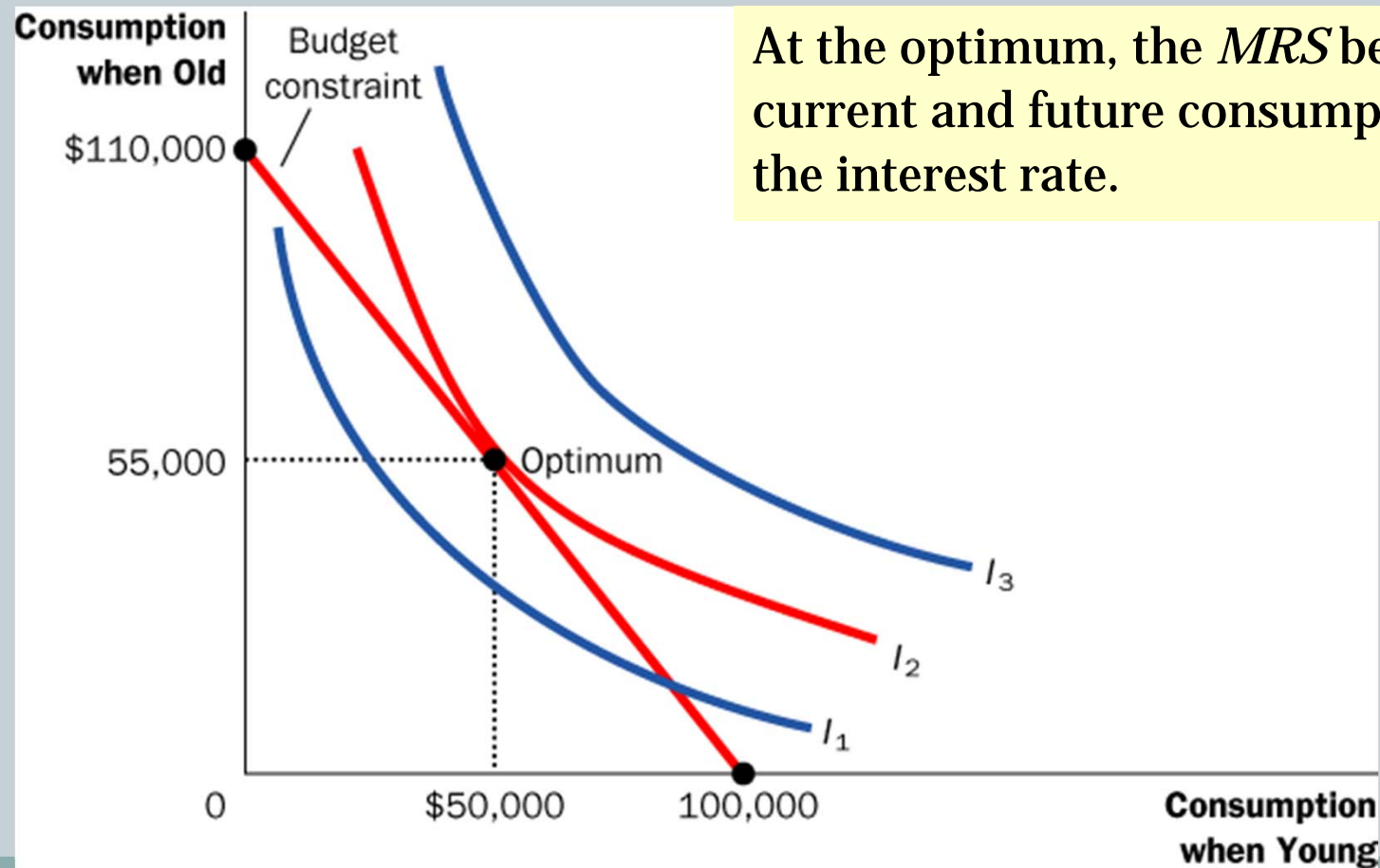


- How do interest rates affect household saving?
- Every person faces is how much income to consume today and how much to save for the future
- We can use the theory of consumer choice to analyze how people make this decision and how the amount they save depends on the interest rate their savings will earn.



- A person lives for two periods.
 - Period 1: young, works, earns \$100,000
consumption = \$100,000 minus amount saved
 - Period 2: old, retired
consumption = saving from Period 1
plus interest earned on saving (Suppose the interest rate is 10%)
- The interest rate determines the relative price of consumption when young in terms of consumption when old

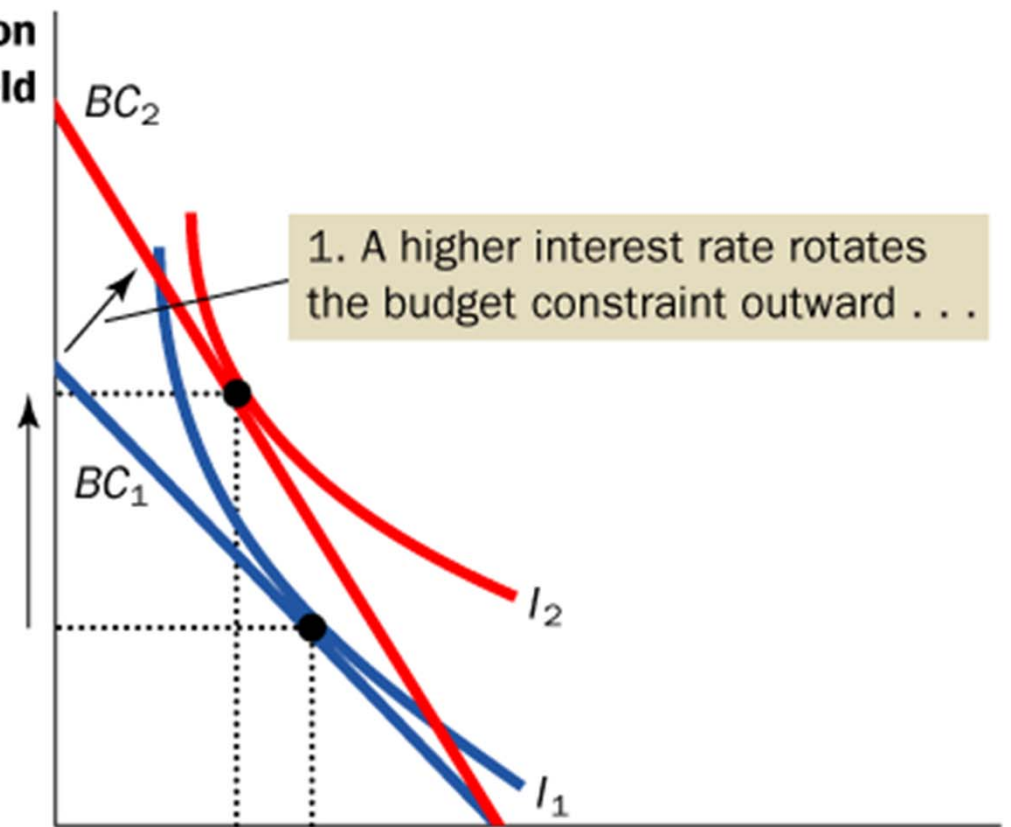
Budget constraint shown is for 10% interest rate



At the optimum, the *MRS* between current and future consumption equals the interest rate.

Now consider what happens when the interest rate increases from 10 percent to 20 percent.

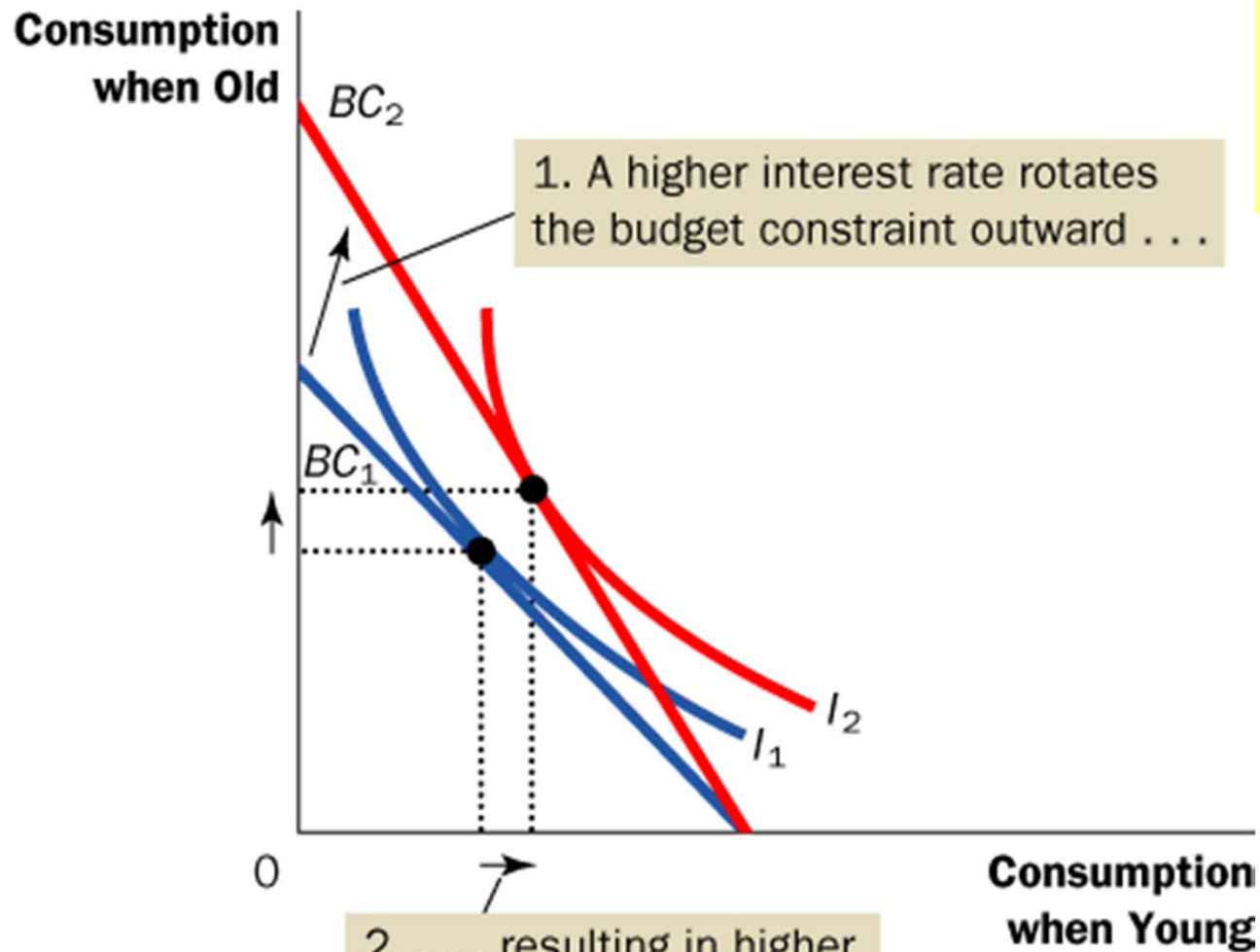
Consumption when Old



1. A higher interest rate rotates the budget constraint outward . . .

2. . . . resulting in lower consumption when young and, thus, higher saving.

In this case, $SE > IE$ and saving rises



In this case, $SE < IE$
and saving falls

Two possible outcomes



Substitution effect

- Current consumption becomes more expensive relative to future consumption.
- Current consumption falls, saving rises, future consumption rises.

Income effect

- Can afford more consumption in both the present and the future. Saving falls.



- In both cases, the budget constraint shifts outward and becomes steeper
- At the new higher interest rate, Sam gets more consumption when old for every dollar of consumption that he gives up when young
- In both cases, consumption when old rises



Scenario 1

Sam responds to the higher interest rate by consuming less when young

If the substitution effect of a higher interest rate is greater than the income effect, Sam saves more

Scenario 2

Sam responds by consuming more when young

If the income effect is greater than the substitution effect, Sam saves less



- **The theory of consumer choice says that an increase in the interest rate could either encourage or discourage saving**

Source:



- **Mankiw, N.G. (2012)**