

ECO1113 - Teoria Microeconômica I N

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Escolha

Teoria do Consumidor



Objetivo

métrica
comportamento



preferências / utilidade
racionalidade



Escolhas factíveis

cestas de bens
restrições

restrição orçamentária



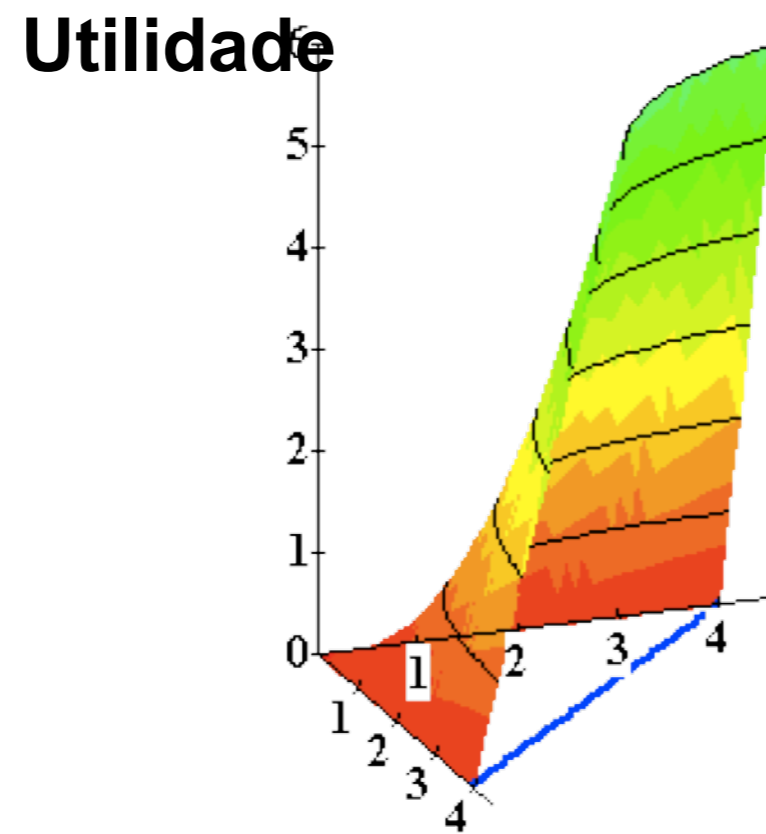
Racionalidade Econômica

Hipótese comportamental

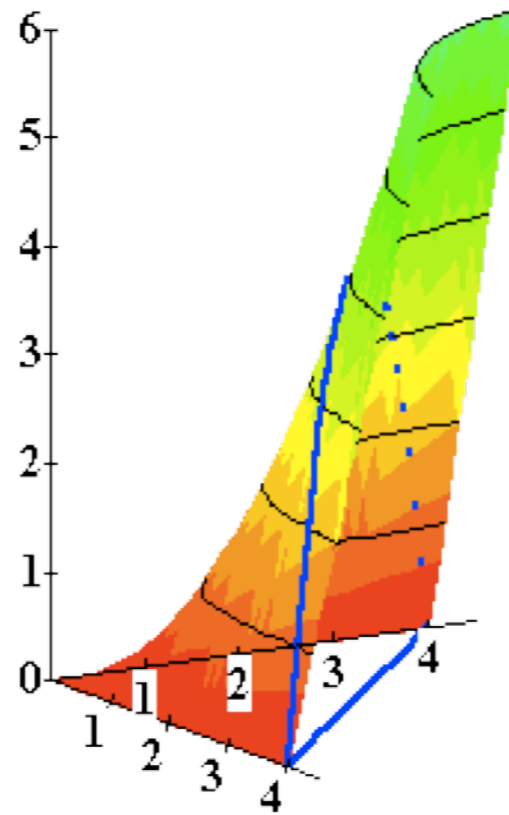
O consumidor escolhe a preferida dentre todas as cestas acessíveis.

$$\max_{(x_1, \dots, x_n)} U(x_1, \dots, x_n) \text{ sujeito a } p_1 x_1 + \dots + p_n x_n \leq m$$

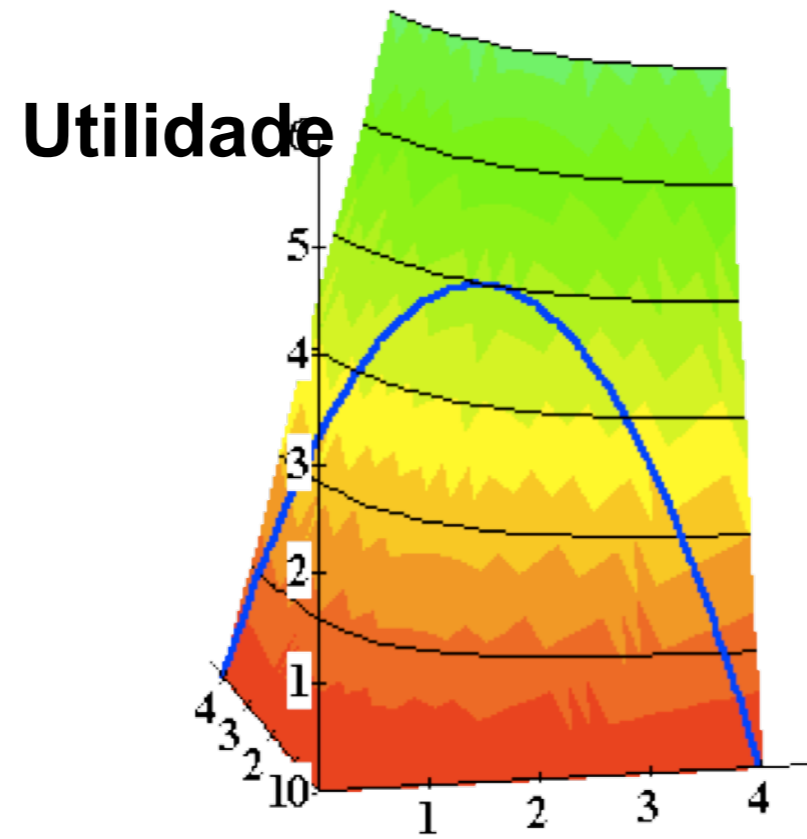
Solução Gráfica (2 bens)



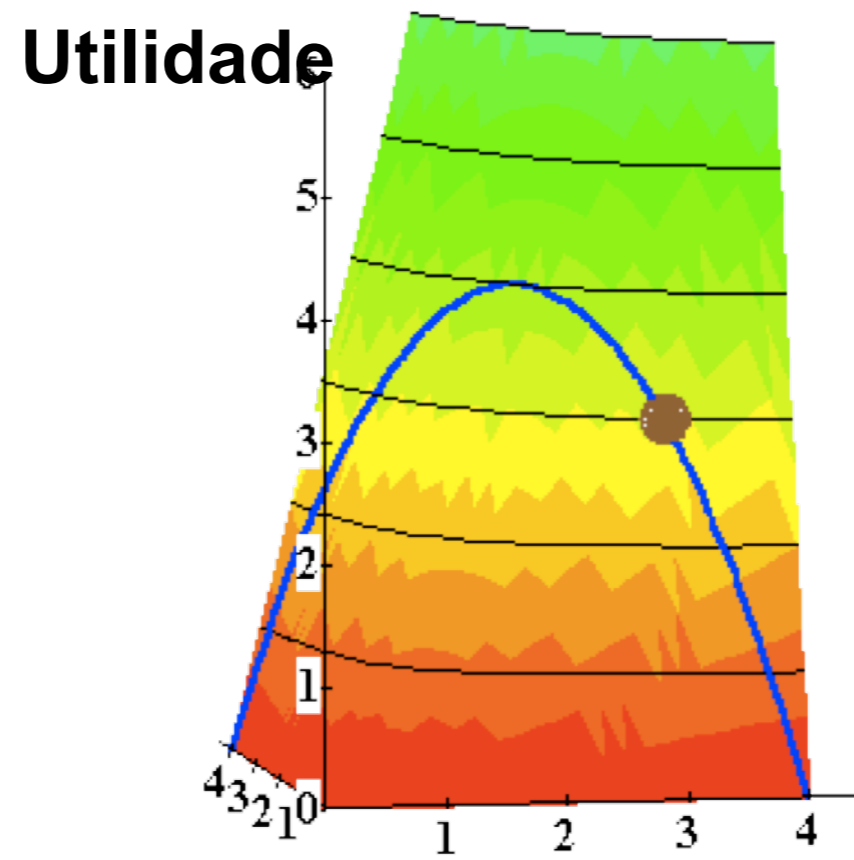
Solução Gráfica (2 bens)



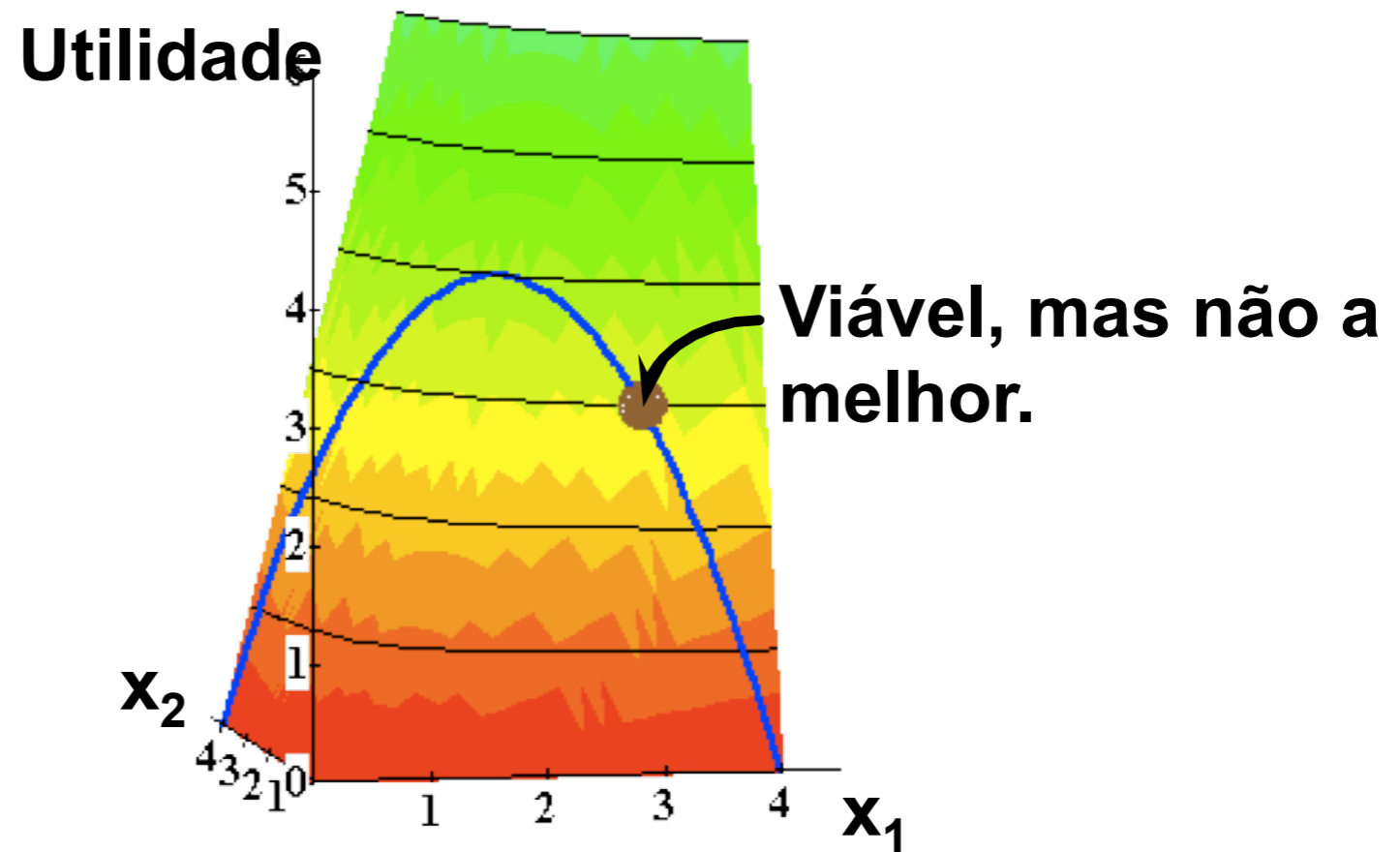
Solução Gráfica (2 bens)



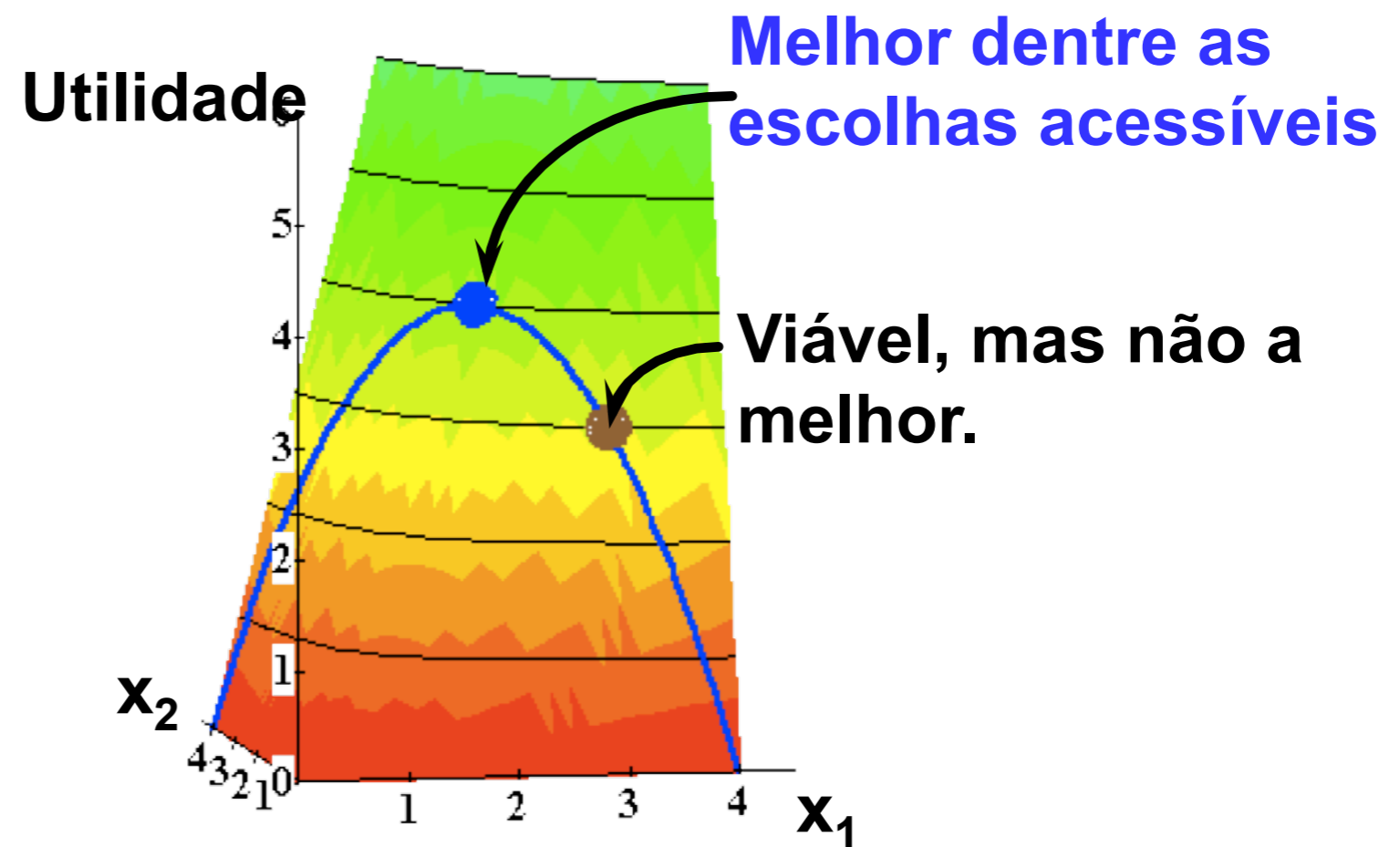
Solução Gráfica (2 bens)



Solução Gráfica (2 bens)

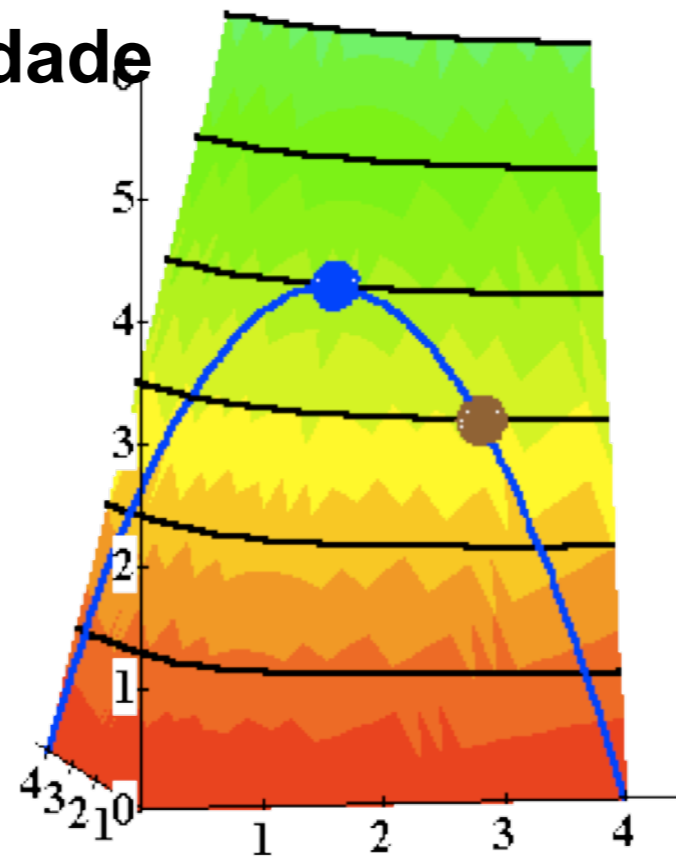


Solução Gráfica (2 bens)

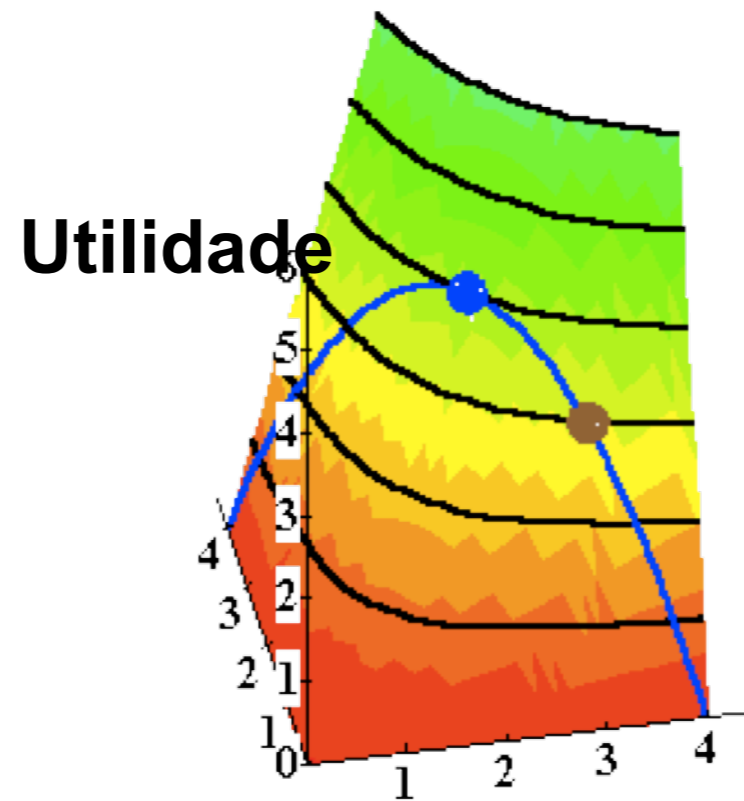


Solução Gráfica (2 bens)

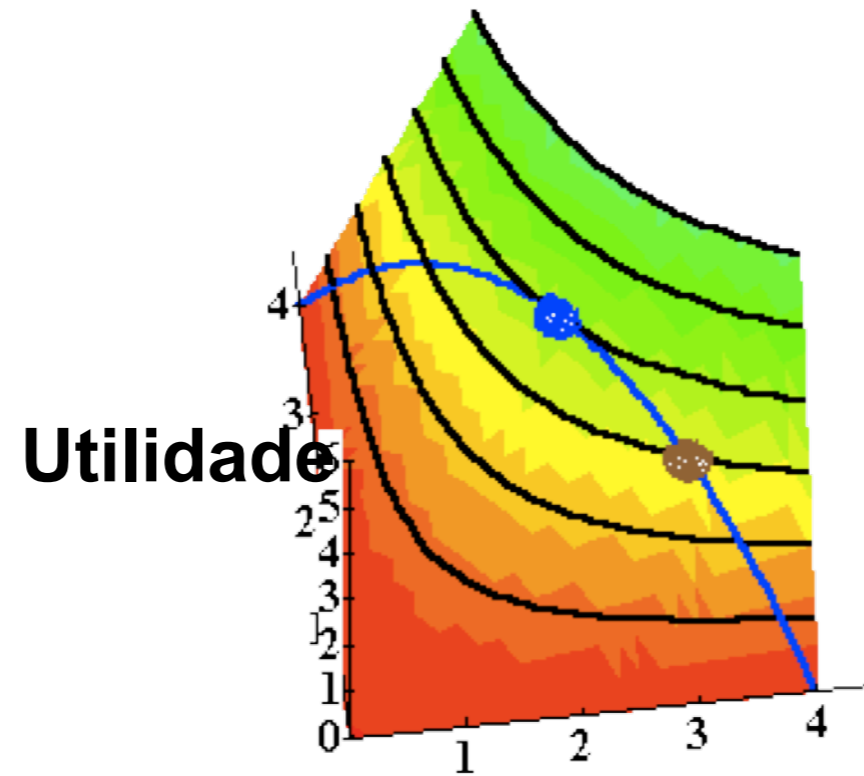
Utilidade



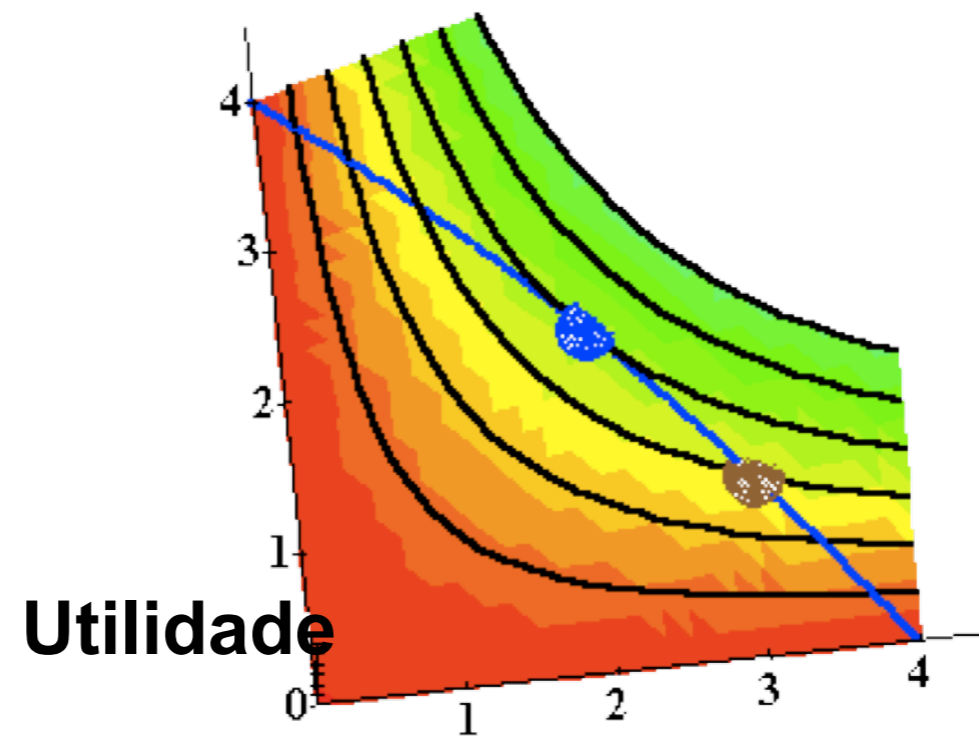
Solução Gráfica (2 bens)



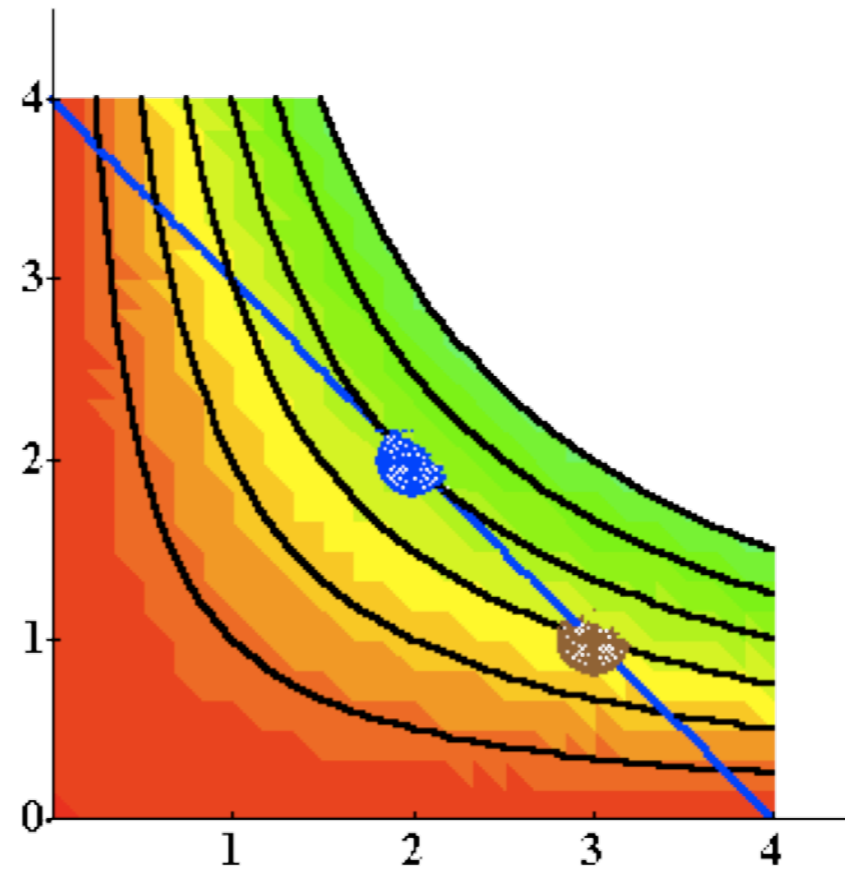
Solução Gráfica (2 bens)



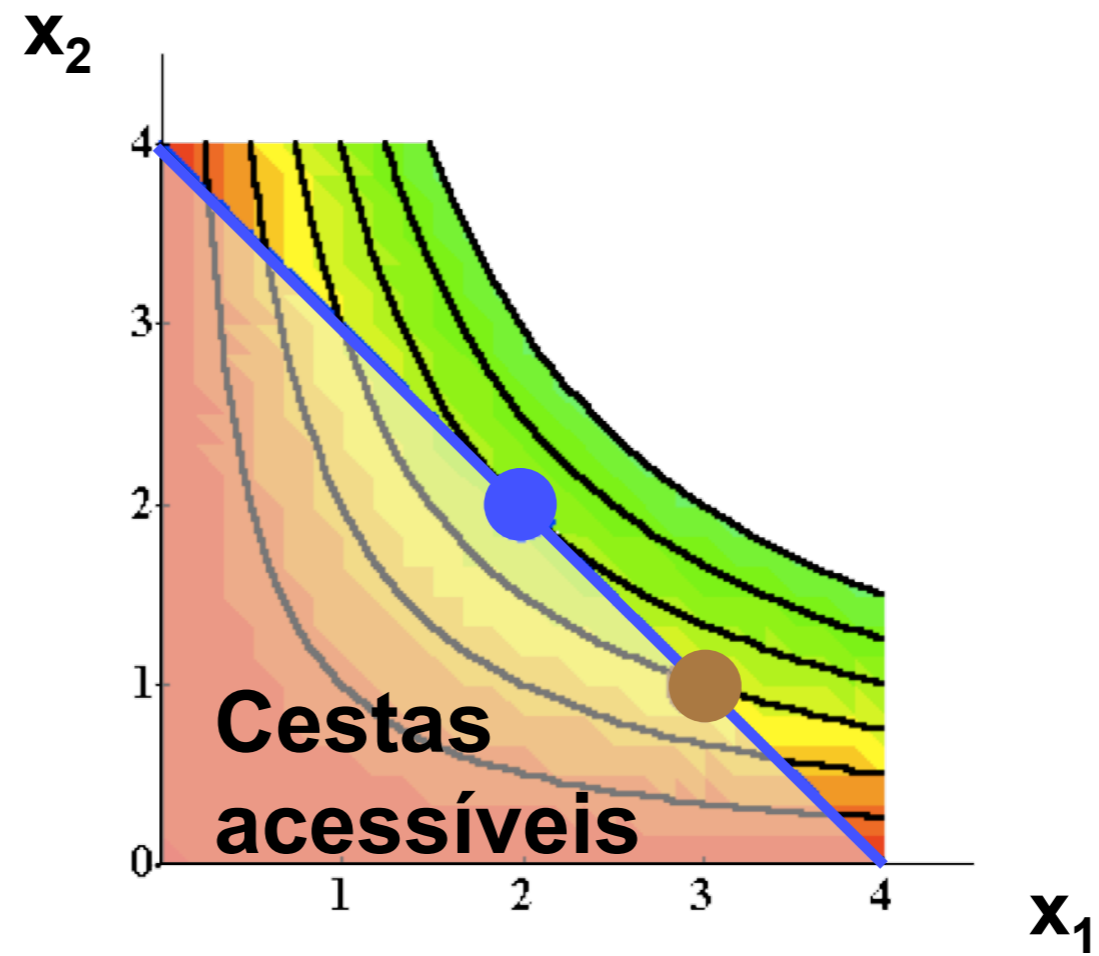
Solução Gráfica (2 bens)



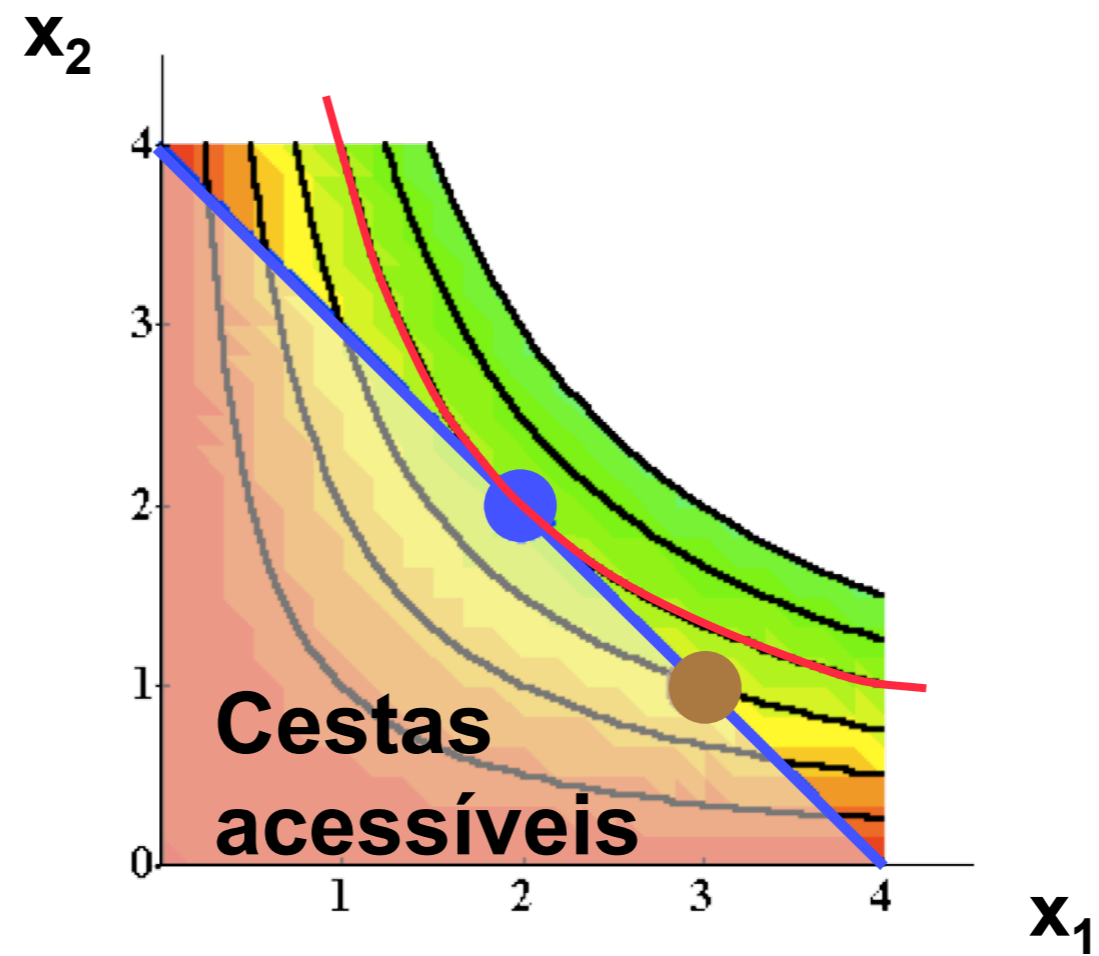
Solução Gráfica (2 bens)



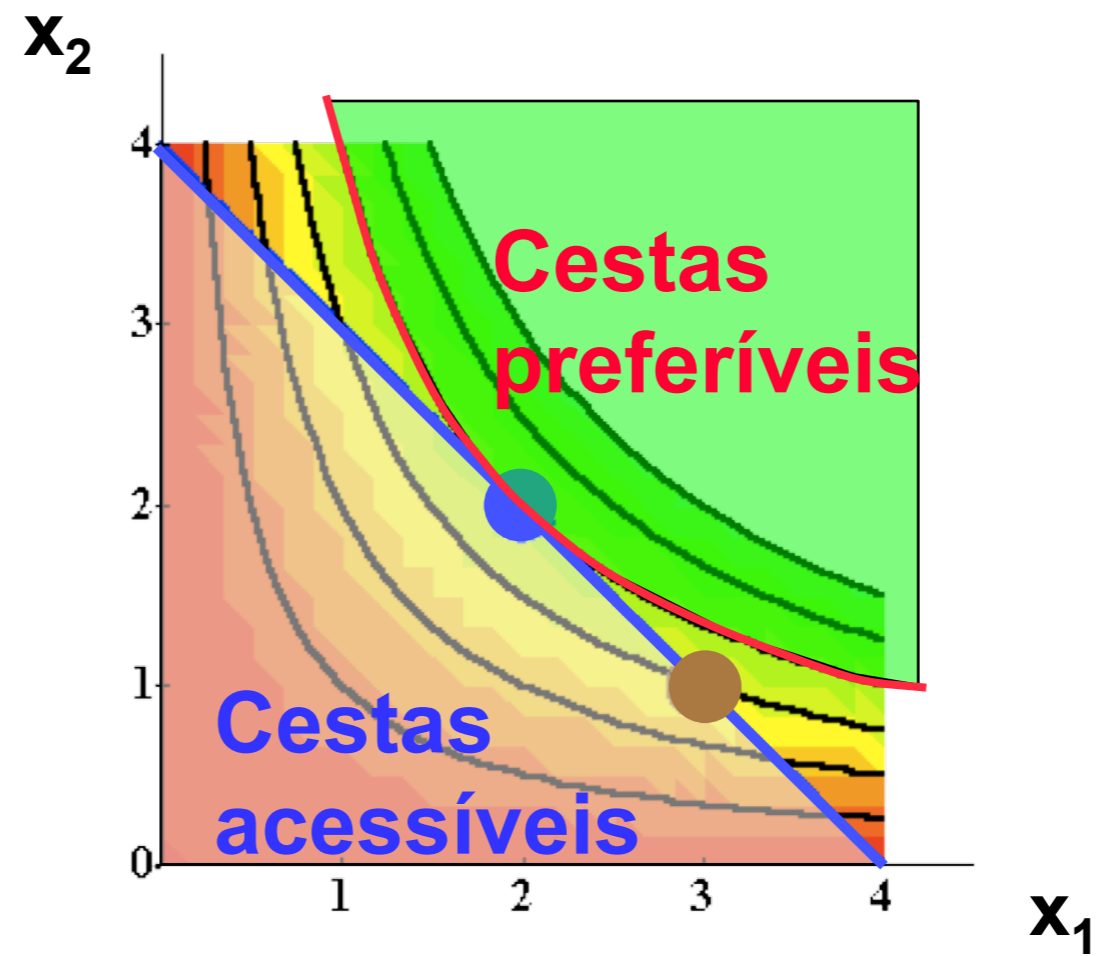
Solução Gráfica (2 bens)



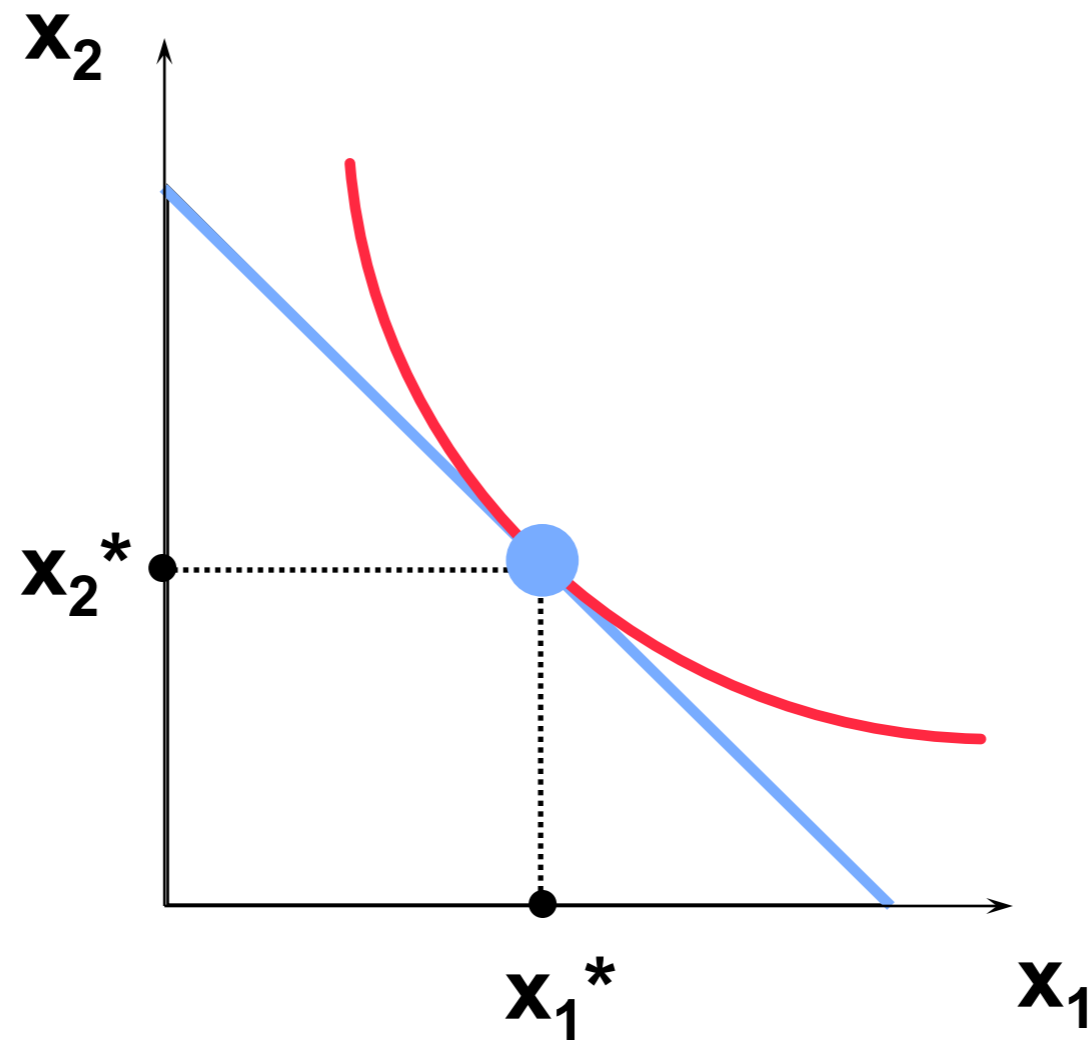
Solução Gráfica (2 bens)



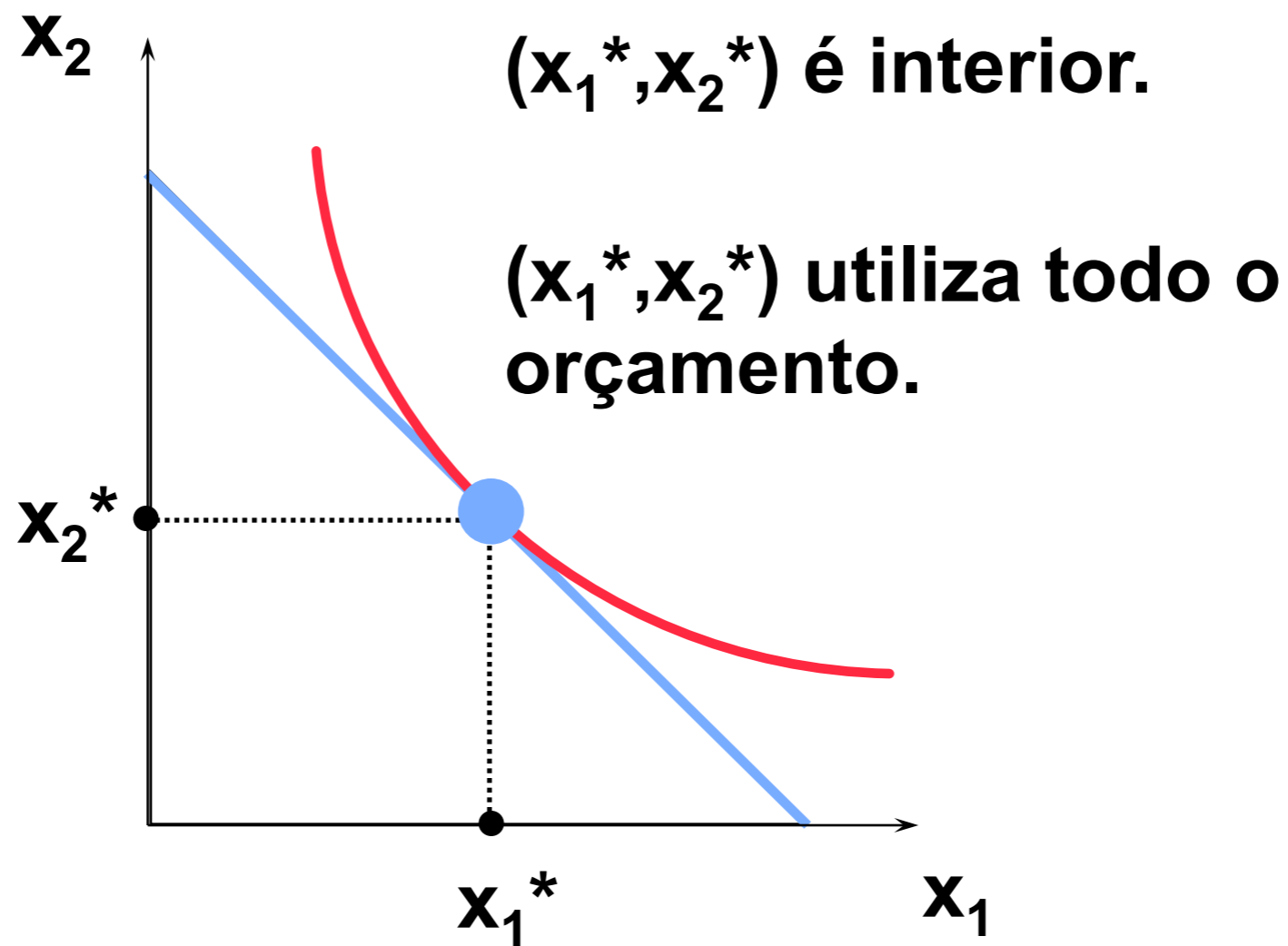
Solução Gráfica (2 bens)



Solução Gráfica (2 bens)



Solução Gráfica (2 bens)



Solução Algébrica (2 bens)

Problema do consumidor:

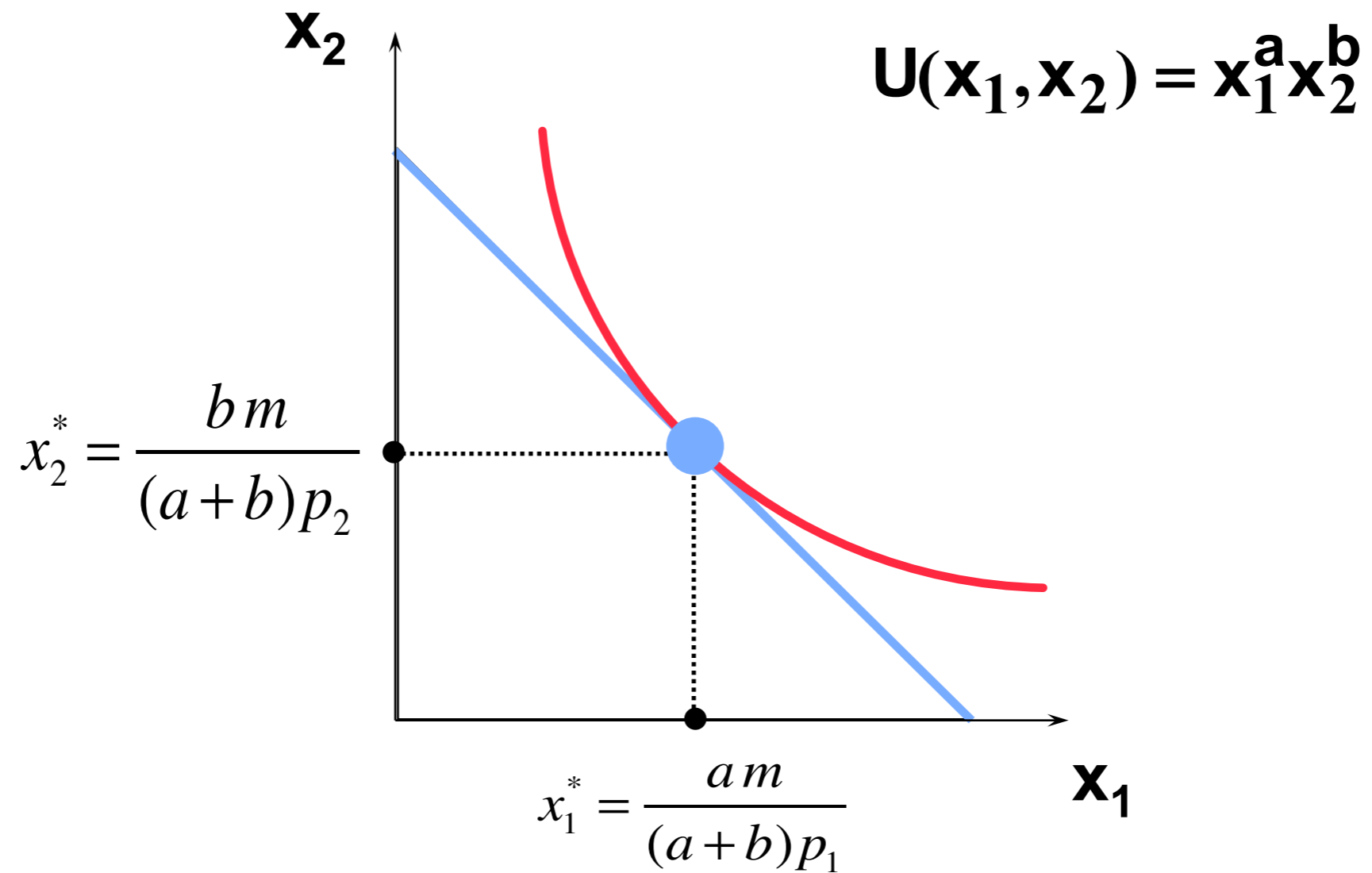
$$\max_{x_1, x_2} U(x_1, x_2) \text{ sujeito a } p_1 x_1 + p_2 x_2 \leq m$$

- se as utilidades marginais são positivas, a restrição orçamentária é atendida com igualdade no ótimo;
- condições de primeira ordem:

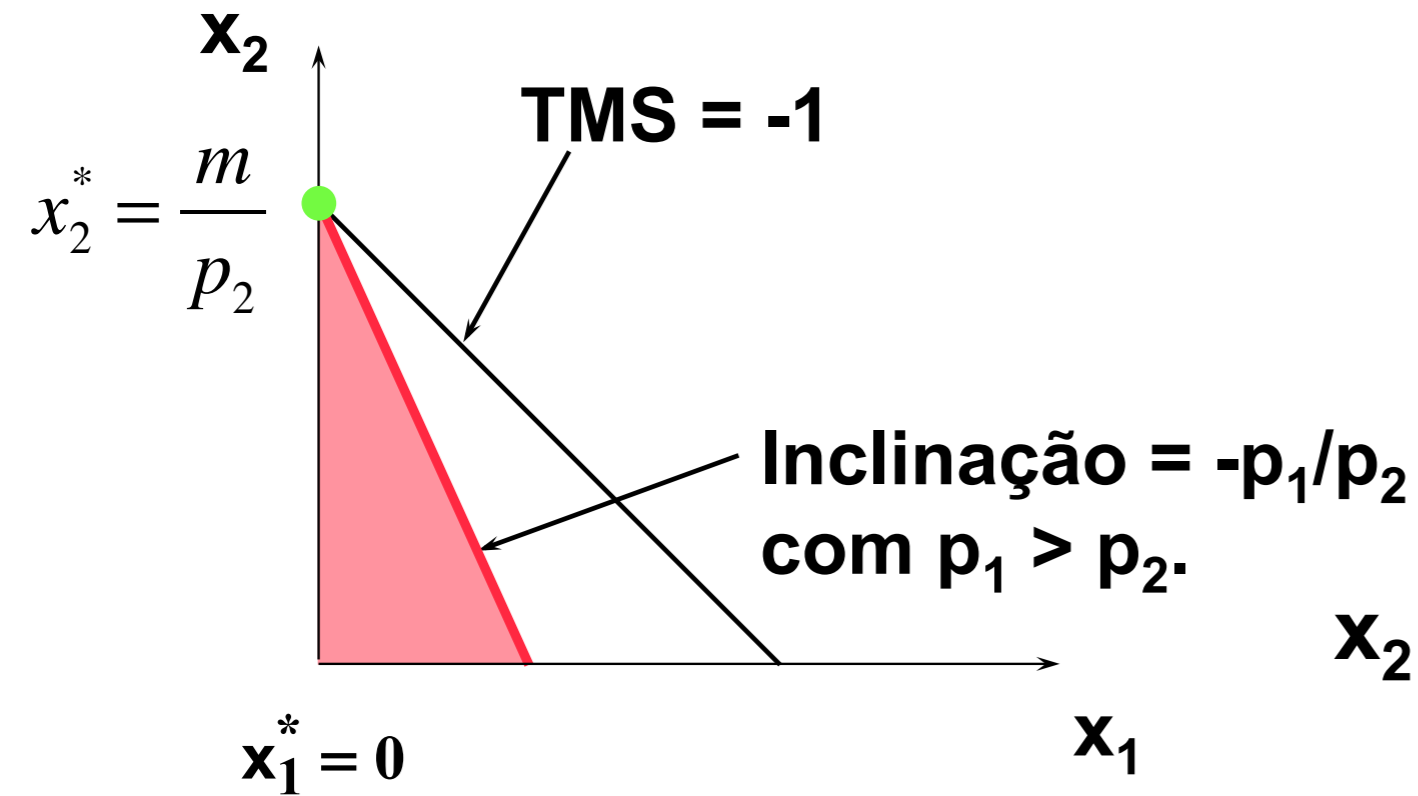
$$L = U(x_1, x_2) - \lambda(p_1 x_1 + p_2 x_2 - m)$$

$$\left. \begin{array}{l} \frac{\partial U}{\partial x_1} - \lambda p_1 = 0 \\ \frac{\partial U}{\partial x_2} - \lambda p_2 = 0 \end{array} \right\} \frac{\partial U / \partial x_1}{\partial U / \partial x_2} = \frac{p_1}{p_2}$$

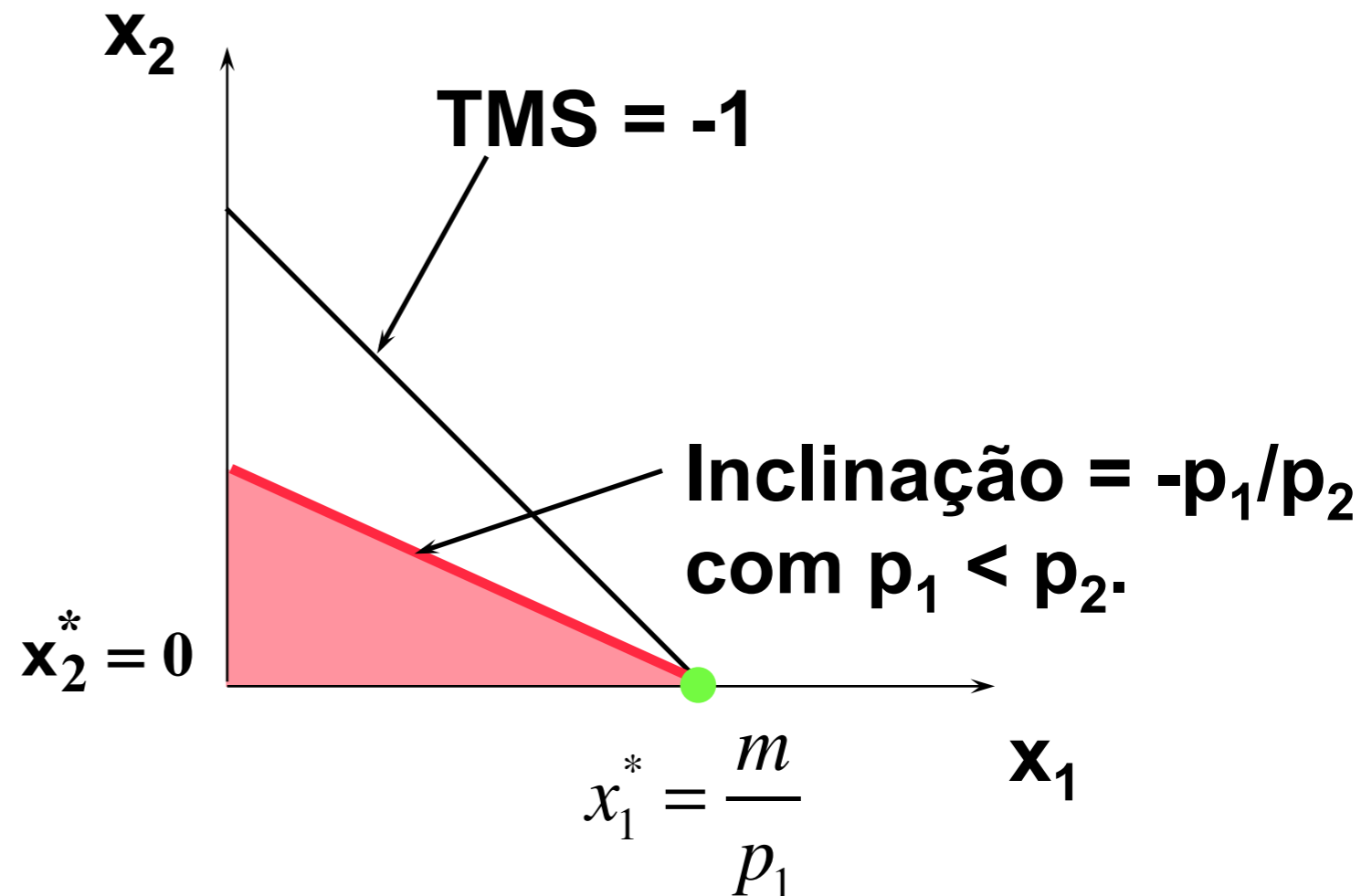
Exemplos: Cobb Douglas



Exemplos: Substitutos Perfeitos



$$U(x_1, x_2) = x_1 + x_2$$



Exemplos: Complementares Perfeitos

