

國立臺灣大學

開放式課程

《經濟學原理》

第二十四講

消費者選擇理論 (上) (Ch.21)

授課教師：國立臺灣大學經濟學系 林明仁教授

授課大綱整理：國立臺灣大學 開放式課程



【本著作除另有註明外，採取創用 CC「姓名標示—非商業性—相同方式分享」臺灣 3.0 版授權釋出】

※本課程指定教材為 N. Gregory Mankiw: Principles of Economics (2012), 6th edition.

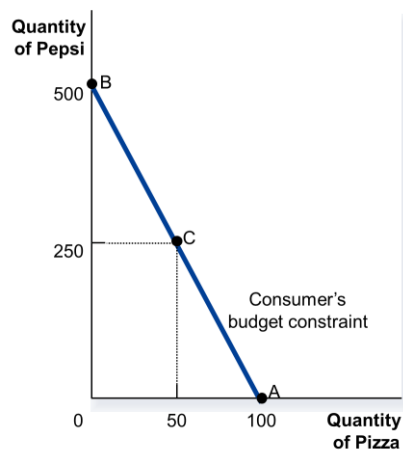
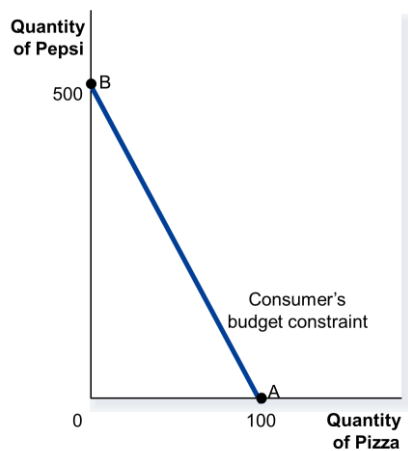
前言：

- 主觀意願
- 客觀限制
- 消費者理論要問的問題

預算限制

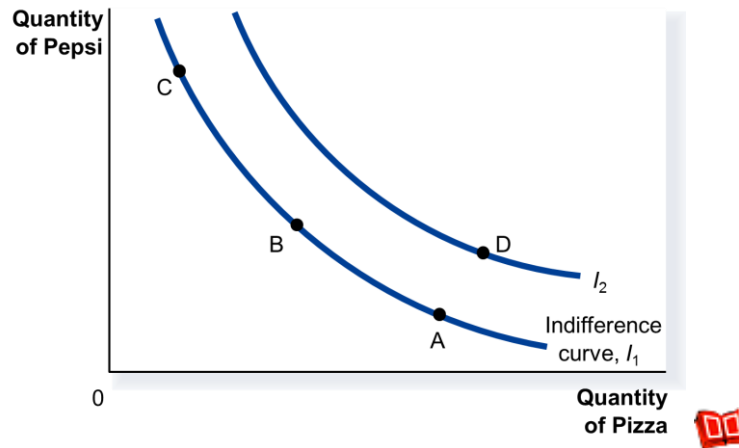
- 可負擔的起的消費組合
- 預算限制線

| Pints of Pepsi | Number of Pizzas | Spending on Pepsi | Spending on Pizza | Total Spending |
|----------------|------------------|-------------------|-------------------|----------------|
| 0 | 100 | \$ 0 | \$1,000 | \$1,000 |
| 50 | 90 | 100 | 900 | 1,000 |
| 100 | 80 | 200 | 800 | 1,000 |
| 150 | 70 | 300 | 700 | 1,000 |
| 200 | 60 | 400 | 600 | 1,000 |
| 250 | 50 | 500 | 500 | 1,000 |
| 300 | 40 | 600 | 400 | 1,000 |
| 350 | 30 | 700 | 300 | 1,000 |
| 400 | 20 | 800 | 200 | 1,000 |
| 450 | 10 | 900 | 100 | 1,000 |
| 500 | 0 | 1,000 | 0 | 1,000 |

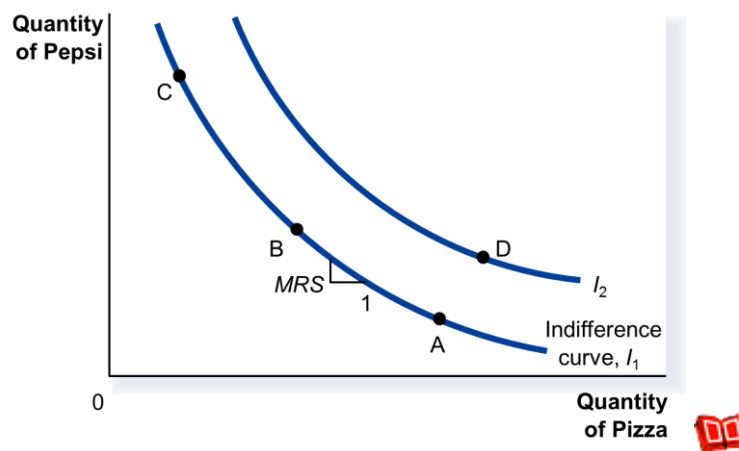


消費者偏好

- 無異(無差別)曲線 (Indifference Curve)
 - 滿足程度相同

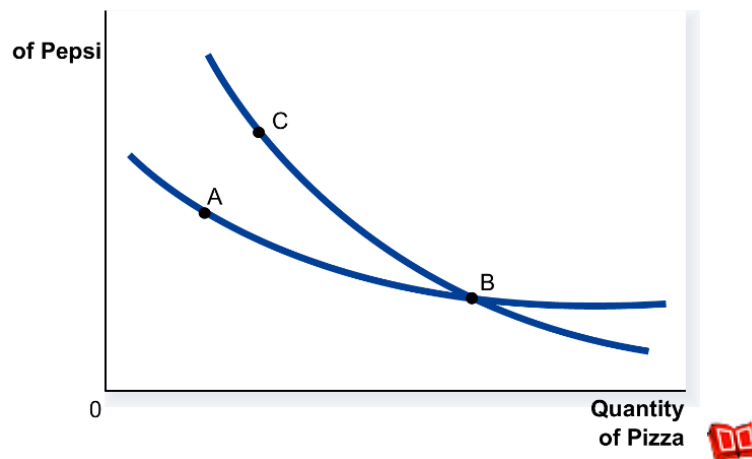


□ 邊際替代率

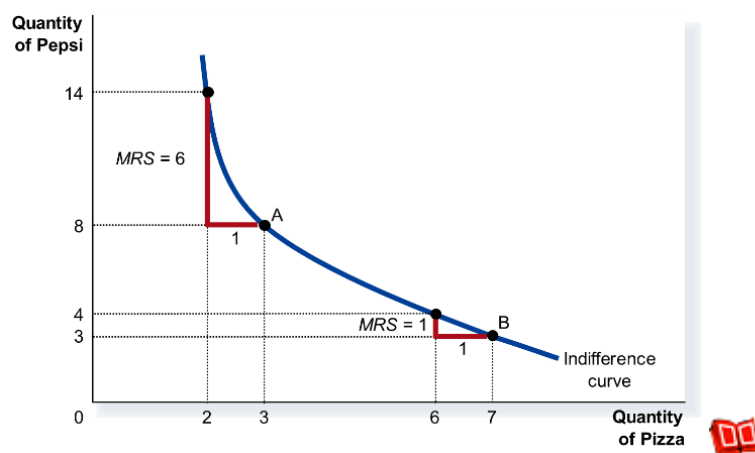


● 無異曲線的性質

- Higher Preferred
- Downward Sloping
- Not Cross

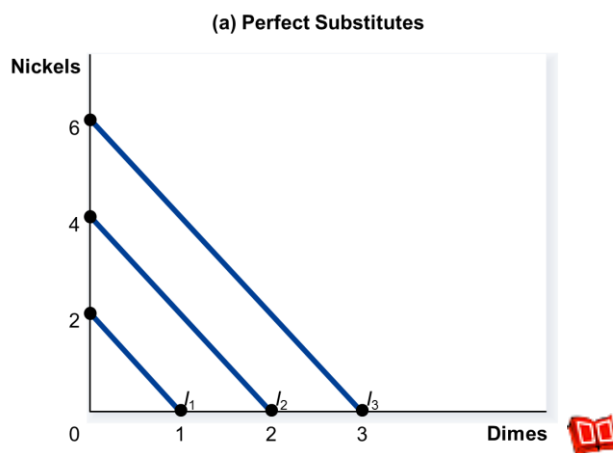


- Bowed Inward (凸向原點)



● Two Extreme Examples

- 完全替代 (Perfect Substitutes)

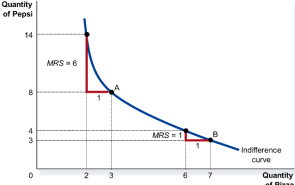

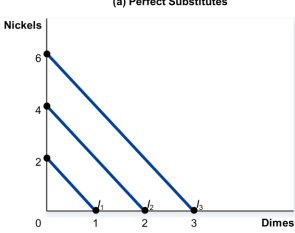

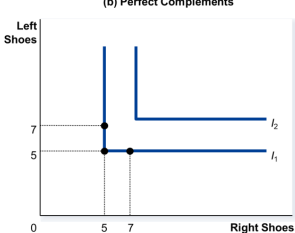



- 完全互補 (Perfect Complements)



版權聲明

| 頁數 | 作品 | 版權標示 | 作者/來源 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------|---|-------------------|--|-------------------|-------------------|----------------|---|-----|------|---------|---------|----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|----|-----|-----|-------|-----|---|-------|---|-------|--|--|
| 2 | <table><thead><tr><th>Pints of Pepsi</th><th>Number of Pizzas</th><th>Spending on Pepsi</th><th>Spending on Pizza</th><th>Total Spending</th></tr></thead><tbody><tr><td>0</td><td>100</td><td>\$ 0</td><td>\$1,000</td><td>\$1,000</td></tr><tr><td>50</td><td>90</td><td>100</td><td>900</td><td>1,000</td></tr><tr><td>100</td><td>80</td><td>200</td><td>800</td><td>1,000</td></tr><tr><td>150</td><td>70</td><td>300</td><td>700</td><td>1,000</td></tr><tr><td>200</td><td>60</td><td>400</td><td>600</td><td>1,000</td></tr><tr><td>250</td><td>50</td><td>500</td><td>500</td><td>1,000</td></tr><tr><td>300</td><td>40</td><td>600</td><td>400</td><td>1,000</td></tr><tr><td>350</td><td>30</td><td>700</td><td>300</td><td>1,000</td></tr><tr><td>400</td><td>20</td><td>800</td><td>200</td><td>1,000</td></tr><tr><td>450</td><td>10</td><td>900</td><td>100</td><td>1,000</td></tr><tr><td>500</td><td>0</td><td>1,000</td><td>0</td><td>1,000</td></tr></tbody></table> | Pints of Pepsi | Number of Pizzas | Spending on Pepsi | Spending on Pizza | Total Spending | 0 | 100 | \$ 0 | \$1,000 | \$1,000 | 50 | 90 | 100 | 900 | 1,000 | 100 | 80 | 200 | 800 | 1,000 | 150 | 70 | 300 | 700 | 1,000 | 200 | 60 | 400 | 600 | 1,000 | 250 | 50 | 500 | 500 | 1,000 | 300 | 40 | 600 | 400 | 1,000 | 350 | 30 | 700 | 300 | 1,000 | 400 | 20 | 800 | 200 | 1,000 | 450 | 10 | 900 | 100 | 1,000 | 500 | 0 | 1,000 | 0 | 1,000 | | 引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.441。依據著作權法第 46、52、65 條合理使用。 引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.207。依據著作權法第 46、52、65 條合理使用。 |
| Pints of Pepsi | Number of Pizzas | Spending on Pepsi | Spending on Pizza | Total Spending | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 100 | \$ 0 | \$1,000 | \$1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 50 | 90 | 100 | 900 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 100 | 80 | 200 | 800 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 150 | 70 | 300 | 700 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 200 | 60 | 400 | 600 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 250 | 50 | 500 | 500 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 300 | 40 | 600 | 400 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 350 | 30 | 700 | 300 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 400 | 20 | 800 | 200 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 450 | 10 | 900 | 100 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 500 | 0 | 1,000 | 0 | 1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3 | | | 引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.442。依據著作權法第 46、52、65 條合理使用。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 |  |  | <p>引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.444。依據著作權法第 46、52、65 條合理使用。</p> |
| 4 | <p>(a) Perfect Substitutes</p>  |  | <p>引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.445。依據著作權法第 46、52、65 條合理使用。</p> |
| 5 | <p>(b) Perfect Complements</p>  |  | <p>引用自 N. Gregory Mankiw “Principles of Economics” 6th edition. P.445。依據著作權法第 46、52、65 條合理使用。</p> |