

# Consumer Behavior

EC 311 - Intermediate Microeconomics

2025

# Chapter 4

## Outline

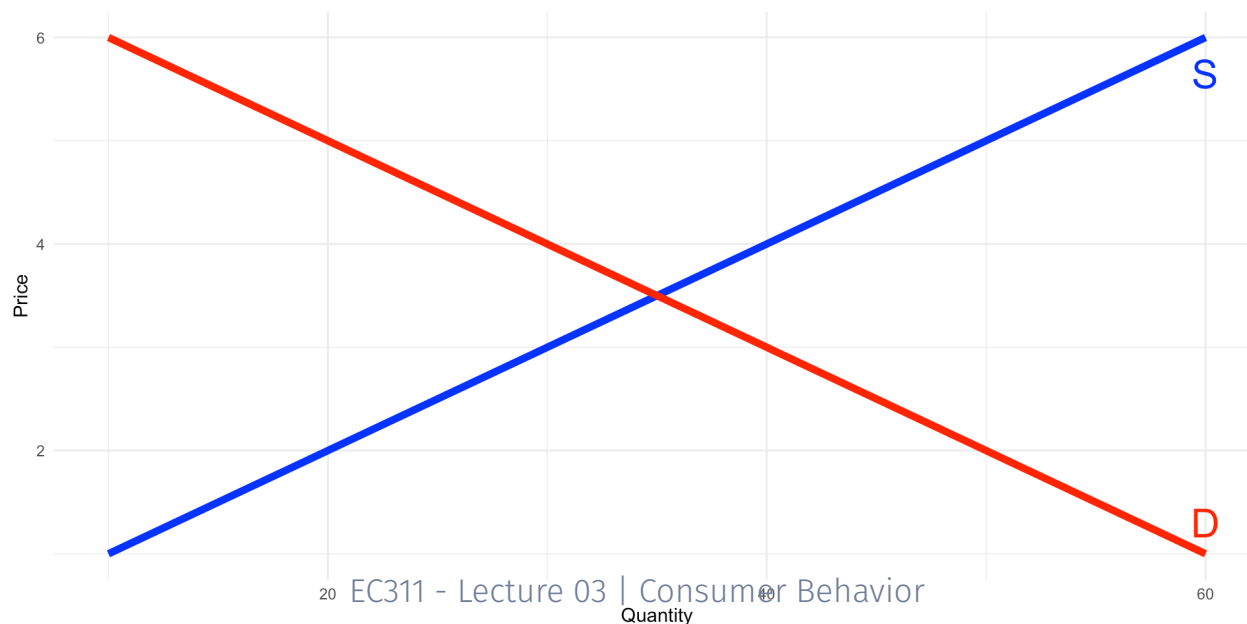
- Topics
  - Preferences and Utility (4.1)
  - Indifference Curves (4.2)
  - Budget Constraints (4.3)
- Other Stuff
  - Remember Office Hours on **Monday 10-11, Wednesday 1-2 in Tykeson 3rd floor**
  - Also feel free to email me your questions at **[dyasui@uoregon.edu](mailto:dyasui@uoregon.edu)**

# Preferences and Utility

# Where Does Demand Come From?

Imagine the market for coffee on campus

- Additionally, imagine that the only other good that can be purchased is boba
- On a basic level, **demand for coffee** is derived from individual's choosing how to divide their income between coffee and boba



# Where Does Demand Come From?

This is the problem we will be dealing with through the first half of the course

How does an individual allocate a **finite amount of resources** between **two goods**?

**Note:** There are clearly more than just two goods out there, so how can this be useful?

**The main critique I always hear about economics courses is that they're unrealistic. That's mostly true, but we can learn about the aggregate by simplifying and making assumptions**