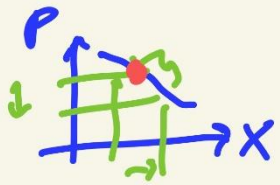
VWL $\varepsilon_{x_N;p} = \dfrac{\Delta x / x_0}{\Delta p / p_0}$



$= \dfrac{\Delta x}{\Delta p} \cdot \dfrac{p_0}{x_0}$

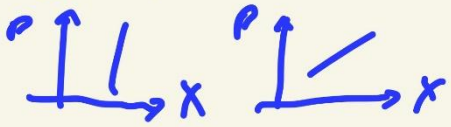
$\Delta p \to 0$

$= \dfrac{dx}{dp} \cdot \dfrac{p_0}{x_0}$

$= x' \cdot \dfrac{p_0}{x_0}$

(2) $\varepsilon_{x_A;p} = \dfrac{\Delta x / x_0}{\Delta p / p_0}$

unelast. elast.



a) Verkaufserlös

b) x_{max}

...

(3) Kreuzpreiselastizität

$$\varepsilon_{x_H^B; p^A} = \frac{\Delta x^B / x_0^B}{\Delta p^A / p_0^A}$$

substitutiv (+) komplementär (−)

3 Monate Flugpreis D-FFM
- 30%
Kaffee
+ 15%

(4) Einkommenselast.

$$\varepsilon_{x_N; Y} = \frac{\Delta x / x_0}{\Delta Y / Y_0}$$

$Y \downarrow$ $x_N \downarrow$ inferior G.

$Y \uparrow$ $x_N \uparrow$ superior G.

Analyse des HH-Verhaltens

X_N? ← HH-Optimum

Ziel: · U_{max} [GE/ZE]

Restriktionen:

· P_{Gut} ← $P_{reb.\,Gin}$

· Alternativen

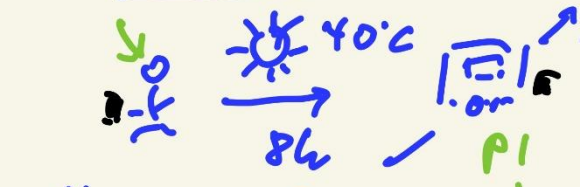
· Y ← Einsparen

Kombi. Gin so → bes. P_i und Y

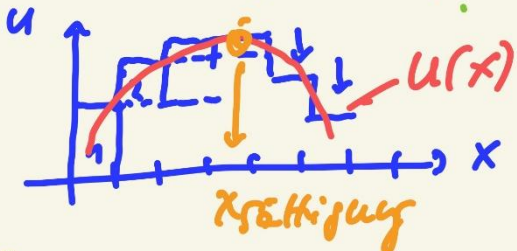
→ in Σ → U_{max}

① N nach 1 Gut

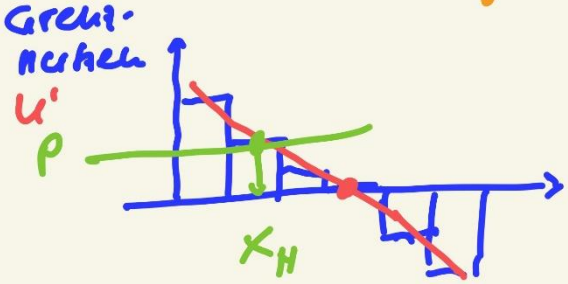
1. Gossen



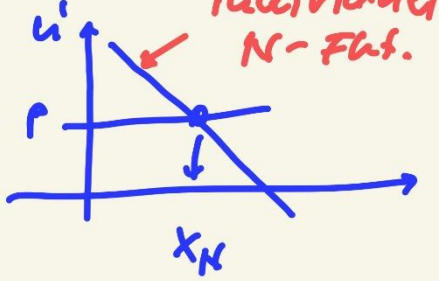
1. Gossensche Gesetz
· xf → Uf
→ ΔUf



$U' = \Delta U$ bei $\Delta X = 1$ *
$k' = \Delta k$ bei $\Delta X = 1$
$E' = \Delta EG$ bei $\Delta X = 1$

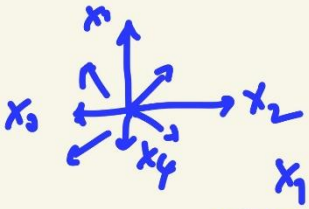


*
U' > P → kauf
U' = P → kauf
U' < P → kein kauf

* 

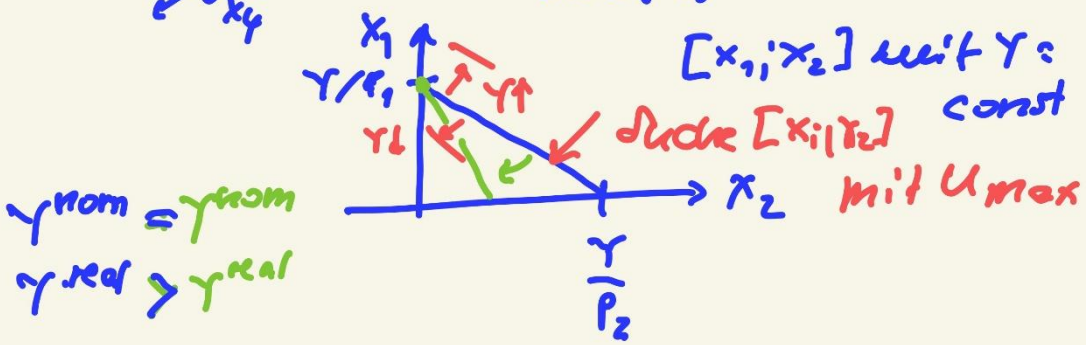
$x_H : u' = p$

(2) Nachfrage nach 2 und mehr Gütern



$Y = p_1 \cdot x_1 + p_2 x_2$

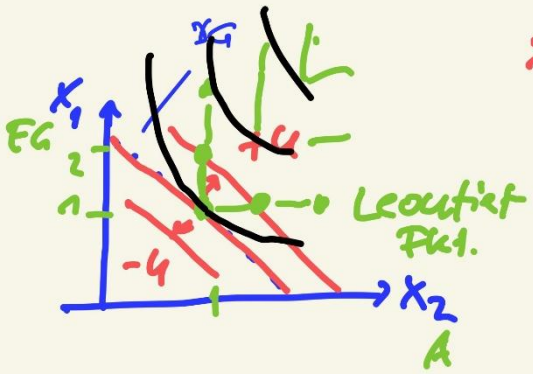
Budgetgerade



$[x_1; x_2]$ mit Y: const

Kurve $[x_i | Y_2]$ mit U_{max}

$p_2 \uparrow$ c.p.



x_1 ; x_2 vollst. substitutive Güter ↓

Indifferenz-Kurve $u = const$ ↓

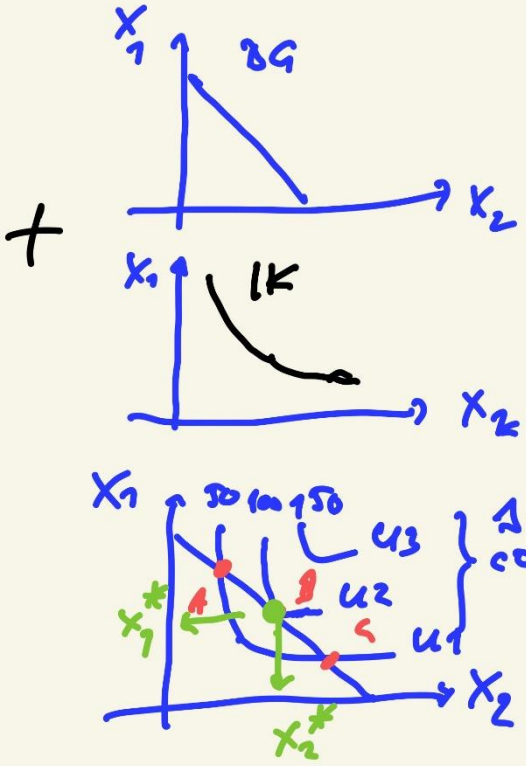
$[x_1; x_2]$ mit $u = const$

x_1 ; x_2 vollst. komplementär

EG 1:1 A

↳ Indiff.-Kurve

→ realist. Indiff.-Kurve



Y

u

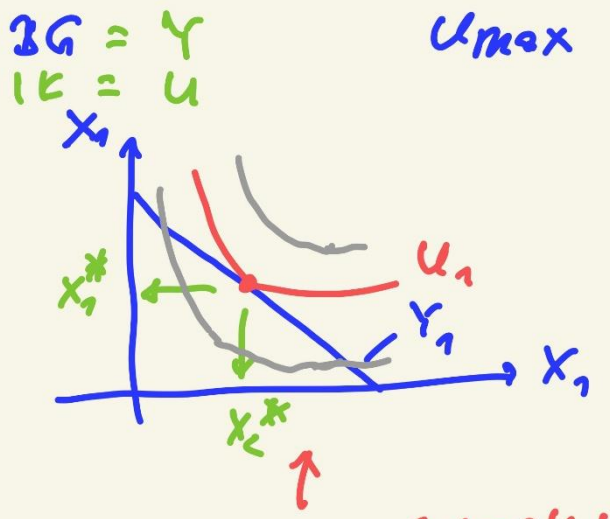
$u_3 > u_2 > u_1$

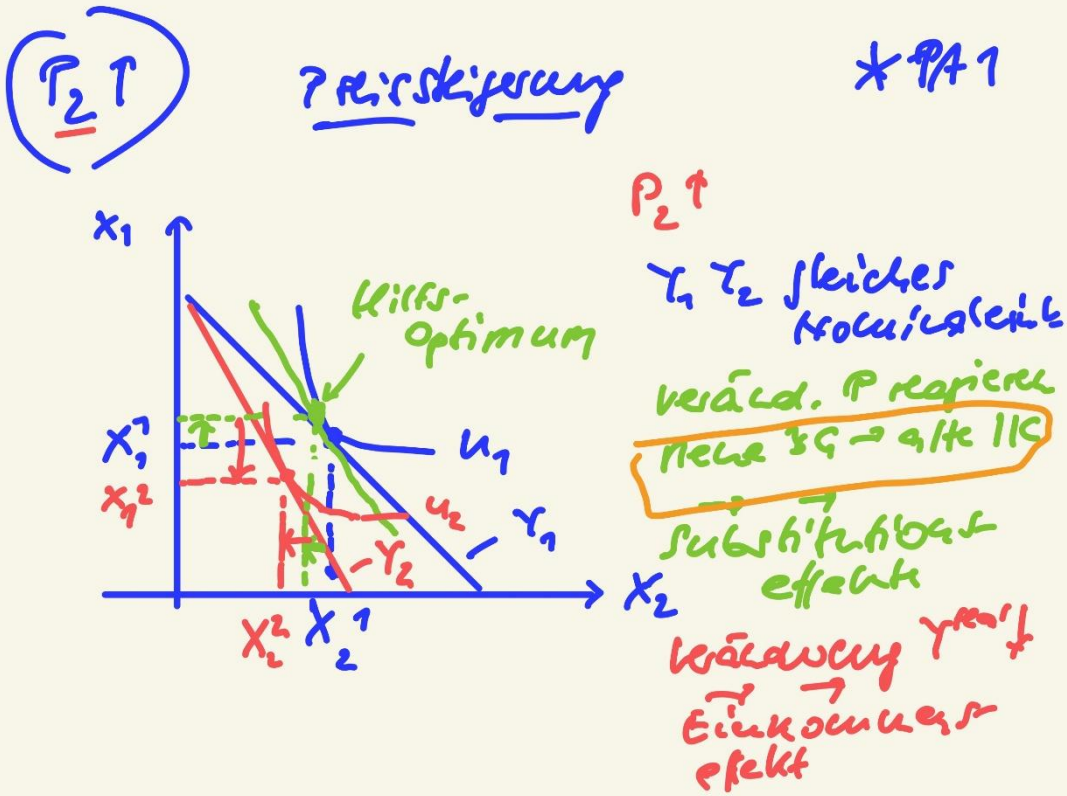
A B C

$u(A) = u(B) = u(C)$

$u(A) < u(B) > u(C)$

$u(A)$ 2 $u(C)$


BG = Y
IK = U
Umax
x_1
x_1^*
x_2^*
U_1
Y_1
x_1
exogene Schocks
• P_1 ↑ ↓ ...
• Yf ↓ ...
• Δ Präferenzen


P_2 ↑
Preissteigerung
*PA1
x_1
Hilfs-Optimum
x_1^1
x_1^2
U_1
U_2
Y_1
Y_2
x_2
x_2^2 x_2^1
P_2 ↑
Y_1 Y_2 gleiches Nominaleinkommen
veränd. Preisrelation neue BG → alte IK
Substitutionseffekt
Verschlechterung Yreal ↓
Einkommenseffekt