

## Consumer's Behavior Theory

### Cardinal Utility Theory

Jeremy Bentham "

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Gossan " "

Walras"

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Menger "

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Jevons "

"

Marshall

Principles of Economics

1920

### Ordinal Utility Theory

Parito"

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Edgeworth"

"

. 1932

Allen"

"

Hicks"

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Utility

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Satisfaction

Total Utility \_\_\_\_\_

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Marginal Utility \_\_\_\_\_

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$$MU = \frac{\Delta TU}{\Delta Q}$$

Law of \_\_\_\_\_

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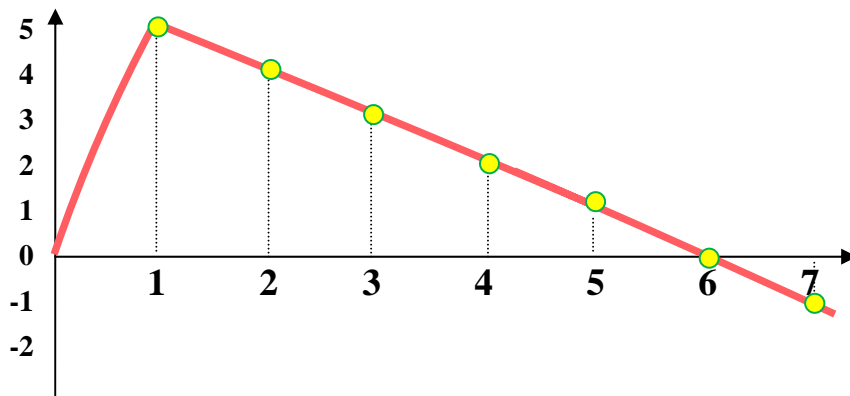
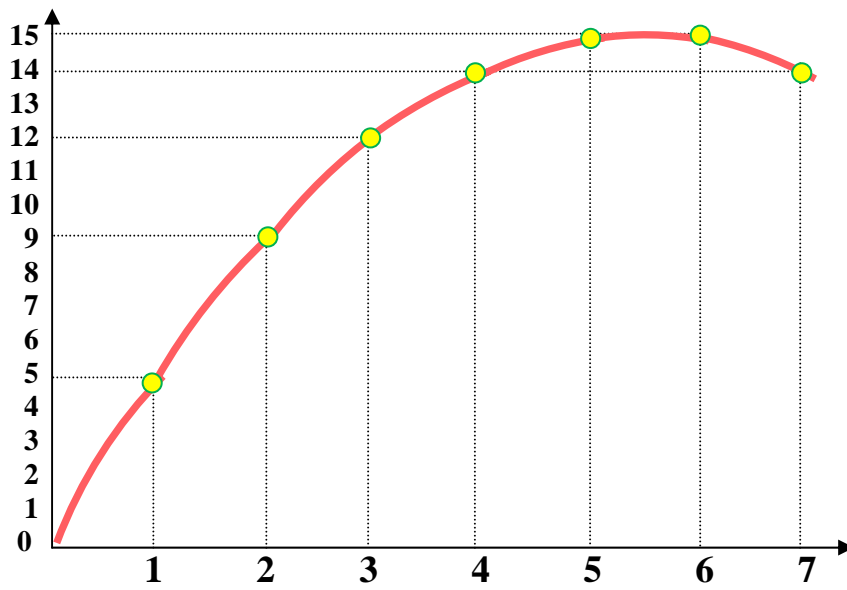
Diminishing Marginal Utility

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MU	TU	Q
5	5	1
4	9	2
3	12	3
2	14	4
1	15	5
0	15	6
-1	14	7



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Saturation Point

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			( )	/
3.5	3	2	7	1
3	3	2	6	2
2.5	3	2	5	3
2	3	2	4	4
1.5	3	2	3	5
1	3	2	2	6
0.5	3	2	1	7

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-()

1

-()

6	5	4	3	2	1	
1	2	3	4	5	6	

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$\backslash$ P=1	$\backslash$ P=2	( )		
6	3	3	6	1
5	2.5	3	5	2
4	2	3	4	3
3	1.5	3	3	4
2	1	3	2	5
1	0.5	3	1	6

1

2

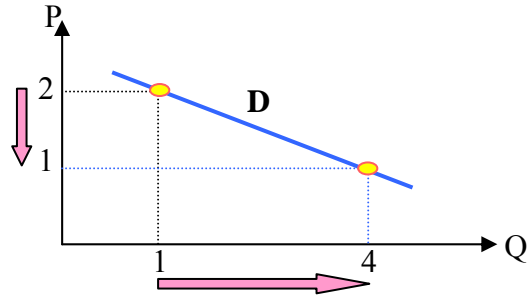
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P	Q
2	1
1	4



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-:

(Z) (X)

(Z)

= (X)

:

(Z)

(X)

=

(Z)

(X)

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(X)

(X)

=

(Z)

(Z)

$$\frac{MU (X)}{MU (Z)} = \frac{P(X)}{P(Z)}$$



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-:

$$(Z) + (X) =$$

$$Y = Q(X) \times P(X) + Q(Z) \times P(Z)$$

:

( ) : Y

(X) : Q(X)

(X) : P(X)

(Z) : Q(Z)

(Z) : P(Z)

.( )

:

(Z) (X)

14

3 = (Z)

2 = (X)

(Z)				(X)			
6.6	20	20	1	5	10	10	1
6	18	38	2	4.5	9	19	2
5.3	16	54	3	4	8	27	3
5	15	69	4	3.5	7	34	4

(Z) 4 (X)

1

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$$(Z) = (X)$$

:

$$\begin{matrix} (Z) & & (X) \\ (Z) & = & (X) \end{matrix}$$

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$$\therefore (14)$$

$$Y = Q(X) \times P(X) + Q(Z) \times P(Z)$$

$$Y = 1 \times 2 + 4 \times 3 = 2 + 12 = 14$$

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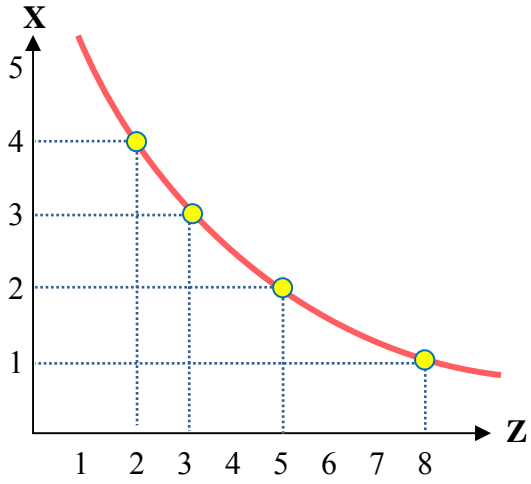
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### Indifference Curve

(Z) (X)

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(Z)	(X)	
8	1	(A)
5	2	(B)
3	3	(C)
2	4	(D)

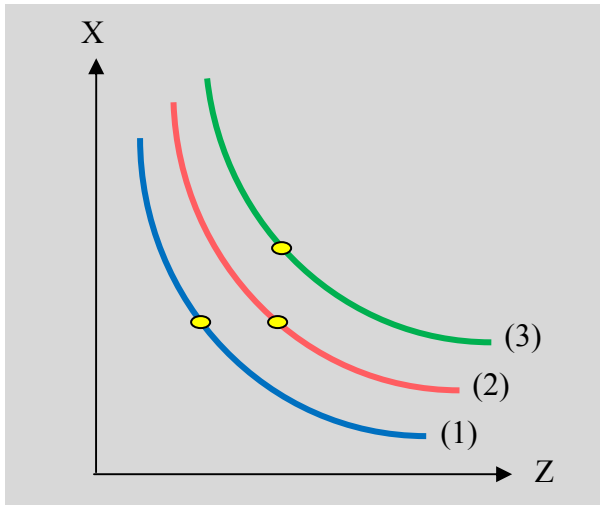
(X)  
(A) (Z)  
(D) (C) (B)  
(Z) 8 (X) 1 (A)  
(D) (C) (B)

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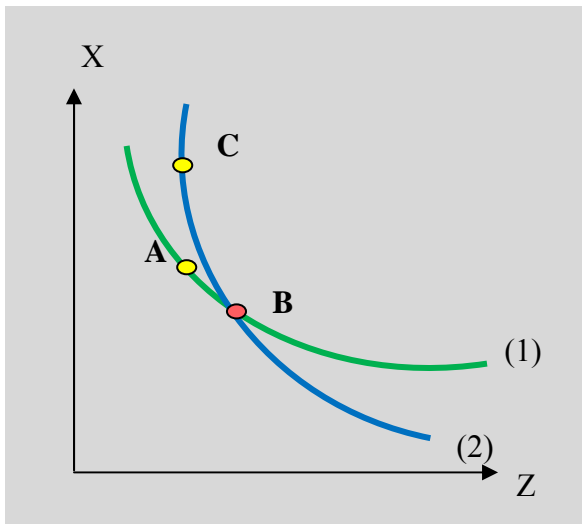


(2)

(2)  
(1)  
(Z) (X)

(3)

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(C) (A)

(2)

(1)

(C)

(2) (1)

(A)  
(B)  
(1)  
(C) (B)  
(2)  
(C)

(B) (A)

(A)

(X)

\_\_\_\_\_

( )

(Z) (X)

(X) (Z)

(Z) (X)

---

Marginal Rate of Substitution (Z) (X)

(MRS)

" (X)

$$MRS = \frac{\Delta Z}{\Delta X} \quad -:$$

(X)  $\Delta Z$  (Z)  $\Delta X$

-:

$$= \frac{-\Delta Z}{\Delta X} = \frac{MU(X)}{MU(Z)}$$

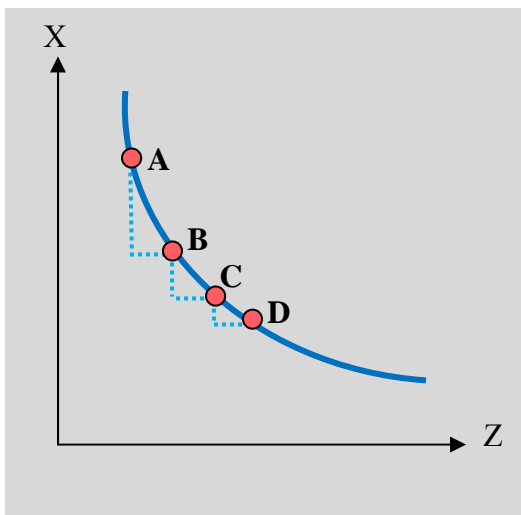
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(X)

(Z)

(B) (A)

(D) (C)

( )

(X) (Z) (X)

(Z)

:[ ]

-(Z) (X) (Y)

(Z) + (X) =

(Z) × (Z) + (X) × (X) =

$$Y = Q(X) \times P(X) + Q(Z) \times P(Z)$$

"

" Budget line \_\_\_\_\_ " " "

"

:-

100 ( )

1 =(Z) 2 = (X)

A 100 (1 ÷ 100) (Z) 100  
(1 ÷ 100) (X)

A , B ( )

(C) AB

(Z) (X)

40 60 ( ) 60

(X) 20 (2 ÷ 40)

( )

(D) ( )

(Z) (X)

(Z) (X)

:

AB

: AB

$$= \frac{OA}{OB} = \frac{100}{50} = \frac{2}{1} = \frac{P(X)}{P(Z)}$$

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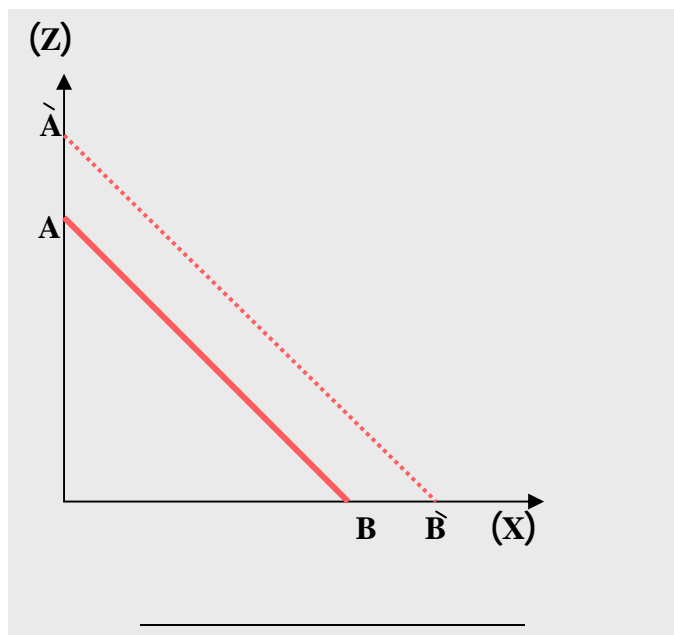
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100

2 = ( )

1 = ( )

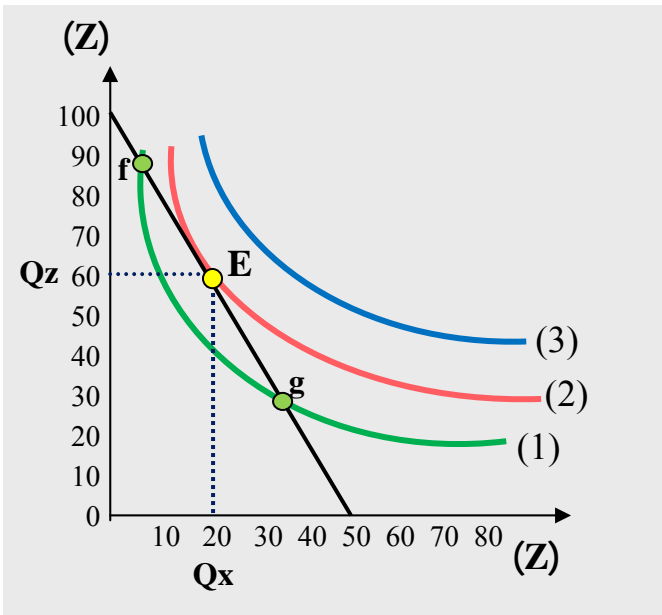
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(Z) (X)





:



(Z) (X)

(E)

.(2)

Qz [ 20] (X)  
 (X) 20  
 ( 2 = X  
 ) (Z) 60

Qx  
 .[ 60] (Z)  
 ) 40  
 60 ( 100 )  
 ( 1 = Z

(E)

(3)

(3)

(f) (g)

(1)

(E)

(2)

(f) (g)

(E)

(E)

-:

(E)

=

(Z)

(X)

-:

(X)

=

(Z)

(X)

(Z)

)

(X)  
(Z)

-:

(Y)

(X)

(Y)

=

(X)

(Z)

= (X)

:

:

(X)

= ( Z Δ  
X Δ )

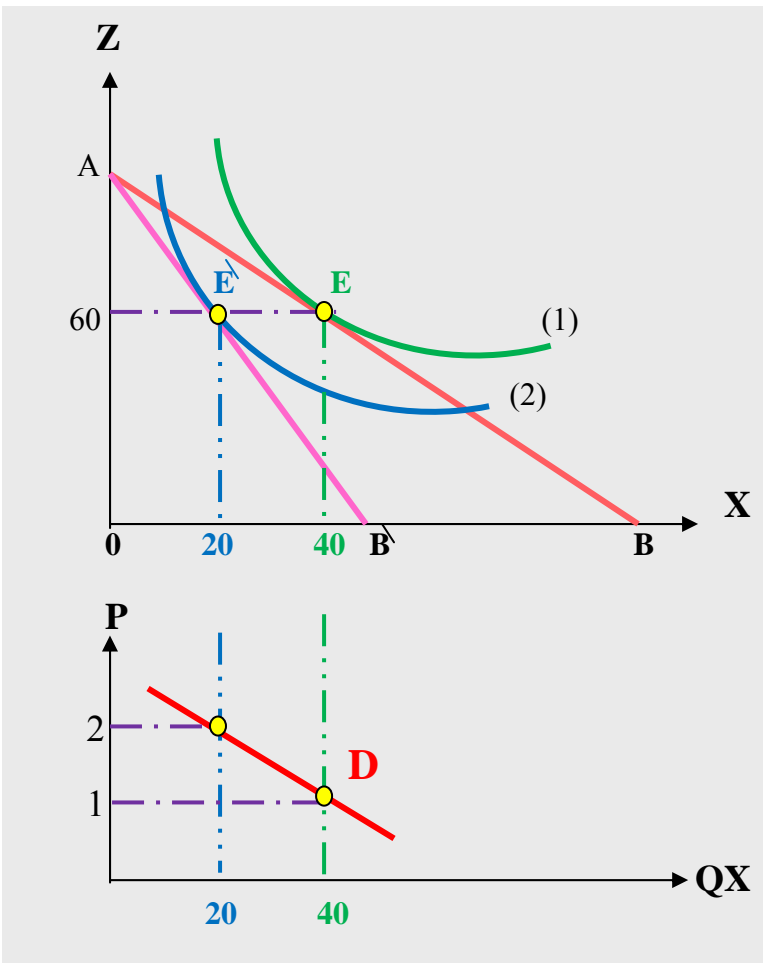
(Z)

:( )

( )

2 (X) 100

: 1 (Z)



(E)  
(AB)  
(1)

20  
60 (X)  
(Z)

100

(X)

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(E)		(AB̄)	(AB)	(Ē)	(Ē)
		(ĀB)			(2)
	(Z) (X)		(Ē)		
60		60 (Z)			
	(X)	40	40		
			(X)		
			(X)		
				(D)	(X)
		(D)	(X)		
40	20	(X)		1	2 (X)
	( )				