

$$\therefore \text{消費決策} = \text{Max } U = f(x, y) = x^{\frac{2}{3}} y^{\frac{1}{3}}$$

$$\text{subject to } 300 = 10x + 20y$$

$$\text{最適消費} = x = 20 \quad y = 5$$

$$\text{若奶茶漲價 消費決策} = \text{Max } U = f(x, y) = x^{\frac{2}{3}} y^{\frac{1}{3}}$$

$$\text{subject to } 300 = 20x + 20y$$

$$\text{最適消費條件} = \text{MRS}_{xy} = \frac{2y}{x} = \frac{p_x}{p_y} = \frac{20}{20} = 1 \quad \text{最適消費量} = (10, 5)$$

可知奶茶價格上升對消費量的 effect 是 -10 單位

$$\text{總效用} = U = x^{\frac{2}{3}} y^{\frac{1}{3}} = 20^{\frac{2}{3}} 5^{\frac{1}{3}} = 2000^{\frac{1}{3}}$$

$$\Rightarrow x = 4000^{\frac{2}{3}} = 5874.01 \quad y = 500^{\frac{1}{3}}$$

$$\text{① 替代 effect} \Rightarrow \text{由 } (x, y) = (20, 5) \text{ 到 } (4000^{\frac{2}{3}}, 500^{\frac{1}{3}})$$

$$x \text{ 的替代 effect} = 4000^{\frac{2}{3}} - 20 < 0$$

$$\text{② 所得 effect 由 } (x, y) = (4000^{\frac{2}{3}}, 500^{\frac{1}{3}}) \text{ 到 } (10, 5)$$