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消費決策

Max

$$U = 9(x-y) = x^{\frac{1}{3}} y^{\frac{1}{3}}$$

Subject to

$$300 = 10x + 20y$$

$$MRS_{xy} = \frac{y}{x} = \frac{1}{3}$$

$$\frac{1}{3} x^{\frac{1}{3}} y^{\frac{1}{3}} = \frac{10}{20} \text{ 價格}$$

$$y = \frac{1}{2} x$$

$$300 = 10x + 20(\frac{1}{2}x)$$

$$300 = 15x$$

$$x = 20, y = 5$$

20 杯咖啡 5 個漢堡

如果咖啡提高為 20元

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Max

$$U = 9(x-y) = x^{\frac{1}{3}} y^{\frac{1}{3}}$$

Subject to

$$300 = 20x + 20y$$

$$MRS_{xy} = \frac{y}{x} = \frac{20}{20}$$

$$y = x$$

$$x = \frac{1}{2} x$$

$$300 = 20x + 20(\frac{1}{2}x)$$

$$300 = 30x \quad x = 10, y = 5$$

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

$$\text{價格變動後 } U = x^{\frac{1}{3}} y^{\frac{1}{3}} = (\frac{1}{2}x)^{\frac{1}{3}} (2000)^{\frac{1}{3}}$$

$$x = (4000)^{\frac{1}{3}} \quad y = (500)^{\frac{1}{3}}$$

$$\text{替代效果} = (20, 5) \sim (14000)^{\frac{1}{3}}, (500)^{\frac{1}{3}}$$

$$\text{所得效果} = (14000)^{\frac{1}{3}}, (500)^{\frac{1}{3}} \sim (10, 5)$$