

Microeconomic Theory I: A Notebook

With Jonathan Libgober

Sai Zhang

Check the [Github Page](#) of this project, or [email me](#)!

October 21, 2021

HERE WE GO!

This is my learning notebook of Microeconomic Theory I (Course number: ECON601 at USC Economics). As one of the core courses in an economic Ph.D. curriculum, Microeconomic Theory I is beyond important to my research. Therefore, I would love to use this notebook as a commitment mechanism, to document lecture notes, discuss session and office hour intuitions, reading summaries, my personal questions regarding the topics and more. By building a file from scratch, hopefull I could have a more systematic and sophisticated understanding on the content of this course.

I thank Prof. Jonathan Libgober at USC Economics for leading the discussion of the course and providing intuitive ways to understand microeconomic theory. Please check his webpage [here](#), he is such fun.

I also appreciate the time and effort my TA Qitong Wang put into this course, guiding me through discussing sessions and problem sets. When I have questions, he is always there to help.

Following the structure of the course, this notebook will cover three aspects of microeconomic theories: (a) individual decision making, (b) game theory, (c) mechanism design and contract theory. Apart from Jonathan's lecture notes, I will also summarize the reading materials, including: [Mas-Colell et al. \(1995\)](#)'s *Microeconomic Theory*, [Mailath \(2018\)](#)'s *Modelling Strategic Behavior*¹, [Fudenberg and Tirole \(1991\)](#)'s *Game Theory*, [Myerson \(1991\)](#)'s *Game Theory: Analysis of Conflicts*, [Bolton and Dewatripont \(2005\)](#)'s *Contract Theory*, [Mailath and Samuelson \(2006\)](#)'s *Repeated Games and Reputation* and [Osborne and Rubinstein \(1994\)](#)'s *A Course in Game Theory*. Other materials will also be referred to along the way.

Building this notebook is truly a memorable journey for me. I would love to share this review and all the related materials to anyone that finds them useful. And unavoidably, I would make some typos and other minor mistakes (hopefully not big ones). So I'd really appreciate any correction. If you find any mistakes, please send the mistakes to this email address saizhang.econ@gmail.com or start a branch on [Github](#). BIG thanks in advance!

¹Latest version (May 2021) available [here](#).

Contents

I	Individual Decision Making	4
1	Preferences and Choices, Utilities	5
1.1	Preference Relations	6
1.2	Choice Rules	9
1.3	Linking Preferences with Choices	10
1.4	Introducing Utility	14
1.5	Commentary	17
2	Fundamentals of Consumer Theory	20
2.1	Basic Setting	21
2.1.1	Commodities	21
2.1.2	The Consumption Set	22
2.1.3	Prices and Consumption Cost	22
2.2	Choice Based Consumer Theory	23
2.2.1	Walrasian Budgets	23
2.2.2	Walrasian Demand Function	24
2.2.3	WARP and Law of Demand	26
2.2.4	Slutsky Matrix	29
2.3	Preference Based Consumer Theory	31
2.3.1	Properties of Preferences Required	31
2.3.2	Utility representing preference	33
2.3.3	UMP (Utility Maximizing Problem)	34
2.3.4	EMP (Expenditure Minimizing Problem)	37
2.4	Introducing Utility	37
2.5	Commentary	37
3	Lagrange Maximization and Duality	38
4	Stochastic Choice	39
5	Monotone Comparative Statics	40
6	Expected Utility and Decisionmaking under Uncertainty	41
7	Aggregation and the Existence of a Representative Consumer	42
8	Producer Theory	43

II Game Theory	44
9 Nash Equilibrium and Bayesian Nash Equilibrium	45
10 Rationalizability and DOminant Strategies	46
11 Correlated Equilibrium	47
12 Dynamic Games and Refinements	48
13 Repeated Games/Folk Theorem	49
14 Recursive Methods in Repeated Games	50
III Mechanism Design and Contract Theory	51
15 Arrow's Theorem and Social Choice	52
16 Boundaries of the Firm and Coase's Theorem	53
17 Implementation Concepts	54
18 The Revelation Principle	55
19 Auctions and Optimal Auctions	56
20 Efficient Implementation	57
21 Moral Hazard	58
22 Full Implementation	59
Bibliography	60

Part I

Individual Decision Making

CHAPTER 1

PREFERENCES AND CHOICES, UTILITIES

Contents

1.1	Preference Relations	6
1.2	Choice Rules	9
1.3	Linking Preferences with Choices	10
1.4	Introducing Utility	14
1.5	Commentary	17

The first chapter summarizes the basic setting of individual decision making: preferences, choices and utilities. The main reference is Chapter 1 of [Mas-Colell et al. \(1995\)](#).

In this chapter, we will focus on 3 domains:

choice	given a set A , what choice from A is made
preference	given alternatives x, y , which does the decision maker prefers
utility	given an object X , how much does the DM likes X (as a number)

The starting point of individual decision problem is a *set of possible (mutually exclusive) alternatives* from which the individual must choose. To model decision making process on this set of alternatives, one can:

- either start from the tastes, i.e., *preference relations* of individuals, and set up the patterns of decision making with preferences
- or, start from the actual actions of individuals, i.e. *choices*, to deduct a pattern of decision making

With this two major approaches in mind, we know what's coming: the *rationality* of preferences and the central assumption of choices, the *Weak Axiom of Revealed Preference (WARP)*. And of course, the two approaches and two basic assumptions are

parallel, so we need to figure out how link the (underlying) preferences and (observed) choices.

1.1 Preference Relations

We start from the basic: *weak preference relation*, \succeq .

Definition 1.1.1. A weak preference relation \succeq on a set X is a subset of $X \times X$. If $(x, y) \in \succeq \Rightarrow x$ is at least as good as y , written as $x \succeq y$

A weak preference relation will induce two other types of relations on X :

Definition 1.1.2. With \succeq defined by Def. 1.1.1, we have

- the *strict preference relation*, $>$ can be induced from \succeq as: $x > y \Leftrightarrow x \succeq y \wedge y \not\succeq x$, or in words, x is preferred to y .
- the *indifference relation*, \sim can be induced from \succeq as: $x \sim y \Leftrightarrow x \succeq y \wedge y \succeq x$, or in words, x is indifferent to y .

With the definition of these relations, we now define the central assumption of relations: *rationality*.

Definition 1.1.3. A weak preference relation \succeq is *rational* if it is:

- Complete: $\forall x, y \in X, x \succeq y$ or $y \succeq x$ or both
- Transitive: $\forall x, y, z \in X, x \succeq y \wedge y \succeq z \Rightarrow x \succeq z$

How to understand them? They are both strong assumptions:

- Completeness of \succeq means it is well-defined between any two possible alternatives. From the perspective of an individual, completeness means that she will make choices, and only meditated choices.
- Transitivity of \succeq implies that the decision maker will not have a preference cycle, since whoever has a preference cycle would suffer economically for it¹.

With the definition of rational \succeq in Def. 1.1.3, we can prove the following properties of $>$ and \sim induced by \succeq :

Theorem 1.1.1. If \succeq is rational, then:

- i. $>$ is irreflexive ($x > x$ never holds) and transitive ($x > y \wedge y > z \Rightarrow x > z$)

Proof:

- irreflexive: by Def. 1.1.2, $x > x \Rightarrow x \succeq x \wedge x \not\succeq x$, self contradiction.
- transitive: $x > y \Rightarrow x \succeq y \wedge y \not\succeq x, y > z \Rightarrow y \succeq z \wedge z \not\succeq y$. By transitivity of $\succeq, x \succeq y \wedge y \succeq z \Rightarrow x \succeq z$. If $z \succeq x$, by transitivity of

¹There are 2 types of violations of transitivity: irrational and mechanical. Irrational violations are easy to understand: decision makers simply do not follow transitivity assumption, many reasons have been raised, including mental account, framing, menu effect, attraction effect, etc. Mechanical violations means that decision makers are "forced" to violate transitivity. One example of this type of violation is aggregation of considerations: decision makers may aggregate several sub-preferences as together to make the choice, leading to violation of transitivity. Another example is when the preference is only defined for differences above a certain level (problem of perceptible differences). See [Mas-Colell et al. \(1995, Page 7-8\)](#), [Rubinstein \(2012, Page 4-5\)](#) for details

\succsim and $x \succsim y$, we would have $z \succsim y$, contradicting $y > z$. Therefore $x \succsim z \wedge z \not\succsim x \Rightarrow x > z$.

- ii. \sim is reflexive ($x \sim x, \forall x$), transitive ($x \sim y \wedge y \sim z \Rightarrow x \sim z$) and symmetric ($x \sim y \Rightarrow y \sim x$)

Proof:

- reflexive: by completeness of \succsim , $\forall x, x \succsim x \Rightarrow x \sim x$
 - transitive: $x \sim y \Rightarrow x \succsim y \wedge y \succsim x, y \sim z \Rightarrow y \succsim z, z \succsim y$, by the transitivity of \succsim , we have $x \succsim z \wedge z \succsim x$, hence $x \sim z$
 - symmetric: $x \sim y \Rightarrow x \succsim y \wedge y \succsim x \Leftrightarrow y \succsim x \wedge x \succsim y \Rightarrow y \sim x$
- iii. $x > y \succsim z \Rightarrow x > z$

Proof: $x > y \Rightarrow x \succsim y \wedge y \not\succsim x$, hence $x > y \succsim z \Rightarrow x \succsim z$. If $z \succsim x$, by transitivity of \succsim , $y \succsim x$, contradicting $x > y$. Therefore, $z \not\succsim x$

We can also directly define a *rational* $>$ (see [Kreps \(1990, Page 19-21\)](#)):

Definition 1.1.4. A strict preference relation $>$ is rational if it is:

- asymmetric: $\nexists x, y \in X$ s.t. $x > y \wedge y > x$
- negatively transitive: $x > y \Rightarrow \forall z \in X \setminus \{x, y\}, x > z \vee z > y$ both.

With Def. 1.1.4 and Def. 1.1.3, we can prove that \succsim is rational iff $>$ is rational:

Theorem 1.1.2. \succsim is rational $\Leftrightarrow >$ is rational, specifically:

- \succsim is complete $\Leftrightarrow >$ is asymmetric
- \succsim is transitive $\Leftrightarrow >$ is negatively transitive

Now we prove this theorem:

Step 1 proof \succsim is rational $\Rightarrow >$ is rational

- **asymmetric**

if $\exists x, y$ s.t. $x > y$ and $y > x$, then by the definition of induced strict preference, the pair x, y must satisfy

$$\begin{cases} x \succsim y \text{ and } y \not\succsim x & (x > y) \\ y \succsim x \text{ and } x \not\succsim y & (y > x) \end{cases}$$

which is, by completeness of rational \succsim , impossible. Therefore, such pair x, y don't exist. $>$ is proved to be asymmetric.

- **negatively transitive**

First, $\forall z \notin \{x, y\}$, by completeness of rational \succsim , the relation between x and z is either $x \succsim z$ or $z \succsim x$. Similarly, the relation between y and z is either $y \succsim z$ or $z \succsim y$.

Second, given $x > y$, x, y satisfies $x \succsim y$ and $y \not\succsim x$.

Also, it is easy to prove that: $x > y \wedge y \succsim z \Rightarrow x > z, x > y \wedge z \succsim x \Rightarrow z > y$; and $x > y \wedge z \sim x \Rightarrow z > y, x > y \wedge y \sim z \Rightarrow x > z$

Now we have the following scenarios:

1. if $z \succsim x$ and $y \succsim z$, by transitivity of rational \succsim , $y \succsim x$, contradicting the definition of $x > y$. This scenario doesn't exist.
2. if $x \succsim z$ and $y \succsim z$, since $x > y$, with the auxiliary result proved above, we have $x > z$

3. if $z \succeq x$ and $z \succeq y$, since $x > y$, with the auxiliary result proved above, we have $z > y$
4. if $x \succeq z$ and $z \succeq y$, since $x > y$, suppose:
 - (a) $z \succeq x$ as well, then $x \sim z$, in this case $z > y$;
 - (b) $z \not\succeq x$, then $x > z$
 - (c) $y \succeq z$ as well, then $y \sim z$, in this case $x > z$
 - (d) $y \not\succeq z$, then $z > y$
 therefore, a complete summary of (a) to (d) would give:

	$z \succeq x$	$z \not\succeq x$
$y \succeq z$	$z > y \ \& \ x > z$	$x > z$
$y \not\succeq z$	$z > y$	$x > z \ \& \ z > y$

Combining all above, we have proved negative transitivity of $>$.

With asymmetry and negative transitivity proved, we've proved that \succeq is rational $\Rightarrow >$ is rational

Step 2 proof $>$ is rational $\Rightarrow \succeq$ is rational.

- Complete: with a rational $x > y$, we know $\nexists x, y$ s.t. $x > y$ and $y > x$ by asymmetry. Therefore, $\forall x, y$, we have two possibilities.
 - $x > y$ and $y \not\succeq x$, which would naturally induce a weak preference $x \succeq y$
 - $y > x$ and $x \not\succeq y$, which would naturally induce a weak preference $y \succeq x$
 therefore, $\forall x, y$, either $x \succeq y$ or $y \succeq x$ completeness of \succeq is proven.
- Transitive: with a rational $x > y$, negative transitivity gives $\forall z \notin \{x, y\}$, either $x > z$, $z > y$, or both. By negative transitivity, we have:
 - $x > z$: following same procedure, we know $x \succeq z$. If:
 - * $y \succeq z$, since $x > z \Rightarrow z \not\succeq x$, by completeness we have $x \succeq z$, thus $x \succeq y \wedge y \succeq z \Rightarrow x \succeq z$
 - * $z \succeq y$, since $x > y \Rightarrow x \not\succeq y$, by completeness we have $x \succeq y$, thus $x \succeq z \wedge z \succeq y \Rightarrow x \succeq y$
 - $z > y$: again, we know $z \succeq y$. If:
 - * $x \succeq z$, since $x > y \Rightarrow y \not\succeq x$, by completeness we have $x \succeq y$, thus $z \succeq y \wedge x \succeq z \Rightarrow x \succeq y$
 - * $z \succeq x$, with $x \succeq y$, suppose $y \succeq z$, this contradicts $z > y$, thus $z \succeq x \wedge x \succeq y \Rightarrow z \succeq y$
 - $x > z$ and $z > y$: again we know $x \succeq z$ and $z \succeq y$. Suppose $y \succeq x$, this contradicts $x > y$, therefore $x \succeq z \wedge z \succeq y \Rightarrow x \succeq y$

In all three scenarios, transitivity is proved.

With completeness and transitivity proved, we've proved that $>$ is rational $\Rightarrow \succeq$ is rational.

Notice that negative positivity in Def. 1.1.4, is logically equivalent to its *contrapositive*: $\exists z \in X \setminus \{x, y\}$ s.t. $x \not\succeq z \wedge z \not\succeq y \Rightarrow x \not\succeq y$. This is precisely why the definition is called negative transitivity.

1.2 Choice Rules

Next, we approach the theory of decision making from choice behavior itself. Formally, choice behavior is represented by means of a *choice structure* $(\mathcal{B}, C(\cdot))$. Now, we define choice structure $(\mathcal{B}, C(\cdot))$:

Definition 1.2.1. A choice structure $(\mathcal{B}, C(\cdot))$ has two ingredients:

- $\mathcal{B} \subset \mathcal{P}(X) \setminus \emptyset$, where $\mathcal{P}(X)$ is the power set of X . This means, every element $B \in \mathcal{B}$ is a subset of X ².
- $C(\cdot)$ is a *choice rule correspondence* that assigns a nonempty set of chosen elements $C(B) \subset B, \forall B \in \mathcal{B}$ ³.

Now we discuss the CORE assumption in this section: the Weak Axiom of Revealed Preference (WARP):

Definition 1.2.2. A choice set $(\mathcal{B}, C(\cdot))$ satisfies WARP if:

- $\forall B, B'$ and $x, y \in B \cap B', x \in C(B), y \in C(B') \Rightarrow x \in C(B')$

Or in words, WARP requires that if x is chosen from some alternatives where y is also available, then there can be NO budget set containing both x and y but only y is chosen.

Following WARP, define the *reveal preference relation* \succeq^* as:

Definition 1.2.3. Given a choice structure $(\mathcal{B}, C(\cdot))$, $x \succeq^* y \Leftrightarrow \exists B \in \mathcal{B}$ s.t. $x, y \in B \wedge x \in C(B)$

In words, x is revealed at least as good as y .

With revealed preference defiend, we can rephrase WARP as: *If x is revealed at least as good as y , then y **cannot** be revealed preferred to x .* Hence, \succeq^* is not symmetric.

One thing to remember is that \succeq^* need not be either complete or transitive. For \succeq^* to be comparable, for a $B \in \mathcal{B}$ and $x, y \in B$, we must have either $x \in C(B), y \in C(B)$ or both.

An example is:

Example 1.2.1. Consider a choice structure $(\mathcal{B}, C(\cdot))$ from $X = \{x, y, z\}$, where $\mathcal{B} = \{\{x, y\}, \{x, y, z\}\}$. Under WARP, $C\{x, y\} = \{x\} \Rightarrow y \notin C\{x, y, z\}$. BUT, we can have $z \in C(\{x, y, z\})$.

This is why the induced preference is called *revealed*: you don't know what else is going on.

There are 3 interesting properties of choice rules to keep in mind:

- Property α : $x \in A \subseteq B, x \in C(B) \Rightarrow x \in C(A)$.
- Property β : $x, y \in C(A), A \subseteq B, y \in C(B) \Rightarrow x \in C(B)$

²The elements $B \in \mathcal{B}$ are so-called *budget sets*. The budget sets in \mathcal{B} should be thought of as an exhaustive listing of all the choice experiments that can be achieved, but it is possible that some subsets of X are not achievable.

³The choice set $C(B)$ can contain a single element, which is the choice among the alternatives in B . BUT, $C(B)$ can contain multiple elements, then elements of $C(B)$ are the *acceptable alternatives* in B .

- Property γ : $x \in C(B_1), x \in C(B_2) \cdots x \in C(B_n) \Rightarrow x \in C(B_1 \cup B_2 \cup \cdots \cup B_n)$

For a rational preference relation \succsim , its induced choice function $C(\cdot, \succsim)$ satisfies the three properties:

- α : For $x \in A \subseteq B, x \in C(B, \succsim), x \succsim y, \forall y \in B$, and $A \subseteq B \Leftrightarrow \forall z \in A, z \in B$, hence $\forall z \in A, x \succsim z \Rightarrow x \in C(A, \succsim)$
- β : For $x, y \in C(A, \succsim), A \subseteq B, y \in C(B, \succsim), x \succsim y$ and $\forall z \in B, y \succsim z$, by transitivity, $\forall z \in B, x \succsim z \Rightarrow x \in C(B, \succsim)$
- γ : $x \in C(B_i, \succsim), i = 1, \dots, n \Rightarrow \forall b_k^i \in B_i, x \succsim b_i \Rightarrow \forall b \in \{b_k^i\}, i = 1, \dots, n, x_i \succsim b_i \Rightarrow x \in C(B_1 \cup B_2 \cup \cdots \cup B_n, \succsim)$

With Sen's α and β defined, we have:

Theorem 1.2.1. For a non-empty C , C satisfies α and $\beta \Leftrightarrow C$ satisfies WARP

Now, let's prove this.

- **Sen's α and $\beta \Rightarrow$ WARP:** Suppose $x, y \in A \cap B, x \in C(A), y \in C(B)$. Let $\tilde{A} = A \cap B$, since $\tilde{A} \subset A$ and $\tilde{A} \subset B$, Sen's α gives $x, y \in C(\tilde{A})$. Now we have $\tilde{A} \subset B, y \in C(B), x, y \in C(\tilde{A})$, by Sen's $\beta, x \in C(B)$. Thus, WARP holds.
- **WARP \Rightarrow Sen's α and β :** WARP gives $x, y \in A \cap B, x \in C(B), y \in C(A) \Rightarrow x \in C(A)$, in the special case of $A \subset B$, WARP will be reduced to Sen's α and β .⁴

1.3 Linking Preferences with Choices

Now we have two major approaches of decision making process: preference relations in Section 1.1 and choice rules in Section 1.2, what we need to do is to link them. This linkage will emerge when we examine two central assumptions: **rationality** and **WARP**. So the major question here is:

$$\text{rational } \succsim \stackrel{???}{\Leftrightarrow} (\mathcal{B}, C(\cdot)) \text{ satisfies WARP}$$

And the answer is: YES! but not exactly. Now let's dig in.

Rational $\succsim \Rightarrow (\mathcal{B}, C(\cdot))$ satisfies WARP

First, **rational $\succsim \Rightarrow (\mathcal{B}, C(\cdot))$ satisfies WARP** is a big YES. To prove this, we need to define *induced choice correspondence*:

Definition 1.3.1. Given a **rational \succsim** on X , if the decision maker faces a nonempty subset of alternatives $B \subset X$, by maximizing her preference, she would choose any one of the elements in the *induced choice correspondence*:
 $C^*(B, \succsim) = \{x \in B : x \succsim y, \forall y \in B\}$

The induced choice correspondence $C^*(B, \succsim)$ has an important property:

⁴Another way of proving this is to introduce rationalizing preference relation (Def.1.3.2). In fact, for \mathcal{B} includes all subsets of X of up to 3 elements, $\text{WARP} \Leftrightarrow C$ is rationalizable \Leftrightarrow Sen's α and β are satisfied.

Theorem 1.3.1. if X is finite, $C^*(B, \succsim)$ will be **nonempty**.

A brief proof of this proposition is: If X is finite, B is finite as well. We will prove by induction. Starting from $|B| = 1$, the only element of B is in $C^*(B, \succsim)$. Now suppose $C^*(B, \succsim)$ is nonempty when $|B_n| = n$, let $x^* \in C^*(B_n, \succsim)$; when $|B_{n+1}| = n + 1$, let the $n + 1$ th element y ($\{y\} = B_{n+1} \setminus B_n$). By the completeness of a rational \succsim , either $y \succsim x^*$ or $x^* \succ y$:

- i. $y \succsim x^*$: since $x^* \in C^*(B_n, \succsim) \Rightarrow x^* \succ x, \forall x \in B_n$. By transitivity of \succsim , $y \succ x, \forall x \in B_n$. By completeness, $y \succ y$ as well. Hence, $y \in C^*(B_{n+1}, \succsim)$.
- ii. $x^* \succ y$: since $x^* \in C^*(B_n, \succsim) \Rightarrow x^* \succ x, \forall x \in B_n$, hence $x^* \succ x, \forall x \in B_n \cup y \Rightarrow x^* \in C^*(B_{n+1}, \succsim)$

Notice that when B is finite, a stronger condition of \succsim being acyclic and complete is equivalent to an induced choice rule $C^*(B, \succsim) \neq \emptyset$:

Theorem 1.3.2. For a finite B , \succsim is complete and **acyclic** $\Leftrightarrow C^*(B, \succsim) \neq \emptyset$

\succsim is acyclic mean that: $b_1 \succ b_2, b_2 \succ b_3, \dots, b_{n-1} \succ b_n \Rightarrow b_n \not\succ b_1$. An example of transitive but not *acyclic* relations is indifference \sim : $a_1 \sim a_2 \sim \dots \sim a_n \Rightarrow a_n \sim a_1$. A brief proof of Theorem 1.3.2 is:

- i. $\text{acyclic} \Rightarrow C^*(B, \succsim) \neq \emptyset$: Suppose if $C^*(B, \succsim) = \emptyset$, for $b_1 \in B, b_1 \notin C^*(B, \succsim) \Rightarrow \exists b_2$ s.t. $b_2 \succ b_1$. Continue this process, we can generate a sequence of $\dots \succ b_2 \succ b_1$, since B is finite, this sequence must end at b_n . If \succsim is acyclic, $b_1 \not\succ b_n$, this gives $b_n \succ b_1$, which would mean b_n must be in $C^*(B, \succsim)$, contradicting.
- ii. $C^*(B, \succsim) \neq \emptyset \Rightarrow \text{acyclic}$: Suppose \succsim is not acyclic, then there exists $b_1 \succ b_2 \succ \dots \succ b_n \succ b_1$, then for set $B = \{b_1, b_2, \dots, b_n\}$, $\nexists b^*$ s.t. $b^* \succ b_i \forall b_i \in B$, i.e., $C^*(B, \succsim) = \emptyset$.

Of course, we want to extend this to the situation where B is infinite. However, in general, it is possible that $C^*(B, \succsim)$ is empty (if you set the most preferred side of B open, it would be impossible to choose based on the preferences). However, we can add some assumptions to finite non-emptiness and choice coherence, to ensure that choice function $C(\cdot)$ is well-behaved on infinite sets as well.⁵

With induced choice correspondence $C^*(B, \succsim)$ defined and non-emptiness proved, we can then say:

Theorem 1.3.3. If \succsim is a rational preference relation, then the choice structure generated by $\succsim, (\mathcal{B}, C^*(\cdot, \succsim))$, satisfies WARP

⁵ The simplest assumption is: For a choice function $C(\cdot)$ that satisfies finite non-emptiness and choice coherence, let the corresponding preference relation be \succsim_C , this preference will generate a no-better-than subset for x : $NBT_{\succsim_C}(x) = \{x' \in X : x \succsim_C x'\}$. With this setting, we can have:

$$x \in A \subseteq NBT_{\succsim_C}(x) \Rightarrow C(A) \neq \emptyset$$

This means that if everything in A is revealed to be no better than x and x is also in A , some choice will be made out of A . This assumption is equivalent to the conclusion that for the infinite set A , we also have $C(\cdot) \equiv C(\cdot)_{\succsim_C}$. And of course, if we reverse the assumption above, we would have:

$$\forall x \in A, A \not\subseteq NBT_{\succsim_C}(x) \Rightarrow C(A) = \emptyset$$

. This is easy to understand: in this case, x is the least preferred one in A , since A is infinite, you can never find an alternative that is preferred over all others.

We can prove this theorem quite easily: $\forall B, B'$ suppose we have $x, y \in B \cap B'$ and $x \in C^*(B, \succsim), y \in C^*(B', \succsim)$, then $x \succsim a, \forall a \in B$ and $y \succsim b, \forall b \in B'$. Naturally, we have $x \succsim y$ since $y \in B$. By rationality (transitivity) of \succsim , we have $x \succsim y \succsim b, \forall b \in B'$, which means $x \in C^*(B', \succsim)$. This is precisely the definition of WARP

$(\mathcal{B}, C(\cdot))$ satisfies WARP \Rightarrow Rational \succsim

The proof of this direction is more subtle, and is NOT necessarily a yes. Again, we start from a auxiliary definition:

Definition 1.3.2. For a choice structure $(\mathcal{B}, C(\cdot))$, a rational preference relation \succsim **rationalizes** $C(\cdot)$ relative to \mathcal{B} if $C(B) = C^*(B, \succsim), \forall B \in \mathcal{B}$.

In words, if for all budget sets $B \in \mathcal{B}$, the choices generated by a rational \succsim , is just the choice rule $C(\cdot)$, $C(\cdot)$ is rationalized by \succsim . This is, in a sense, constructing an explanation of decision making behavior with preferences.

We already proved that $C^*(B, \succsim)$ satisfies WARP, which means that if a rationalizing preference relation to exist, WARP must be satisfied. However, if WARP is satisfied, a rationalizing preference relation does **NOT** necessarily exist.⁶ Intuitively, more budget sets $B \in \mathcal{B}$ would mean that, to satisfy WARP, choice behavior would be restricted more, and it is easier to be self-contradicting. Therefore, to pin down a rational preference relation to rationalize $C(\cdot)$ relative to \mathcal{B} , we need to put some **restrictions on \mathcal{B}** .

Theorem 1.3.4. If $(\mathcal{B}, C(\cdot))$ is a choice structure that:

- i. WARP is satisfied
- ii. \mathcal{B} includes **all** subsets of X of **up to 3** elements

then there exists a rational preference relation \succsim s.t. $C(B) = C^*(B, \succsim), \forall B \in \mathcal{B}$. And this rational \succsim is the **only** preference relation that can rationalize $(\mathcal{B}, C(\cdot))$ ⁷.

Now let's prove it, by examing the natural candidate for a rationalizing preference relation: the **revealed preference relation \succsim^*** :

Step 1 Prove that \succsim^* is rational

- Completeness: By (ii) of Def.1.3.2, all binary subsets of X are in \mathcal{B} . Hence, $\{x, y\} \in \mathcal{B}$. For this binary menu, $C(\{x, y\})$ must contain either x or y , therefore, $x \succsim^* y$ or $y \succsim^* x$ or both. Completeness proved.
- Transitivity: $\forall \{x, y, z\} \in \mathcal{B}, C(\{x, y, z\}) \neq \emptyset$. Suppose $x \succsim^* y, y \succsim^* z$, which implies that $x \in C(\{x, y\}), y \in C(\{y, z\})$, we then have three cases for $C(\{x, y, z\})$:
 - a. $x \in C(\{x, y, z\})$, WARP gives that $x \in C(\{x, z\}) \Rightarrow x \succsim^* z$

⁶A simple example is: $X = \{x, y, z\}, \mathcal{B} = \{\{x, y\}, \{y, z\}, \{x, z\}\}$. Since \mathcal{B} contains 3 binary menus, the choice structure $C(\{x, y\}) = \{x\}, C(\{y, z\}) = \{y\}, C(\{x, z\}) = \{z\}$ vacuously satisfy WARP. But, this choice structure cannot be rationalized since it contradicts transitivity.

⁷The existence of a rationalizing preference relation \succsim brings many interesting properties, one of them is *path-invariance*: $\forall B_1, B_2 \in \mathcal{B}, B_1 \cup B_2 \in \mathcal{B} \wedge C(B_1) \cup C(B_2) \in \mathcal{B} \Rightarrow C(B_1 \cup B_2) = C(C(B_1) \cup C(B_2))$, meaning that the decision problem can safely be subdivided. A proof is: for $x \in C(B_1 \cup B_2)$ and $y \in C(B_1) \cup C(B_2)$, since $C(B_1) \cup C(B_2) \subset B_1 \cup B_2$, thus $x \in C(B_1 \cup B_2) \Rightarrow x \in C(C(B_1) \cup C(B_2))$; for $x \in C(C(B_1) \cup C(B_2))$ and $y \in B_1 \cup B_2$, we have $x \succsim z, \forall z \in C(B_1), C(B_2) \Rightarrow x \succsim w, \forall w \in B_1 \cup B_2 \Rightarrow x \in C(B_1 \cup B_2)$

b. $y \in C(\{x, y, z\})$, we have $x \in C(\{x, y\})$. WARP gives $x \in C(\{x, y, z\}) \Rightarrow x \succ^* z$

c. $z \in C(\{x, y, z\})$, we have $y \in C(\{y, z\})$. WARP gives $y \in C(\{x, y, z\})$, and $x \in C(\{x, y\})$, WARP gives $x \in C(\{x, y, z\}) \Rightarrow x \succ^* z$

Hence, $x \succ^* y, y \succ^* z \Rightarrow x \succ^* z$

Step 2 Prove that \succ^* rationalizes $C(\cdot)$ on \mathcal{B}

Now, we need to show $\forall B \in \mathcal{B}, C(B) = C^*(B, \succ^*)$. Logically, this means the revealed preference \succ^* inferred from $C(\cdot)$ actually generates $C(\cdot)$. Formally, we prove it in 2 steps:

a. Suppose $x \in C(B)$, which means that $\forall y \in B, x \succ^* y$ (by Def.1.2.3), hence $x \in C^*(B, \succ^*)$ (by Def.1.3.1). This proves $C(B) \subseteq C^*(B, \succ^*)$

b. Suppose $x \in C^*(B, \succ^*)$, which means that $\forall y \in B, x \succ^* y$ (by Def.1.3.1). Therefore, $\forall y \in B$, there must exist a set $B_y \in \mathcal{B}$ s.t. $x, y \in B_y \Rightarrow x \in C(B_y)$. Since $C(B) \neq \emptyset$, suppose $z \in C(B)$, since $x \in C(B_z)$, WARP implies that $x \in C(B)$. This proves $C^*(B, \succ^*) \subseteq C(B)$

Together, we have $C(B) = C^*(B, \succ^*)$.

Step 3 Prove \succ^* is the unique choice

Since \mathcal{B} includes all two-element subsets of X , the choice behavior in $C(\cdot)$ completely determines the pairwise preference relations over X of any rationalizing preference.

Now, it is **proved!** Notice that the main assumption(restriction) here is \mathcal{B} **includes all subsets of X of up to 3 elements**, this gives completeness, which is fundamental.

Things to keep in mind

We have proved the twoway links of preferences and choices:

- Rational $\succ \Rightarrow (\mathcal{B}, C^*(\cdot, \succ))$ satisfies WARP (see Thm.1.3.3)
- A WARP-satisfying, up-to-3-element $(\mathcal{B}, C(\cdot))$ can be uniquely rationalized by a rational \succ (see Thm.1.3.4)

However, there are still something to keep in mind.

First, for a given choice structure $(\mathcal{B}, C(\cdot))$, there may be **more than one** rationalizing preference relation \succ in general. Here is the simplest example: For $X = \{x, y\}$, $\mathcal{B} = \{\{x\}, \{y\}\}$ and the choice structure $C(\{x\}) = \{x\}, C(\{y\}) = \{y\}$. In this case, **ANY** relation preference relation of X can rationalize $C(\cdot)$ This is related to both Def.1.3.2 and (ii) of Thm.1.3.4. Thm.1.3.4 gives that if \mathcal{B} contains **ALL binary** menus of X , then there could be at most one rationalizing preference relation.

Second, the restriction for $\text{WARP} \Rightarrow \text{rational } \succ$, namely \mathcal{B} containing all subsets of up to 3 elements, is too strong. For many economic problems, we will not consider all possible subsets, or limit ourselves to up-to-3-element ones. A strengthened version of WARP will be introduced later for that purpose.

Finally, up till now, we define a rationalizing preference as one: $C(B) = C^*(B, \succ)$ (Def.1.3.2). A common alternative would be to require only $C(B) \subset C^*(B, \succ)$: if $C(B)$ is a **subset** of the most preferred choices generated by \succ , i.e., $C^*(B, \succ)$. This will allow

indifferences to be more than the situation of anything might be picked. And it is empirically intuitive in a sense that observed choices will never fully reveal decision makers' entire preferencing maximizing choice set. Naturally, $C(B) \subset C^*(B, \succeq)$ is weaker than $C(B) = C^*(B, \succeq)$. But $C(B) \subset C^*(B, \succeq)$ has an interesting property: the all-indifferent preference will be able to rationalize *any* choice behavior. Therefore, when $C(B) \subset C^*(B, \succeq)$ is used, you would always need to put some additional restrictions on the rationalizing preference relation for the specific economic context.

1.4 Introducing Utility

Now, with preferences and choices defined, and the linkage between the two established, we need to transfer these concepts into math for analytic studies. This is exactly why utility functions are introduced: to assign a number and rank the elements in X according to preferences.

Definition 1.4.1. A function $u : X \rightarrow \mathbb{R}$ is a *utility function representing relation* \succeq if $\forall x, y \in X, x \succeq y \Leftrightarrow u(x) \geq u(y)$

Notice that a utility function representing a preference relation \succeq is NOT unique. **Rank-preserving** is the only requirement, hence, any strictly increasing function $f : \mathbb{R} \rightarrow \mathbb{R}, v(x) = f(u(x))$ will also represent \succeq as $u(\cdot)$. The logic is quite straight forward: for $x, y \in X$ and $u(\cdot)$ represents \succeq , then $x \succeq y \Leftrightarrow u(x) \geq u(y)$, for a strictly increasing $f(\cdot)$, $u(x) \geq u(y) \Leftrightarrow f(u(x)) \geq f(u(y)) \Leftrightarrow v(x) \geq v(y)$, hence $v(\cdot)$ represents \succeq as well. The major requirement here is **strictly increasing** $f(\cdot)$.

Two concepts to keep in mind:

1. **Ordinal** properties of utility functions: the **invariant** properties of $u(\cdot)$ across all of its strictly increasing transformations $f(u(\cdot))$. Ranking (i.e. the preference represented by utility functions) is ordinal.
2. **Cardinal** properties of utility functions: the **variant** properties of $u(\cdot)$ across all of its strictly increasing transformation $f(u(\cdot))$. Numerical values associated with the alternatives in X (i.e. the magnitude of the differences between alternatives) is cardinal.

The numerical value, or even the size of relative differences have no particular meaning. Only ranking is "real", since the "level of utility" is **unobservable** and anything required to know the "level of utility" is **untestable**.

The central theorem of utility functions is closely linked to rationality:

Theorem 1.4.1. A preference relation \succeq can be represented by a utility function $\Rightarrow \succeq$ is rational

The proof is

- *Completeness.* Since $u(\cdot)$ represents preference relations between alternatives, and $u : X \rightarrow \mathbb{R}$, thus $\forall x, y \in X$, either $u(x) \geq u(y)$ or $u(y) \geq u(x)$. By Def.1.4.1, we have either $x \succeq y$ or $y \succeq x$, hence \succeq is complete.
- *Transitivity.* For $x \succeq y, y \succeq z$. By Def.1.4.1, $u(x) \geq u(y), u(y) \geq u(z)$, hence $u(x) \geq u(z) \Rightarrow x \succeq z$.

What about the other way? It is true, subject to some prerequisites:

Theorem 1.4.2. \succsim is rational and X is **finite** \Rightarrow there is a utility function representing \succsim .

The major prerequisite here is X being **finite**. The proof is done by induction: Suppose there are N elements in X :

- When $N = 1$, any number could be assigned to that element as its utility.
 - Suppose a rational \succsim on $X = x_1, x_2, \dots, x_{N-1}$ could be represented by a utility function $u(\cdot)$. Without losing generality, we can assume $u(x_1) \leq u(x_2) \leq \dots \leq u(x_{N-1})$. For the N th element x_N , by the rationality of \succsim , we have three scenarios:
 - i $\forall i \in 1, \dots, N-1, x_N \succsim x_i$: by Def.1.4.1, $u(x_N) \geq u(x_i)$.
 - ii $\forall i \in 1, \dots, N-1, x_i \succ x_N$: $u(x_N) \leq u(x_i)$.
 - iii $\exists i, j \in 1, \dots, N-1, i \neq j, x_j \succ x_N \succ x_i$: $u(x_j) \geq u(x_N) \geq u(x_i)$. By completeness and transitivity, x_1, x_2, \dots, x_{N-1} can be "divided" by x_N , meaning that for $I = \{i : x_N \succsim x_i\}$ and $J = \{j : x_j \succ x_N\}$, $I \cup J = \{1, \dots, N-1\}$. Note that we have assumed the index as the ranking, hence let $i^* = \max I$, $j^* = \min J$, $i^* + 1 = j^*$, hence we must have $u(x_i) \leq u(x_{i^*}) \leq u(x_N) \leq u(x_{j^*}) \leq u(x_j)$.
- In all 3 scenarios, $u(\cdot)$ represents \succsim on $X = \{x_1, \dots, x_{N-1}, x_N\}$ as well.

With this induction, we prove Thm.1.4.2⁸.

Now extend Thm.1.4.2 from finite X to countable infinite X :

Theorem 1.4.3. \succsim is rational and X is **countable** \Rightarrow there is a utility function representing \succsim .

To prove Thm.1.4.3, we can construct a utility function: for any set S , its enumeration $\{s_1, s_2, \dots\}$ (which exists if S is countable), define an auxiliary function $d : S \rightarrow \mathbb{R}$ as $d(s_i) = \left(\frac{1}{2}\right)^i$, then for a countable set $X = \{x_1, x_2, \dots\}$, the utility of any element $\tilde{x} \in X$ can be defined as

$$u(x^*) = \sum_{\tilde{x}_i \in NBT(x^*)} d(\tilde{x}_i)$$

⁹ where $NBT(x^*)$ is the set of all elements that are **not better than** x^* , i.e. $NBT(x^*) = \{\tilde{x}_i : \tilde{x}_i \in X \wedge x^* \succsim \tilde{x}_i\}$. It is easy to see that $NBT(x^*)$ is a countable subset of X . Suppose $NBT(x^*)$ has k elements ($k < n$), we can calculate the utility $u(x^*) = \sum_{i=1}^k \left(\frac{1}{2}\right)^i$. After this construction, rest of the proof is trivial: $\forall x, y \in X, x \succ y \Rightarrow NBT(x) \supsetneq NBT(y)$, which means that $NBT(x)$ has at least as many elements as $NBT(y)$, by the constructed utility function, it is easy to see $u(x) \geq u(y)$; Conversely, $u(x) \geq u(y)$ simply means that $NBT(x)$ contains at least as many elements as $NBT(y)$ does, which directly leads to $x \succsim y$.

Now, let's figure out the difficult question: what about uncountable sets? Here is a very general proposition:

Theorem 1.4.4. For a rational preference \succsim on a set X , \succsim can be represented

⁸Another way of proof is: Start with $x^{start} \in X$, define $W_x = \{y : y < x^{start}\}$ then W_x is either empty or not: If not empty, pick $\tilde{x} \in W_x$, shrink W_x to $\{y : y < \tilde{x}\}$ and repeat this procedure till $a \sim x^{stop}$ where $u(a) = 0$, then x^{stop} is the "lower bound" of the set. With this process, we can generate a utility function for any finite set X that is rational.

⁹Notice that $\lim_{n \rightarrow \infty} \sum_{i=1}^n \frac{1}{2^i} = 1$, utility is bounded to $[0, 1)$.

by $u(\cdot)$ if and only if some countable set X^* of X has the property that $\forall x, y \in X, x \succ y \Rightarrow \exists x^* \in X^*$ s.t. $x \succ x^* \succ y$.

The proof of Thm.1.4.4 is not that difficult:

Step 1: such X^* exists \Rightarrow rational \succsim can be represented by $u(\cdot)$.

- Given such X^* , $x \succsim y \Rightarrow u(x) \geq u(y)$
Suppose X^* exists, let it be $X^* = \{x_1^*, x_2^*, \dots\}$. Again, define $d(x_n^*) = \frac{1}{2^n}$, we can then construct a utility function as

$$\forall x \in X, u(x) = \sum_{\tilde{x}_i^* \in X^* \cap NBT(x)} d(\tilde{x}_i^*)$$

Since $x \succsim y \Leftrightarrow NBT(x) \supseteq NBT(y)$, hence $NBT(x) \cap X^* \supseteq NBT(y) \cap X^*$, which, by the construction of $\sum \frac{1}{2^n}$, leading to $u(x) \geq u(y)$.

- Given such X^* , $u(x) \geq u(y) \Rightarrow x \succsim y$
We can prove the contrapositive: $y \not\succsim x \Rightarrow u(y) \not\geq u(x)$. Given the rationality of \succsim , $y \not\succsim x \Rightarrow x \succ y$, then $\exists x^* \in X^*$ s.t. $x \succ x^* \succ y$, hence we know $NBT(x)$ is strictly larger than $NBT(y)$ ($NBT(x)$ includes x^*), therefore, by definition, $u(x) > u(y) \Rightarrow u(y) \not\geq u(x)$.

Step 2: rational \succsim can be represented by $u(\cdot) \Rightarrow$ such X^* exists.

We want to prove this, but it is very difficult to prove in general, so we construct a special case: Let $\{I_n\}$ be a set of all closed intervals with rational endpoints, that is, each I_n is an interval of $[\underline{q}_n, \bar{q}_n]$ where $\bar{q}_n > \underline{q}_n$ are rational numbers. The set of rational numbers is countable, the cross product of two countable sets is also countable, hence $\{I_n\}$ is countable as well. Let $u(X)$ denote the set of real numbers $\{r \in \mathbb{R} : \exists x \in X, r = u(x)\}$, there will be 3 possible scenarios:

- i. $u(X) \cap I_n \neq \emptyset$: for each I_n , pick one $x \in X$ s.t. $u(x) \in I_n$ and name it x_n
- ii. $u(X) \cap I_n = \emptyset$: let $\bar{r}_n = \inf\{r \in u(X) : r > \bar{q}_n\}$. If $\exists x \in X$ s.t. $u(x) = \bar{r}_n$, choose one such x and name it x_n
- iii. $u(X) \cap I_n = \emptyset \wedge \forall x \in X, \bar{r}_n \neq u(x)$, no x will be defined as x_n

If we define X^* as the collection of all x_n in case i) and ii). Notice there is less than one x_n for each I_n and I_n is countable, hence X^* is countable as well.

Suppose $x \succ y$ for $x, y \in X$, we have $u(\cdot)$ representing \succsim , hence $u(x) > u(y)$. Choose some rational number q in the open interval $(u(y), u(x))$ and let $\bar{r} = \inf\{r \in u(X) : r > q\}$. Given this setup, we have $u(x) \geq \bar{r}$ since $u(x) > q$. If:

- $u(x) > \bar{r}$: we can always find a rational number q' s.t. $u(x) > q' > \bar{r}$. Let n be the index of the interval $[q, q']$, since $q < \bar{r} < q'$, $\bar{r} \in u(X) \cap [q, q'] \Rightarrow u(X) \cap [q, q'] \neq \emptyset$. Therefore, $\exists x^* \in X^*$, namely x_n , s.t. $u(x^*) \in [q, q']$, leading to $u(x) > u(x^*) > u(y)$.
- $u(x) = \bar{r}$: we can always find a rational number q' s.t. $q > q' > u(y)$. Let n be the index of the interval $[q, q']$. If $u(X) \cap [q', q] \neq \emptyset$, then $\exists x^* \in X^*$ s.t. $u(x) \geq q \geq u(x^*) \geq q' \geq u(y)$, then $x \succsim x^* \succ y$. If $u(X) \cap [q, q'] = \emptyset$, then $[q, q']$ fits into category (ii) above, and $\exists x^* \in X^*$, namely x_n , such that $u(x^*) = \bar{r} = u(x)$. With this x^* , we have $u(x^*) = u(x) > u(y) \Rightarrow x \succsim x^* \succ y$.

This is a very smart proof, and it is very general as well. However, you would have to make sure that the countable subset X^* exists, which is not very practical. This

problem leads to topological \succeq , which will be covered later.

It is natural that if we start from $>$, we would have the same logic (See [Kreps, 1990](#), Page 30):

- similar definition: $x > y \Leftrightarrow u(x) > u(y)$
- similar theorems:
 - i $\exists u(\cdot)$ representing $> \Rightarrow$ rational $>$ (asymmetric and negatively transitive)
 - ii If X is finite or at least countably infinite, $\exists u(\cdot)$ representing $> \Leftrightarrow$ rational $>$

1.5 Commentary

In this section, I discuss some of common commentaries on the standard preference model presented above.

Preference model as a descriptive model

A common complaint about the standard utility maximization/preference ranking model is that no one in reality actually calculates a number as utility before making choices. This comment has a lot of sense to it since we rarely care about utility, let alone doing some math, before grocery shopping. But this observation does NOT invalidate the usefulness of preference/utility model.

The standard model does NOT regulate agents to consciously maximize utility, instead, it assumes individuals act *as if* they maximize utility. Mathematically, we have already proven that if choice behavior satisfies finite nonemptiness and WARP, then something will be chosen, and agents' choice behavior is just *as if* it were preference driven, or the choice behavior can be linked to a preference. If the set of choices is countable, then the preference-driven choice can be indexed by numbers, hence, becomes a mathematical question.

Utility/preference/choice system is considered as a description of choice behavior. Long as people do make a choice, and that choice satisfies WARP, we can always find a numerical way to *describe* the behavioral pattern.

Empirical limits

To verify utility maximization as a model of choices over the choice space X , we need to check every subset A of it. And we also need to know all of $C(A)$. Of course we have already managed to verify the two-way link between preference, utility and choice for all choice menus with no more than 3 elements, but above that, it would be extremely difficult. Empirically, we will observe (at best) $C(A)$ for finitely many subsets of X , we would most likely observe only the *one* element that is selected out of $C(A)$ while failing to identify equally-preferred alternatives simply because they are not observed to be chosen. In these scenarios, how can we tell whether our observations are aligned with utility maximization? In later chapters, we will come back to this problem.

Framing

The way bundles are framed/presented can affect how they are perceived, hence influence individuals' decision making process. One of the most cited economic research by [Kahneman and Tversky \(1979\)](#) discussed this problem in a very clear and innovative fashion. Framing will be a problem if it induces violation of WARP: a is picked when comparing to b , but when c is available as well, b will be chosen instead. This may look silly and will never happen in real life but numerous examples of violation of WARP can be raised due to the framing problem. Designers/publicists are actually trained to take advantage of this "irrationality" to influence consumers' decision making process. A huge strand of literature in behavioral economics discuss and explore the framing problem, limited attention, heuristics, impatience are introduced to explain such phenomena.

Indecision

Another big problem is that agents may just NOT be able to make a decision. Sometimes the differences between alternatives are trivial or too complicated to measure, the problem of indecision could rise. Rational preferences gives that for each pair of objects x and y , an agent can choose between: x is better than y , y is better than x , x and y are equal. However, if we add another option *I can't tell which is better*, the transitivity would be violated quite easily. Consider it this way, the choice of "I can't decide" allows $C(A) = \emptyset$ even for a finite set of alternatives, this simply goes against the model we have built up.

Inconsistency and probabilistic choice

It is widely documented that an agent could be inconsistent about her choices. This could be an issue of framing, anchoring, indecision, or just unjustifiable inconsistency. This brings the stochastic side of choices: agents' choices may be subject to many random factors hence not deterministic. This will be discussed more thoroughly in later chapters.

Determinants of preference

Since the model is a description of choice behavior, it does not provide any intuition on how a decision is made and what are the determinants of preferences. Later, we will talk about dynamic choice, where an agent's experiences affect her subsequent choices. The standard model needs to be adjusted to incorporating the evolving decision making process through time. Another situation is welfare analysis. Institutional factors would need to be included in the models: preferences could be partially determined socially, different social classes, countries, religions, cultures will likely lead agents to have different preferences. This has been examined more and more by institutional economists, I will include some inspiring works later.

Range of choices as a value

Nobel Laureate Amartya Sen is very vocal on standard theories being too ends-oriented and not attentive enough to process. In standard theory, suppose $x \in C(A)$, then the individual is equally well off between choosing x from A and being given a x directly. The opportunity to choose (or the ordeal of choosing in the opposite sense) has been ignored. A sufficient amount of psychological evidence has suggested that the right to choose is indeed valuable. The benefit/cost of the choosing process certainly deserves to be considered. Later, in the discussion of random choice, we will consider an example of what would happen with the choosing process taken into consideration.

For the content of this chapter, my main reference is Chapter 1 of [Mas-Colell et al. \(1995\)](#). Section 1, Chapter 2 of [Kreps \(1990\)](#) covers similar content but starts from strict preference \succ , it is a very good complement to [Mas-Colell et al. \(1995\)](#). Chapter 1 of [Kreps \(2013\)](#) explores choice and preferences on infinite sets. Lecture 1-3 of [Rubinstein \(2012\)](#) give a well organized, lecture-structured summary of these contents, it is a very good read.

CHAPTER 2

FUNDAMENTALS OF CONSUMER THEORY

Contents

2.1	Basic Setting	21
2.1.1	Commodities	21
2.1.2	The Consumption Set	22
2.1.3	Prices and Consumption Cost	22
2.2	Choice Based Consumer Theory	23
2.2.1	Walrasian Budgets	23
2.2.2	Walrasian Demand Function	24
2.2.3	WARP and Law of Demand	26
2.2.4	Slutsky Matrix	29
2.3	Preference Based Consumer Theory	31
2.3.1	Properties of Preferences Required	31
2.3.2	Utility representing preference	33
2.3.3	UMP (Utility Maximizing Problem)	34
2.3.4	EMP (Expenditure Minimizing Problem)	37
2.4	Introducing Utility	37
2.5	Commentary	37

The second chapter focuses on the most fundamental decision unit of microeconomic theory: *consumer*. The main reference is Chapter 2 and 3 of [Mas-Colell et al. \(1995\)](#).

The basic setting of consumer demand study is *market economy*, where the goods and services that the consumer may acquire and consume are available for purchase at known prices (or trade for other goods at known exchange rates).

In this chapter, we will focus on 2 major aspects of the consumer theory: choice and demand.

choice	individual decision making analysis based on choice
demand	individual decision making analysis based on preference

The starting point of individual decision problem is a *set of possible (mutually exclusive) alternatives* from which the individual must choose. To model decision making process on this set of alternatives, one can:

- either start from the tastes, i.e., *preference relations* of individuals, and set up the patterns of decision making with preferences
- or, start from the actual actions of individuals, i.e. *choices*, to deduct a pattern of decision making

The two aspects of consumer theory are actually closely related to each other. Just like choices and preferences in Chapter 1, they are two sides of the same coin. However, they are NOT equivalent. The major conclusion of choice-based consumer theory is WARP is essentially equivalent to the *compensated law of demand*, but WARP imposes fewer restrictions on demand than preference-based theory, hence, does NOT necessarily guarantee the existence of a rationalizing preference relation for consumer demand, therefore, *strong axiom of revealed preference* is introduced.

2.1 Basic Setting

First, we introduce the basic settings of a consumer's problem in a market economy. These concepts will keep reoccurring in the following sections.

2.1.1 Commodities

First, we need to define the goods and services the consumers consume. We do not actually care about what they specifically are, instead, we use a very abstract concept *commodities* to summarize and analyze them.

Definition 2.1.1. Assume there are $L < \infty$ different commodities, a *commodity vector* or *commodity bundle* is a list of amounts of the different commodities:

$$x = [x_1, \dots, x_L]^T$$

x can be view as a point in an \mathbb{R}^L space, i.e., the commodity space. Each entry x_l of x ($l = 1, \dots, L$) represents the amount of commodity l consumed, hence, the vector is referred to as *consumption vector* or *consumption bundle*.

Three things to keep in mind:

- Time can be incorporated into this setting, namely, today's commodity is distinct from tomorrow's commodity, even if they are otherwise the same. The value of time will come back in later chapters and is crucial in a large strand of behavioral economic literature. Same logic applies to other limitations that are easily neglected, like geographic ones.

- Negative entries can exist in a commodity vector, indicating debits or net outflows of goods. In a producing problem or exchange problem, negative entries of commodity vectors are not rare.
- Consumption is quite flexible and comes in many formats empirically, for the sake of data collection convenience, consumption data are often aggregated monthly, quarterly or even annually. Meanwhile, some consumptions in the commodity vectors may not actually occur in the market.

2.1.2 The Consumption Set

Consumptions are limited by a number of constraints, which will form a subset of commodity space $X \subset \mathbb{R}^L$. Within this subset, all possible commodity bundles can be consumed, this is exactly the definition of consumption sets (see [Mas-Colell et al. \(1995, Page 19-20\)](#) for some simple examples of consumption sets).

For now, we will focus on the simplest consumption set: all possible non-negative commodity bundles:

$$X = \mathbb{R}_+^L = \{x \in \mathbb{R}^L : x_l \geq 0, \forall l = 1, \dots, L\}$$

It is easy to show that

\mathbb{R}_+^L is a **convex** set

A brief proof: $\forall \vec{x}, \vec{y} \in \mathbb{R}_+^L$ and $\forall \alpha \in [0, 1]$, $\alpha \vec{x} + (1 - \alpha) \vec{y} = [\alpha x_1 + (1 - \alpha) y_1, \dots, \alpha x_L + (1 - \alpha) y_L]^T$. Since $x_i \geq 0, y_i \geq 0$, $\alpha x_i + (1 - \alpha) y_i \geq 0 \Rightarrow \alpha \vec{x} + (1 - \alpha) \vec{y} \in \mathbb{R}_+^L$.

Convexity of consumption sets is an essential assumption here, but some of the results do survive without the assumption of convexity.

Although consumption sets are formed due to some constraints, but these constraints have nothing to do with consumers' budget (exogenous constraints). It is intuitive that with a large enough budget (infinitely large if you may), you can always afford any consumption bundle in a given consumption set. But what if consumers, as in reality, do have a budget constraint and cannot afford every bundle in the consumption set?

2.1.3 Prices and Consumption Cost

Budget constraints are an important economic constraint faced by consumers: one can only consume the commodity bundles that she can afford.

To formalize this constraint, we need to introduce the *price vector*:

$$\vec{p} = [p_1, \dots, p_L] \in \mathbb{R}^L$$

This price vector contains unit price information for each of the L commodities. They are all traded in the market and the price information of them is publicly quoted (the *principle of completeness of markets*). For simplicity, we assume $\vec{p} \gg 0$ i.e. $\forall l, p_l > 0$ ¹.

¹Of course, price can be negative, meaning that consumers are actually paid to consume the "bad" commodity, such as pollution.

Another important assumption is the *price-taking assumption*: consumers do NOT have the power to influence the prices. Here, each consumer only buys a small (neglectable) fraction of the total demand for commodities.

With prices defined, we can finally define the **economic-affordability constraint** of consumers: For a consumer with wealth w , a consumption bundle $\vec{x} \in \mathbb{R}_+^L$ is affordable if its total cost does NOT exceed the consumer's wealth level w , formally,

$$\vec{p} \cdot \vec{x} = p_1x_1 + p_2x_2 + \cdots + p_Lx_L \leq w$$

With the two core assumptions stated above, consumers face a *linear price schedule*.

2.2 Choice Based Consumer Theory

2.2.1 Walrasian Budgets

We have already defined the economic-affordability constraint of consumers, if we also limit consumption bundle x to be non-negative, we would have the Walrasian, or competitive budget:

Definition 2.2.1. The Walrasian, or competitive budget set

$$B_{\mathbf{p},w} = \{x \in \mathbb{R}_+^L : \mathbf{p} \cdot \mathbf{x} \leq w\}$$

is the set of all feasible consumption bundles give market prices \mathbf{p} and wealth w .

From a Walrasian budget's point of view, a consumer can only choose a consumption bundle x from $B_{\mathbf{p},w}$. An underlining assumption here is $w > 0$, otherwise consumers cannot afford anything. We can also separately define the "edge" of a Walrasian budget set as:

Definition 2.2.2. The *budget hyperplane* is the set $\{x \in \mathbb{R}_+^L : \mathbf{p} \cdot \mathbf{x} = w\}$

It determines the upper bound of the budget set: with prices of other commodities (\mathbf{p}_{-i}) and wealth level w fixed, the change of commodity i 's price p_i will enlarge/shrink the budget set by moving the budget hyperplane. Geometrically, the price vector \mathbf{p} must be orthogonal to the budget hyperplane, we can think it this way: for any two bundles \mathbf{x} and \mathbf{x}' one the budget hyperplane, we must have $\mathbf{p} \cdot \mathbf{x} = \mathbf{p} \cdot \mathbf{x}' = w$, hence $\mathbf{p} \cdot \Delta \mathbf{x} = \mathbf{p} \cdot (\mathbf{x}' - \mathbf{x}) = 0$ is always true.

A core feature of the Walrasian budget set is that it is **convex**: $\forall \mathbf{x}, \mathbf{y} \in B_{\mathbf{p},w}, \alpha \in [0, 1], \alpha \mathbf{x} + (1 - \alpha) \mathbf{y} \in B_{\mathbf{p},w}$. This is very easy to prove: $\mathbf{x} \in \mathbb{R}_+^L \wedge \mathbf{y} \in \mathbb{R}_+^L \Rightarrow \alpha \mathbf{x} + (1 - \alpha) \mathbf{y} \in \mathbb{R}_+^L, \mathbf{p} \cdot \mathbf{x} \leq w \wedge \mathbf{p} \cdot \mathbf{y} \leq w \Rightarrow \alpha(\mathbf{p} \cdot \mathbf{x}) + (1 - \alpha)(\mathbf{p} \cdot \mathbf{y}) \leq w$. Notice that the Walrasian budget set is not automatically convex. Its convexity is induced from the convexity of its superset (the consumption set), in this case \mathbb{R}_+^L . In general, it is easy to show that the Walrasian budget set will convex as long as its corresponding consumption set is convex.

Of course, it is perfectly possible that a consumer's budget is NOT convex (and not Walrasian, in that sense), the brilliant work of [Deaton and Muellbauer \(1980\)](#) has documented and discussed many complicated consumption sets that are not convex.

2.2.2 Walrasian Demand Function

With Walrasian budgets defined, we can define *Walrasian demand correspondence* and *Walrasian demand function* as:

Definition 2.2.3. For each *price-wealth* pair (\mathbf{p}, w) , Walrasian demand correspondence is the set of chosen consumption bundles, written as $\mathbf{x}(\mathbf{p}, w)$. When $\mathbf{x}(\mathbf{p}, w)$ is single-valued, it will be referred to as a **Walrasian demand function**.

The two main assumptions of $\mathbf{x}(\mathbf{p}, w)$ are:

Definition 2.2.4. For a Walrasian demand correspondence $\mathbf{x}(\mathbf{p}, w)$, we assume it is:

1. **Homogeneous of degree zero:** $\forall \mathbf{p}, w$ and $\alpha > 0$, $\mathbf{x}(\alpha \mathbf{p}, \alpha w) = \mathbf{x}(\mathbf{p}, w)$. This means that if wealth and prices change in the same proportion at the same time, consumer would not change her choice.

There are two implications of homogeneous of degree zero assumption:

- **Dimension reduction:** With this assumption, we can reduce $\mathbf{x}(\mathbf{p}, w)$ to $\mathbf{x}(\tilde{\mathbf{p}}, 1)$ where $\tilde{\mathbf{p}} = \frac{1}{w} \mathbf{p}$, hence to a L -argument problem.
- **Choice structure:** By homogeneity of degree zero, $\mathbf{x}(\mathbf{p}, w)$ depends only on \mathbf{p} and w , i.e. the budget set, then for the family of Walrasian budget sets $\mathcal{B}^* = \{B_{\mathbf{p}, w} : \mathbf{p} \gg 0, w > 0\}$, $(\mathcal{B}^*, \mathbf{x}(\cdot))$ is a choice structure. This choice structure does NOT include all possible subsets of X , in particular, not all two- and three-element subsets of X ², therefore, requires more assumptions to have a rationalizing preference.

← X is the set of all possible bundles

2. **Walras' law:** $\forall \mathbf{p} \gg 0, w > 0$, $\mathbf{p} \cdot \mathbf{x} = w$ for every $\mathbf{x} \in \mathbf{x}(\mathbf{p}, w)$. Walras' law means that a consumer want to spend all her wealth for consumption, every consumption bundle hence will exhaust w . Walras' law implies that goods are continuous.

Notice that this is implicitly intertemporal, meaning that Walras' law consider lifetime resource allocation.

Next, we discuss several basic definitions induced from the Walrasian demand function. For a demand function

$$\mathbf{x}(\mathbf{p}, w) = [x_1(\mathbf{p}, w), x_2(\mathbf{p}, w), \dots, x_L(\mathbf{p}, w)]^T$$

we have the following two effects:

Wealth effects Fix \mathbf{p} , get a function of $x(w)$.

Take the partial derivative of demand function on wealth:

$$D_w \mathbf{x}(\mathbf{p}, w) = \left[\frac{\partial x_1(\mathbf{p}, w)}{\partial w}, \frac{\partial x_2(\mathbf{p}, w)}{\partial w}, \dots, \frac{\partial x_L(\mathbf{p}, w)}{\partial w} \right]^T$$

, then $\frac{\partial x_l(\mathbf{p}, w)}{\partial w}$ is the *wealth effect* for the l th commodity. Wealth effects can classify commodities into two types:

²This relates to the argument that when one consumption bundle \mathbf{x}^* is infeasible, it not being chosen does NOT mean it is less preferred. This will be dealt with more carefully with more assumptions of preference-based demand.

- **normal**: $\partial x_l(\mathbf{p}, w)/\partial w \geq 0$
- **inferior**: $\partial x_l(\mathbf{p}, w)/\partial w < 0$

Price effects For commodity l , fix \mathbf{p}_{-l} and w , get a function of $x(p_l)$.

Take the partial derivative of demand function on price vector:

$$D_{\mathbf{p}}x(\mathbf{p}, w) = \begin{bmatrix} \nabla_{\mathbf{p}}x_1(\mathbf{p}, w) \\ \vdots \\ \nabla_{\mathbf{p}}x_L(\mathbf{p}, w) \end{bmatrix} = \begin{bmatrix} \frac{\partial x_1(\mathbf{p}, w)}{\partial p_1} & \dots & \frac{\partial x_1(\mathbf{p}, w)}{\partial p_L} \\ \vdots & \ddots & \vdots \\ \frac{\partial x_L(\mathbf{p}, w)}{\partial p_1} & \dots & \frac{\partial x_L(\mathbf{p}, w)}{\partial p_L} \end{bmatrix}$$

For most goods, the price effects would be negative: you would buy more if the price is lower. However, there *Giffen* goods (often low quality) and *Veblen* goods (often luxurious) that have positive price effects.

Regarding wealth effects $\partial x_l(\mathbf{p}, w)/\partial w$ and price effects $\partial x_l(\mathbf{p}, w)/\partial p_k$, we have the following two theorems:

Theorem 2.2.1. If the Walrasian demand function $\mathbf{x}(\mathbf{p}, w)$ is **homogeneous of degree zero**, the $\forall \mathbf{p}, w$:

$$\sum_{k=1}^L \frac{\partial x_l(\mathbf{p}, w)}{\partial p_k} p_k + \frac{\partial x_l(\mathbf{p}, w)}{\partial w} w = 0, \forall l = 1, \dots, L$$

This is easy to proof: homogeneity of degree zero gives $\mathbf{x}(\alpha \mathbf{p}, \alpha w) - \mathbf{x}(\mathbf{p}, w) = 0$, differentiating with respect to α , get:

$$D_{\alpha \mathbf{p}} \mathbf{x}(\alpha \mathbf{p}, \alpha w) \cdot \mathbf{p} + D_{\alpha w} \mathbf{x}(\alpha \mathbf{p}, \alpha w) w = 0$$

this is true for any α , if we take $\alpha = 1$, we get $D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) \cdot \mathbf{p} + D_w \mathbf{x}(\mathbf{p}, w) w = 0$, which is just the matrix notation of Thm.2.2.1.

Intuitively, this implies the price (substitution) effects and wealth (income) effects induced by the price change of one commodity, when weighted by the prices of other commodities and wealth, will cancel out.

Another theorem is induced from Walras' law:

Theorem 2.2.2. If the Walrasian demand function $\mathbf{x}(\mathbf{p}, w)$ satisfies **Walras' law**, then for all \mathbf{p}, w :

$$\sum_{l=1}^L p_l \frac{\partial x_l(\mathbf{p}, w)}{\partial p_k} + x_k(\mathbf{p}, w) = 0, \forall k = 1, \dots, L$$

and

$$\sum_{l=1}^L p_l \frac{\partial x_l(\mathbf{p}, w)}{\partial w} = 1$$

The proof is also easy: Walras' law gives $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) = w$, take derivatives with respect to \mathbf{p} , get $\mathbf{p} \cdot D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) + \mathbf{x}(\mathbf{p}, w)^T = \mathbf{0}^T$ ³; take derivatives with respect to w ,

³This will give: $\mathbf{p} \cdot D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) \mathbf{p} + \mathbf{x}(\mathbf{p}, w)^T \mathbf{p} = 0^T \Rightarrow \mathbf{p} \cdot D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) \mathbf{p} = -w$

get $\mathbf{p} \cdot \mathbf{D}_w(\mathbf{p}, w) = 1$. The intuition is: a change in prices do NOT change the total expenditure, and the total expenditure will change by the same amount with the change in wealth.

If we define elasticities as:

$$\epsilon_{lk} = \frac{\partial x_l(\mathbf{p}, w) / x_l(\mathbf{p}, w)}{\partial p_k / p_k} \quad \text{\% change in demand for } l \text{ per \% change in the price of } k$$

$$\epsilon_{lw} = \frac{\partial x_l(\mathbf{p}, w) / x_l(\mathbf{p}, w)}{\partial w / w} \quad \text{\% change in demand for } l \text{ per \% change in wealth } w$$

We can rewrite Thm.2.2.1 as $\sum_{k=1}^L \epsilon_{lk}(\mathbf{p}, w) + \epsilon_{lw}(\mathbf{p}, w) = 0$ for $l = 1, \dots, L$: this directly expresses that an equal % change in all prices and wealth leads to no change in demand, i.e., the homogeneity of degree zero. And we can rewrite the two equations in Thm.2.2.2 as $\sum_{l=1}^L \frac{p_l x_l(\mathbf{p}, w)}{w} \epsilon_{lk}(\mathbf{p}, w) + \frac{p_k x_k(\mathbf{p}, w)}{w} = 0$ for $k = 1, \dots, L$ and $\sum_{l=1}^L \frac{p_l x_l(\mathbf{p}, w)}{w} \epsilon_{lw}(\mathbf{p}, w) = 1$.

2.2.3 WARP and Law of Demand

Since for the family of Walrasian budget sets $\mathcal{B}^* = \{B_{\mathbf{p}, w} : \mathbf{p} \gg 0, w > 0\}$, $(\mathcal{B}^*, \mathbf{p}(\cdot))$ is a choice structure, naturally, we would like to check when WARP holds for this choice structure.

Definition 2.2.5. A Walrasian demand function $\mathbf{x}(\mathbf{p}, w)$ satisfies WARP if any two price-wealth conditions (\mathbf{p}, w) and (\mathbf{p}', w') satisfies:

$$\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w \text{ and } \mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}, w) \Rightarrow \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) > w'$$

The intuition is quite straightforward: If $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w$ and $\mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}, w)$, the consumer chooses $\mathbf{x}(\mathbf{p}, w)$ even when $\mathbf{x}(\mathbf{p}', w')$ is affordable. Hence, $\mathbf{x}(\mathbf{p}, w)$ is preferred over $\mathbf{x}(\mathbf{p}', w')$, which means that the only reason why she chooses $\mathbf{x}(\mathbf{p}, w)$ instead of $\mathbf{x}(\mathbf{p}', w')$ is that she can not afford $\mathbf{x}(\mathbf{p}, w)$ at (\mathbf{p}', w') , i.e. $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) > w'$. An easier way to understand WARP is that we **CANNOT** have both $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) \leq w'$ and $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w$, unless $\mathbf{x}(\mathbf{p}', w') = \mathbf{x}(\mathbf{p}, w)$.

It is easy to show that this definition is a special case of Def.1.2.2: here we consider single-valued $C(\cdot)$ (function), then Def.1.2.2 gives that $\forall B, B'$ and $x, y \in B \cap B'$, $x = C(B)$, $y = C(B') \Rightarrow x \in C(B') \Rightarrow x = y$. Rewrite this in the context of Walrasian demand functions, we have: for any $(\mathbf{p}, w), (\mathbf{p}', w')$, if $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w$ and $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) \leq w'$, then $\mathbf{x}(\mathbf{p}, w) = \mathbf{x}(\mathbf{p}', w')$. This is the contrapositive statement of Def.2.2.5. Hence the two definitions are equivalent.

WARP and compensated price changes

WARP can also be stated in terms of compensated price changes. At (\mathbf{p}, w) , the consumer chooses $\mathbf{x}(\mathbf{p}, w)$, if she still want to afford $\mathbf{x}(\mathbf{p}, w)$ at a new price \mathbf{p}' , she would need to adjust her wealth to $w' = \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w)$, this gives *Slutsky wealth compensation* $\Delta w = w' - w = \Delta \mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) = (\mathbf{p}' - \mathbf{p}) \cdot \mathbf{x}(\mathbf{p}, w)$, $\Delta \mathbf{p}$ is referred to as *compensated price changes*. With these concepts defined, WARP implies:

Theorem 2.2.3. For any $\Delta \mathbf{p}$ from initial situation (\mathbf{p}, w) to $(\mathbf{p}', w') = (\mathbf{p}', \mathbf{p}' \cdot (\mathbf{x}, w))$, if WARP holds, we have

$$(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] \leq 0$$

with strict inequality unless $\mathbf{x}(\mathbf{p}, w) = \mathbf{x}(\mathbf{p}', w')$.

Here is a proof: rewrite the left-side, get

$$(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] = \mathbf{p}' \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] - \mathbf{p} \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)]$$

By Walras' law, $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}', w') = w'$, $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) = w$, also by assumption of compensated price changes, $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) = w'$, if WARP holds, since $\mathbf{x}(\mathbf{p}, w)$ is affordable at (\mathbf{p}', w') , $\mathbf{x}(\mathbf{p}', w')$ must NOT be affordable at (\mathbf{p}, w) , i.e., $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') > w$, therefore, we have:

$$(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] = \underbrace{\mathbf{p}' \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)]}_{=0} - \underbrace{\mathbf{p} \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)]}_{>0} < 0$$

This Theorem goes both way, that is

Theorem 2.2.4. If for any compensated price changes, $(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] \leq 0$ holds, the WARP is satisfied.

We proof the contrapositive: if WARP is violated, there exists a compensated price change such that $(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] > 0$. A violation of WARP gives that for (\mathbf{p}, w) and (\mathbf{p}', w') such that $\mathbf{x}(\mathbf{p}, w) \neq \mathbf{x}(\mathbf{p}', w')$, $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) \leq w'$ and $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w$ can both be satisfied. The proof is done in 2 steps:

Step 1 Prove the fact that:

If any two price-wealth pairs $(\mathbf{p}, w), (\mathbf{p}', w')$, $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') = w, \mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}, w) \Rightarrow \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) > w'$, then WARP holds.

Again, we prove the contrapositive of this proposition: If WARP is violated, there exists a compensated price change violating WARP. Let (\mathbf{p}', w') and (\mathbf{p}'', w'') violates WARP such that $\mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}'', w'')$, $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}'', w'') \leq w'$ and $\mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}', w') \leq w''$. We have two scenarios:

- $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}'', w'') = w'$ or $\mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}', w') = w''$ or both: It is easy to show that the condition of the price-wealth pairs are violated.
- $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}'', w'') > w'$ and $\mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}', w') > w''$: we can construct a price-wealth pair (\mathbf{p}, w) such that both $\mathbf{x}(\mathbf{p}', w')$ and $\mathbf{x}(\mathbf{p}'', w'')$ are affordable. By picking an $\alpha \in (0, 1)$ to linearly combine \mathbf{p}' and \mathbf{p}'' , we can have:

$$(\alpha \mathbf{p}' + (1 - \alpha) \mathbf{p}'') \cdot \mathbf{x}(\mathbf{p}', w') = (\alpha \mathbf{p}' + (1 - \alpha) \mathbf{p}'') \cdot \mathbf{x}(\mathbf{p}'', w'')$$

let $\mathbf{p} = \alpha \mathbf{p}' + (1 - \alpha) \mathbf{p}''$, $w = (\alpha \mathbf{p}' + (1 - \alpha) \mathbf{p}'') \cdot \mathbf{x}(\mathbf{p}', w')$ ⁴. Now, both $\mathbf{x}(\mathbf{p}, w)$ and $\mathbf{x}(\mathbf{p}', w')$ are on the constructed budget line (\mathbf{p}, w) . It is easy to show that

$$\begin{aligned} \alpha w' + (1 - \alpha) w'' &> \alpha \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}', w') + (1 - \alpha) \mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}', w') \\ &= w = \mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) \\ &= [\alpha \mathbf{p}' + (1 - \alpha) \mathbf{p}''] \cdot \mathbf{x}(\mathbf{p}, w) \end{aligned}$$

⁴Why this construction works? Since $A = \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}', w') = w' > \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}'', w'') = A'$, $B = \mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}', w') < w'' = \mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}'', w'') = B'$, therefore if α is properly chosen, we can achieve $\alpha A + (1 - \alpha) B = \alpha A' + (1 - \alpha) B'$ with $A > A', B < B'$.

hence, either $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) < w'$ or $\mathbf{p}'' \cdot \mathbf{x}(\mathbf{p}, w) < w''$. If $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) < w'$, we know $\mathbf{x}(\mathbf{p}', w')$ is on the constructed line (\mathbf{p}, w) , therefore, $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') = w$. However, we already have $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) < w'$, the two conditions constitute a violation of WARP.

Now we know, we can only consider compensated price changes to test WARP, we can move to Step 2.

Step 2 With Step 1 done, we know that if WARP does NOT hold, there exists a compensated price change from (\mathbf{p}', w') to (\mathbf{p}, w) such that $\mathbf{x}(\mathbf{p}, w) \neq \mathbf{x}(\mathbf{p}', w')$, $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') = w$ and $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) \leq w'$. Meanwhile, Walras' law gives $w = \mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w)$, $w' = \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}', w')$, leading to

$$\mathbf{p} \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] = 0, \quad \mathbf{p}' \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] \geq 0$$

Hence, combined with the condition $\mathbf{x}(\mathbf{p}, w) \neq \mathbf{x}(\mathbf{p}', w')$, we have

$$(\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] > 0$$

Now we have completed the prove of the contrapositive of Thm.2.2.4.

Notice that so far, we have only linked WARP to **compensated** price changes, which means that we are focusing on the case that the budget line rotates through one point (not the end point) $\mathbf{x}(\mathbf{p}, w)$ from (\mathbf{p}, w) to (\mathbf{p}', w') . A brilliant graphic presentation can be found in Figure 2.F.4 on [Mas-Colell et al. \(1995, Page 33\)](#): after a compensated price change, WARP requires that the demand for the commodity that experiences a price change must increase, which is exactly the law of demand:

Theorem 2.2.5. For a compensated price change from \mathbf{p} to \mathbf{p}' (wealth changing accordingly from w to w' s.t. $\mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) = w'$), the law of demand requires demand and price move in opposite directions, i.e.

$$\Delta \mathbf{x} \cdot \Delta \mathbf{p} = (\mathbf{p}' - \mathbf{p}) \cdot [\mathbf{x}(\mathbf{p}', w') - \mathbf{x}(\mathbf{p}, w)] \leq 0$$

And of course, if the price changes are NOT compensated, meaning that wealth does NOT change accordingly, in this case ([Mas-Colell et al., 1995, Figure 2.F.5, Page 33](#)), the new budget line would be either completely above the original one (more generous) or completely below (less generous), and WARP would impose NO restrictions on the new consumption bundle.⁵

WARP and multivalued $\mathbf{x}(\mathbf{p}, w)$

Here, we (briefly) extended WARP into multivalued $\mathbf{x}(\mathbf{p}, w)$, Walrasian demand **correspondences**, which is a generalization of single-valued demand functions.

First, we have the generalized version of WARP:

⁵In fact, if $\mathbf{x}(\cdot, \cdot)$ is homogeneous of degree one w.r.t. w , then the law of demand actually still holds for *uncompensated* price changes: $d\mathbf{p} \cdot D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w)d\mathbf{p} \leq 0, \forall d\mathbf{p}$. A brief proof is: by homogeneity of degree one w.r.t. w , $\mathbf{x}(\mathbf{p}, \alpha w) = \alpha \mathbf{x}(\mathbf{p}, w)$, differentiate w.r.t. α and evaluate at $\alpha = 1$, get $D_w \mathbf{x}(\mathbf{p}, w)w = \mathbf{x}(\mathbf{p}, w)$, then the Slutsky matrix is $S(\mathbf{p}, w) = D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) + D_w \mathbf{x}(\mathbf{p}, w) \cdot \mathbf{x}(\mathbf{p}, w)^T = D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) + \frac{1}{w}\mathbf{x}(\mathbf{p}, w)\mathbf{x}(\mathbf{p}, w)^T$. Hence $D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) = S(\mathbf{p}, w) - \frac{1}{w}\mathbf{x}(\mathbf{p}, w)\mathbf{x}(\mathbf{p}, w)^T$ is a negative semidefinite matrix, the proof is complete.

Definition 2.2.6. (Generalizing 2.2.5) For any (\mathbf{p}, w) and (\mathbf{p}', w') , if $\mathbf{x} \in \mathbf{x}(\mathbf{p}, w)$, $\mathbf{x}' \in \mathbf{x}(\mathbf{p}', w')$, $\mathbf{p}' \cdot \mathbf{x} \leq w'$ and $\mathbf{x}' \notin \mathbf{x}(\mathbf{p}, w)$ lead to $\mathbf{p} \cdot \mathbf{x}' > w$, then the Walrasian demand correspondence satisfies WARP.

and we have a generalized version of the compensated law of demand:

Theorem 2.2.6. (Generalizing 2.2.5) From any initial position (\mathbf{p}, w) with demand $\mathbf{x} \in \mathbf{x}(\mathbf{p}, w)$ for compensated price change to new prices \mathbf{p}' and wealth level $w' = \mathbf{p}' \cdot \mathbf{x}$, we have

$$(\mathbf{p}' - \mathbf{p}) \cdot (\mathbf{x}' - \mathbf{x}) \begin{cases} < 0, & \mathbf{x}' \notin \mathbf{x}(\mathbf{p}, w) \\ = 0, & \mathbf{x}' \in \mathbf{x}(\mathbf{p}, w) \end{cases}$$

Again, if the multivalued demand correspondence $\mathbf{x}(\mathbf{p}, w)$ satisfies Walras' law and compensated law of demand (Def. 2.2.6), this $\mathbf{x}(\mathbf{p}, w)$ satisfies the generalized WARP (Def. 2.2.6), the proof follows the same logic of the single-valued version: We only need to show for all compensated price changes, generalized WARP holds. We can prove its contrapositive, if WARP does not hold, there exists a compensated price violates the generalized compensated law of demand. Suppose $\mathbf{x} \in \mathbf{x}(\mathbf{p}, w)$, $\mathbf{x}' \in \mathbf{x}(\mathbf{p}', w')$, $\mathbf{p}' \cdot \mathbf{x} = w'$ and $\mathbf{p} \cdot \mathbf{x}' \leq w$, then it is easy to show that $(\mathbf{p}' - \mathbf{p}) \cdot (\mathbf{x}' - \mathbf{x}) = w - \mathbf{p} \cdot \mathbf{x}' \geq 0$, it violates the compensated law of demand, except for the case that $\mathbf{x}' \in \mathbf{x}(\mathbf{p}, w)$, where $(\mathbf{p}' - \mathbf{p}) \cdot (\mathbf{x}' - \mathbf{x}) = 0$.

2.2.4 Slutsky Matrix

When consumer demand $\mathbf{x}(\mathbf{p}, w)$ is differentiable with respect to both prices and wealth, we can rewrite the inequality in Thm. 2.2.5: $d\mathbf{p} \cdot d\mathbf{x} \leq 0$. In the spirit of compensated price changes, we know the change in wealth related to $d\mathbf{p}$ is $dw = \mathbf{x}(\mathbf{p}, w) \cdot d\mathbf{p}$. Use the chain rule, we can get

$$d\mathbf{x} = D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) d\mathbf{p} + D_w\mathbf{x}(\mathbf{p}, w) dw$$

and we can plug in the induced wealth difference $dw = \mathbf{x}(\mathbf{p}, w) \cdot d\mathbf{p}$, get

$$\begin{aligned} d\mathbf{x} &= D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) d\mathbf{p} + D_w\mathbf{x}(\mathbf{p}, w) \cdot [\mathbf{x}(\mathbf{p}, w) d\mathbf{p}] \\ &= [D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) + D_w\mathbf{x}(\mathbf{p}, w)\mathbf{x}(\mathbf{p}, w)^T] d\mathbf{p} \end{aligned}$$

and, plug this back into the law of demand $d\mathbf{p} \cdot d\mathbf{x} \leq 0$, we will have a very important expression:

$$d\mathbf{p} \underbrace{[D_{\mathbf{p}}\mathbf{x}(\mathbf{p}, w) + D_w\mathbf{x}(\mathbf{p}, w)\mathbf{x}(\mathbf{p}, w)^T]}_{\equiv \mathbf{S}(\mathbf{p}, w)} d\mathbf{p} \leq 0$$

where $\mathbf{S}(\mathbf{p}, w)$ is the **Slutsky matrix**, or *substitution matrix*.

To write it explicitly:

$$\mathbf{S}(\mathbf{p}, w) = \begin{bmatrix} s_{11}(\mathbf{p}, w) & \cdots & s_{1L}(\mathbf{p}, w) \\ \vdots & \ddots & \vdots \\ s_{L1}(\mathbf{p}, w) & \cdots & s_{LL}(\mathbf{p}, w) \end{bmatrix}$$

where

$$s_{lk}(\mathbf{p}, w) = \underbrace{\frac{\partial x_l(\mathbf{p}, w)}{\partial p_k}}_{\text{direct effect of } dp_k} + \underbrace{\frac{\partial x_l(\mathbf{p}, w)}{\partial w} x_k(\mathbf{p}, w)}_{\text{effect through wealth compensation due to } dp_k}$$

This term measures the differential change in x_l (consumption of l) due to a differential change in p_k (the price of k), when wealth is adjusted so that the consumer can still afford the pre-change consumption bundle. We can interpret the two sub-terms as:

- $\frac{\partial x_l(\mathbf{p}, w)}{\partial p_k}$: the change in demand for l due to the change of k 's price is $\frac{\partial x_l(\mathbf{p}, w)}{\partial p_k} dp_k$
- $\frac{\partial x_l(\mathbf{p}, w)}{\partial w} x_k(\mathbf{p}, w)$: the wealth change that makes the consumer able to just afford the original consumption bundle is $x_k(\mathbf{p}, w) dp_k$, the effect of this wealth change on the demand for l is $\frac{\partial x_l(\mathbf{p}, w)}{\partial w} x_k(\mathbf{p}, w) dp_k$

In short, the price change of k influences the demand of l in 2 ways: directly (through partial derivatives) and indirectly (through wealth compensation). Slutsky matrix documents this influence, i.e., **substitution effect**, for each possible pair of goods.

Here, we have the core feature of Slutsky matrix:

Theorem 2.2.7. If a differentiable Walrasian demand function $\mathbf{x}(\mathbf{p}, w)$ satisfies Walras' law, homogeneity of degree 0, and the weak axiom, then at any (\mathbf{p}, w) , $S(\mathbf{p}, w)$ satisfies

$$\mathbf{v} \cdot S(\mathbf{p}, w) \mathbf{v} \leq 0, \forall \mathbf{v} \in \mathbb{R}^L$$

i.e., Slutsky matrix is negative semidefinite⁶.

There are several implications worth noticing:

Theorem 2.2.8. If $S(\mathbf{p}, w)$ is negative semidefinite, then

- (a) $s_{ll}(\mathbf{p}, w) \leq 0$: the *substitution effect* of good l with respect to its own price is always **non-positive**.
- (b) Giffen good must be inferior: $s_{ll}(\mathbf{p}, w) = \frac{\partial x_l(\mathbf{p}, w)}{\partial p_l} + \frac{\partial x_l(\mathbf{p}, w)}{\partial w} x_l(\mathbf{p}, w) \leq 0$, then it is easy to see that at (\mathbf{p}, w) , $\frac{\partial x_l(\mathbf{p}, w)}{\partial p_l} > 0 \Rightarrow \frac{\partial x_l(\mathbf{p}, w)}{\partial w} < 0$.
- (c) If $\mathbf{x}(\mathbf{p}, w)$ is differentiable, homogeneous of degree 0 and satisfies Walras' law, then $\forall (\mathbf{p}, w)$, $\mathbf{p} \cdot S(\mathbf{p}, w) = 0$, $S(\mathbf{p}, w) \mathbf{p} = 0$. This means that $S(\mathbf{p}, w)$ is always singular (its rank is less than L).

It is easy to prove:

Thm.2.2.2 gives $\mathbf{p} \cdot S(\mathbf{p}, w) = \mathbf{p} \cdot D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) + \mathbf{p} \cdot D_w \mathbf{x}(\mathbf{p}, w) \mathbf{x}(\mathbf{p}, w)^T = \mathbf{p} D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) + \mathbf{x}(\mathbf{p}, w)^T = 0$; Thm.2.2.1 gives $S(\mathbf{p}, w) \mathbf{p} = D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) \mathbf{p} + D_w \mathbf{x}(\mathbf{p}, w) \mathbf{x}(\mathbf{p}, w)^T \mathbf{p} = D_{\mathbf{p}} \mathbf{x}(\mathbf{p}, w) \mathbf{p} + D_w \mathbf{x}(\mathbf{p}, w) w = 0$.

Finally, we can have a little discussion on WARP and the negative semidefiniteness of the Slutsky matrix.

- WARP \Rightarrow the Slutsky matrix being negative semidefinite.

The Slutsky matrix is constructed from WARP and compensated law of demand $d\mathbf{x} \cdot d\mathbf{p} \leq 0$, hence WARP implying semi-definite Slutsky matrices is vacuous.

⁶Notice that "semidefnite" is an abbreviation, in fact, Slutsky is not required to be symmetric here. Symmetry of $S(\mathbf{p}, w)$ has more meanings later. See

- the Slutsky matrix being negative semidefinite \Rightarrow WARP

Negative semidefiniteness of the Slutsky matrix itself is NOT sufficient for WARP, the Slutsky matrix must be negative definite for all vectors other than those that are proportional to \mathbf{p} , that is $\forall \mathbf{v} \neq \alpha \mathbf{p}, \mathbf{v} \cdot S(\mathbf{p}, w) \mathbf{v} < 0$.

For the 5 conditions:

- (1) **WARP**: $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') \leq w$ and $\mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}, w) \Rightarrow \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) > w'$
- (2) **WWARP** (weaker WARP): $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}', w') < w$ and $\mathbf{x}(\mathbf{p}', w') \neq \mathbf{x}(\mathbf{p}, w) \Rightarrow \mathbf{p}' \cdot \mathbf{x}(\mathbf{p}, w) > w'$
- (3) Slutsky matrix being **negative semidefinite** (NSD): $\mathbf{v} \cdot S(\mathbf{p}, w) \mathbf{v} \leq 0, \forall \mathbf{v} \in \mathbb{R}^L$
- (4) Slutsky matrix being **negative definite** (ND): $\mathbf{v} \cdot S(\mathbf{p}, w) \mathbf{v} < 0, \forall \mathbf{v} \in \mathbb{R}^L$
- (5) Slutsky matrix being **symmetric**

they have the following relations:

- **WWARP** \Leftrightarrow Slutsky matrix is **NSD**
- Slutsky matrix is **ND** \Rightarrow **WARP**
- Slutsky matrix is **symmetric** and **NSD** \Leftrightarrow **WWARP** \Leftrightarrow **WARP**

This is discussed rather thoroughly by [Kihlstrom et al. \(1976\)](#). Symmetry of Slutsky matrix will play an important role in the preference based consumer theory.

2.3 Preference Based Consumer Theory

2.3.1 Properties of Preferences Required

To analyze demand with preferences (and later, utility), we first need some assumptions on preferences \succeq :

\succeq is **rational**

- **completeness**: $\forall \mathbf{x}, \mathbf{y} \in X$, it must be either $\mathbf{x} \succeq \mathbf{y}$ or $\mathbf{y} \succeq \mathbf{x}$ or both
- **transitivity**: $\forall \mathbf{x}, \mathbf{y}, \mathbf{z} \in X \mathbf{x} \succeq \mathbf{y}, \mathbf{y} \succeq \mathbf{z} \Rightarrow \mathbf{x} \succeq \mathbf{z}$

\succeq is **desirable** It is reasonable to assume that larger amounts of commodities are preferred. So basically, the more the better.

Here, we have two common assumption, a stronger one, and a weaker one:

- **monotone** (*stronger*): if $\mathbf{x}, \mathbf{y} \in X, \mathbf{y} \gg \mathbf{x} \Rightarrow \mathbf{y} \succ \mathbf{x}$
- **strongly monotone** (*even stronger*): if $\mathbf{x}, \mathbf{y} \in X, \mathbf{y} \geq \mathbf{x}$ and $\mathbf{y} \neq \mathbf{x} \Rightarrow \mathbf{y} \succ \mathbf{x}$
- **locally nonsatiated** (*weaker*): $\forall \mathbf{x} \in X, \forall \varepsilon > 0, \exists \mathbf{y} \in X$ s.t. $\|\mathbf{y} - \mathbf{x}\| \leq \varepsilon$ and $\mathbf{y} \succ \mathbf{x}$

Local nonsatiation is the common used one, since it poses minimal constraints. It is easy to see that **strongly monotone** \Rightarrow **monotone** \Rightarrow **locally nonsatiated**, here is a proof: If \succeq is strongly monotone and $\mathbf{x} \gg \mathbf{y}$, then $\mathbf{x} \geq \mathbf{y}$ and $\mathbf{x} \neq \mathbf{y}$ and $\mathbf{x} \succ \mathbf{y}$, thus \succeq is monotone; if \succeq is monotone, $\mathbf{x} \in X$ and $\varepsilon > 0$, let $\mathbf{y} = \mathbf{x} + \frac{\varepsilon}{\sqrt{L}} \mathbf{e}$ where $\mathbf{e} = (1, \dots, 1) \in \mathbb{R}^L$,

then $\|y - x\| \leq \varepsilon$ and $y \succ x$, hence \succsim is locally nonsatiated.

\succsim will divide X into 3 sets relative to x :

- **upper contour set:** $\{y \in X \mid y \succsim x\}$
- **lower contour set:** $\{y \in X \mid x \succsim y\}$
- **indifferent set:** $\{y \in X \mid x \sim y\}$

and **local nonsatiation** guarantees that the indifference set is a line.

\succsim is convex \succsim is **convex** if $\forall x \in X, y \succsim x$ and $z \succsim x \Rightarrow \alpha y + (1 - \alpha)z \succsim x, \forall \alpha \in [0, 1]$; that is, the upper contour set of $x, \{y \in X \mid y \succsim x\}$ is convex.

Convexity assumption is one of the central assumption, it expresses two intuitive observations of economic agents:

- (i) diminishing marginal rates of substitution
- (ii) inclination for diversification

\succsim is **strictly convex** if $\forall x \in X, y \succ x$ and $z \succ x \Rightarrow \alpha y + (1 - \alpha)z \succ x, \forall \alpha \in [0, 1]$.

\succsim is continuous So far, we have rationality, local nonsatiation and convexity, but these are NOT enough to guarantee a preference \succsim to be representable by a utility function. An example is **lexicographic preference relation**.

The lexicographic preference relation is $x \succsim y \Leftrightarrow (x_1 > y_1) \vee (x_1 = y_1 \wedge x_2 > y_2) \vee \dots \vee (x_1 = y_1 \wedge \dots \wedge x_{L-1} = y_{L-1} \wedge x_L \geq y_L)$. It is complete, transitive, strongly monotone and strictly convex; BUT, there is **NO** utility function representing it⁷. To guarantee utility representability, \succsim needs to be continuous: \succsim is continuous if it is preserved under limits, that is, $\forall \{x^n, y^n\}_{n=1}^\infty$ with $x^n \succsim y^n, \forall n, x = \lim_{n \rightarrow \infty} x^n, y = \lim_{n \rightarrow \infty} y^n \Rightarrow x \succsim y$.

Continuity can also be expressed as: $\forall x$, the upper contour set $\{y \in X \mid y \succsim x\}$ and the lower contour set $\{y \in X \mid x \succsim y\}$ are both **closed**. Here is the proof of this equivalence:

- continuity \Rightarrow contour set closedness: $\forall \{y^n\}_{n=1}^\infty$, let $x^n = x, \forall n$, then if $x^n = x \succsim y^n$, by continuity, $y = \lim_{n \rightarrow \infty} y^n$, we have $x \succsim y$, hence the lower contour set is closed; the upper contour set can be proved the same way.
- contour set closedness \Rightarrow continuity: Suppose $\exists \{x^n\}, \{y^n\} \in X$ s.t. $\forall n, x^n \succsim y^n, x^n \rightarrow x \in X, y^n \rightarrow y \in X$ and $y \succ x$. We know both $\{z \in X \mid y > z\}$ and $\{z \in X \mid z > x\}$ are open, hence $\exists N_1, N_2 \in \mathbb{Z}^+$ s.t. $y > x^n, \forall n > N_1; y^n > x, \forall n > N_2$, conceivably, there are two cases on $\{y^n\}$:
 - $\exists N_3 \in \mathbb{Z}^+$ s.t. $y^n \succ y, \forall n > N_3$: then we have $y^n > x^n, \forall n > \max\{N_1, N_3\}$, contradiction.

⁷Here is a brief proof: Suppose there is a utility function $u(\cdot)$, then for every x_1 , we can pick a rational number $r(x_1)$ s.t. $u(x_1, 2) > r(x_1) > u(x_1, 1)$, if $x_1 > x'_1$, then $r(x_1) > u(x_1, 1) > u(x'_1, 2) > r(x'_1)$. Hence $r(\cdot)$ is a one-to-one function from the set of real numbers (uncountably infinite) to the set of rational numbers (countably infinite), which is mathematically impossible. Another way of proving it is: suppose there is a utility function $u(\cdot)$, $[\inf u(x, \cdot), \sup u(x, \cdot)]$ is an interval, hence if $x < y$, $\sup u(x, \cdot) < \inf u(y, \cdot)$, which is impossible

- $\exists \{y^{k(n)}\}$ s.t. $y > y^{k(n)}, \forall n$: then $\exists m \in \mathbb{Z}^+$ s.t. $k(m) > N_2$, we know $\{z \in X \mid z > y^{k(m)}\}$ is open, $\exists N_4 \in \mathbb{Z}^+$ s.t. $y^n > y^{k(m)}, \forall n > N_4$. Since $\{z \mid z \succeq y^{k(m)}\}$ is closed, $x \succeq y^{k(m)}$, however, since $k(m) > N_2$, $y^{k(m)} > x$ is assumed, hence contradiction.

Another way of proving this is to assume \succeq to be monotone.

2.3.2 Utility representing preference

Given the assumption of continuity, we can finally have the following theorem:

Theorem 2.3.1. If a preference relation \succeq is rational and **continuous**, then there is a continuous utility function $u(x)$ that represents \succeq .

Here is the proof:

- **continuous $u(\cdot) \Rightarrow$ continuous preference:**

suppose $\{x_n\} \rightarrow x^*, \{y_n\} \rightarrow y^*$, $u(\cdot)$ represents \succeq , hence $u(x_n) \geq u(y_n)$. If $u(\cdot)$ is continuous, $u(x_n) \rightarrow u(x^*), u(y_n) \rightarrow u(y^*)$, hence $u(x^*) \geq u(y^*)$, leading to $x^* \succeq y^*$.

- **continuous preference \Rightarrow continuous $u(\cdot)$:**

The proof is done in 3 steps:

Step 1 First, we construct the utility function.

Since preferences are continuous, and if monotone is assumed, for each $x \in \mathbb{R}^L$, define a function $\alpha(x) : \mathbb{R}^L \rightarrow \mathbb{R}$ such that $\alpha(x) = \inf\{a \mid a \cdot e \succeq x\}$ where $e = (1, \dots, 1)^T$. By the continuity of \succeq , $\{a \mid a \cdot e \succeq x\}$ is non-empty and bounded below, hence inf exists. Also, continuity of \succeq implies the upper contour set of x is closed, hence $\exists \underline{a} \in \mathbb{R}$ s.t. $\underline{a} = \inf\{a \mid a \cdot e \succeq x\}$. Let $\alpha(x) = \underline{a}$, $\alpha(x)e \succeq x$, also $x > (\alpha(x) - \frac{1}{n})e$, by continuity, $x \succeq \alpha(x)e$. Hence, $x \sim \alpha(x)e$ ⁸, then, we can take $\alpha(x)$ as the utility function $u(x) = \alpha(x)$.

Step 2 Next, we prove $\alpha(x) \geq \alpha(y) \Leftrightarrow x \succeq y$

- $\alpha(x) \geq \alpha(y) \Rightarrow x \succeq y$: Suppose $\alpha(x) \geq \alpha(y)$, by monotonicity, $\alpha(x)e \succeq \alpha(y)e$. Since $x \sim \alpha(x)e, y \sim \alpha(y)e$, we have $x \succeq y$
- $\alpha(x) \geq \alpha(y) \Leftarrow x \succeq y$: Suppose $x \succeq y$, then $\alpha(x)e \sim x \succeq y \sim \alpha(y)e$, by monotonicity, $\alpha(x) \geq \alpha(y)$

Step 3 Finally, we prove $\alpha(x)$ is continuous: $\lim_{n \rightarrow \infty} x^n = x \Rightarrow \lim_{n \rightarrow \infty} \alpha(x^n) = \alpha(x), \forall \{x^n\}_{n=1}^{\infty}$

- $\{\alpha(x^n)\}_{n=1}^{\infty}$ must have a convergent subsequence: by monotonicity, $\forall \epsilon > 0, \forall x'$ s.t. $\|x' - x\| \leq \epsilon$, $\alpha(x')$ lies in a compact subset of $\mathbb{R}_+, [\alpha_0, \alpha_1]$. Since $\{x^n\}_{n=1}^{\infty}$ converges to x , then $\exists N$ s.t. $\forall n > N, \alpha(x^n)$ lies in this compact set, hence, this infinite sequence must have a convergent subsequence.
- all convergent subsequences of $\{\alpha(x^n)\}_{n=1}^{\infty}$ converge to $\alpha(x)$: suppose otherwise, then there is a strictly increasing function $m(\cdot)$ that assigns

⁸ $x \sim \alpha(x)e$ can also be proven as: by continuity, $A^{up} = \{\alpha \in \mathbb{R}_+ \mid \alpha e \succeq x\}$ and $A^{low} = \{\alpha \in \mathbb{R}_+ \mid x \succeq \alpha e\}$ are both non-empty and closed. By completeness of \succeq , $\mathbb{R}_+ \subset A^{up} \cup A^{low}$; \mathbb{R}_+ is connected, hence $A^{up} \cap A^{low} \neq \emptyset$, thus there exists α s.t. $\alpha e \sim x$. And by monotonicity, $\alpha_1 > \alpha_2 \Rightarrow \alpha_1 e > \alpha_2 e$, hence the scalar $\alpha e \sim x$ is unique.

to each n a positive integer $m(n)$, and the subsequence $\{\alpha(\mathbf{x}^{m(n)})\}_{n=1}^{\infty}$ converges to $\alpha' \neq \alpha(\mathbf{x})$. Without losing generality, let $\alpha' > \alpha(\mathbf{x})$, then by monotonicity, $\alpha'\mathbf{e} > \alpha(\mathbf{x})\mathbf{e}$. Let $\hat{\alpha} = \frac{1}{2}[\alpha' + \alpha(\mathbf{x})]$, then $\hat{\alpha}\mathbf{e} > \alpha(\mathbf{x})\mathbf{e}$. Since $\alpha(\mathbf{x}^{m(n)}) \rightarrow \alpha' > \hat{\alpha}$, then $\exists \bar{N}$ s.t. $\forall n > \bar{N}$, $\alpha(\mathbf{x}^{m(n)}) > \hat{\alpha}$, thus $\mathbf{x}^{m(n)} \sim \alpha(\mathbf{x}^{m(n)})\mathbf{e} > \hat{\alpha}\mathbf{e}$. By continuity of \succsim , we get $\mathbf{x} \sim \alpha(\mathbf{x})\mathbf{e} \succ \hat{\alpha}\mathbf{e}$, leading to a contradiction. With the same logic, $\alpha' < \alpha(\mathbf{x})$ is ruled out as well. Hence, all convergent subsequences $\{\alpha(\mathbf{x}^n)\}_{n=1}^{\infty}$ converge to $\alpha(\mathbf{x})$. Hence, $\lim_{n \rightarrow \infty} \alpha(\mathbf{x}^n) = \alpha(\mathbf{x})$.

Now a continuous utility function can represent a continuous preference relation, there are several results on how they relate to each other:

- continuous $u(\cdot)$ can represent \succsim , but any strictly increasing yet discontinuous transformation of $u(\cdot)$ may also represent \succsim
- preference \succsim is monotone \Rightarrow utility function $u(\cdot)$ is increasing: $\mathbf{x} \gg \mathbf{y} \Rightarrow u(\mathbf{x}) > u(\mathbf{y})$
- preference \succsim is convex \Rightarrow utility function $u(\cdot)$ is quasiconcave: the upper contour set of \mathbf{x} , $\{\mathbf{y} \in \mathbb{R}_+^L \mid \mathbf{y} \succsim \mathbf{x}\}$ is convex $\Rightarrow u(\alpha\mathbf{x} + (1-\alpha)\mathbf{y}) \geq \min\{u(\mathbf{x}), u(\mathbf{y})\}$. It is **quasiconcave**, NOT concave.

Increasingness and quasiconcavity are both ordinal properties of $u(\cdot)$, preserved for any increasing transformation.

2.3.3 UMP (Utility Maximizing Problem)

A consumer's problem is to choose a feasible consumption bundle given a positive price-wealth combination (\mathbf{p}, w) to maximize her utility:

$$\max_{\mathbf{x} \geq 0} u(\mathbf{x}), \text{ s.t. } \mathbf{p} \cdot \mathbf{x} \leq w$$

if $\mathbf{p} \gg 0$, $u(\cdot)$ is continuous, then this problem has a solution: the Walrasian budget set $B_{\mathbf{p}, w} = \{\mathbf{x} \in \mathbb{R}_+^L \mid \mathbf{p} \cdot \mathbf{x} \leq w\}$ is a compact set, hence a continuous function on it always has a maximum value.

This problem will induce two objects: Walrasian demand correspondence/function $\mathbf{x}(\mathbf{p}, w) \in \mathbb{R}_+^L$ and the value function $V(\mathbf{p}, w)$.

Walrasian demand $\mathbf{x}(\mathbf{p}, w)$

Suppose continuous $u(\cdot)$, representing locally nonsatiated \succsim , $\mathbf{x}(\mathbf{p}, w)$ has the following properties:

1. **homogeneity of degree zero** in (\mathbf{p}, w) : $\mathbf{x}(\alpha\mathbf{p}, \alpha w) = \mathbf{x}(\mathbf{p}, w)$, $\forall \mathbf{p} \gg 0, w > 0, \alpha > 0$
Proof: $\forall \alpha > 0$, we always have $\{\mathbf{x} \mid \alpha\mathbf{p} \cdot \mathbf{x} \leq \alpha w\} = \{\mathbf{x} \mid \mathbf{p} \cdot \mathbf{x} \leq w\}$, this is, the set of feasible \mathbf{x} does NOT change when both \mathbf{p} and w are multiplied by α . The utility-maximizing $\mathbf{x}(\mathbf{p}, w)$ is in these sets, hence $\mathbf{x}(\mathbf{p}, w) = \mathbf{x}(\alpha\mathbf{p}, \alpha w)$.
2. **Walras' law**: $\mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) = w$.
Proof: This is guaranteed by the local nonsatiation assumption. If $\exists \mathbf{x}$ s.t. $\mathbf{p} \cdot \mathbf{x} < w$, then in the sufficiently small neighborhood of \mathbf{x} , $\exists \mathbf{y}$ s.t. $\mathbf{p} \cdot \mathbf{y} < w$ and $\mathbf{y} \succ \mathbf{x}$,

contradicting \mathbf{x} being optimal.

3. *convexity/uniqueness*:

(a) if \succeq is convex, then $u(\cdot)$ is quasiconcave, hence $\mathbf{x}(\mathbf{p}, w)$ is a convex set

Proof: suppose two maximizers $\mathbf{x}_1, \mathbf{x}_2 \in \mathbf{x}(\mathbf{p}, w)$, since Walrasian budget set is convex, hence $\alpha\mathbf{x}_1 + (1 - \alpha)\mathbf{x}_2$ is feasible. $u(\mathbf{x}_1) = u(\mathbf{x}_2) = u_{\max}$, hence by quasiconcavity of $u(\cdot)$, $u(\alpha\mathbf{x}_1 + (1 - \alpha)\mathbf{x}_2) \geq u_{\max}$, hence $\alpha\mathbf{x}_1 + (1 - \alpha)\mathbf{x}_2 \in \mathbf{x}(\mathbf{p}, w)$.

(b) if \succeq is strictly convex, then $u(\cdot)$ is strictly quasiconcave, hence $\mathbf{x}(\mathbf{p}, w)$ is single-valued

Proof: suppose two maximizers $\mathbf{x}_1, \mathbf{x}_2 \in \mathbf{x}(\mathbf{p}, w)$, again $\alpha\mathbf{x}_1 + (1 - \alpha)\mathbf{x}_2$ is feasible. $u(\mathbf{x}_1) = u(\mathbf{x}_2) = u_{\max}$, hence by strict quasiconcavity of $u(\cdot)$, $u(\alpha\mathbf{x}_1 + (1 - \alpha)\mathbf{x}_2) > u_{\max}$, hence $\mathbf{x}_1, \mathbf{x}_2$ are not maximizers, i.e., there are at most one maximizer (and there must be a maximizer in the compact Walrasian set).

4. *continuity*: Walrasian demand $\mathbf{x}(\mathbf{p}, w)$ is the solution of the utility maximizing problem, then by maximum theorem, if the utility function is continuous (preference is continuous), its maximizer $\mathbf{x}(\mathbf{p}, w)$ is also continuous.

This property can also be proved in a more "economic" way: If $\mathbf{x}(\mathbf{p}, w)$ is not continuous, then $\exists \{p^n\} \rightarrow p^*$ such that $\mathbf{x}(\mathbf{p}^*, w) = \mathbf{x}^*$, but $\mathbf{x}(p^n, w) \not\rightarrow \mathbf{x}^*$, or in an ϵ representation: $\exists \epsilon > 0$ s.t. $\|\mathbf{x}(\mathbf{p}^n, w), \mathbf{x}^*\| > \epsilon$. We know $\mathbf{x}(\mathbf{p}^n, w)$ is in a compact set (p^n is bounded away from 0 and by wealth w), hence we can assume, without loss of generality, $\exists \mathbf{y}^* \neq \mathbf{x}^*, \mathbf{x}(\mathbf{p}^n, w) \rightarrow \mathbf{y}^*$. Since $\forall n, \mathbf{p}^n \mathbf{x}(\mathbf{p}^n, w) \leq w$, $\mathbf{p}^* \mathbf{y}^* \leq w$, at the same time, \mathbf{x}^* is the utility maximizer given the Walrasian budget, hence $\mathbf{x}^* > \mathbf{y}^*$. By the continuity of preferences, this $>$ is preserved in the small neighborhoods of \mathbf{x}^* and \mathbf{y}^* : for sufficiently large n , $\mathbf{x}(\mathbf{p}^n, w)$ is in the neighborhood of \mathbf{y}^* ; we can choose a bundle \mathbf{z}^* in the neighborhood of \mathbf{x}^* s.t. $\mathbf{p}^* \mathbf{z}^* < w$. For sufficiently large n , we have $\mathbf{p}^n \mathbf{z}^* < w$; and at the same time $\mathbf{z}^* > \mathbf{x}(\mathbf{p}^n, w)$. These two: $\mathbf{p}^n \mathbf{z}^* < w, \mathbf{z}^* > \mathbf{x}(\mathbf{p}^n, w)$ are directly contradicting each other (monotonicity).

In general, with the Lagrangean $\mathcal{L} = u(\mathbf{x}) + \lambda(w - \mathbf{p} \cdot \mathbf{x})$, there are two cases of optimum $\mathbf{x}(\mathbf{p}, w)$:

- interior optimum ($\forall x_l > 0$): by solving the Lagrangean, get FOC: $\partial u(\mathbf{x}^*)/\partial x_l = \lambda p_l, \forall l \in \{1, \dots, L\}$. Or, write in matrix notation: $\nabla u(\mathbf{x}^*) = \lambda \mathbf{p}$ where the gradient vector of $u(\cdot)$ at \mathbf{x} is $\nabla u(\mathbf{x}) = [\partial u(\mathbf{x})/\partial x_1, \dots, \partial u(\mathbf{x})/\partial x_L]$.

At the interior optimum, we have the marginal rate of substitution of l for k at \mathbf{x}^* as $MRS_{lk}(\mathbf{x}^*) = \frac{\partial u(\mathbf{x}^*)/\partial x_l}{\partial u(\mathbf{x}^*)/\partial x_k} = \frac{p_l}{p_k}$, it is equal to the price ratio. Graphically, \mathbf{x}^* is the tangent point of the utility curve to the budget line.

- border optimum ($\exists x_l = 0$): when there is no interior optimum, $\nabla u(\mathbf{x}^*)$ is not proportional to prices, particularly, $\partial u(\mathbf{x}^*)/\partial x_l \begin{cases} \leq 0, & x_l^* = 0 \\ = 0, & x_l^* > 0 \end{cases}$. At the border, due to nonnegativity of consumption, even when the agent wants to decrease the consumption of x_l , she won't be able to.

The Lagrange multiplier λ itself is very interesting as well. λ gives the marginal value of relaxing the constraint in the UMP, hence it is the consumer's **marginal utility**

value of wealth at the optimum:

$$\nabla u(\mathbf{x}(\mathbf{p}, w)) \cdot D_w \mathbf{x}(\mathbf{p}, w) = \underbrace{\lambda \mathbf{p} \cdot D_w \mathbf{x}(\mathbf{p}, w)}_{\text{By Walras' law: } \mathbf{p} \cdot \mathbf{x}(\mathbf{p}, w) = w} = \lambda$$

where $D_w \mathbf{x}(\mathbf{p}, w) = [\partial x_1(\mathbf{p}, w)/\partial w, \dots, \partial x_L(\mathbf{p}, w)/\partial w]$

But here we assume the Lagrangean multiplier is fixed across all commodities, which is a very strong assumption. Hence, we could perhaps think of another way to select λ : Think Lagrangean multiplier as a penalty mechanism such that any deviation from the constraint will decrease utility, hence, λ can only be chosen from $\left\{ \frac{\partial u(\mathbf{x})}{\partial x_l} \cdot \frac{1}{p_l} \right\}_{l=1}^L$; at the same time, λ reflects the marginal utility of wealth, so it is reasonable to choose a value that is as large as possible. Therefore, we can choose $\lambda = \max_l \frac{\partial u(\mathbf{x})}{\partial x_l} \cdot \frac{1}{p_l}$. Choosing such λ , we have the Lagrangean as:

$$\mathcal{L} = u(\mathbf{x}) + \frac{\partial u(\mathbf{x})}{\partial x_{l^*}} \cdot \frac{1}{p_{l^*}} (w - \mathbf{p} \cdot \mathbf{x}) = \underbrace{\frac{\partial u(\mathbf{x})}{\partial x_{l^*}} \cdot \frac{1}{p_{l^*}} w + u(\mathbf{x})}_{\equiv U^*} - \frac{\partial u(\mathbf{x})}{\partial x_{l^*}} \cdot \frac{1}{p_{l^*}} \cdot \mathbf{p} \cdot \mathbf{x}$$

If $u(\mathbf{x})$ is homogeneous of degree m , then by Euler's theorem⁹, we have

$$\mathcal{L} = U^* + u(\mathbf{x}) - \frac{\partial u(\mathbf{x})}{\partial x_{l^*}} \cdot \frac{1}{p_{l^*}} \cdot \left(\sum_{l=1}^L p_l x_l \right) \leq U^* + u(\mathbf{x}) - \left(\sum_{l=1}^L \frac{\partial u(\mathbf{x})}{\partial x_l} x_l \right) = U^* + (1 - m)u(\mathbf{x})$$

this will be an upper bound for utility, it is achieved when the agent spends everything on commodity l^* , i.e., purchase $\frac{w}{p_{l^*}}$. This is feasible, and achieves the upper bound.

In general, solving for $\mathbf{x}(\mathbf{p}, w)$ is a constrained optimization problem, I will discuss it more thoroughly in the later chapter.

Indirect utility function $v(\mathbf{p}, w)$

The indirect utility function $v(\mathbf{p}, w) \in \mathbb{R}$ is the maximized utility, i.e.,

$$v(\mathbf{p}, w) = u(\mathbf{x}^*), \forall \mathbf{x}^* \in \mathbf{x}(\mathbf{p}, w)$$

it has the following properties, closely related to those of Walrasian demand $\mathbf{x}(\mathbf{p}, w)$:

1. **homogeneity of degree zero** in (\mathbf{p}, w) : $\mathbf{x}(\alpha \mathbf{p}, \alpha w) = \mathbf{x}(\mathbf{p}, w)$, $\forall \mathbf{p} \gg 0, w > 0, \alpha > 0$
2. **strictly increasing in w , nonincreasing in p_l** , $\forall l$:
3. **quasiconvexity**: $\forall \bar{v}$, the set $\{(\mathbf{p}, w) : v(\mathbf{p}, w) \leq \bar{v}\}$ is convex
4. **continuity**: $v(\mathbf{p}, w)$ is continuous in \mathbf{p} and w .

⁹Euler's theorem: For a function $f(\mathbf{x})$ homogeneous of degree m (i.e. $f(t\mathbf{x}) = t^m f(\mathbf{x})$, $\forall t \neq 0$), if f has all partial derivatives of first order, then $\sum_{l=1}^L x_l \frac{\partial f}{\partial x_l} = m f(\mathbf{x})$. A brief proof is: define $x'_l = x_l t$, $\forall l$, then $t^m f(\mathbf{x}) = f(t\mathbf{x}) \xRightarrow{\partial t} m t^{m-1} f(\mathbf{x}) = \sum_{l=1}^L \frac{\partial f}{\partial x'_l} \frac{\partial x'_l}{\partial t} = \sum_{l=1}^L \frac{\partial f}{\partial x'_l} x_l$. If we choose $t = 1$, thus $x'_l = x_l$, we would have Euler's theorem.

2.3.4 EMP (Expenditure Minimizing Problem)

2.4 Introducing Utility

2.5 Commentary

For the content of this chapter, my main reference is Chapter 1 of [Mas-Colell et al. \(1995\)](#). Section 1, Chapter 2 of [Kreps \(1990\)](#) covers similar content but starts from strict preference \succ , it is a very good complement to [Mas-Colell et al. \(1995\)](#). Chapter 1 of [Kreps \(2013\)](#) explores choice and preferences on infinite sets. Lecture 1 and 2 of [Rubinstein \(2012\)](#) give a well organized, lecture-structured summary of these contents, it is a very good read.

CHAPTER 3

LAGRANGE MAXIMIZATION AND DUALITY

CHAPTER 4

STOCHASTIC CHOICE

CHAPTER 5

MONOTONE COMPARATIVE STATICS

CHAPTER 6

EXPECTED UTILITY AND DECISIONMAKING UNDER UNCERTAINTY

CHAPTER 7

AGGREGATION AND THE EXISTENCE OF A REPRESENTATIVE CONSUMER

CHAPTER 8

PRODUCER THEORY

Part II

Game Theory

CHAPTER 9

NASH EQUILIBRIUM AND BAYESIAN NASH EQUILIBRIUM

CHAPTER 10

RATIONALIZABILITY AND DOMINANT STRATEGIES

CHAPTER 11

CORRELATED EQUILIBRIUM

CHAPTER 12

DYNAMIC GAMES AND REFINEMENTS

CHAPTER 13

REPEATED GAMES/FOLK THEOREM

CHAPTER 14

RECURSIVE METHODS IN REPEATED GAMES

Part III

Mechanism Design and Contract Theory

CHAPTER 15

ARROW'S THEOREM AND SOCIAL CHOICE

CHAPTER 16

BOUNDARIES OF THE FIRM AND COASE'S THEOREM

CHAPTER 17

IMPLEMENTATION CONCEPTS

CHAPTER 18

THE REVELATION PRINCIPLE

CHAPTER 19

AUCTIONS AND OPTIMAL AUCTIONS

CHAPTER 20

EFFICIENT IMPLEMENTATION

CHAPTER 21

MORAL HAZARD

CHAPTER 22

FULL IMPLEMENTATION

BIBLIOGRAPHY

- Patrick Bolton and Mathias Dewatripont. *Contract Theory*, volume 1. The MIT Press, 2005. URL <https://ideas.repec.org/b/mtp/titles/0262025760.html>.
- Angus Deaton and John Muellbauer. *Economics and consumer behavior*. Cambridge university press, 1980.
- Drew Fudenberg and Jean Tirole. *Game Theory*. MIT Press, 1991.
- Daniel Kahneman and Amos Tversky. Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2):363–391, 1979.
- Richard Kihlstrom, Andreu Mas-Colell, and Hugo Sonnenschein. The demand theory of the weak axiom of revealed preference. *Econometrica: Journal of the Econometric Society*, pages 971–978, 1976.
- David M. Kreps. *A Course in Microeconomic Theory*. Princeton University Press, 1990.
- David M Kreps. *Microeconomic foundations I: choice and competitive markets*, volume 1. Princeton university press, 2013.
- George J Mailath. *Modeling Strategic Behavior: A Graduate Introduction to Game Theory and Mechanism Design*, volume 6. World Scientific, 2018.
- George J. Mailath and Larry Samuelson. *Repeated Games and Reputations: Long-Run Relationships*. Oxford University Press, 2006. URL <https://ideas.repec.org/b/oxp/obooks/9780195300796.html>.
- Andreu Mas-Colell, Michael Dennis Whinston, et al. *Microeconomic theory*, volume 1. New York: Oxford university press, 1995.
- Roger B. Myerson. *Game Theory: Analysis of Conflict*. Harvard University Press, 1991. ISBN 9780674341166. URL <http://www.jstor.org/stable/j.ctvjjsf522>.
- Martin J. Osborne and Ariel Rubinstein. *A Course in Game Theory*. The MIT Press, 1994. URL <https://ideas.repec.org/b/mtp/titles/0262650401.html>.

Ariel Rubinstein. *Lecture Notes in Microeconomic Theory: The Economic Agent - Second Edition*. Princeton University Press, rev - revised, 2 edition, 2012.