

# HH - Nachfrage

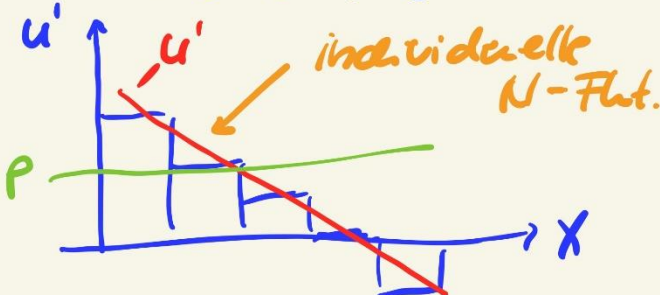
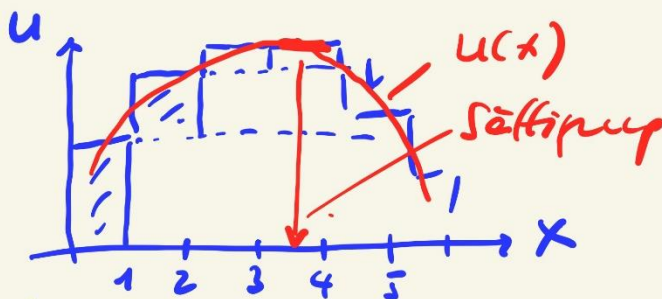
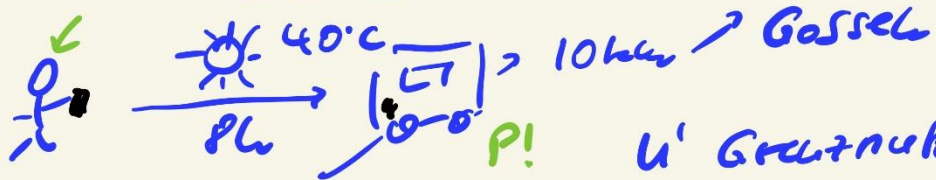
$X_H^?$

Ziel:  $\cdot U_{max} (\in / K\in)$   
 Restriktionen

- $\cdot P_{Gut}$  (Preis Güter)
- $\cdot$  Alternativen
- $\cdot Y \rightarrow$  Eutopie

$\hookrightarrow$  HH - Optimierung  
 $\rightarrow$  Komb. Güter so  $\rightarrow$  perf.  $Y$  und  $P_i \rightarrow$  in  $\Sigma U_{max}$

## 2.1 Nachfrage nach 1 Gut



$u'$  Grenznutzen

$\downarrow$   
 $u' - \Delta u$  bei  $\Delta x = 1$

$u' > P \rightarrow$  Kauf

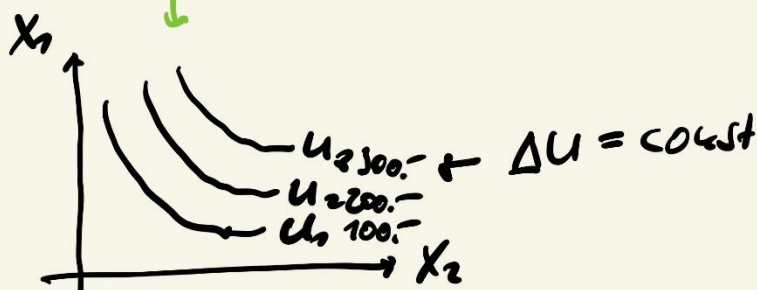
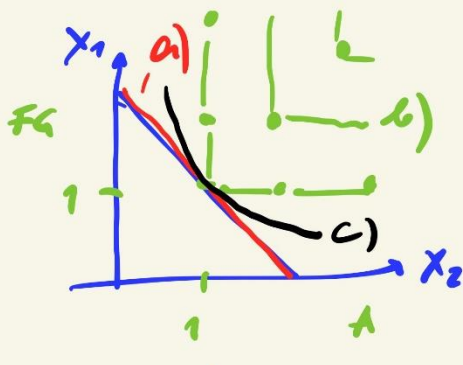
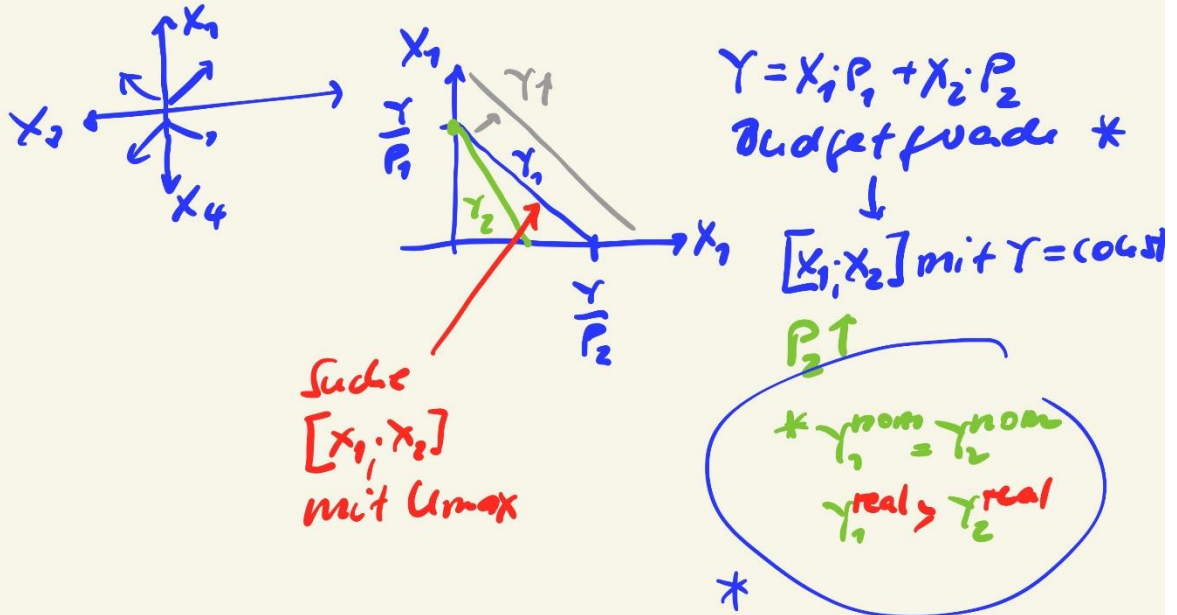
$u' = P \rightarrow$  Kauf

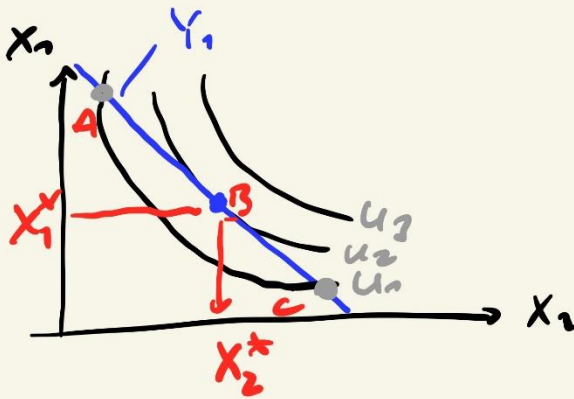
$u' < P \rightarrow$  kein Kauf

$u' = P \Leftrightarrow X_H^*$

\*

## 2.2 Nachfrage nach 2 + mehr Gütern



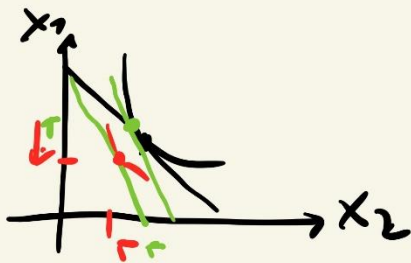


$$Y(A) = Y(B) = Y(C)$$

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

$$U(A) = U(C)$$

$$\text{HHO} \Leftrightarrow [x_1^*, x_2^*] \text{ bei } p_1, p_2, Y^* \rightarrow U_{\max}$$



$p_2 \uparrow \rightarrow Y^{\text{Kauf}} \downarrow$   
 $\rightarrow$  Erweiterung

Nachfrage:  $E_{X_i; P}$

$$\begin{aligned} * \quad E_{X_i; P} &= \frac{\Delta X / X_0}{\Delta P / P_0} \quad \frac{\text{rel. \u00c4nder. Menge [\%]}}{\text{rel. \u00c4nder. Preis [\%]}} \\ &= \frac{+ 50\%}{- 25\%} \quad 200.- \rightarrow 150.- \end{aligned}$$

$|\Delta X\%| > |\Delta P\%| \rightarrow$  elastisch

Einkaufspr\u00e4ferenz (v)