

Substitution and Income Effect when P_y changes

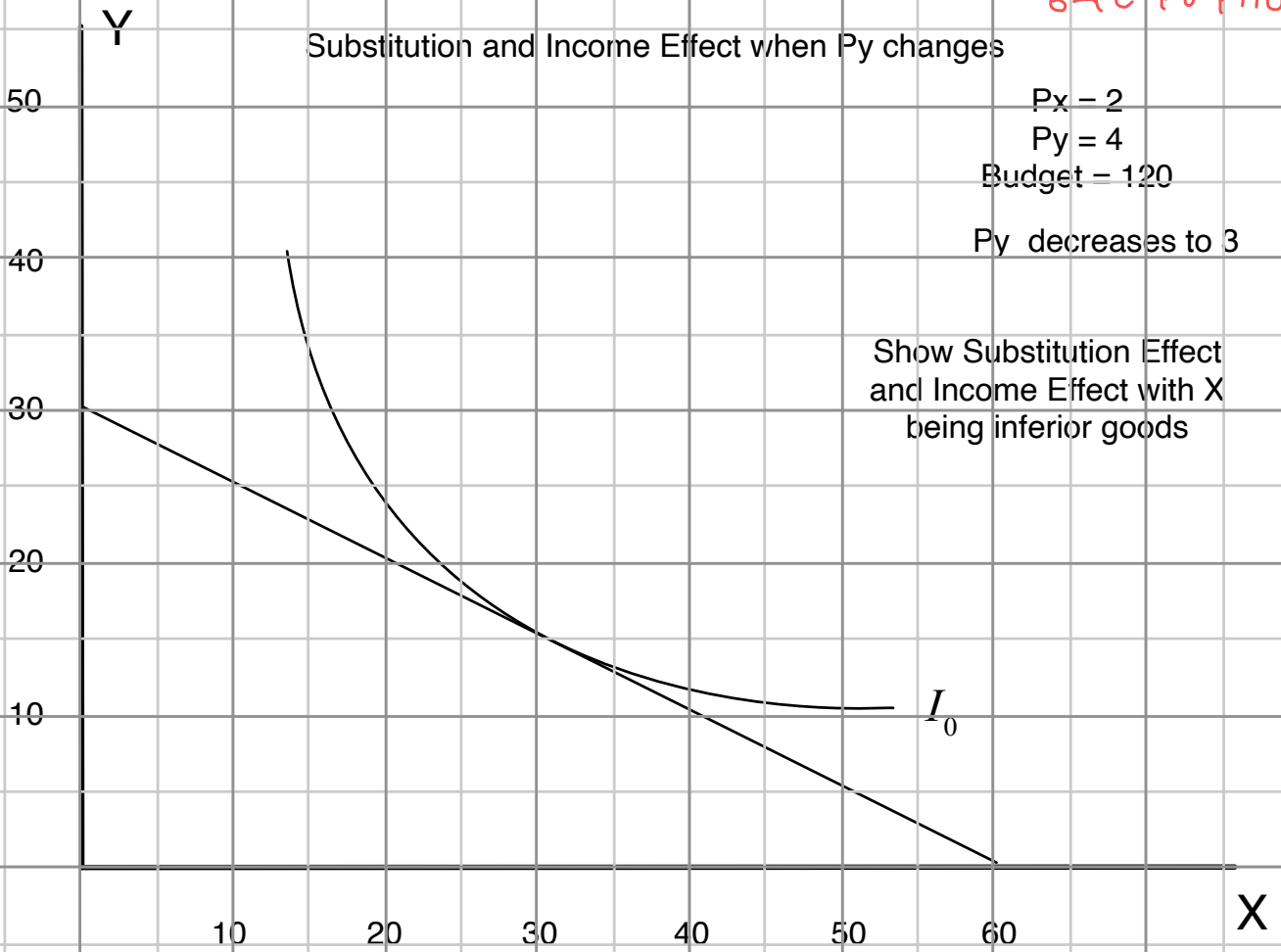
$P_x = 2$

$P_y = 4$

Budget = 120

P_y decreases to 3

Show Substitution Effect
and Income Effect with X
being inferior goods



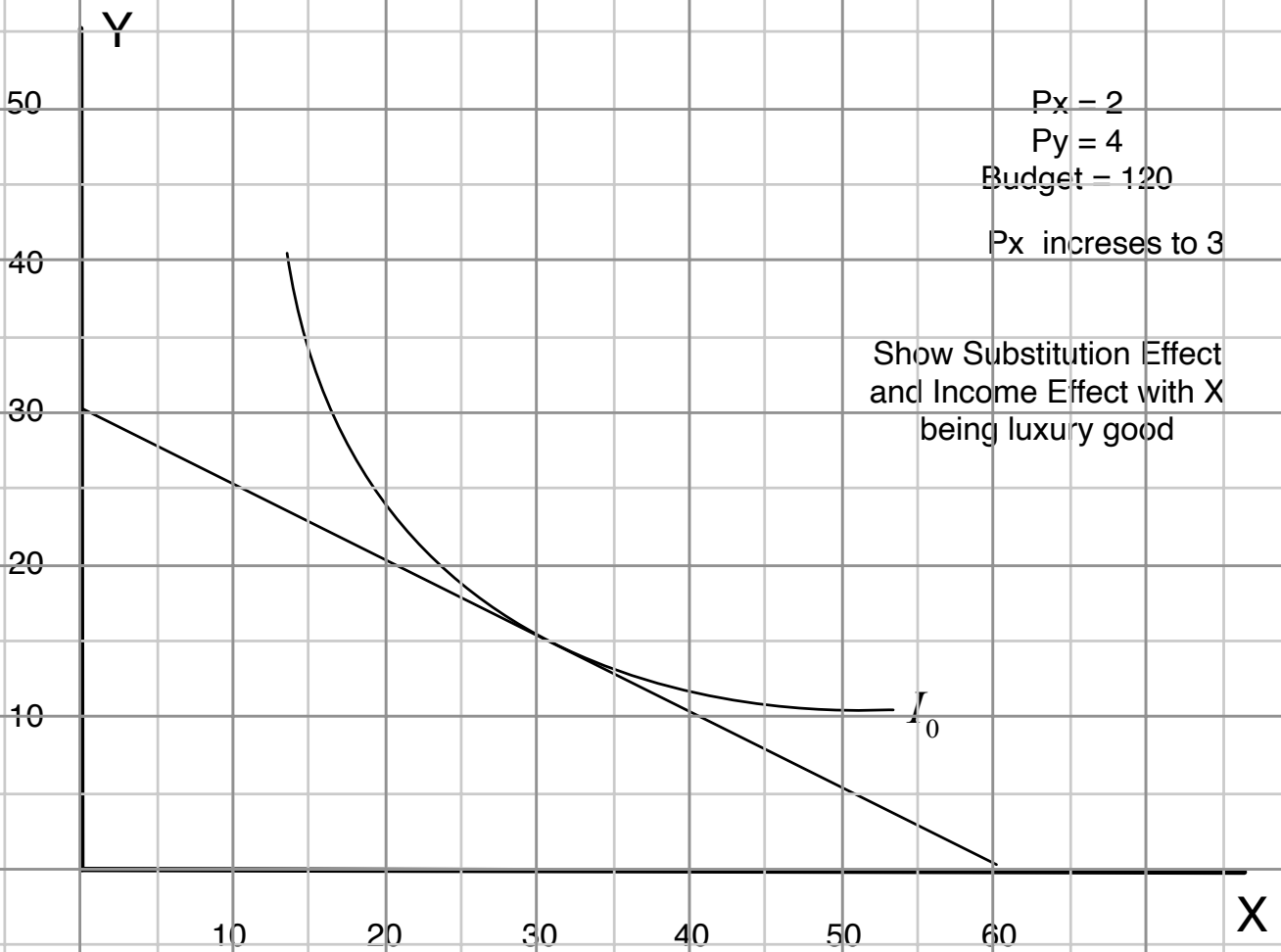
$P_x = 2$

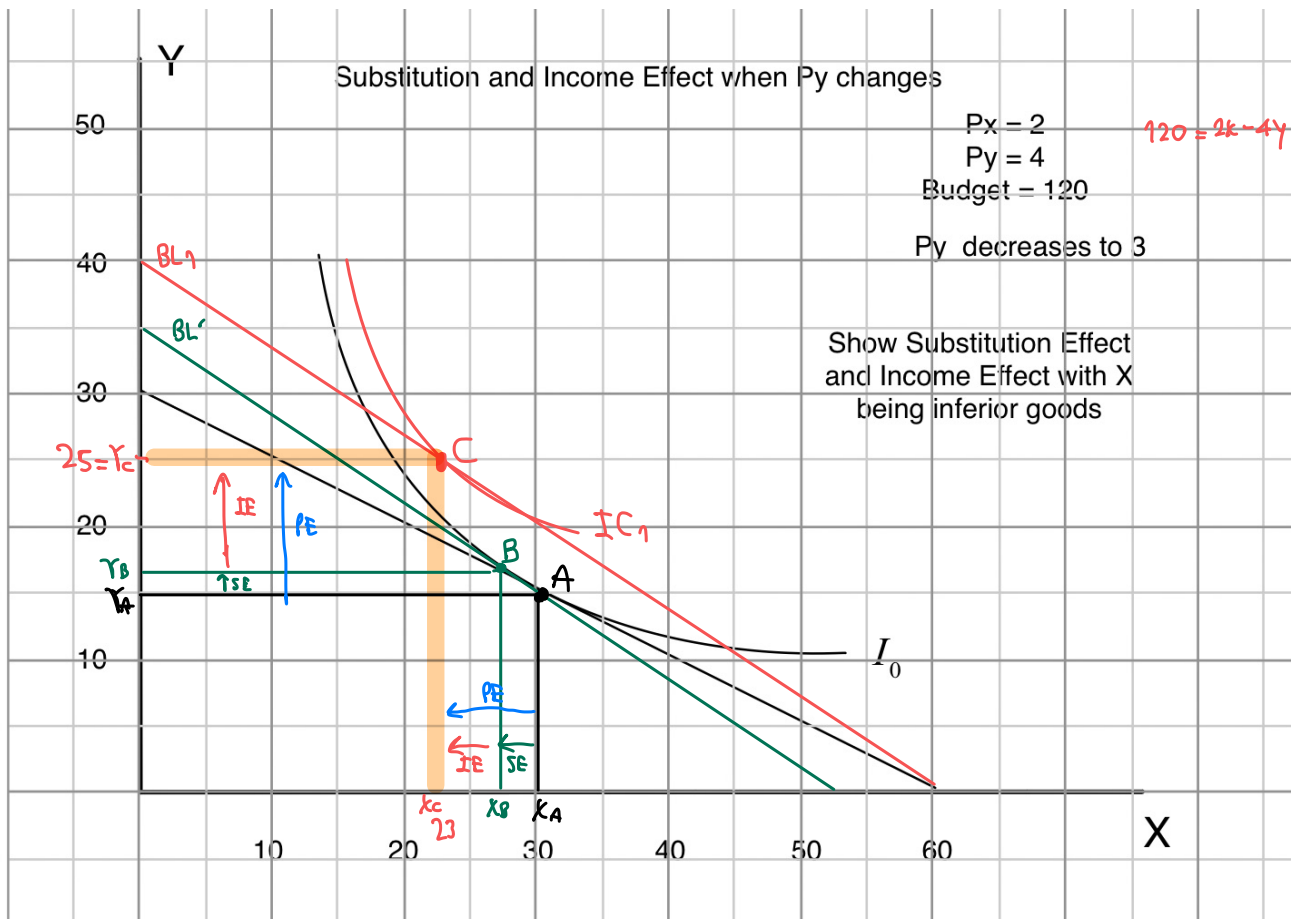
$P_y = 4$

Budget = 120

P_x increases to 3

Show Substitution Effect
and Income Effect with X
being luxury good





- As x is inferior so y must be normal good as when income increase, customer will consume less x , so y must be normal good in order to keep the optimum utility.

- Originally, this consumer consume at Point A where is having an optimum utility and spending all of budget effectively, which consuming

$$K = 30 \text{ units}, Y = 15 \text{ units}$$

$$\text{Max } Q_x = \frac{120}{2} = 60 \text{ units}$$

$$\text{Max } Q_y = \frac{120}{4} = 30 \text{ units}$$

Substitution Effect (A to B)

As price of Y decrease, consumer will consume more Y (Y_A to Y_B) and have to sub by decreasing amount of x from x_A to x_B

\therefore SE : $P_y \downarrow \rightarrow Q_y \uparrow$ sub by $Q_x \downarrow$

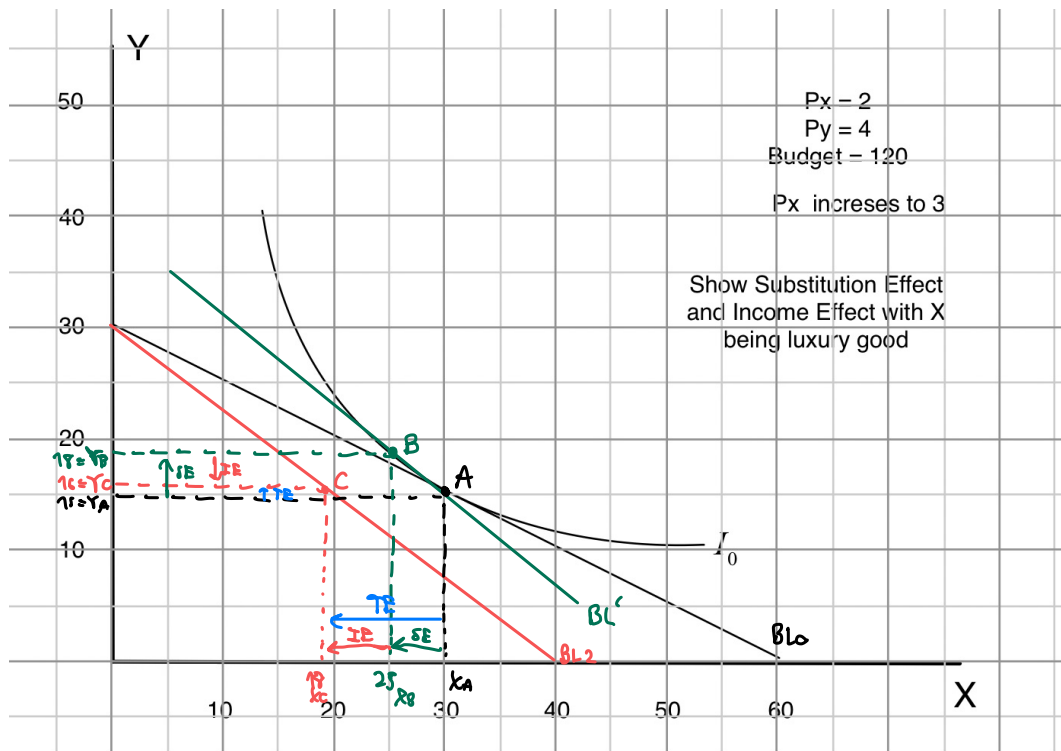
Income Effect (B to C)

As P_y decreases to 3, this consumer has more ability to buy product Y

so consumer will consume $Q_x \downarrow$; inferior good
 $Q_y \uparrow$; normal good

$$\text{Max } Q_y = \frac{120}{3} = 40 \text{ units}$$

max Q_x remain the same as price does not change
 so the budget line rotate from BL_0 to BL_1



As x is luxury good

it means that if $P_x \uparrow \rightarrow Q_x \downarrow$ ($P_x \uparrow 1\% \rightarrow Q_x \downarrow > 1\%$)

$P_x \downarrow \rightarrow Q_x \uparrow$ ($P_x \downarrow 1\% \rightarrow Q_x \downarrow < 1\%$)

-Originally, this consumer consume at Point A where is having an optimum utility and spending all of budget effectively, which consuming

$x = 30$ units, $y = 15$ units

Max $Q_x = \frac{120}{2} = 60$ units

Max $Q_y = \frac{120}{4} = 30$ units

Substitution Effect (A to B)

As price of x increase, consumer will consume less of x a lot (from x_a to x_b); luxury good and have to sub by increasing amount of Y from Y_a to Y_b in order to keep the same utility; change from point A to B which create

Imaginary budget line as BL_1

$\therefore SE : P_x \uparrow \rightarrow Q_x \downarrow$ sub by $Q_y \uparrow$

Income Effect (B to C)

As P_x increase to 3, this consumer has less ability to buy product x ; having lower real income, so consumer will consume $Q_x \downarrow$. Max Q_y remain the same as price does not change. So the budget line rotate from BL_0 to BL_2 .