

5 CONSUMER CHOICE - MARGINAL UTILITY; INDIFFERENCE ANALYSIS

A. CONSUMER OBJECTIVE

- 1. Objective**
- 2. Assumptions**

B. MARGINAL UTILITY

- 1. Measurement**
- 2. Conceptual Approach of Utility Analysis**
- 3. Optimal Purchase Rule**
- 4. Conceptual Demand Curve**
- 5. Income Changes**
- 6. Practicality of MU Analysis**

C. MARKET DEMAND CURVES

- 1. Derivation**
- 2. Demand Relationship for Market**
- 3. Exceptions to Negative Demand Relationship**

5 APPENDIX INDIFFERENCE ANALYSIS

A. ASSUMPTIONS

- 1. Objective**

- 2. Assumptions**

B. BUDGET CONSTRAINT

C. PREFERENCES

D. EQUILIBRIUM

E. DEMAND CURVE