

Demand in the conditions of heterogeneity of goods and consumers

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Abstract

© 2015, Asian Social Science. All rights reserved. New results of research in the field of the theory of demand are presented in this article. Multidimensional additive and nonlinear models of interrelation of demand and its factors are introduced. The demand factors connected with qualitative and quantitative characteristics of economic category of demand are studied. An interconnection and functional dependences of demand on many factors, including amount of demand from quality and competitiveness of goods, and also from major factors of consumption are defined. The law of demand in space the price - quality-competitiveness is entered. Plenty of diagrams and examples are provided.

<http://dx.doi.org/10.5539/ass.v11n11p271>

Keywords

Consumer demand, Models of demand, Price, Quality