

Floating utility criterion in problem of optimal budget distribution

EUGENE OZHEGOV (*Perm State University, Russia, tos600@mail.ru*)

The paper contains the research of neuroeconomics results such as formulation and analysis of Ultimatum game (see Alan G. Sanfey, 2003) and neuromarketing (see Patrick Renvoisé, 2005). As a result the rational behavior of consumer during the decision-making of consume object was prejudiced. In particular the axiom of reflexiveness of the rational utility theory was disproved. That axiom maintains that the fixed set of goods is not worse than itself. A conclusion is that consumer choice based on the utility criterion depends not only on the set of goods but on the consume environment also. The hypothesis of irrational behavior had allowed to formalize floating utility criterion of good and correlation between the basket of goods utility and consume environment during the consumer decision-making. Based on floating utility criterion the problem of optimal consumer's budget distribution in conditions of integral utility maximization on limited time interval and consideration of the predicted environment factors value was posed. The solution analysis of that problem had allowed to draw a conclusion of a significant influence of the predicted environment factors value exactness on an optimal solution and a dependence of that exactness on a consumer satisfaction.

Keywords: Utility, floating criterion, decision-making, optimality