

Distribution and product selection under uncertainty

Safiullin L., Gafurov I., Bagautdinova N., Safiullin N.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

In work are investigated questions of interrelation of quality and demand and are considered concepts, which limiting utility, quality and demand. In work are investigated questions of interrelation of quality and demand and are considered concepts, which limiting utility, quality and demand. This task is connected with economic alternatives which arise in any economic decision making process, in particular, because of the need of increase of return from scale for producers or increase of total utility for consumers - for growth of public welfare. © 2014 Taylor & Francis Group.

Keywords

Demand, Economic alternatives, Product selection, Quality, Social welfare, Utility