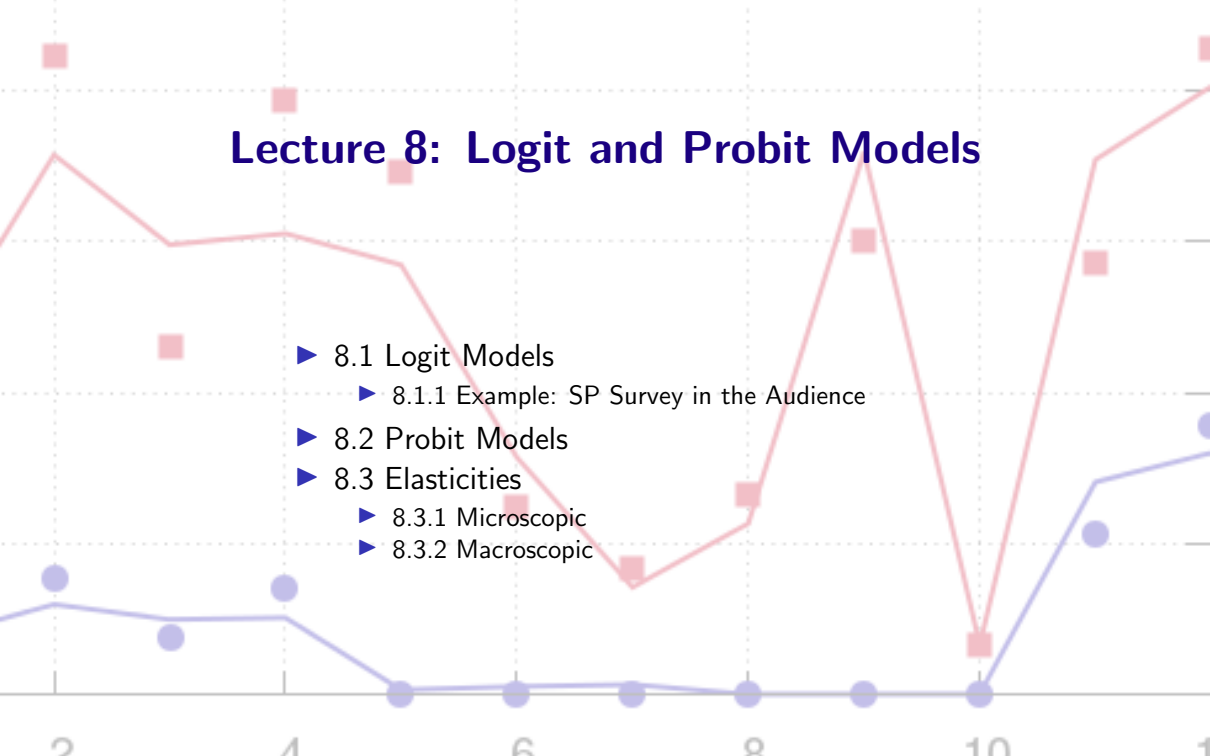


Lecture 8: Logit and Probit Models

- ▶ 8.1 Logit Models
 - ▶ 8.1.1 Example: SP Survey in the Audience
- ▶ 8.2 Probit Models
- ▶ 8.3 Elasticities
 - ▶ 8.3.1 Microscopic
 - ▶ 8.3.2 Macroscopic



8.1 Logit Models: Definition

All Logit models are defined by **Gumbel-distributed** random utilities.

- ▶ The standard **Multinomial-Logit model (MNL)** has RUs distributed according to $\epsilon_i \sim \text{i.i.d Gumbel}(0, 1)$

- ▶ Distribution:

$$F_{\text{Gu}}^{(\eta, \lambda)}(x) = \exp \left[-e^{-\lambda(x-\eta)} \right]$$

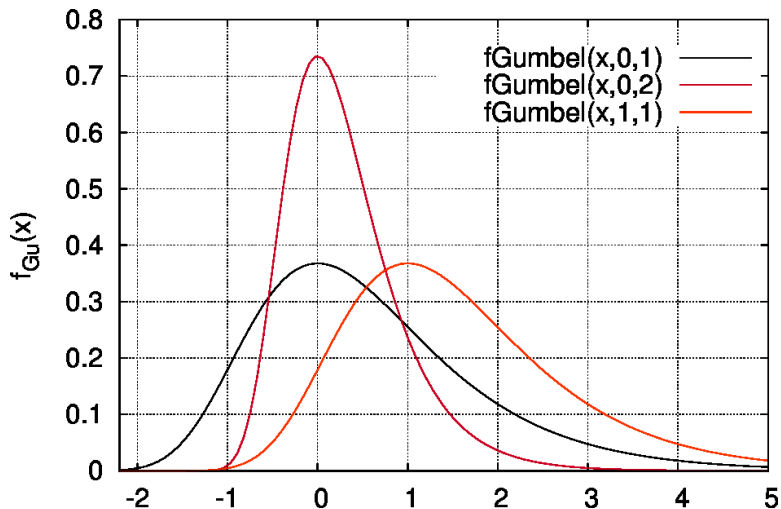
- ▶ Density:

$$f_{\text{Gu}}^{(\eta, \lambda)}(x) = \frac{dF_{\text{Gu}}^{(\eta, \lambda)}(x)}{dx} = \lambda e^{-\lambda(x-\eta)} \exp \left[-e^{-\lambda(x-\eta)} \right].$$

- ▶ Statistical properties:

$$\epsilon_{\text{mode}} = \eta, \quad E(\epsilon) = \eta + \gamma/\lambda \text{ with } \gamma = 0.5772, \quad V(\epsilon) = \frac{\pi^2}{6\lambda^2}$$

Density functions of some Gumbel distributions



\Rightarrow not symmetric; expectation $\neq \eta$, particularly $E(\epsilon) = \gamma = 0.5772$ if $\epsilon \sim Gu(0,1)$

Questions

- ? The numerical values of the deterministic utilities V_i are $\pi/\sqrt{6} \approx 1.28$ times as large as if the RU variance $V(\epsilon)$ were = 1. Why?

Because of the **scaling invariance** of discrete-choice models: The choice probability remains unchanged if *both* the random and deterministic utilities are multiplied by a factor $\lambda > 0$

- ? The nonzero $E(\epsilon_i) = 0.5772$ is irrelevant. Why?

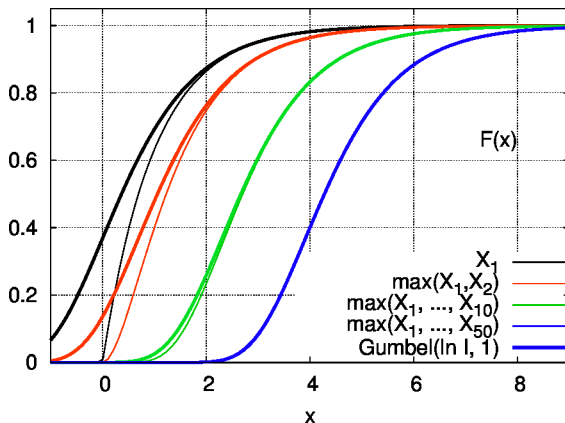
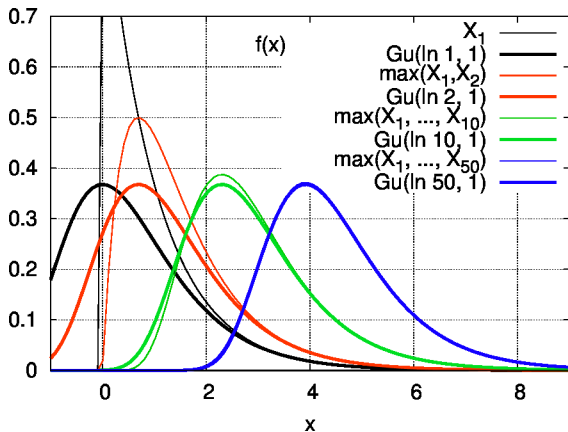
This is due to the **translation invariance** of discrete-choice models: When adding a real-valued constant to the utilities of all alternatives, nothing changes. Here, a common $E(\epsilon_i) = 0.5772$ (remember, $\epsilon \sim i.i.d.$!) is just such a common constant.

Gumbel distribution as a limit distribution for $\max(\cdot)$

The maximum of many i.i.d. random variables X_i with exponential tails $\propto \exp(-\lambda x)$ approaches a Gumbel or Generalized Extreme Value Type-I distribution:

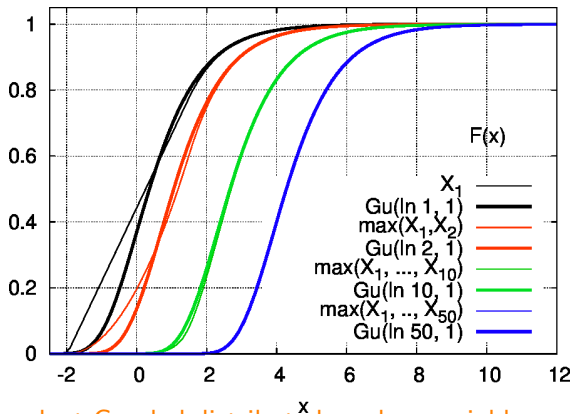
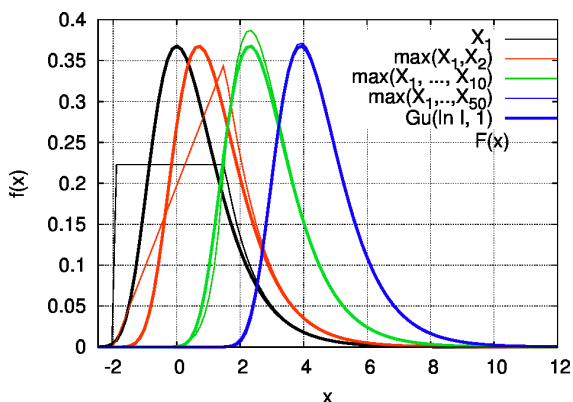
$$\max(X_1, \dots, X_n) \stackrel{\text{asympt.}}{\sim} \text{Gu}(\ln n, \lambda)$$

Example 1: Maximum of i.i.d. exponentially distributed RUs



Gumbel distribution as a limit distribution for $\max(\cdot)$

Example 2: Maximum of i.i.d. combined uniform-exponential RUs



? Give reasons why the maximum of two independent Gumbel distributed random variables of the same scale parameter is Gumbel distributed as well

$$\text{Since } \max(\max(x_1, x_2), \max(x_3, x_4)) = \max(x_1, x_2, x_3, x_4)$$

Properties of the Multinomial-Logit Model (MNL)

- ▶ Models of the Logit family (MNL, nested Logit, GEV models) are the only ones with explicit expressions for the choice probabilities for the multinomial case $I > 2$. For the MNL itself, we have

$$P_i^{\text{MNL}} = \frac{\exp(V_i)}{\sum_j \exp(V_j)}$$

- ▶ Besides the translational and scale invariance of all simple discrete-choice models, the MNL has the **Independence of Irrelevant Alternatives (IIA)** property:

IIA property: The relative preference of Alternative i over j as defined by the choice probability ratio P_i/P_j does not depend on other alternatives $k \neq i, j$

- ▶ The IIA property is exclusively true for the MNL. In fact, the MNL can be equivalently defined by the IIA property instead of i.i.d. Gumbel RUs.

Questions

- ? Show that the MNL choice probabilities satisfy translational invariance. Just divide the Logit choice probability formula by, e.g., $\exp(V_1)$:

$$P_i^{\text{MNL}} = \frac{\exp(V_i - V_1)}{\sum_j \exp(V_j - V_1)} \quad \checkmark$$

- ? For a comparison with another model, we want $V(\epsilon_i) = 1$ instead of $\pi^2/6$. In which way the model parameters must be changed?

This means, the standard deviation of ϵ is now given by 1 rather than by $\pi/\sqrt{6} \approx 1.28$, i.e., multiplied by $\lambda = \sqrt{6}/\pi$. The choice probabilities (no longer given by the Logit formula!) will be unchanged if the deterministic utilities, i.e., the parameters, are multiplied by λ as well

- ? Derive the IIA property from the choice probability formula.

The IIA says that the relative preference of an alternative i over j , i.e. P_i/P_j , does not depend on any V_k , $k \neq i, j$. Just calculate this ratio:

$$\frac{P_i}{P_j} = \frac{\exp(V_i)}{\sum_k \exp(V_k)} \frac{\sum_l \exp(V_l)}{\exp(V_j)} = \exp(V_i - V_j) \quad \checkmark$$

Questions (2)

- ? The choice probabilities of three alternatives are given by $P_1 = 0.2$, $P_2 = 0.4$, and $P_3 = 0.4$. Now, Alternative 3 is no longer available. Give the new Logit choice probabilities.

No need to re-calculate using the Logit probability formula. Just use the IIA property:

$$\frac{P_1}{P_2} = 2 = \text{const.} \Rightarrow P_1 = 1/3, P_2 = 2/3$$

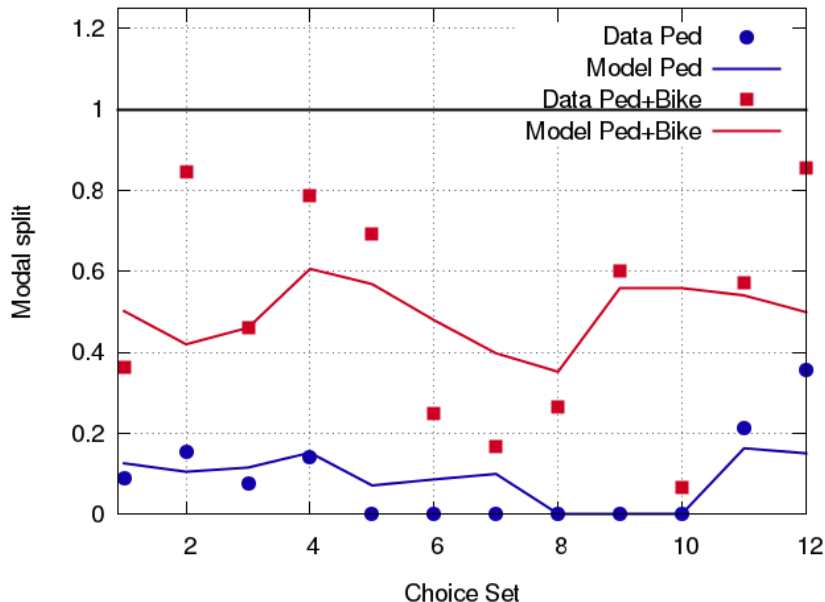
- ? The Gumbel distribution is the limit distribution of the maximum of exponentially-tailed random variables. Is there really a justification for this sort of distribution if the RUs are the result of many unknown/not considered effects? Not really. If there are many unknown/not considered effects, the chance is high that they are not correlated and the **central limit theorem** can be applied (even if there are correlations, this theorem is quite robust). Hence, there would be a justification for Gaussian rather than Gumbel RUs. The fact that the maximum of exponentially-tailed distributions is Gumbel distributed has no real relevance here.

8.1.1 Example: SP Survey in the Audience WS18/19

(red: bad weather, $W = 1$)

Choice Set	Alt. 1: Ped	Alt. 2: Bike	Alt. 3: PT/Car	Alt 1	Alt 2	Alt 3
1	30 min	20 min	20 min+0€	1	3	7
2	30 min	20 min	20 min+2€	2	9	2
3	30 min	20 min	20 min+1€	1	5	7
4	30 min	20 min	30 min+0€	2	9	3
5	50 min	20 min	30 min+0€	0	9	4
6	50 min	30 min	30 min+0€	0	3	9
7	50 min	40 min	30 min+0€	0	2	10
8	180 min	60 min	60 min+2€	0	4	11
9	180 min	40 min	60 min+2€	0	9	6
10	180 min	40 min	60 min+2€	0	1	14
11	12 min	8 min	10 min+0€	3	5	6
12	12 min	8 min	10 min+1€	5	7	2

Model 1: generic times and costs, no weather



$$V_i = \beta_0 \delta_{i1} + \beta_1 \delta_{i2} + \beta_2 K_i + \beta_3 T_i$$

or

$$V_1 = \beta_0 + \beta_2 K_1 + \beta_3 T_1,$$

$$V_2 = \beta_1 + \beta_2 K_2 + \beta_3 T_2,$$

$$V_3 = \beta_2 K_3 + \beta_3 T_3$$

$$\beta_0 = -0.95 \pm 0.37,$$

$$\beta_1 = -0.28 \pm 0.24,$$

$$\beta_2 = +0.17 \pm 0.19,$$

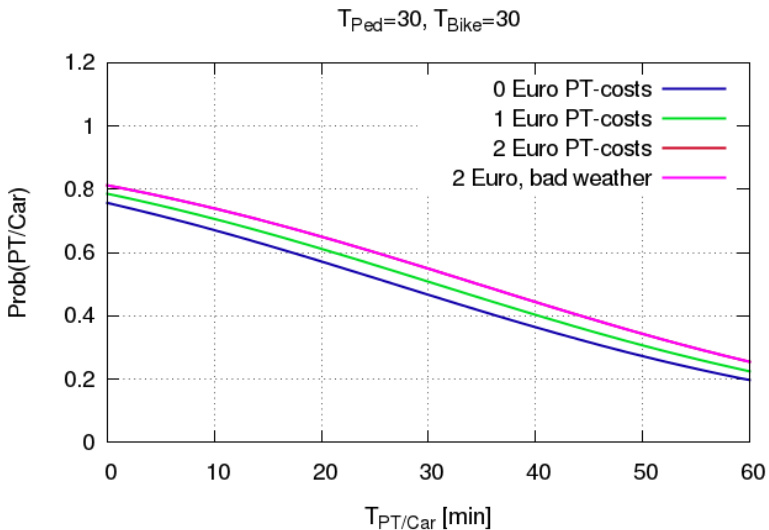
$$\beta_3 = -0.04 \pm 0.02$$

$$\frac{\beta_0}{-\beta_3} = -22.4 \text{ min,}$$

$$\frac{\beta_1}{-\beta_3} = -6.6 \text{ min,}$$

$$\frac{60\beta_3}{\beta_2} = -15 \text{ €/h}$$

Dependence of the modal split on the PT attributes

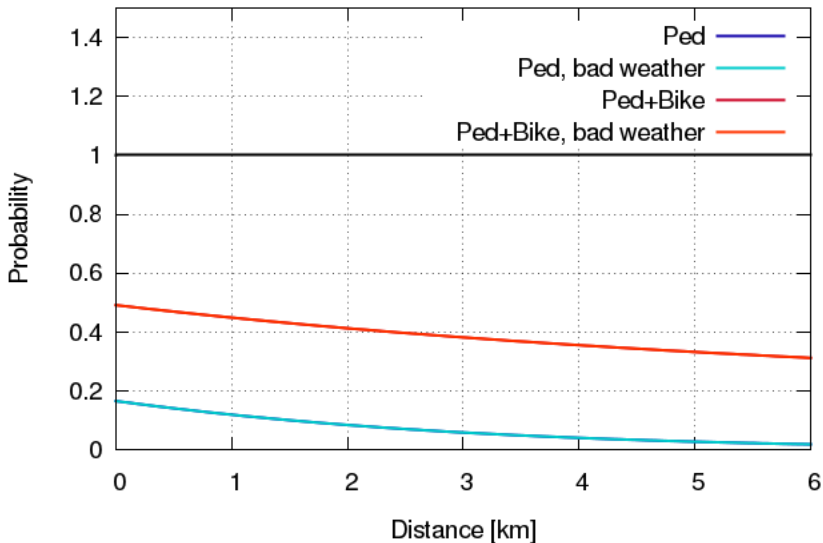


Wrong sign for cost sensitivity, too low time sensitivity!

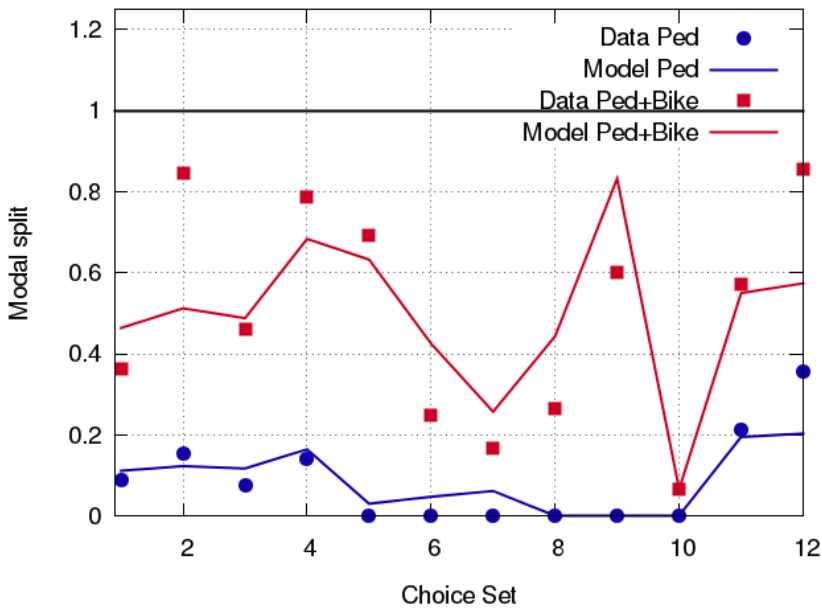
Dependence on the distance

assuming plausible speeds 5, 15, and 25 km/h for each mode, respectively

PT-costs 1.0 Euro



Model 2: generic times and costs plus weather factor (**bad weather, $W = 1$**)

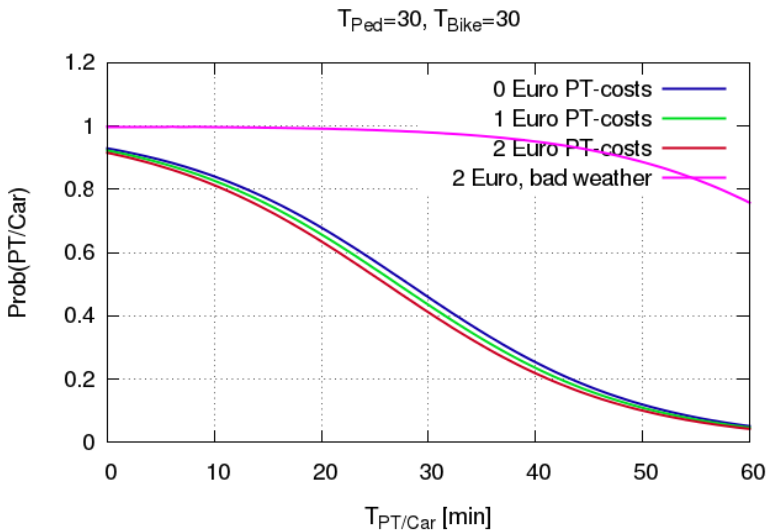


$$\begin{aligned}
 V_i &= \beta_0 \delta_{i1} + \beta_1 \delta_{i2} \\
 &+ \beta_2 K_i + \beta_3 T_1 \\
 &+ \beta_4 W \delta_{i3}
 \end{aligned}$$

$$\begin{aligned}
 \beta_0 &= -0.65 \pm 0.37, \\
 \beta_1 &= -0.42 \pm 0.25, \\
 \beta_2 &= -0.10 \pm 0.20, \\
 \beta_3 &= -0.09 \pm 0.02, \\
 \beta_4 &= 4.2 \pm 1.1
 \end{aligned}$$

$$\begin{aligned}
 \frac{\beta_0}{-\beta_3} &= -7.1 \text{ min}, \\
 \frac{\beta_1}{-\beta_3} &= -4.6 \text{ min}, \\
 \frac{\beta_0}{-\beta_2} &= -6.7 \text{ €}, \\
 \frac{\beta_1}{-\beta_2} &= -4.3 \text{ €}, \\
 \frac{60\beta_3}{\beta_2} &= +57 \text{ €/h}, \\
 \frac{\beta_4}{-\beta_2} &= +44 \text{ €}
 \end{aligned}$$

Dependence of the modal split on the PT attributes

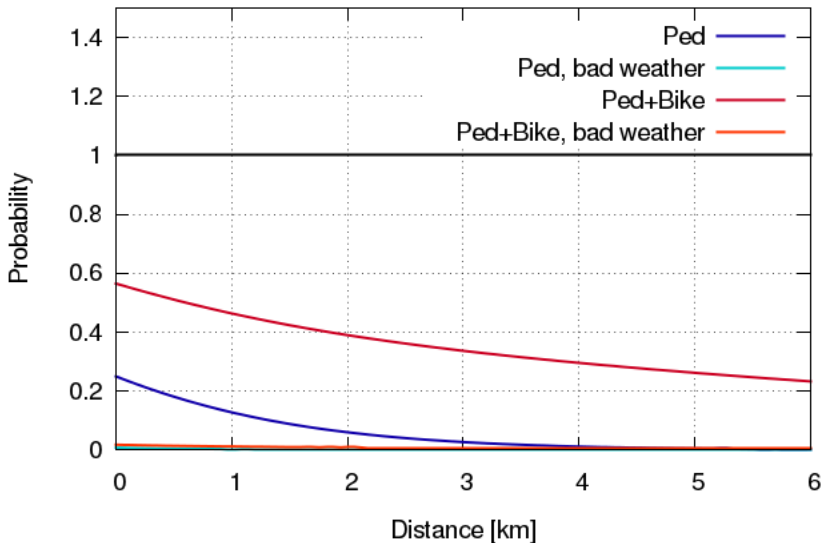


Too low cost sensitivity!

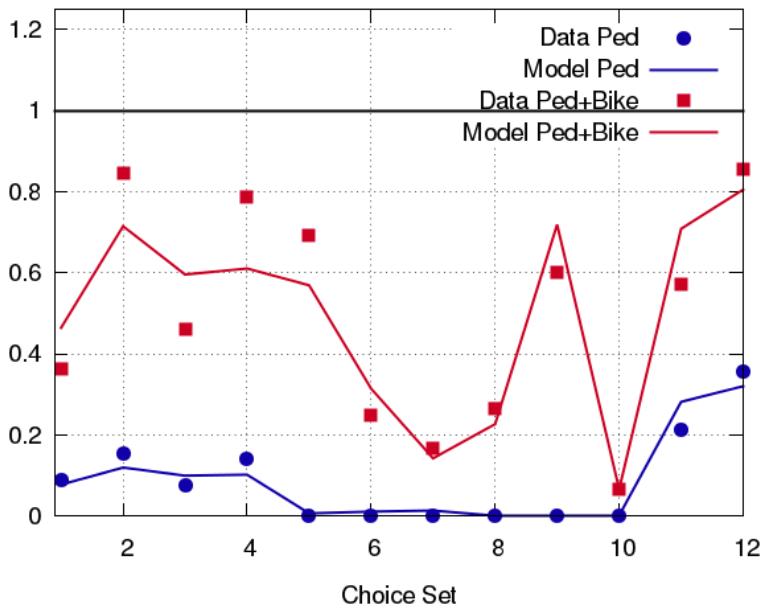
Dependence on the distance

assuming plausible speeds 5, 15, and 25 km/h for each mode, respectively

PT-costs 1.0 Euro



Model 3: alt-spec time sensitivities plus weather factor



$$\begin{aligned}
 V_i &= \beta_0 \delta_{i1} + \beta_1 \delta_{i2} \\
 &+ \beta_2 K + \beta_3 T_1 \delta_{i1} \\
 &+ \beta_4 T_2 \delta_{i2} + \beta_5 T_3 \delta_{i3} \\
 &+ \beta_6 W \delta_{i3}
 \end{aligned}$$

$$\begin{aligned}
 \beta_0 &= +1.03 \pm 0.74, \\
 \beta_1 &= +0.66 \pm 0.40, \\
 \beta_2 &= -0.53 \pm 0.25, \\
 \beta_3 &= -0.14 \pm 0.03, \\
 \beta_4 &= -0.11 \pm 0.03, \\
 \beta_5 &= -0.06 \pm 0.03, \\
 \beta_6 &= +3.6 \pm 1.1
 \end{aligned}$$

$$\frac{\beta_0}{-\beta_3} = +7.5 \text{ min,}$$

$$\frac{\beta_1}{-\beta_3} = +4.7 \text{ min,}$$

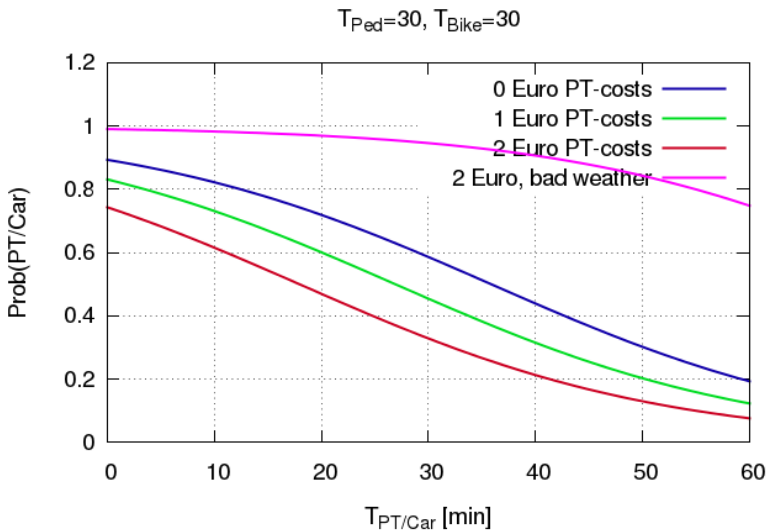
$$\frac{\beta_0}{-\beta_2} = +1.9 \text{ €,}$$

$$\frac{\beta_1}{-\beta_2} = +4.7 \text{ €,}$$

$$\frac{60\beta_5}{-\beta_2} = +6.7 \text{ €/h,}$$

$$\frac{\beta_4}{-\beta_2} = +6.7 \text{ €}$$

Dependence of the modal split on the PT attributes

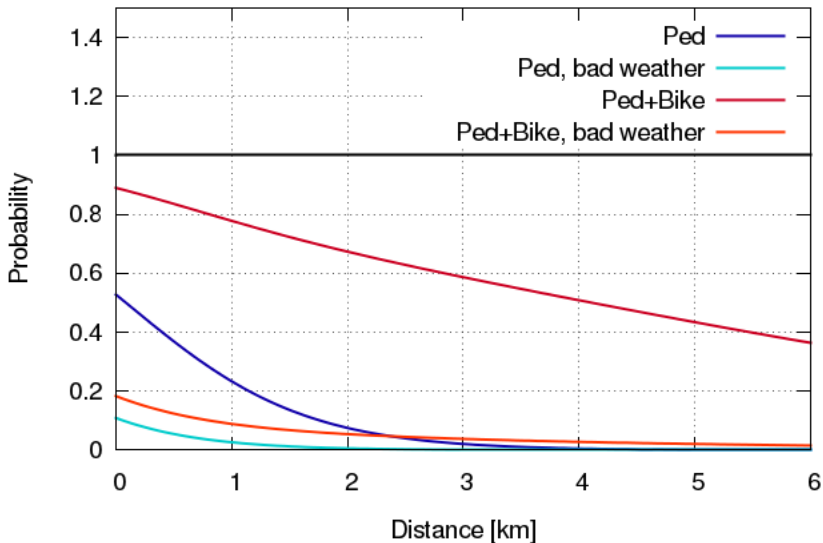


Everything plausible

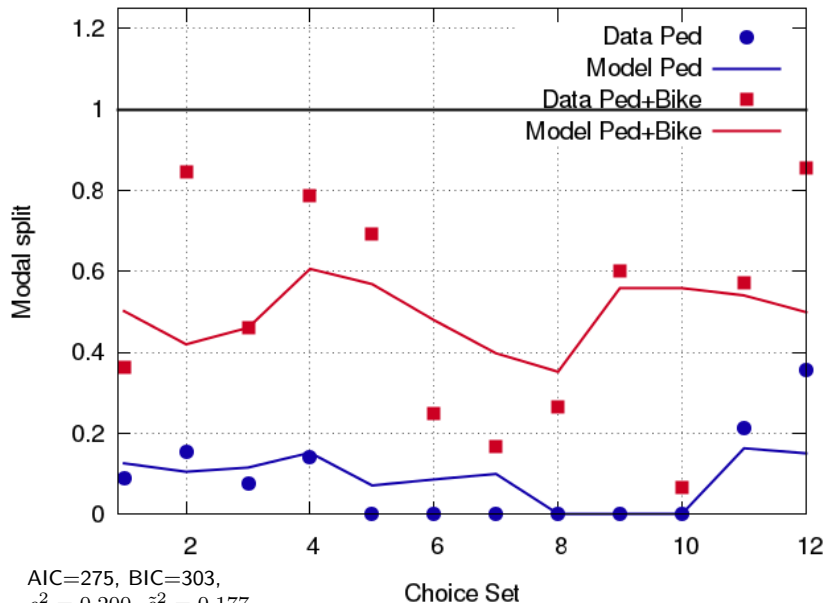
Dependence on the distance

assuming plausible speeds 5, 15, and 25 km/h for each mode, respectively

PT-costs 1.0 Euro



Comparison: Model 1



$$V_i = \beta_0 \delta_{i1} + \beta_1 \delta_{i2} + \beta_2 K_i + \beta_3 T_i$$

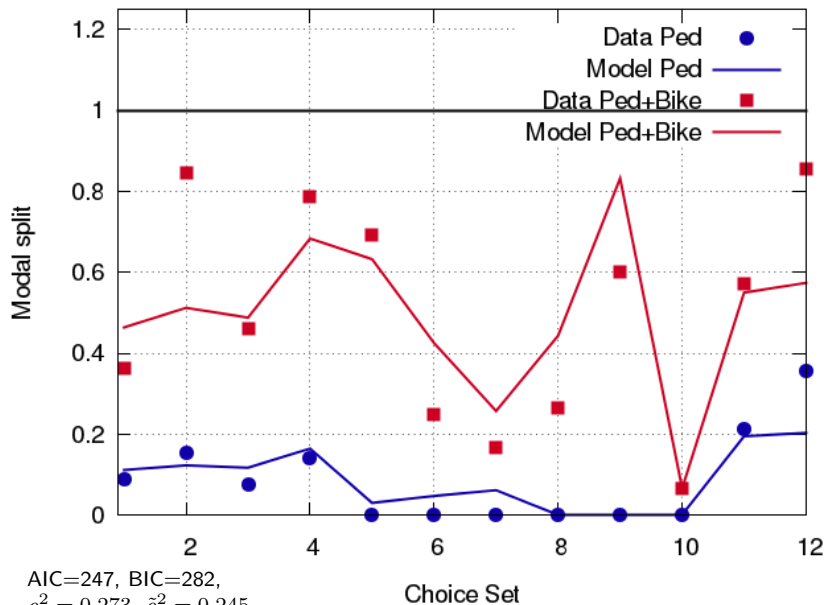
$$\begin{aligned} \beta_0 &= -0.95 \pm 0.37, \\ \beta_1 &= -0.28 \pm 0.24, \\ \beta_2 &= +0.17 \pm 0.19, \\ \beta_3 &= -0.04 \pm 0.02 \end{aligned}$$

$$\frac{\beta_0}{-\beta_3} = -22.4 \text{ min,}$$

$$\frac{\beta_1}{-\beta_3} = -6.6 \text{ min,}$$

$$\frac{60\beta_3}{\beta_2} = -15 \text{ €/h}$$

Model 2



$$\begin{aligned}
 V_i &= \beta_0 \delta_{i1} + \beta_1 \delta_{i2} \\
 &+ \beta_2 K_i + \beta_3 T_i \\
 &+ \beta_4 W \delta_{i3}
 \end{aligned}$$

$$\begin{aligned}
 \beta_0 &= -0.65 \pm 0.37, \\
 \beta_1 &= -0.42 \pm 0.25, \\
 \beta_2 &= -0.10 \pm 0.20, \\
 \beta_3 &= -0.09 \pm 0.02, \\
 \beta_4 &= 4.2 \pm 1.1
 \end{aligned}$$

$$\frac{\beta_0}{-\beta_3} = -7.1 \text{ min,}$$

$$\frac{\beta_1}{-\beta_3} = -4.6 \text{ min,}$$

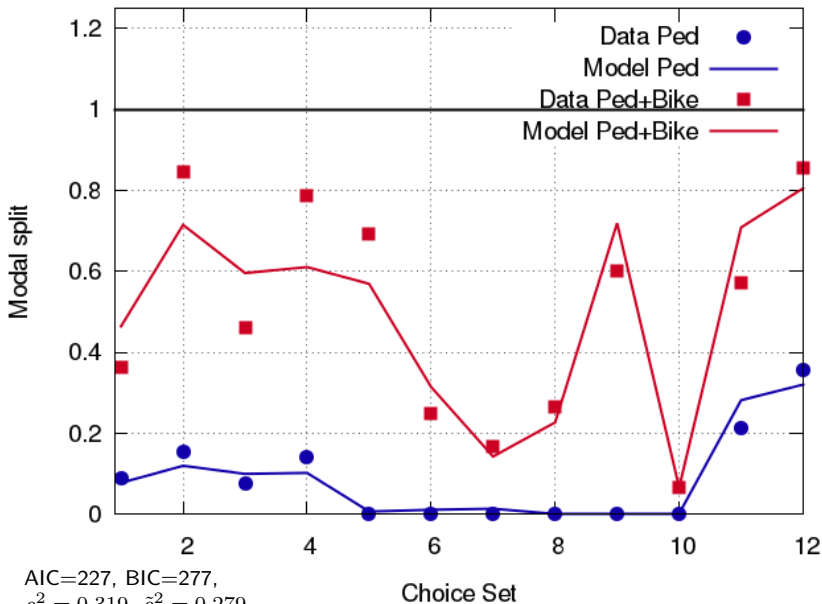
$$\frac{\beta_0}{-\beta_2} = -6.7 \text{ €,}$$

$$\frac{\beta_1}{-\beta_2} = -4.3 \text{ €,}$$

$$\frac{60\beta_3}{\beta_2} = +57 \text{ €/h,}$$

$$\frac{\beta_4}{-\beta_2} = +44 \text{ €}$$

Model 3



AIC=227, BIC=277,
 $\rho^2 = 0.319$, $\tilde{\rho}^2 = 0.279$

$$\begin{aligned}
 V_i &= \beta_0 \delta_{i1} + \beta_1 \delta_{i2} \\
 &+ \beta_2 K + \beta_3 T_1 \delta_{i1} \\
 &+ \beta_4 T_2 \delta_{i2} + \beta_5 T_3 \delta_{i3} \\
 &+ \beta_6 W \delta_{i3}
 \end{aligned}$$

$$\begin{aligned}
 \beta_0 &= +1.03 \pm 0.74, \\
 \beta_1 &= +0.66 \pm 0.40, \\
 \beta_2 &= -0.53 \pm 0.25, \\
 \beta_3 &= -0.14 \pm 0.03, \\
 \beta_4 &= -0.11 \pm 0.03, \\
 \beta_5 &= -0.06 \pm 0.03, \\
 \beta_6 &= +3.6 \pm 1.1
 \end{aligned}$$

$$\frac{\beta_0}{-\beta_3} = +7.5 \text{ min,}$$

$$\frac{\beta_1}{-\beta_3} = +4.7 \text{ min,}$$

$$\frac{\beta_0}{-\beta_2} = +1.9 \text{ €},$$

$$\frac{\beta_1}{-\beta_2} = +4.7 \text{ €},$$

$$\frac{60\beta_5}{-\beta_2} = +6.7 \text{ €/h,}$$

$$\frac{\beta_2}{-\beta_4} = +6.7 \text{ €}$$

8.2 Probit Models

The **Probit Model** class is defined by (generally correlated) Gaussian RUs.

- ▶ The general multinomial Probit model (MNP) has random utilities $\epsilon \sim N(\mathbf{0}, \Sigma)$ with the variance-covariance matrix Σ of the RUs
- ▶ The special case of the i.i.d. MNP with $\Sigma = \mathbf{1}$ (unit matrix), i.e., $\epsilon_i \sim \text{i.i.d. } N(0, 1)$ has similar properties as the MNL (but not the IIA property!). However, for $I \geq 3$, the MNP needs integrals (1d, if there are no correlations) to calculate the choice probabilities.
- ▶ Often, i.i.d Gaussian RUs can be motivated by the central-limit theorem while Gumbel distributed ones cannot. However, since the MNL behaves similarly and has explicit choice probabilities and a simpler calibration, it is often favoured over the i.i.d. MNP.

? Why one can set the variance-covariance matrix to be the unit matrix (i.e. setting all variances=1) in case of the i.i.d MNP?

Because of the Scaling invariance of all Discrete-choice models with additive random utilities. If we had $\epsilon_i \sim \text{i.i.d. } N(0, 1/\lambda^2)$, just multiply the deterministic and random utilities by λ to have an equivalent Probit model with $\epsilon_i \sim \text{i.i.d. } N(0, 1)$

Choice probabilities of the binary Probit model I

- ▶ Choice probabilities of the binary Probit model with $\epsilon_i \sim \text{i.i.d. } N(0, 1)$:

$$P_1 = \Phi\left(\frac{V_1 - V_2}{\sqrt{2}}\right), \quad P_2 = 1 - P_1$$

- ? Derive the choice probabilities for the correlated binary Probit model. *Hint: a linear combination of Gaussians is again a Gaussian*

Assume without loss of generality zero expectations and use the general rules for the variance of two random variables X_1, X_2 ($a, b \in \mathbb{R}$):

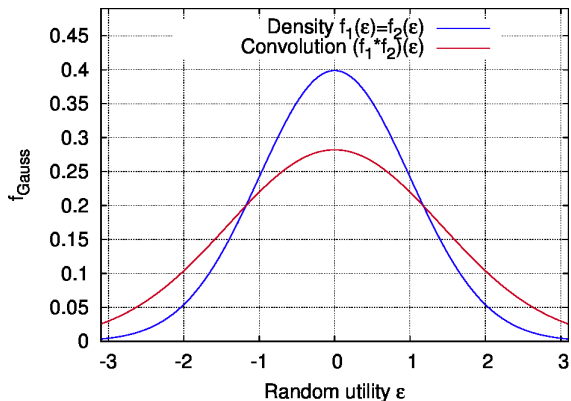
$$V(aX_1 + bX_2) = a^2V(X_1) + b^2V(X_2) + 2ab \text{Cov}(X_1, X_2)$$

- ? The Probit time and cost sensitivities are $\hat{\beta}_T = -0.1 \text{ min}^{-1}$ and $\hat{\beta}_C = -0.6 \text{ €}^{-1}$. Give the implied value of time (VOT). Give also the approximate parameter values and the VOT for the corresponding Probit model

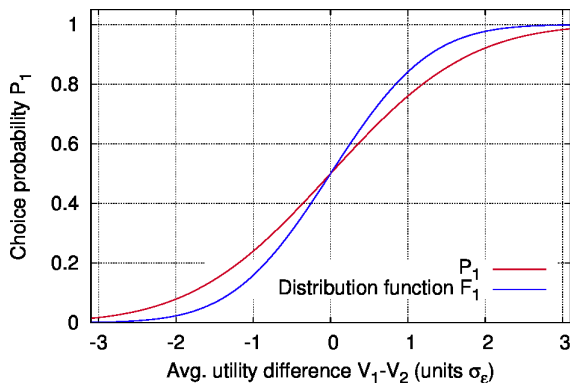
The VOT in €/min is just the ratio of the time and cost sensitivities,

$\text{VOT} = \hat{\beta}_T / \hat{\beta}_C = 1/6 \text{ €/min} = 10 \text{ €/h}$. The Logit parameters are approximately the Probit parameters multiplied by the standard deviation $\lambda = \pi / \sqrt{6}$ of the Gumbel distributed Logit RUs. The VOT is essentially unchanged.

Choice probabilities of the binary Probit model II

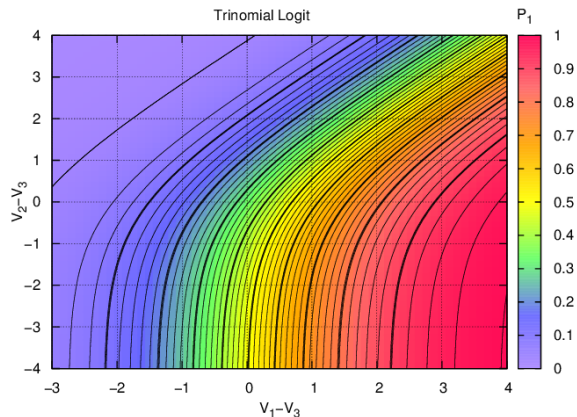
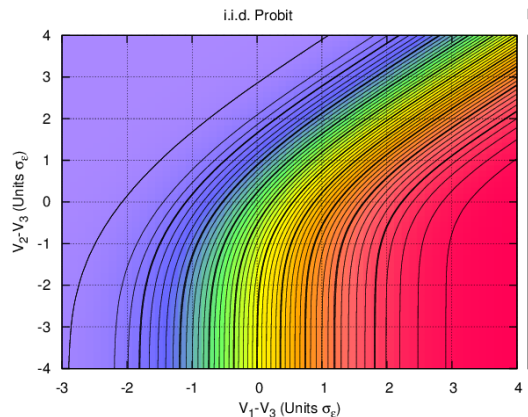


Densities of the **standard normal distributed random utilities** ϵ_1 and ϵ_2 and of the **utility difference** $\epsilon_1 - \epsilon_2$



Distribution functions of the **random utilities** and the **utility difference** as a function of the deterministic utility difference $V_1 - V_2$

Choice probabilities of trinomial i.i.d. Probit and Logit



Symmetrie considerations:

$$P_2(V_2 - V_3, V_1 - V_3) = P_1(V_1 - V_3, V_2 - V_3),$$

$$P_3(V_2 - V_3, V_1 - V_3) = 1 - P_1 - P_2$$

8.3 Elasticities

► *General definition:*

Elasticities denote the percentaged change of endogenous variables y_i per small percentaged change of exogenous variables x_j for an average situation

$$\epsilon_{ij} = \frac{\bar{x}_j}{\bar{y}_i} \frac{\partial y_i}{\partial x_j} \Big|_{x=\bar{x}, y=\bar{y}}$$

► *Regression:*

$$y = \sum_j \beta_j x_j + \epsilon, \quad \epsilon_j = \frac{\bar{x}_j}{\bar{y}} \frac{\partial y}{\partial x_j} = \frac{\bar{x}_j}{\bar{y}} \hat{\beta}_j$$

► *Discrete-choice models:*

Generally, with several endogenous variables, one distinguishes between

- **Substitution** vs. **full/ordinary** elasticities,
- **Microscopic** vs. **macroscopic** elasticities,
- **proper elasticity** vs. **cross-elasticity**

? Why there are only substitution elasticities in discrete-choice models?

! Because of the **exclusivity condition** on the alternatives

8.3.1 Microscopic Logit elasticities

Since elasticities describe average aspects, we take the choice probabilities P_i rather than the discrete actual choices as endogenous variables. For the general deterministic utilities

$$V_{ni} = \sum_m \beta_{mi} x_{mni}$$

we derive the

- ▶ **Proper (substitution) elasticities:** The attribute (characteristic) m of an alternative i feeds back on the demand for this alternative:

$$\epsilon_{nii}^{(\text{mic},m)} = \frac{x_{mni}}{P_{ni}} \frac{\partial P_{ni}}{\partial x_{mni}} = \beta_m x_{mni} (1 - P_{ni})$$

- ▶ **Cross elasticities:** The attribute (characteristic) m of an alternative j feeds back on the demand for another alternative $i \neq j$:

$$\epsilon_{nij}^{(\text{mic},m)} = \frac{x_{nmj}}{P_{ni}} \frac{\partial P_{ni}}{\partial x_{nmj}} = -\beta_m x_{nmj} P_{nj}$$

Some questions on micro-elasticities

? Derive the formulas for the proper and cross elasticities

! We start with the normal MNL choice probability $P_{ni} = e^{V_{ni}} / \sum_k e^{V_{nk}}$ and first calculate the sensitivities in terms of the derivatives of V_{ni} with respect to x_{nmj} :

$$\begin{aligned} \frac{\partial P_{ni}}{\partial x_{nmj}} &= \frac{e^{V_{ni}}}{\sum_k e^{V_{nk}}} \frac{\partial V_{ni}}{\partial x_{nmj}} - \frac{e^{V_{ni}}}{(\sum_k e^{V_{nk}})^2} \frac{\partial}{\partial x_{nmj}} \left(\sum_l e^{V_{nl}} \right) \\ &= P_{ni} \frac{\partial V_{ni}}{\partial x_{nmj}} - \sum_l \frac{e^{V_{ni}} e^{V_{nl}}}{(\sum_k e^{V_{nk}})^2} \frac{\partial V_{nl}}{\partial x_{nmj}} \\ &= P_{ni} \frac{\partial V_{ni}}{\partial x_{nmj}} - \sum_l P_{ni} P_{nl} \frac{\partial V_{nl}}{\partial x_{nmj}} \end{aligned}$$

where

$$\frac{\partial V_{ni}}{\partial x_{nmj}} = \beta_m \delta_{ij}, \quad \frac{\partial V_{nl}}{\partial x_{nmj}} = \beta_m \delta_{lj}$$

Hence

$$\frac{\partial P_{ni}}{\partial x_{nmj}} = \beta_m P_{ni} (\delta_{ij} - P_{nj}), \quad \epsilon_{nij}^{(\text{mic},m)} = \frac{x_{nmj}}{P_{ni}} \frac{\partial P_{ni}}{\partial x_{nmj}} = \beta_m x_{nmj} (\delta_{ij} - P_{nj})$$

$$j = i: \epsilon_{nii} = \beta_m x_{nmi} (1 - P_{ni}), \quad j \neq i: \epsilon_{nij} = -\beta_m x_{nmj} P_{nj}$$

Questions (2)

? Derive and motivate the “null sum” condition $\sum_i P_{ni} \epsilon_{nij}^{(m)} = 0$

$$\begin{aligned}\sum_i P_{ni} \epsilon_{nij}^{(m)} &= \sum_{i \neq j} P_{ni} \epsilon_{nij}^{(m)} + P_{ni} \epsilon_{nii}^{(m)} \\ &= - \sum_{i \neq j} P_{ni} \beta_m x_{nmj} P_{nj} + P_{ni} \beta_m x_{nmi} (1 - P_{ni}) \\ &= \beta_m \left(- \sum_i P_{ni} P_{nj} x_{nmj} + P_{ni} x_{nmi} \right) = 0\end{aligned}$$

(Notice $\sum_i P_{ni} = 1$ in the last step!)

Questions (3)

- ? The cross elasticities do not depend on i , i.e., on the target alternative for the changing demand. Motivate this by the IIA condition

According to the IIA, if the utility of an alternative j changes, the changes of the relative preferences with respect to all other alternatives are the same. Moreover, the relative preferences are the probability ratios and their changes are the cross elasticities

- ? Given are three airports i from which person n can book flights to a desired destination at cost C_{ni} (because of revenue management, C depends on n), so

$$V_{ni} = \beta_{01}\delta_{01} + \beta_{02}\delta_{02} + \beta_1 C_{ni}$$

Show that the proper elasticities are negative while the cross elasticities are positive.

Proper elasticity $\epsilon_{nii}^{(C)} = \beta_1 C_{ni}(1 - P_{ni}) < 0$ since $P_{ni} < 1$ $C_{ni} > 0$, and the price sensitivity $\beta_1 < 0$. The cross elasticities $\epsilon_{nii}^{(C)} = -\beta_1 C_{nj} P_{nj}$ are therefore positive.

8.3.2 Macroscopic elasticities

For a company, the relative probability increase of single customers choosing their products is not relevant but the aggregate over all customers. Hence, the macroscopic elasticity

$$\epsilon_{ij}^{(\text{mac,m})} = \frac{X_{mj}}{N_i} \frac{\partial N_i}{\partial X_{mj}}, \quad X_{mj} = \sum_{n=1}^N x_{nmj}, \quad N_i = \sum_{n=1}^N P_{ni}$$

gives the percentage increase of people choosing alternative i when the sum of attributes m increases at alternative j by one percent.

(i) Same absolute changes for all persons, $dx_{nmj} = dX_{mj}/N$:

$$\epsilon_{ij}^{(\text{mac,abs,m})} = \frac{X_{mj}}{N_i} \frac{1}{N} \sum_n \frac{P_{ni}}{x_{nmj}} \epsilon_{nij}^{(\text{mic,m})}$$

(ii) Same relative changes for all, $dx_{nmj}/x_{nmj} = dX_{mj}/X_{mj}$:

$$\epsilon_{ij}^{(\text{mac,rel,m})} = \sum_n w_{ni} \epsilon_{nij}^{(\text{mic,m})}, \quad w_{ni} = \frac{P_{ni}}{N_i} = \frac{P_{ni}}{\sum_n P_{ni}}$$