# On some Hadamard-type inequalities for ( $h_{1}, h_{2}$ )-preinvex functions on the co-ordinates 

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## Abstract

We introduce the class of $\left(h_{1}, h_{2}\right)$-preinvex functions on the co-ordinates, and we prove some new inequalities of Hermite-Hadamard and Fejér type for such mappings.
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## 1 Introduction

A function $f: I \rightarrow R, I \subseteq R$ is an interval, is said to be a convex function on $I$ if

$$
\begin{equation*}
f(t x+(1-t) y) \leq t f(x)+(1-t) f(y) \tag{1.1}
\end{equation*}
$$

holds for all $x, y \in I$ and $t \in[0,1]$. If the reversed inequality in (1.1) holds, then $f$ is concave.
Many important inequalities have been established for the class of convex functions, but the most famous is the Hermite-Hadamard inequality. This double inequality is stated as follows:

$$
\begin{equation*}
f\left(\frac{a+b}{2}\right) \leq \frac{1}{b-a} \int_{a}^{b} f(x) d x \leq \frac{f(a)+f(b)}{2} \tag{1.2}
\end{equation*}
$$

where $f:[a, b] \rightarrow R$ is a convex function. The above inequalities are in reversed order if $f$ is a concave function.

In 1978, Breckner introduced an $s$-convex function as a generalization of a convex function [1].

Such a function is defined in the following way: a function $f:[0, \infty) \rightarrow R$ is said to be $s$-convex in the second sense if

$$
\begin{equation*}
f(t x+(1-t) y) \leq t^{s} f(x)+(1-t)^{s} f(y) \tag{1.3}
\end{equation*}
$$

holds for all $x, y \in \infty, t \in[0,1]$ and for fixed $s \in(0,1]$.
Of course, $s$-convexity means just convexity when $s=1$.

In [2], Dragomir and Fitzpatrick proved the following variant of the Hermite-Hadamard inequality, which holds for $s$-convex functions in the second sense:

$$
\begin{equation*}
2^{s-1} f\left(\frac{a+b}{2}\right) \leq \frac{1}{b-a} \int_{a}^{b} f(x) d x \leq \frac{f(a)+f(b)}{s+1} \tag{1.4}
\end{equation*}
$$

In the paper [3] a large class of non-negative functions, the so-called $h$-convex functions, is considered. This class contains several well-known classes of functions such as non-negative convex functions and $s$-convex in the second sense functions. This class is defined in the following way: a non-negative function $f: I \rightarrow R, I \subseteq R$ is an interval, is called $h$-convex if

$$
\begin{equation*}
f(t x+(1-t) y) \leq h(t) f(x)+h(1-t) f(y) \tag{1.5}
\end{equation*}
$$

holds for all $x, y \in I, t \in(0,1)$, where $h: J \rightarrow R$ is a non-negative function, $h \not \equiv 0$ and $J$ is an interval, $(0,1) \subseteq J$.

In the further text, functions $h$ and $f$ are considered without assumption of nonnegativity.
In [4] Sarikaya, Saglam and Yildirim proved that for an $h$-convex function the following variant of the Hadamard inequality is fulfilled:

$$
\begin{equation*}
\frac{1}{2 h\left(\frac{1}{2}\right)} f\left(\frac{a+b}{2}\right) \leq \frac{1}{b-a} \int_{a}^{b} f(x) d x \leq[f(a)+f(b)] \cdot \int_{0}^{1} h(t) d t \tag{1.6}
\end{equation*}
$$

In [5] Bombardelli and Varošanec proved that for an $h$-convex function the following variant of the Hermite-Hadamard-Fejér inequality holds:

$$
\begin{align*}
\frac{\int_{a}^{b} w(x) d x}{2 h\left(\frac{1}{2}\right)} f\left(\frac{a+b}{2}\right) & \leq \int_{a}^{b} f(x) w(x) d x \\
& \leq(b-a)(f(a)+f(b)) \int_{0}^{1} h(t) w(t a+(1-t) b) d t \tag{1.7}
\end{align*}
$$

where $w:[a, b] \rightarrow R, w \geq 0$ and symmetric with respect to $\frac{a+b}{2}$.
A modification for convex functions, which is also known as co-ordinated convex functions, was introduced by Dragomir [6] as follows.

Let us consider a bidimensional $\Delta=[a, b] \times[c, d]$ in $R^{2}$ with $a<b$ and $c<d$. A mapping $f: \Delta \rightarrow R$ is said to be convex on the co-ordinates on $\Delta$ if the partial mappings $f_{y}:[a, b] \rightarrow$ $R, f_{y}(u)=f(u, y)$ and $f_{x}:[c, d] \rightarrow R, f_{x}(v)=f(x, v)$ are convex for all $x \in[a, b]$ and $y \in[c, d]$.

In the same article, Dragomir established the following Hadamard-type inequalities for convex functions on the co-ordinates:

$$
\begin{align*}
f\left(\frac{a+b}{2}, \frac{c+d}{2}\right) & \leq \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f(x, y) d x d y \\
& \leq \frac{f(a, c)+f(b, c)+f(a, d)+f(b, d)}{4} \tag{1.8}
\end{align*}
$$

The concept of $s$-convex functions on the co-ordinates was introduced by Alomari and Darus [7]. Such a function is defined in following way: the mapping $f: \Delta \rightarrow R$ is $s$-convex
in the second sense if the partial mappings $f_{y}:[a, b] \rightarrow R$ and $f_{x}:[c, d] \rightarrow R$ are $s$-convex in the second sense.
In the same paper, they proved the following inequality for an $s$-convex function:

$$
\begin{align*}
4^{s-1} f\left(\frac{a+b}{2}, \frac{c+d}{2}\right) & \leq \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f(x, y) d x d y \\
& \leq \frac{f(a, c)+f(b, c)+f(a, d)+f(b, d)}{(s+1)^{2}} \tag{1.9}
\end{align*}
$$

For refinements and counterparts of convex and $s$-convex functions on the co-ordinates, see [6-10].
The main purpose of this paper is to introduce the class of $\left(h_{1}, h_{2}\right)$-preinvex functions on the co-ordinates and establish new inequalities like those given by Dragomir in [6] and Bombardelli and Varošanec in [5].
Throughout this paper, we assume that considered integrals exist.

## 2 Main results

Let $f: X \rightarrow R$ and $\eta: X \times X \rightarrow R^{n}$, where $X$ is a nonempty closed set in $R^{n}$, be continuous functions. First, we recall the following well-known results and concepts; see [11-16] and the references therein.

Definition 2.1 Let $u \in X$. Then the set $X$ is said to be invex at $u$ with respect to $\eta$ if

$$
u+t \eta(v, u) \in X
$$

for all $v \in X$ and $t \in[0,1]$.
$X$ is said to be an invex set with respect to $\eta$ if $X$ is invex at each $u \in X$.

Definition 2.2 The function $f$ on the invex set $X$ is said to be preinvex with respect to $\eta$ if

$$
f(u+t \eta(v, u)) \leq(1-t) f(u)+t f(v)
$$

for all $u, v \in X$ and $t \in[0,1]$.

We also need the following assumption regarding the function $\eta$ which is due to Mohan and Neogy [11].

Condition Cet $X \subseteq R$ be an open invex subset with respect to $\eta$. For any $x, y \in X$ and any $t \in[0,1]$,

$$
\begin{aligned}
& \eta(y, y+t \eta(x, y))=-t \eta(x, y) \\
& \eta(x, y+t \eta(x, y))=(1-t) \eta(x, y) .
\end{aligned}
$$

Note that for every $x, y \in X$ and every $t_{1}, t_{2} \in[0,1]$ from Condition C, we have

$$
\eta\left(y+t_{2} \eta(x, y), y+t_{1} \eta(x, y)\right)=\left(t_{2}-t_{1}\right) \eta(x, y) .
$$

In [12], Noor proved the Hermite-Hadamard inequality for preinvex functions

$$
\begin{equation*}
f\left(a+\frac{1}{2} \eta(b, a)\right) \leq \frac{1}{\eta(b, a)} \int_{a}^{a+\eta(b, a)} f(x) d x \leq \frac{f(a)+f(b)}{2} . \tag{2.1}
\end{equation*}
$$

Definition 2.3 Let $h:[0,1] \rightarrow R$ be a non-negative function, $h \not \equiv 0$. The non-negative function $f$ on the invex set $X$ is said to be $h$-preinvex with respect to $\eta$ if

$$
f(u+t \eta(v, u)) \leq h(1-t) f(u)+h(t) f(v)
$$

for each $u, v \in X$ and $t \in[0,1]$.

Let us note that:

- if $\eta(v, u)=v-u$, then we get the definition of an $h$-convex function introduced by Varošanec in [3];
- if $h(t)=t$, then our definition reduces to the definition of a preinvex function;
- if $\eta(v, u)=v-u$ and $h(t)=t$, then we obtain the definition of a convex function.

Now let $X_{1}$ and $X_{2}$ be nonempty subsets of $R^{n}$, let $\eta_{1}: X_{1} \times X_{1} \rightarrow R^{n}$ and $\eta_{2}: X_{2} \times X_{2} \rightarrow R^{n}$.

Definition 2.4 Let $(u, v) \in X_{1} \times X_{2}$. We say $X_{1} \times X_{2}$ is invex at $(u, v)$ with respect to $\eta_{1}$ and $\eta_{2}$ if for each $(x, y) \in X_{1} \times X_{2}$ and $t_{1}, t_{2} \in[0,1]$,

$$
\left(u+t_{1} \eta_{1}(x, u), v+t_{2} \eta_{2}(y, v)\right) \in X_{1} \times X_{2} .
$$

$X_{1} \times X_{2}$ is said to be an invex set with respect to $\eta_{1}$ and $\eta_{2}$ if $X_{1} \times X_{2}$ is invex at each $(u, v) \in X_{1} \times X_{2}$.

Definition 2.5 Let $h_{1}$ and $h_{2}$ be non-negative functions on $[0,1], h_{1} \not \equiv 0, h_{2} \not \equiv 0$. The nonnegative function $f$ on the invex set $X_{1} \times X_{2}$ is said to be co-ordinated ( $h_{1}, h_{2}$ )-preinvex with respect to $\eta_{1}$ and $\eta_{2}$ if the partial mappings $f_{y}: X_{1} \rightarrow R, f_{y}(x)=f(x, y)$ and $f_{x}: X_{2} \rightarrow$ $R, f_{x}(y)=f(x, y)$ are $h_{1}$-preinvex with respect to $\eta_{1}$ and $h_{2}$-preinvex with respect to $\eta_{2}$, respectively, for all $y \in X_{2}$ and $x \in X_{1}$.

If $\eta_{1}(x, u)=x-u$ and $\eta_{2}(y, v)=y-v$, then the function $f$ is called $\left(h_{1}, h_{2}\right)$-convex on the co-ordinates.

Remark 1 From the above definition it follows that if $f$ is a co-ordinated $\left(h_{1}, h_{2}\right)$-preinvex function, then

$$
\begin{aligned}
f(x & \left.+t_{1} \eta_{1}(b, x), y+t_{2} \eta_{2}(d, y)\right) \\
\leq & h_{1}\left(1-t_{1}\right) f\left(x, y+t_{2} \eta_{2}(d, y)\right)+h_{1}\left(t_{1}\right) f\left(b, y+t_{2} \eta_{2}(d, y)\right) \\
\leq & h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(x, y)+h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(x, d) \\
& +h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, y)+h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(b, d) .
\end{aligned}
$$

Remark 2 Let us note that if $\eta_{1}(x, u)=x-u, \eta_{2}(y, v)=y-v, t_{1}=t_{2}$ and $h_{1}(t)=h_{2}(t)=t$, then our definition of a co-ordinated $\left(h_{1}, h_{2}\right)$-preinvex function reduces to the definition
of a convex function on the co-ordinates proposed by Dragomir [6]. Moreover, if $h_{1}(t)=$ $h_{2}(t)=t^{s}$, then our definition reduces to the definition of an $s$-convex function on the coordinates proposed by Alomari and Darus [7].

Now, we will prove the Hadamard inequality for the new class functions.

Theorem 2.1 Suppose that $f:[a, a+\eta(b, a)] \rightarrow R$ is an h-preinvex function, Condition C for $\eta$ holds and $a<a+\eta(b, a), h\left(\frac{1}{2}\right)>0$. Then the following inequalities hold:

$$
\begin{equation*}
\frac{1}{2 h\left(\frac{1}{2}\right)} f\left(a+\frac{1}{2} \eta(b, a)\right) \leq \frac{1}{\eta(b, a)} \int_{a}^{a+\eta(b, a)} f(x) d x \leq[f(a)+f(b)] \cdot \int_{0}^{1} h(t) d t \tag{2.2}
\end{equation*}
$$

Proof From the definition of an $h$-preinvex function, we have that

$$
f(a+t \eta(b, a)) \leq h(1-t) f(a)+h(t) f(b) .
$$

Thus, by integrating, we obtain

$$
\int_{0}^{1} f(a+t \eta(b, a)) d t \leq f(a) \int_{0}^{1} h(1-t) d t+f(b) \int_{0}^{1} h(t) d t=[f(a)+f(b)] \int_{0}^{1} h(t) d t .
$$

But

$$
\int_{0}^{1} f(a+t \eta(b, a)) d t=\frac{1}{\eta(b, a)} \cdot \int_{a}^{a+\eta(b, a)} f(x) d x .
$$

So,

$$
\frac{1}{\eta(b, a)} \cdot \int_{a}^{a+\eta(b, a)} f(x) d x \leq[f(a)+f(b)] \int_{0}^{1} h(t) d t
$$

The proof of the second inequality follows by using the definition of an $h$-preinvex function, Condition C for $\eta$ and integrating over $[0,1]$.

That is,

$$
\begin{aligned}
f\left(a+\frac{1}{2} \eta(b, a)\right) & =f\left(a+\operatorname{t\eta }(b, a)+\frac{1}{2} \eta(a+(1-t) \eta(b, a), a+t \eta(b, a))\right. \\
& \leq h\left(\frac{1}{2}\right)[f(a+t \eta(b, a))+f(a+(1-t) \eta(b, a))] \\
f\left(a+\frac{1}{2} \eta(b, a)\right) & \leq h\left(\frac{1}{2}\right)\left[\int_{0}^{1} f(a+t \eta(b, a)) d t+\int_{0}^{1} f(a+(1-t) \eta(b, a))\right], \\
f\left(a+\frac{1}{2} \eta(b, a)\right) & \leq 2 \cdot h\left(\frac{1}{2}\right) \frac{1}{\eta(b, a)} \cdot \int_{a}^{a+\eta(b, a)} f(x) d x
\end{aligned}
$$

The proof is complete.

Theorem 2.2 Suppose that $f:\left[a, a+\eta_{1}(b, a)\right] \times\left[c, c+\eta_{2}(d, c)\right] \rightarrow R$ is an $\left(h_{1}, h_{2}\right)$-preinvex function on the co-ordinates with respect to $\eta_{1}$ and $\eta_{2}$, Condition C for $\eta_{1}$ and $\eta_{2}$ is fulfilled,
and $a<a+\eta_{1}(b, a), c<c+\eta_{2}(d, c)$, and $h_{1}\left(\frac{1}{2}\right)>0, h_{2}\left(\frac{1}{2}\right)>0$. Then one has the following inequalities:

$$
\begin{align*}
& \frac{1}{4 h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right)} f\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \\
& \leq \frac{1}{4 \cdot h_{1}\left(\frac{1}{2}\right) \eta_{2}(d, c)} \int_{c}^{c+\eta_{2}(d, c)} f\left(a+\frac{1}{2} \eta_{1}(b, a), y\right) d y \\
&+\frac{1}{4 \cdot h_{2}\left(\frac{1}{2}\right) \eta_{1}(b, a)} \int_{a}^{c+\eta_{1}(b, a)} f\left(x, c+\frac{1}{2} \eta_{2}(d, c)\right) d x \\
& \leq \frac{1}{\eta_{1}(b, a) \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) d x d y \\
& \leq \frac{1}{2 \eta_{1}(b, a)} \int_{0}^{1} h_{2}\left(t_{2}\right) d t_{2}\left[\int_{a}^{a+\eta_{1}(b, a)} f(x, c) d x+\int_{a}^{a+\eta_{1}(b, a)} f(x, d) d x\right] \\
&+\frac{1}{2 \eta_{2}(d, c)} \int_{0}^{1} h_{1}\left(t_{1}\right) d t_{1}\left[\int_{c}^{c+\eta_{2}(d, c)} f(a, y) d y+\int_{c}^{c+\eta_{2}(d, c)} f(b, y) d y\right] \\
& \leq {[f(a, c)+f(b, c)+f(a, d)+f(b, d)] \int_{0}^{1} h_{1}\left(t_{1}\right) d t_{1} \cdot \int_{0}^{1} h_{2}\left(t_{2}\right) d t_{2} . } \tag{2.3}
\end{align*}
$$

Proof Since $f$ is $\left(h_{1}, h_{2}\right)$-preinvex on the co-ordinates, it follows that the mapping $f_{x}$ is $h_{2}$-preinvex and the mapping $f_{y}$ is $h_{1}$-preinvex. Then, by the inequality (2.2), one has

$$
\begin{aligned}
\frac{1}{2 h_{2}\left(\frac{1}{2}\right)} f\left(x, c+\frac{1}{2} \eta_{2}(d, c)\right) & \leq \frac{1}{\eta_{2}(d, c)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) d y \\
& \leq[f(x, c)+f(x, d)] \int_{0}^{1} h_{2}(t) d t
\end{aligned}
$$

and

$$
\begin{aligned}
\frac{1}{2 h_{1}\left(\frac{1}{2}\right)} f\left(a+\frac{1}{2} \eta_{1}(b, a), y\right) & \leq \frac{1}{\eta_{1}(b, a)} \int_{a}^{a+\eta_{1}(b, a)} f(x, y) d x \\
& \leq[f(a, y)+f(b, y)] \int_{0}^{1} h_{1}(t) d t .
\end{aligned}
$$

Dividing the above inequalities for $\eta_{1}(b, a)$ and $\eta_{2}(d, c)$ and then integrating the resulting inequalities on $\left[a, a+\eta_{1}(b, a)\right]$ and $\left[c, c+\eta_{2}(d, c)\right]$, respectively, we have

$$
\begin{aligned}
& \frac{1}{\eta_{1}(b, a) \cdot 2 h_{2}\left(\frac{1}{2}\right)} \int_{a}^{a+\eta_{1}(b, a)} f\left(x, c+\frac{1}{2} \eta_{2}(d, c)\right) d x \\
& \leq \frac{1}{\eta_{1}(b, a) \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) d x d y \\
& \leq \frac{1}{\eta_{1}(b, a)} \int_{0}^{1} h_{2}(t) d t\left[\int_{a}^{a+\eta_{1}(b, a)} f(x, c) d x+\int_{a}^{a+\eta_{1}(b, a)} f(x, d) d x\right]
\end{aligned}
$$

and

$$
\begin{aligned}
& \frac{1}{\eta_{2}(b, a) \cdot 2 h_{1}\left(\frac{1}{2}\right)} \int_{c}^{c+\eta_{2}(d, c)} f\left(a+\frac{1}{2} \eta_{1}(b, a), y\right) d y \\
& \quad \leq \frac{1}{\eta_{1}(b, a) \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) d x d y \\
& \quad \leq \frac{1}{\eta_{2}(d, c)} \int_{0}^{1} h_{1}(t) d t\left[\int_{c}^{c+\eta_{2}(c, d)} f(a, y) d y+\int_{c}^{c+\eta_{2}(c, d)} f(b, y) d y\right]
\end{aligned}
$$

Summing the above inequalities, we get the second and the third inequalities in (2.3).
By the inequality (2.2), we also have

$$
\frac{1}{2 h_{2}\left(\frac{1}{2}\right)} f\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \leq \frac{1}{\eta_{2}(d, c)} \int_{c}^{c+\eta_{2}(d, c)} f\left(a+\frac{1}{2} \eta_{1}(b, a), y\right) d y
$$

and

$$
\frac{1}{2 h_{1}\left(\frac{1}{2}\right)} f\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \leq \frac{1}{\eta_{1}(b, a)} \int_{a}^{a+\eta_{1}(b, a)} f\left(x, c+\frac{1}{2} \eta_{2}(d, c)\right) d x
$$

which give, by addition, the first inequality in (2.3).
Finally, by the same inequality (2.2), we ca also state

$$
\begin{aligned}
& \frac{1}{\eta_{2}(d, c)} \int_{c}^{c+\eta_{2}(d, c)} f(a, y) d y \leq[f(a, c)+f(a, d)] \int_{0}^{1} h_{2}(t) d t \\
& \frac{1}{\eta_{2}(d, c)} \int_{c}^{c+\eta_{2}(d, c)} f(b, y) d y \leq[f(b, c)+f(b, d)] \int_{0}^{1} h_{2}(t) d t \\
& \frac{1}{\eta_{1}(b, a)} \int_{a}^{a+\eta_{1}(b, a)} f(x, c) d x \leq[f(a, c)+f(b, c)] \int_{0}^{1} h_{1}(t) d t \\
& \frac{1}{\eta_{1}(b, a)} \int_{a}^{a+\eta_{1}(b, a)} f(x, d) d x \leq[f(a, d)+f(b, d)] \int_{0}^{1} h_{1}(t) d t
\end{aligned}
$$

which give, by addition, the last inequality in (2.3).

Remark 3 In particular, for $\eta_{1}(b, a)=b-a, \eta_{2}(d, c)=d-c, h_{1}\left(t_{1}\right)=h_{2}\left(t_{2}\right)=t$, we get the inequalities obtained by Dragomir [6] for functions convex on the co-ordinates on the rectangle from the plane $R^{2}$.

Remark 4 If $\eta_{1}(b, a)=b-a, \eta_{2}(d, c)=d-c$, and $h_{1}\left(t_{1}\right)=h_{2}\left(t_{2}\right)=t^{s}$, then we get the inequalities obtained by Alomari and Darus in [7] for $s$-convex functions on the co-ordinates on the rectangle from the plane $R^{2}$.

Theorem 2.3 Let $f, g:\left[a, a+\eta_{1}(b, a)\right] \times\left[c, c+\eta_{2}(d, c)\right] \rightarrow R$ with $a<a+\eta_{1}(b, a), c<c+$ $\eta_{2}(d, c)$. If $f$ is $\left(h_{1}, h_{2}\right)$-preinvex on the co-ordinates and $g$ is $\left(k_{1}, k_{2}\right)$-preinvex on the co-
ordinates with respect to $\eta_{1}$ and $\eta_{2}$, then

$$
\begin{aligned}
& \frac{1}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) g(x, y) d x d y \\
& \leq M_{1}(a, b, c, d) \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) k_{1}\left(t_{1}\right) k_{2}\left(t_{2}\right) d t_{1} d t_{2} \\
& \quad+M_{2}(a, b, c, d) \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) k_{1}\left(t_{1}\right) k_{2}\left(1-t_{2}\right) d t_{1} d t_{2} \\
& \quad+M_{3}(a, b, c, d) \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) k_{1}\left(1-t_{1}\right) k_{2}\left(t_{2}\right) d t_{1} d t_{2} \\
& \quad+M_{4}(a, b, c, d) \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) k_{1}\left(1-t_{1}\right) k_{2}\left(1-t_{2}\right) d t_{1} d t_{2}
\end{aligned}
$$

where

$$
\begin{aligned}
& M_{1}(a, b, c, d)=f(a, c) g(a, c)+f(a, d) g(a, d)+f(b, c) g(b, c)+f(b, d) g(b, d), \\
& M_{2}(a, b, c, d)=f(a, c) g(a, d)+f(a, d) g(a, c)+f(b, c) g(b, d)+f(b, d) g(b, c), \\
& M_{3}(a, b, c, d)=f(a, c) g(b, c)+f(a, d) g(b, d)+f(b, c) g(a, c)+f(b, d) g(a, d), \\
& M_{4}(a, b, c, d)=f(a, c) g(b, d)+f(a, d) g(b, c)+f(b, c) g(a, d)+f(b, d) g(a, c) .
\end{aligned}
$$

Proof Since $f$ is $\left(h_{1}, h_{2}\right)$-preinvex on the co-ordinates and $g$ is $\left(k_{1}, k_{2}\right)$-preinvex on the coordinates with respect to $\eta_{1}$ and $\eta_{2}$, it follows that

$$
\begin{aligned}
f(a+ & \left.t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(a, c)+h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(a, d) \\
& +h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, c)+h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(b, d)
\end{aligned}
$$

and

$$
\begin{aligned}
g(a+ & \left.t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \\
\leq & k_{1}\left(1-t_{1}\right) k_{2}\left(1-t_{2}\right) g(a, c)+k_{1}\left(1-t_{1}\right) k_{2}\left(t_{2}\right) g(a, d) \\
& +k_{1}\left(t_{1}\right) k_{2}\left(1-t_{2}\right) g(b, c)+k_{1}\left(t_{1}\right) k_{2}\left(t_{2}\right) g(b, d) .
\end{aligned}
$$

Multiplying the above inequalities and integrating over $[0,1]^{2}$ and using the fact that

$$
\begin{aligned}
& \int_{0}^{1} \int_{0}^{1} f\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \cdot g\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) d t_{1} d t_{2} \\
& \quad=\frac{1}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) g(x, y) d x d y
\end{aligned}
$$

we obtain our inequality.

In the next two theorems, we will prove the so-called Hermite-Hadamard-Fejér inequalities for an $\left(h_{1}, h_{2}\right)$-preinvex function.

Theorem 2.4 Let $f:\left[a, a+\eta_{1}(b, a)\right] \times\left[c, c+\eta_{2}(d, c)\right] \rightarrow R$ be $\left(h_{1}, h_{2}\right)$-preinvex on the coordinates with respect to $\eta_{1}$ and $\eta_{2}, a<a+\eta_{1}(b, a), c<c+\eta_{2}(d, c)$, and $w:\left[a, a+\eta_{1}(b, a)\right] \times$ $\left[c, c+\eta_{2}(d, c)\right] \rightarrow R, w \geq 0$, symmetric with respect to

$$
\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) .
$$

Then

$$
\begin{align*}
& \frac{1}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) w(x, y) d x d y \\
& \leq[f(a, c)+f(a, d)+f(b, c)+f(b, d)] \\
& \quad \cdot \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) w\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) d t_{1} d t_{2} \tag{2.4}
\end{align*}
$$

Proof From the definition of $\left(h_{1}, h_{2}\right)$-preinvex on the co-ordinates with respect to $\eta_{1}$ and $\eta_{2}$, we have
(a)

$$
\begin{aligned}
f(a+ & \left.t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(a, c)+h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(a, d) \\
& +h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, c)+h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(b, d)
\end{aligned}
$$

(b)

$$
\begin{aligned}
f(a+ & \left.\left(1-t_{1}\right) \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(a, c)+h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(a, d) \\
& +h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(b, c)+h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, d)
\end{aligned}
$$

(c)

$$
\begin{aligned}
f(a+ & \left.t_{1} \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(a, c)+h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(a, d) \\
& +h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(b, c)+h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, d)
\end{aligned}
$$

(d)

$$
\begin{aligned}
f(a+ & \left.\left(1-t_{1}\right) \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(t_{1}\right) h_{2}\left(1-t_{2}\right) f(a, c)+h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) f(a, d) \\
& +h_{1}\left(1-t_{1}\right) h_{2}\left(1-t_{2}\right) f(b, c)+h_{1}\left(1-t_{1}\right) h_{2}\left(t_{2}\right) f(b, d)
\end{aligned}
$$

Multiplying both sides of the above inequalities by $w\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right), w(a+$ $\left.\left(1-t_{1}\right) \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right), w\left(a+t_{1} \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right), w\left(a+\left(1-t_{1}\right) \eta_{1}(b, a), c+\right.$
$\left.t_{2} \eta_{2}(d, c)\right)$, respectively, adding and integrating over $[0,1]^{2}$, we obtain

$$
\begin{aligned}
& \frac{4}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) w(x, y) d x d y \\
& \leq[f(a, c)+f(a, d)+f(b, c)+f(b, d)] \\
& \quad \cdot 4 \int_{0}^{1} \int_{0}^{1} h_{1}\left(t_{1}\right) h_{2}\left(t_{2}\right) w\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) d t_{1} d t_{2},
\end{aligned}
$$

where we use the symmetricity of the $w$ with respect to $\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right)$, which completes the proof.

Theorem 2.5 Let $f:\left[a, a+\eta_{1}(b, a)\right] \times\left[c, c+\eta_{2}(d, c)\right] \rightarrow R$ be $\left(h_{1}, h_{2}\right)$-preinvex on the coordinates with respect to $\eta_{1}$ and $\eta_{2}$, and $a<a+\eta_{1}(b, a), c<c+\eta_{2}(d, c), w:\left[a, a+\eta_{1}(b, a)\right] \times$ $\left[c, c+\eta_{2}(d, c)\right] \rightarrow R, w \geq 0$, symmetric with respect to $\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right)$. Then, if Condition C for $\eta_{1}$ and $\eta_{2}$ is fulfilled, we have

$$
\begin{align*}
f(a & \left.+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \cdot \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} w(x, y) d x d y \\
& \leq 4 \cdot h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right) \cdot \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) w(x, y) d x d y \tag{2.5}
\end{align*}
$$

Proof Using the definition of an $\left(h_{1}, h_{2}\right)$-preinvex function on the co-ordinates and Condition C for $\eta_{1}$ and $\eta_{2}$, we obtain

$$
\begin{aligned}
f(a+ & \left.\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \\
\leq & h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right) \cdot\left[f\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right)\right. \\
& +f\left(a+t_{1} \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right)+f\left(a+\left(1-t_{1}\right) \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) \\
& \left.+f\left(a+\left(1-t_{1}\right) \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right)\right] .
\end{aligned}
$$

Now, we multiply it by $w\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right)=w\left(a+t_{1} \eta_{1}(b, c), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right)=$ $w\left(a+\left(1-t_{1}\right) \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right)=w\left(a+\left(1-t_{1}\right) \eta_{1}(b, a), c+\left(1-t_{2}\right) \eta_{2}(d, c)\right)$ and integrate over $[0,1]^{2}$ to obtain the inequality

$$
\begin{aligned}
& f\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \int_{0}^{1} \int_{0}^{1} w\left(a+t_{1} \eta_{1}(b, a), c+t_{2} \eta_{2}(d, c)\right) d t_{1} d t_{2} \\
& \quad=f\left(a+\frac{1}{2} \eta_{1}(b, a), c+\frac{1}{2} \eta_{2}(d, c)\right) \frac{1}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} w(x, y) d x d y \\
& \quad \leq 4 \cdot h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right) \frac{1}{\eta_{1}(b, a) \cdot \eta_{2}(d, c)} \int_{a}^{a+\eta_{1}(b, a)} \int_{c}^{c+\eta_{2}(d, c)} f(x, y) w(x, y) d x d y
\end{aligned}
$$

which completes the proof.

Now, for a mapping $f:[a, b] \times[c, d] \rightarrow R$, let us define a mapping $H:[0,1]^{2} \rightarrow R$ in the following way:

$$
\begin{equation*}
H(t, r)=\frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(t x+(1-t) \frac{a+b}{2}, r y+(1-r) \frac{c+d}{2}\right) d x d y \tag{2.6}
\end{equation*}
$$

Some properties of this mapping for a convex on the co-ordinates function and an $s$-convex on the co-ordinates function are given in [6, 7], respectively. Here we investigate which of these properties can be generalized for $\left(h_{1}, h_{2}\right)$-convex on the co-ordinates functions.

Theorem 2.6 Suppose that $:[a, b] \times[c, d]$ is $\left(h_{1}, h_{2}\right)$-convex on the co-ordinates. Then:
(i) The mapping $H$ is $\left(h_{1}, h_{2}\right)$-convex on the co-ordinates on $[0,1]^{2}$,
(ii) $4 h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right) H(t, r) \geq H(0,0)$ for any $(t, r) \in[0,1]^{2}$.

Proof (i) The $\left(h_{1}, h_{2}\right)$-convexity on the co-ordinates of the mapping $H$ is a consequence of the $\left(h_{1}, h_{2}\right)$-convexity on the co-ordinates of the function $f$. Namely, for $r \in[0,1]$ and for all $\alpha, \beta \geq 0$ with $\alpha+\beta=1$ and $t_{1}, t_{2} \in[0,1]$, we have:

$$
\begin{aligned}
& H\left(\alpha t_{1}+\beta t_{2}, r\right) \\
&= \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(\left(\alpha t_{1}+\beta t_{2}, r\right) x+\left(1-\left(\alpha t_{1}+\beta t_{2}\right)\right) \frac{a+b}{2}\right. \\
&\left.r y+(1-r) \frac{c+d}{2}\right) d x d y \\
&= \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(\alpha\left(t_{1} x+\left(1-t_{1}\right) \frac{a+b}{2}\right)+\beta\left(t_{2} x+\left(1-t_{2}\right) \frac{a+b}{2}\right),\right. \\
&\left.r y+(1-r) \frac{c+d}{2}\right) d x d y \\
& \leq h_{1}(\alpha) \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(t_{1} x+\left(1-t_{1}\right) \frac{a+b}{2}, r y+(1-r) \frac{c+d}{2}\right) d x d y \\
&+h_{1}(\beta) \frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(t_{2} x+\left(1-t_{2}\right) \frac{a+b}{2}, r y+(1-r) \frac{c+d}{2}\right) d x d y \\
&= h_{1}(\alpha) H\left(t_{1}, r\right)+h_{1}(\beta) H\left(t_{2}, r\right) .
\end{aligned}
$$

Similarly, if $t \in[0,1]$ is fixed, then for all $r_{1}, r_{2} \in[0,1]$ and $\alpha, \beta \geq 0$ with $\alpha+\beta=1$, we also have

$$
H\left(t, \alpha r_{1}+\beta r_{2}\right) \leq h_{2}(\alpha) H\left(t, r_{1}\right)+h_{2}(\beta) H\left(t, r_{2}\right),
$$

which means that $H$ is $\left(h_{1}, h_{2}\right)$-convex on the co-ordinates.
(ii) After changing the variables $u=t x+(1-t) \frac{a+b}{2}$ and $v=r y+(1-r) \frac{c+d}{2}$, we have

$$
\begin{aligned}
H(t, r) & =\frac{1}{(b-a)(d-c)} \int_{a}^{b} \int_{c}^{d} f\left(t x+(1-t) \frac{a+b}{2}, r y+(1-r) \frac{c+d}{2}\right) d x d y \\
& =\frac{1}{(b-a)(d-c)} \int_{u_{L}}^{u_{U}} \int_{v_{L}}^{v_{U}} f(u, v) \frac{b-a}{u_{U}-u_{L}} \cdot \frac{d-c}{v_{U}-v_{L}} d u d v
\end{aligned}
$$

$$
\begin{aligned}
& =\frac{1}{\left(u_{U}-u_{L}\right)\left(v_{U}-v_{L}\right)} \int_{u_{L}}^{u_{U}} \int_{v_{L}}^{v_{U}} f(u, v) d u d v \\
& \geq \frac{1}{4 h_{1}\left(\frac{1}{2}\right) h_{2}\left(\frac{1}{2}\right)} f\left(\frac{a+b}{2}, \frac{c+d}{2}\right)
\end{aligned}
$$

where $u_{L}=t a+(1-t) \frac{a+b}{2}, u_{U}=t b+(1-t) \frac{a+b}{2}, v_{L}=r c+(1-r) \frac{c+d}{2}$ and $v_{U}=r d+(1-r) \frac{c+d}{2}$, which completes the proof.

Remark 5 If $f$ is convex on the co-ordinates, then we get $H(t, r) \geq H(0,0)$. If $f$ is $s$-convex on the co-ordinates in the second sense, then we have the inequality $H(t, r) \geq 4^{s-1} H(0,0)$.

## Competing interests

The author declares that he has no competing interests.

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