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In the 1976 book *The Economic Approach to Human Behavior*, the economist Gary S. Becker famously outlined a number of ideas known as the pillars of so-called 'rational choice' theory. The theory assumes that human actors have stable preferences and engage in maximizing behavior.

An Introduction to Behavioral Economics

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Economic model of Consumer Behaviour In this model, consumers follow the principle of maximum utility based on the law of diminishing marginal utility. The consumer wants to spend the minimum amount for maximizing his gains. Economic man model is based on:

1. Economic Model in Consumer Behaviour Tutorial 05 August ...

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Consumer behavior in economics falls within the field of microeconomic consumer theory, which is the study of how people decide to spend their money. Consumers have a budget and set of preferences...

Consumer Behavior in the Economy | Your Business

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