

Chapter 2 Consumer Behaviour Theory

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Chapter 2
behaviour theory and that an internet perspective on consumer behaviour, and more specifically consumer decision-making, will be provided in Chapter 4. 2.2 AN OVERVIEW OF CONSUMER BEHAVIOUR This section focuses on the consumer behaviour field of study and will explore the origin of a consumer focus in marketing.

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(ii) If Rs 20 is entirely spent on good 1, then the amount of good 2 demanded will be zero i.e., $x = 0$ as the consumer has no income left to spend on good 2. $4x + 5(0) = 20$. $4x + 1 = 20$. Amount of good 1 consumed = 5 units (iii) If Rs 20 is entirely spent on good 2, then $x = 0$, as the consumer has no income left to spend on good 1.

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