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## Free will and Consumer Choice

Sarat Chandra Das

U-Asia, London, UK

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### Key words

determinism, indeterminism, free will, compatibilism, incompatibilism, consumer choice.

### Abstract

*Is consumer choice follows the principles of determinism or non-determinism? The determinists claim that all choices are constrained to conditions, without which choices will not take place. The non-determinists or indeterminists are at a variance: the consumer choices are not caused deterministically adhering to the theory of causality (cause-and-effect) by prior events.*

*As the two schools feud over their claims of causality and non-causality the discourse locates itself in freewill and metaphysical libertarianism. Unconstrained by metaphysical constraints such as nomological and logical or physical and social constraints the free will empowers the consumer with the ability to exercise choices. However, there is a school of thought which would regard consumer choice within the discourse of compatibilism affirming the free will and determinism are compatible ideas, without being logically inconsistent. On contrary the incompatibilists would keep themselves within the dichotomy between determinism and free will.*

*The theory of consumer choice relating preferences draws several parallels with determinists, indeterminists and freewill with regard to establishing a relationship between preferences and consumption expenditures. The research aims to unravel these parallels and aims to create new postulations of 'consumer preferences' and their bearing on the consumer demand curves. Further, the discourse aims to add a new dimension to consumer choice theory in the way it currently analyzes consumers' attaining the equilibrium between preferences and expenditures by maximizing utility constrained by resources. As there are varied motivations and abilities involved in exercising consumer choices the discourse can add new layers to the prospectively observable demand patterns either guided by demand theory or substitution or income effect, etc.*

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