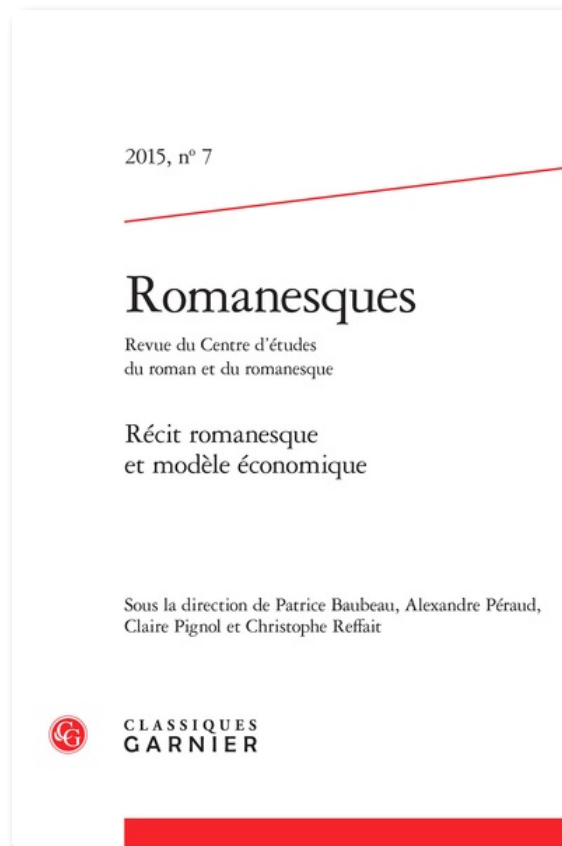




Le choix du consommateur

Entre récit romanesque et modèle économique

Publication type: Journal article

Journal: [Romanesques](#)

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Authors: Pignol (Claire), Ruggy (Anne de)

Abstract: This article compares the economic model of the consumer with novelistic narratives of consumption. The narrative illustrates the model, but also reveals its limits relative to the frustrations and contradictory desires which affect the agent. The meta-preferences approach or the analysis of the isolated agent analyses these contradictions, but does not resolve the question of the nature of the ends pursued by consumption, which is the central object of consumption narratives.

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