Chapter 2 consumer behaviour theory. 2.1 INTRODUCTION. Chapter 1 provided an overview of the area of research for this study, by identifying, among others, the objectives of the study together with the importance attributed to the study. This chapter will focus on the area of consumer behaviour by first considering a number of human behavioural models and the commonalities thereof with consumer behaviour, impacting the marketing field of study. Once the human behavioural models have been addressed, the chapter will focus on models of consumer behaviour. Section 2.2 of this chapter will provide an intuitively attractive means of offering explanations of everyday behaviours such as purchasing and consuming. Choose books together. Track your books. Bring your club to Amazon Book Clubs, start a new book club and invite your friends to join, or find a club that’s right for you for free. Explore Amazon Book Clubs. Flip to back. Flip to front. Listen Playing Paused You’re listening to a sample of the Audible audio edition. Learn more. See this image..