

# Giffen行為與Giffen財貨:沿革與解讀

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## 摘要

Giffen behavior has long been an embarrassment to consumer theory in microeconomics. The existence of Giffen goods, which consumer demands more when the price increases, is controversial, but microeconomics mathematical models explain how such a thing could exist theoretically. This review paper looks into the history, theory, and empirical studies behind Giffen behavior. After all, an economic goods has long been discussed in academic papers over 100 years is rare.

**關鍵字** : Giffen behavior, Giffen goods, Law of demand, Income effect, Substitution effect