Imagine you have spent the day shopping. One item you have been shopping for is a DVD player. At the end of the day, you find yourself at a store that has the brand and model you want for $100. This is a good price, but not the best you have seen today. One store, a thirty-minute detour on your way home – has it for $65. Do you buy the $100 DVD player and go home, or do you instead take the detour to buy it for $65 at the other store?

Buy the $100 DVD player Take the detour and buy the $65 player

Imagine you have spent the day shopping. One item you have been shopping for is a laptop. At the end of the day, you find yourself at a store that has the brand and model you want for $1,000. This is a good price, but not the best you have seen today. One store, a thirty-minute detour on your way home – has it for $965. Do you buy the $1,000 laptop and go home, or do you instead take the detour to buy it for $965 at the other store?

Buy the $1000 laptop Take the detour and buy the $965 laptop