

# Analysis of Consumer Behavior in an Omni-Channel World

Patty and Jay H. Professor Barbara Kahn  
Director, Jay H. Baker Retailing Center  
The Wharton School

# Pod 4

- ▶ Choice overload

# Reconciling the Paradox

- ▶ Decision process is staged
  - At the assortment stage, variety is good
  - At the choice stage, variety can become complex