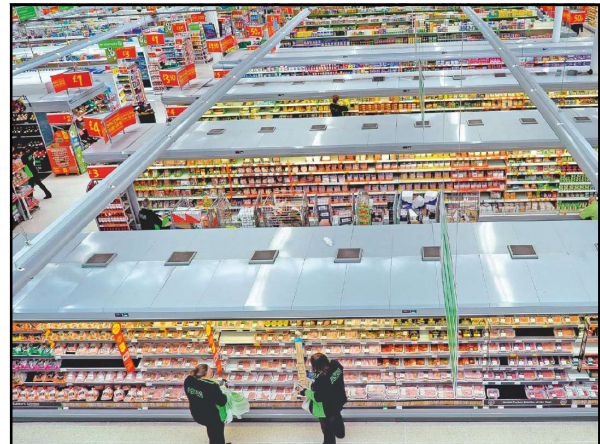
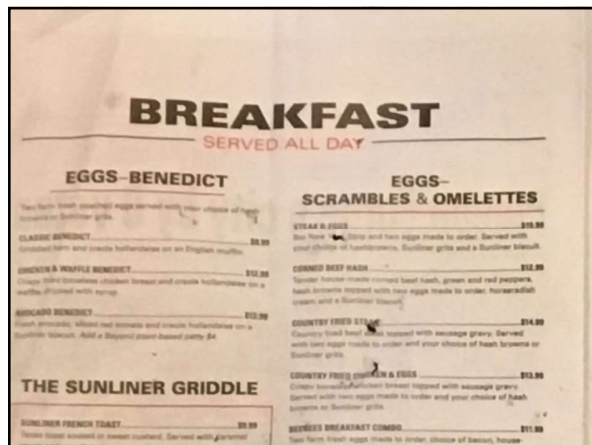


Choice Overload

1



2



3

Ice Cream Flavors

- | | |
|---|---|
| <ul style="list-style-type: none"> • Vanilla • Butter Pecan • Cookie Dough • Mint Chocolate Chip • Vanilla Peanut Butter • Moose Tracks • Peach • Coconut | <ul style="list-style-type: none"> • Chocolate • Strawberry • Cookies & Cream • Coffee • Heath Bar Crunch • Fudge Ripple • Pistachio • Chocolate Peanut Butter |
|---|---|

4

Being choosier about choice

Often assumed to be good for business and customers, choice can be bewildering and destructive when handled wrongly.

We get picky with **Simona Botti**

Report by Emily Cloney

- Agency
 - Baba Shiv tea study – perform better when you don't choose
 - End of life decisions made by docs vs. parents (Botti et al.)
- Closure
 - Enjoy the chocolate more if put the lid back on the box.
 - Close the menu after deciding what to order

5

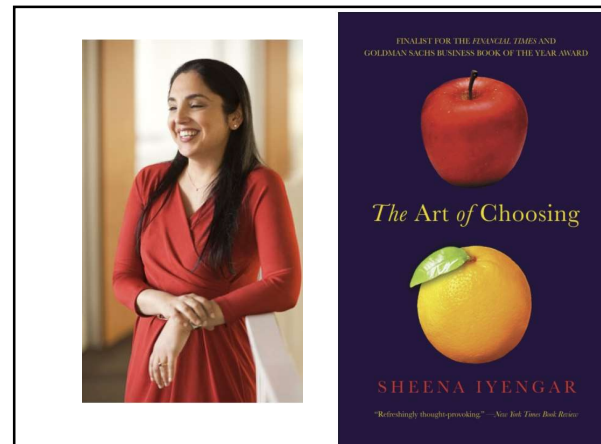
Paradox of Choice (Barry Schwartz)

- More choice → more freedom → more happiness?
- Too many choice options → **choose nothing**
 - E.g. employer offering more retirement funds decreases participation in retirement plan
- **Less satisfied** when choose from many options
 - Regret, comparison to alternatives
 - Opportunity costs
 - Increase expectations with larger choice set
 - Blame self for suboptimal choice

6



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When Choice is Demotivating: Can One Desire Too Much of a Good Thing?

Sheena S. Iyengar
Columbia University

Mark R. Lepper
Stanford University

Current psychological theory and research affirm the positive affective and motivational consequences of having personal choice. These findings have led to the popular notion that the more choice, the better—that the human ability to manage, and the human desire for, choice is unlimited. Findings from 3 experimental studies starkly challenge this implicit assumption that having more choices is necessarily more intrinsically motivating than having fewer. These experiments, which were conducted in both field and laboratory settings, show that people are more likely to purchase gourmet jams or chocolates or to undertake optional class essay assignments when offered a limited array of 6 choices rather than a more extensive array of 24 or 30 choices. Moreover, participants actually reported greater subsequent satisfaction with their selections and wrote better essays when their original set of options had been limited. Implications for future research are discussed.

Journal of Personality and Social Psychology, 2000, Vol. 79, No. 6, 995–1006

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Jam Study

- 754 shoppers at an upscale market
- Extensive choice condition (n=242)
 - 24 jams at tasting station
- Limited choice condition (n=260)
 - 6 jams at tasting station
- Received \$1 coupon
 - Tracked purchases

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Jam Results

Condition	Stopped at Display	# of jams sampled	Purchased jam
Extensive (n=242)	60%	1.50	3%
Limited (n=260)	40%	1.38	30%

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Essay Study

- Students can write an extra-credit essay
 - 6 or 30 potential topics

Condition	Submitted essay	Essay grade
Extensive (n=123)	60%	7.69 (0.82)
Limited (n=70)	74%	8.09 (1.05)

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Chocolate Study

DV	6 options	30 options	No choice
Choosing time	9 sec	24 sec	
Satisfied	6.28 (0.54)	5.46 (0.82)	4.92 (0.98)
Purchase	48%	12%	10%



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Meta Analysis

- Choice overload effect
- 99 published and unpublished experiments
- N=7,202



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Journal of Consumer Psychology 25, 2 (2015) 333–358

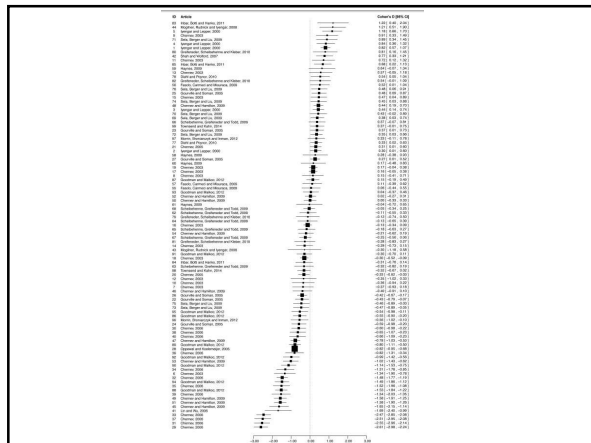


Research Review

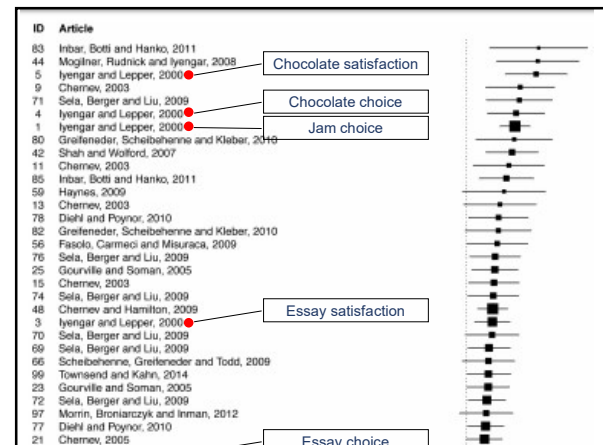
Choice overload: A conceptual review and meta-analysis

Alexander Chernev^{a,*}, Ulf Böckenholt^a, Joseph Goodman^b^a Kellogg School of Management, Northwestern University, USA^b Campus Leuven, Chicago, USA

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