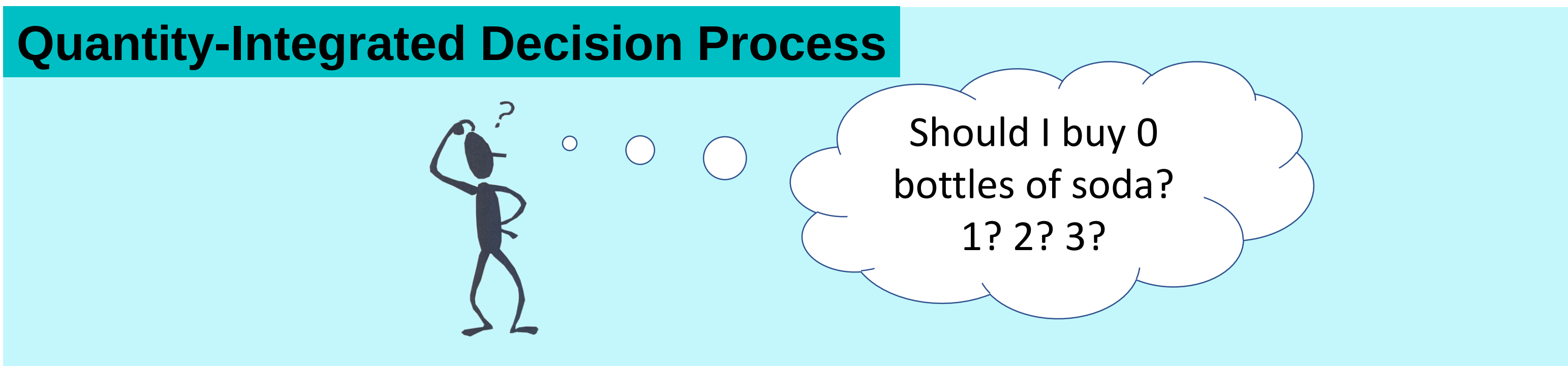


# Integrating Purchase and Quantity Decisions Increases Sales by Providing Closure

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People often decide not only whether, but also what quantity, to purchase. This decision process can be framed as having one or two stages:



We propose that the notion of purchasing offers greater cognitive closure, and is thus more appealing, when accompanied by a quantity (e.g., choosing to “buy 1” vs. choosing to “buy”). Therefore, **individuals facing a quantity-integrated process** (simultaneously choosing whether and how much to buy) **will be more likely to purchase** than those facing a two-stage process (first choosing whether or not to buy, then choosing quantity). Further, this effect should be larger when cognitive closure matters more; that is, when: (a) individuals have a greater need for cognitive closure, or (b) the product offer is less attractive.

