

# THE EFFECT OF DECISION MODES ON SUBSEQUENT CHOICE BEHAVIOR

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## Abstract

The main aim of this study is to investigate the effect of two decision modes (choose vs. reject) on subsequent choice behavior. Two experiments showed that the choose mode increased the preference for the chosen item, while the reject mode neither increase or decrease the preference for the not-rejected item. In an additional eye-tracking study, participants showed a piecewise searching pattern in the choose mode, while they showed a comprehensive searching pattern in the reject mode. This might imply that the two decision modes involved different information searching pattern and it leads to asymmetric effect in subsequent choice behavior.

## Theoretical Background

- People can make decisions actively by choosing an alternative that they prefer more or passively by rejecting less preferred alternatives
- These two decision modes have been shown to drive preference reversals and they entail different decision processes (Meloy & Russo, 2004; Shafir, 1993)
- However, relatively less has been known about the information searching pattern and the effect of these two decision modes on subsequent choice behavior
- We investigated the effect of choose and reject decision modes on subsequent choice decisions using a 2-phase choice task

### Key References

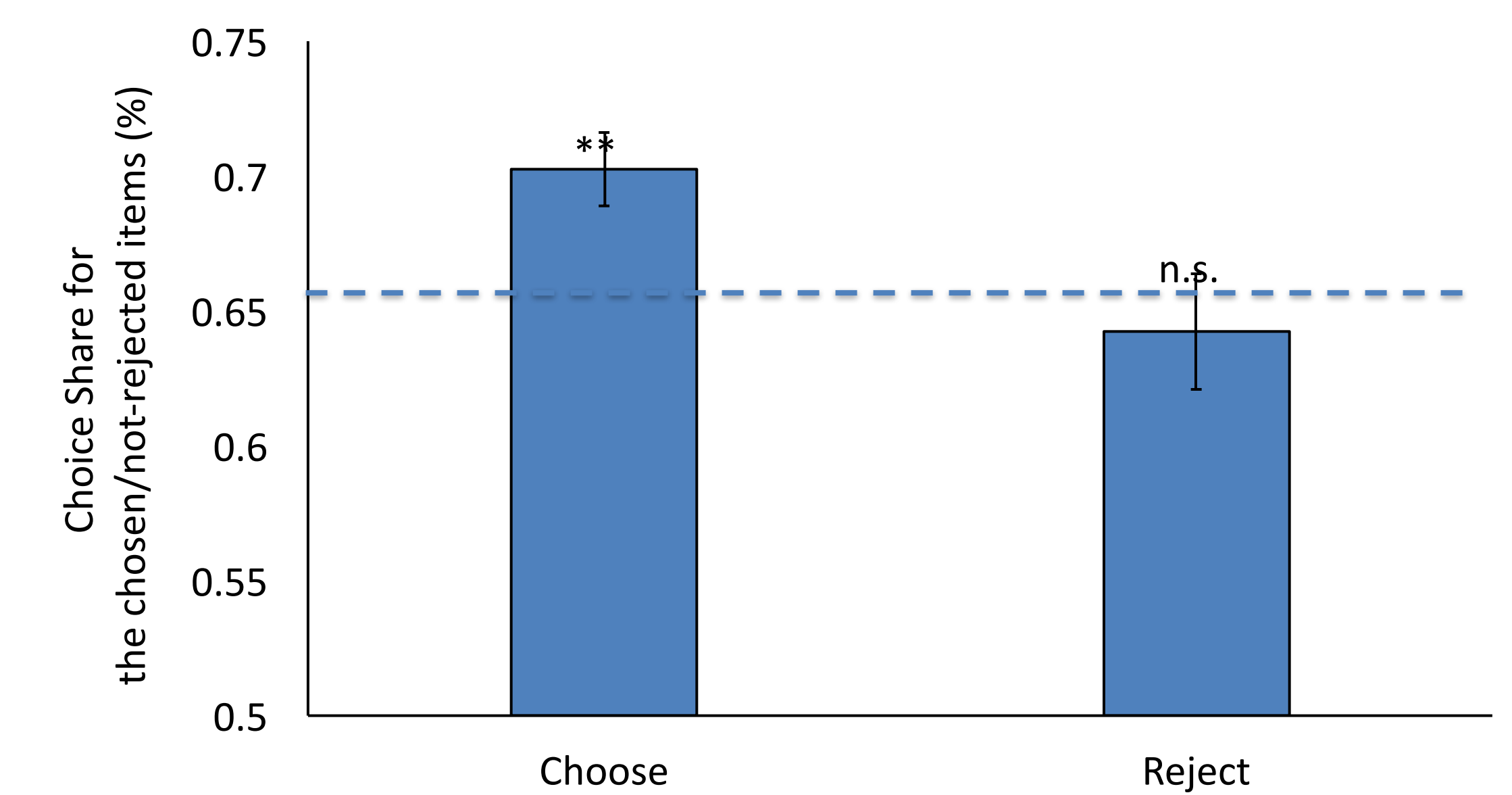
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## Experiment 1

- N = 72 (Mage = 19.64, SD = 1.52, female = 36%)
- Two conditions: Choose vs. Reject (N = 36, each)
- Procedure: 2-phases (48 choices in each phase)



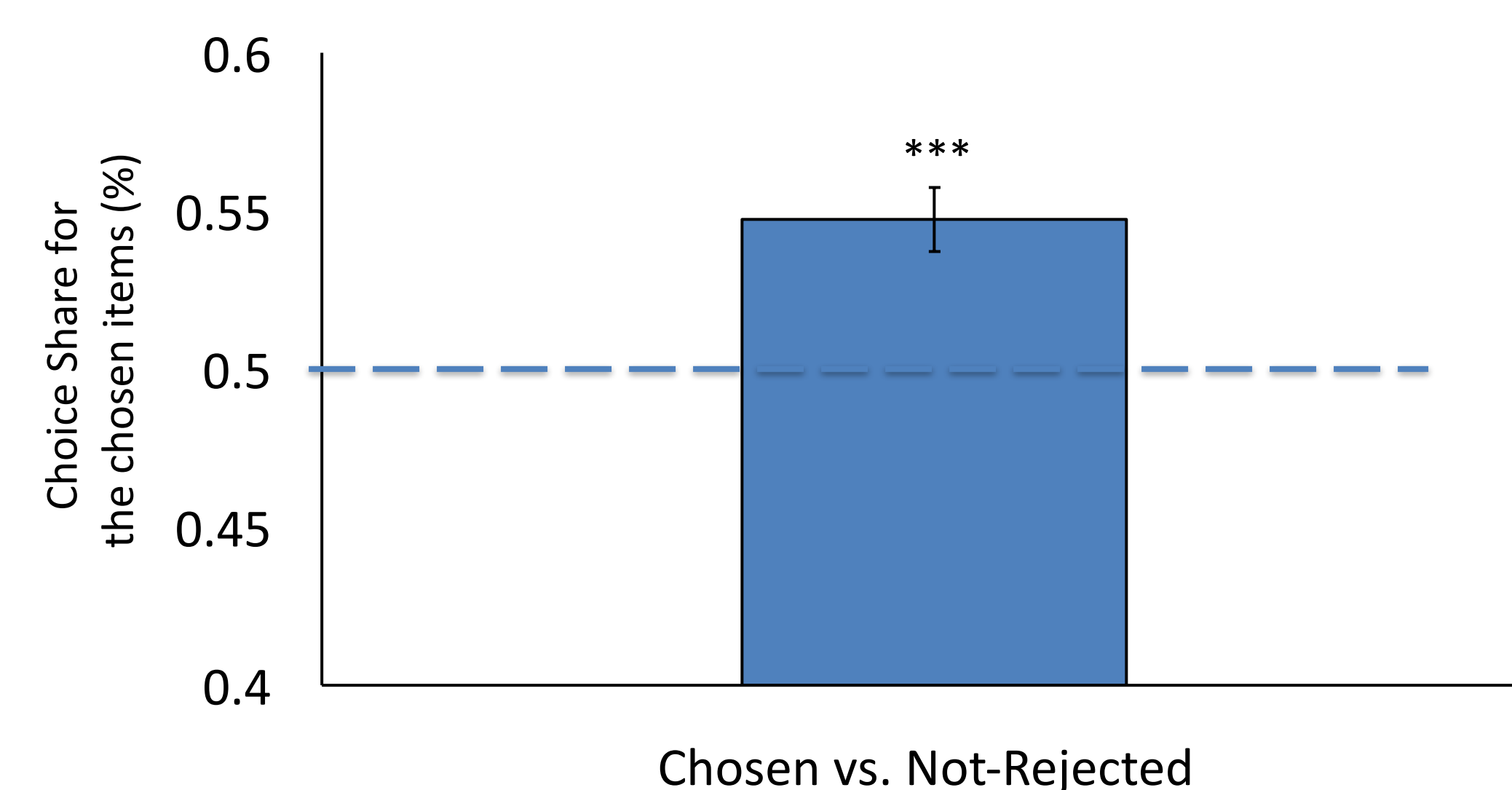
### Results



- Participants spent longer time in the rejection mode ( $M = 4.14$  sec) than in the choose mode ( $M = 4.61$  sec;  $F = 8.06$ ,  $p = .006$ )
- The percentage of choosing the chosen items was greater than chance level ( $t = 3.13$ ,  $p = .004$ ), while that of choosing the not-rejected item was at chance level ( $t = -0.82$ ,  $p > .250$ )

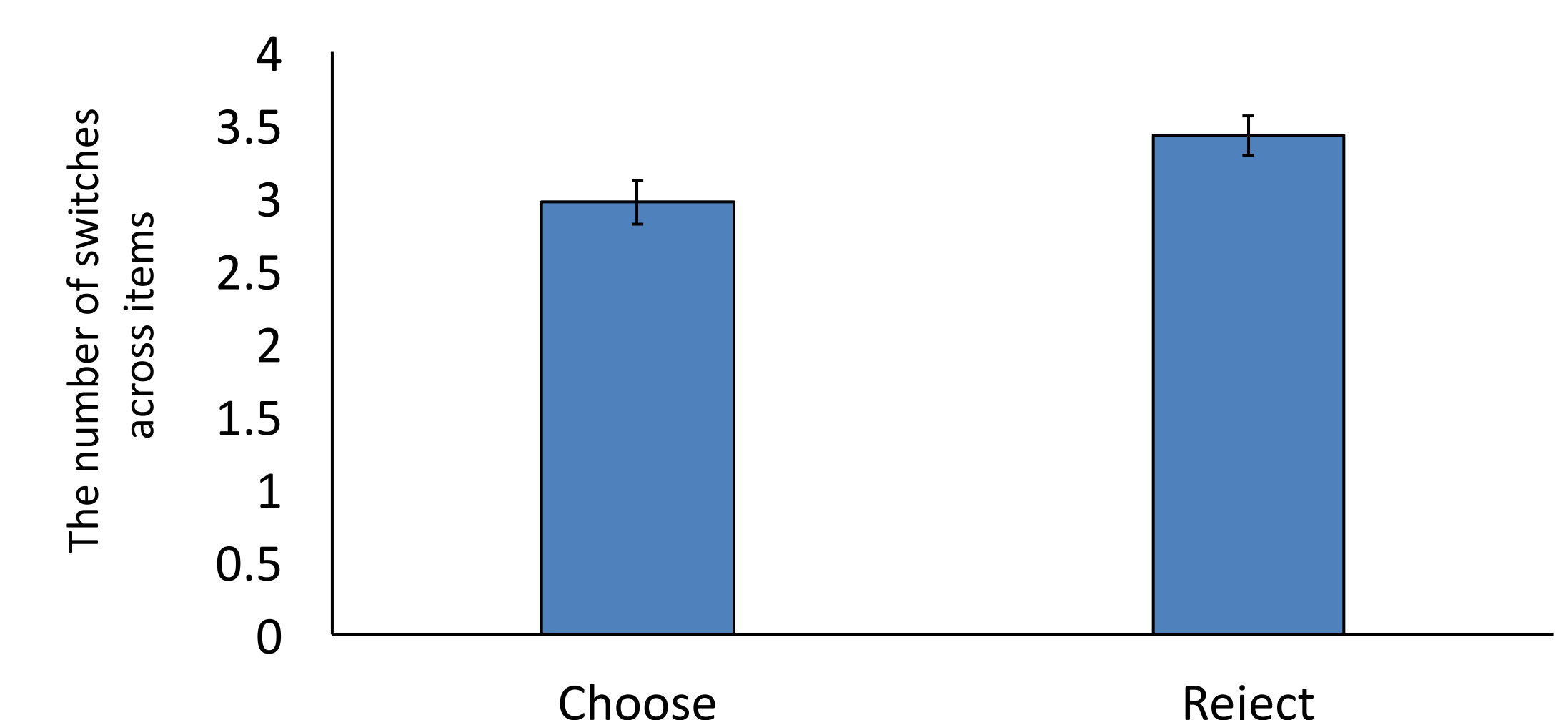
## Experiment 2

- To directly compare chosen vs. not-rejected items using a within-subject design
- N = 52 (Mage = 21.06, SD = 3.78, female = 62%)
- Two conditions: Choose vs. Reject
- Two phases
  - Phase 1: choose vs reject (48 trials each)
  - Phase 2: choose (48 trials)
- Results



## Experiment 3

- N = 82 (Mage = 20.26, SD = 2.43, female = 46%)
- Two conditions: Choose vs. Reject (between)
- Results



- Participants searched more comprehensive pattern in the choose mode ( $t = -2.28$ ,  $p = .024$ )

## Discussion

- Participants showed higher preference for the chosen items than not-rejected items
- This might be because more comprehensive searching in the choose mode might influence participants perception of the items, but not in the reject mode