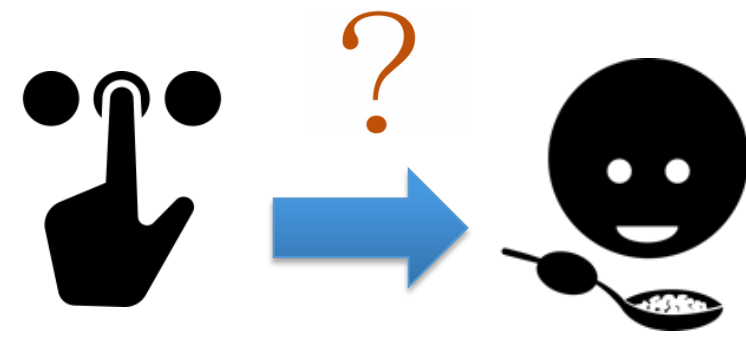


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Research Question

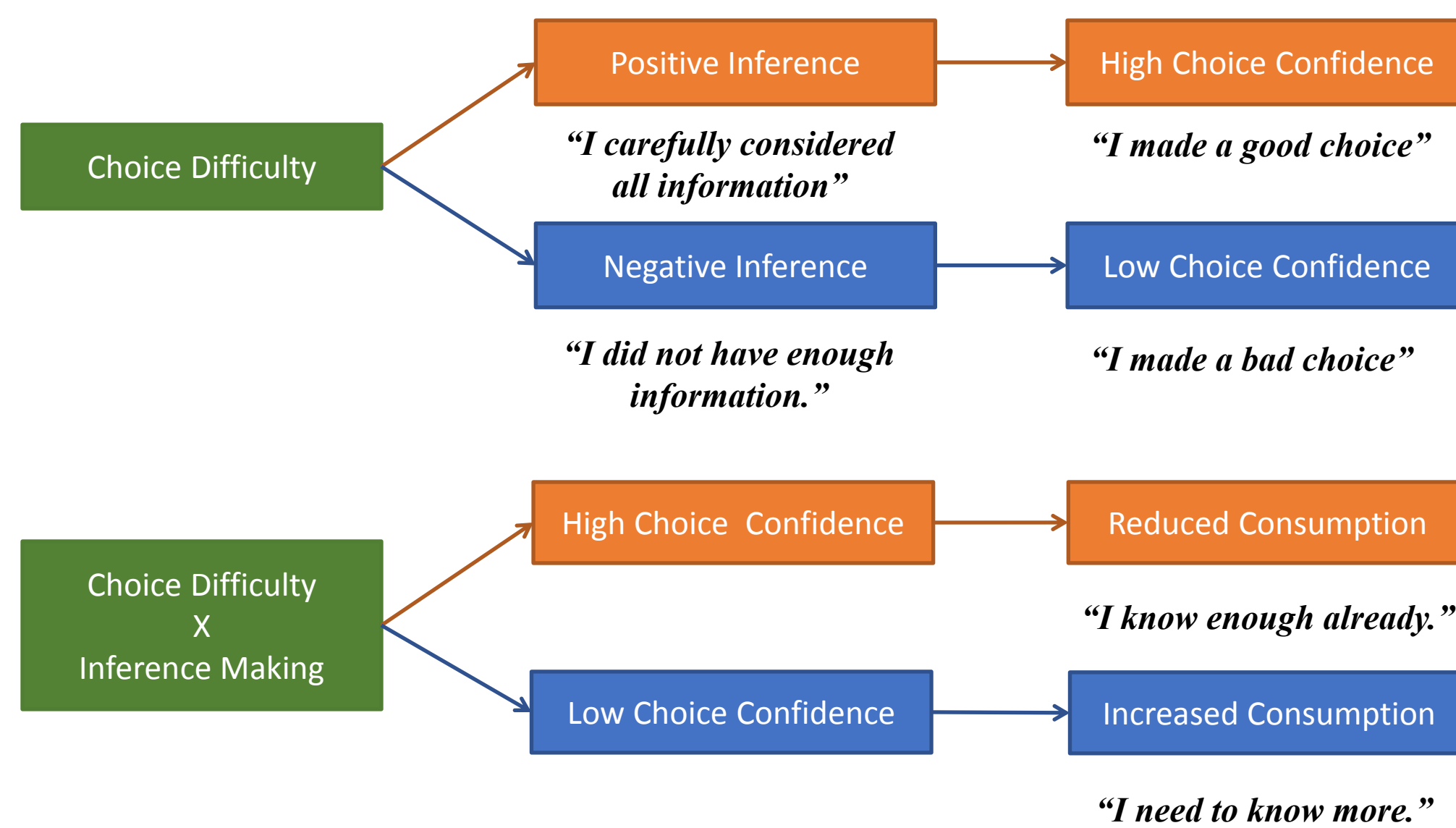


- How does *choice difficulty* impact people's *consumption behavior* (i.e., the extent to which they consume the selected alternative)?
 - What do people *infer* from choice difficulty?
 - Does choice difficulty *always* undermine choice confidence?
 - Does choice confidence *increase* the consumption of the selected alternative?

Background

- Choice difficulty leads to *different inferences* about the attractiveness of the selected alternative.¹
- Choice difficulty *undermines choice confidence* (i.e., how good the selected alternative is).²⁻⁵
- Reduction in choice confidence *increases motivation to acquire more information*.⁶

Theoretical Framework



- H1:** When choice difficulty signals *diligence*, it *decreases* consumption of the selected alternative.
- H2:** When choice difficulty signals *lack of information*, it *increases* consumption of the selected alternative.

Method

- Stimulus:** Short animated video
- Manipulation:** Choosing from an assortment with a *dominant option* (low choice difficulty) vs. choosing from an assortment with *no dominant option* (high choice difficulty)

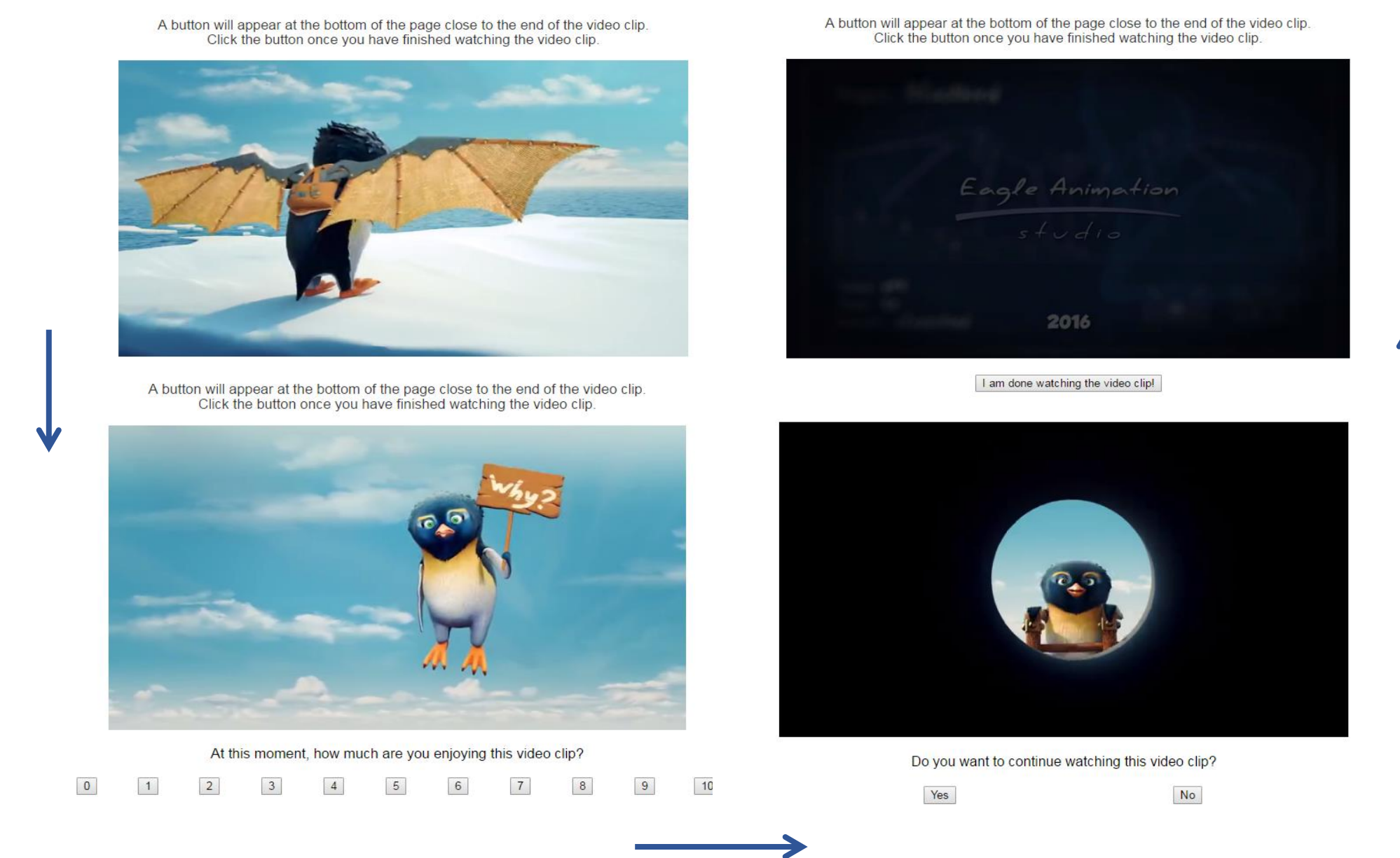
Video Name	Graphics Quality	Audio Quality	Likability	Number of Views	Your Choice
QLTB	3.9	2.8	6.7	300,824	0
ZRWS	3.5	3.2	6.8	600,766	0
STPQ	2.8	3.2	7.4	976,563	0
RNIZ	3.2	4.2	7.2	745,187	0
BWFS	4.2	3.9	7.3	864,678	0
PWHR	2.7	2.8	5.8	100,274	0
LPJG	4.9	4.5	8.2	2,888,943	0
RLGK	3.6	4.2	5.3	789,344	0

Low Choice Difficulty

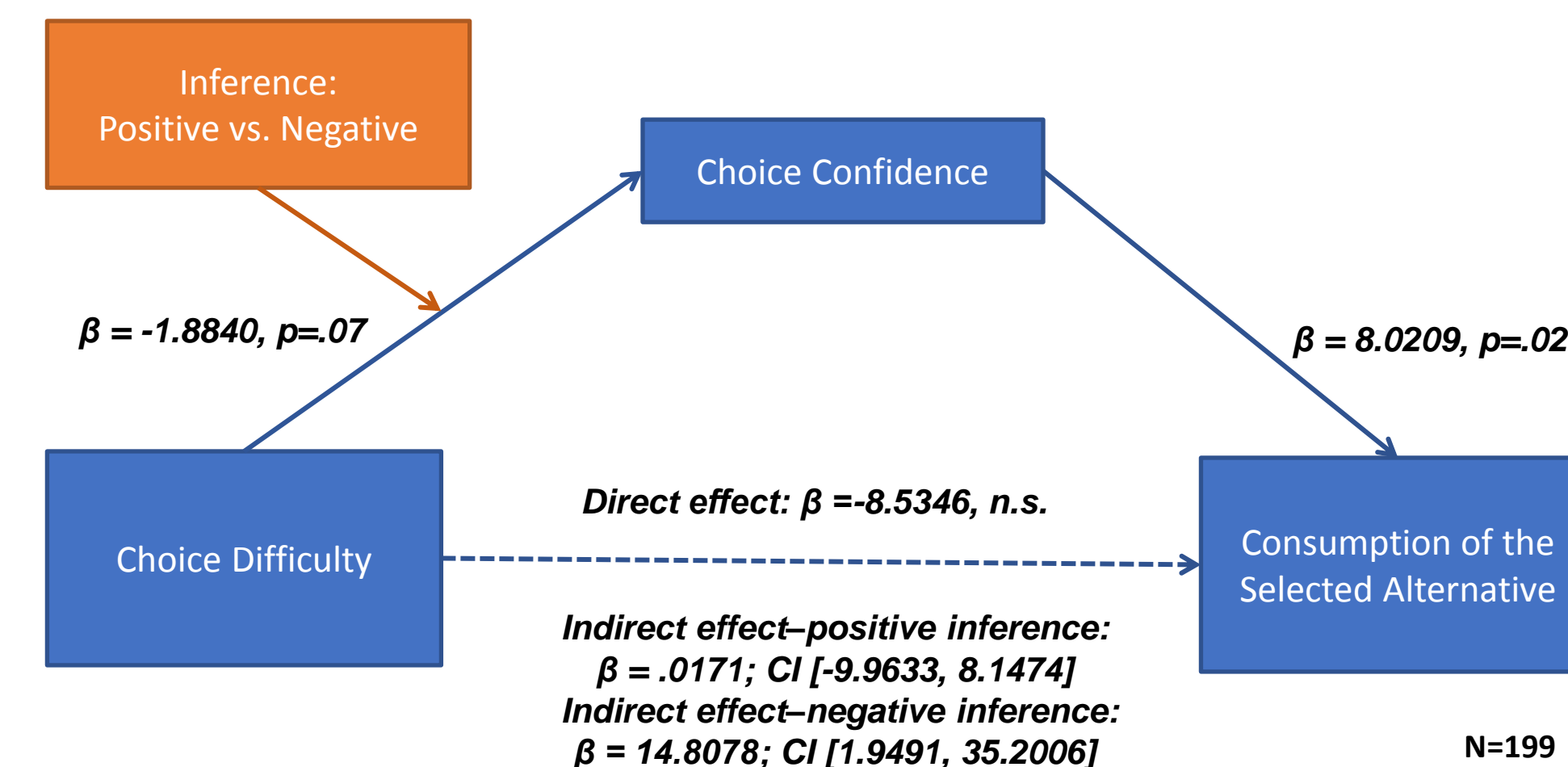
Video Name	Graphics Quality	Audio Quality	Likability	Number of Views	Your Choice
GJPL	4.9	4.5	8.2	2,888,943	0
BTLO	4.3	4.2	7.9	2,001,376	0
RHWP	4.9	4.2	7.4	2,653,186	0
KGLR	4.8	4.4	8.4	2,200,106	0
SWRZ	4.6	4.8	7.8	2,989,147	0
QPTS	4.7	4.7	7.5	2,089,104	0
ZWNR	4.1	4.6	8.1	2,117,452	0
SFWB	4.2	4.6	7.5	2,675,123	0

High Choice Difficulty

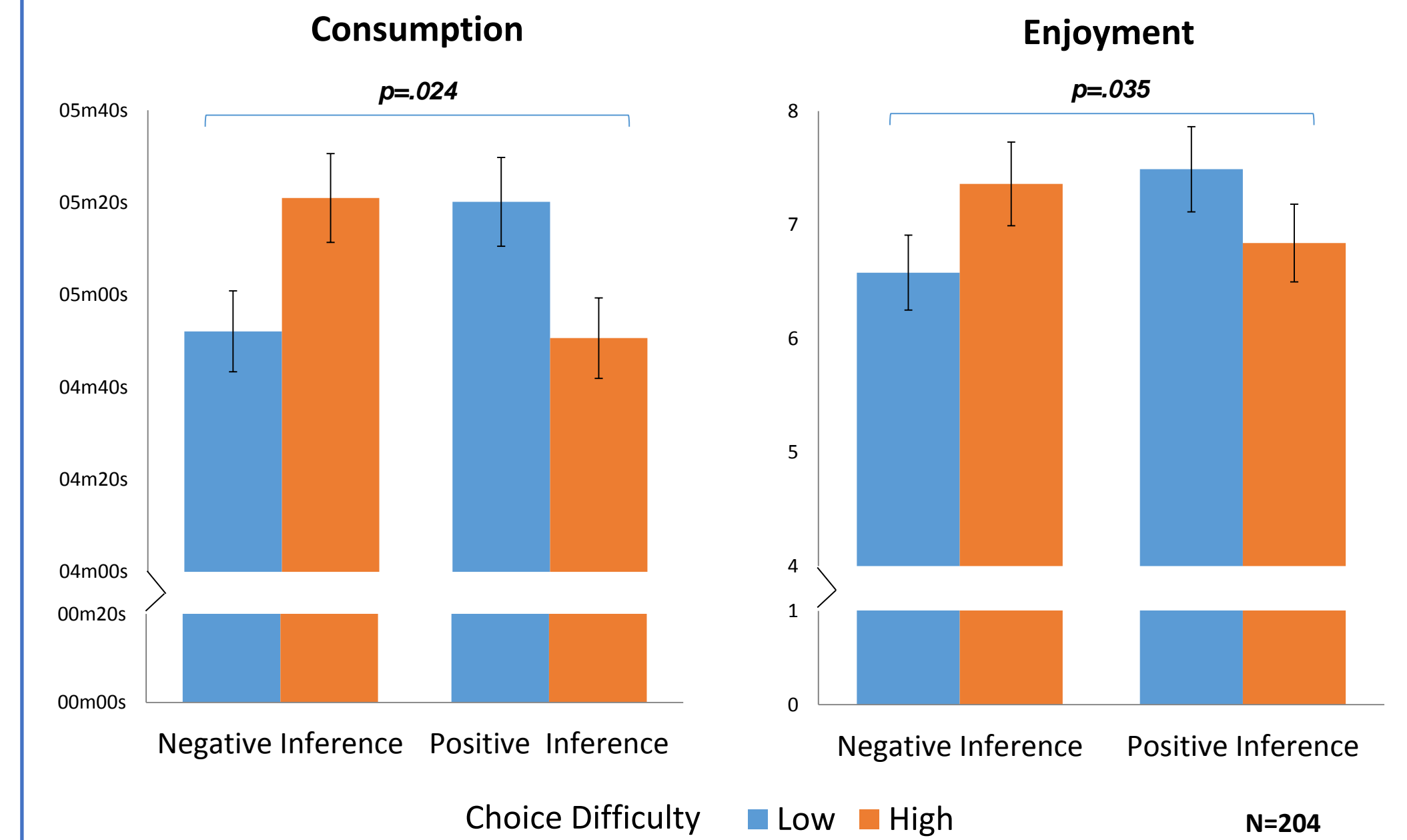
- Key DV:** How long participants watch the video



Results: Study 1



Results: Study 2



Conclusion

- The relationship between choice difficulty and choice confidence is *nuanced*.
- What people *infer* from their experience of choice difficulty (i.e., *diligence* vs. *lack of information*) affects their choice confidence, which affects their subsequent *motivation to acquire more information* about the selected alternative.
- This motivation to acquire more information leads to *increased consumption of the selected alternative*.

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