

Love is patient:

People are more willing to
wait for things they like

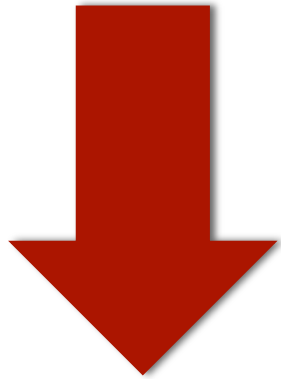
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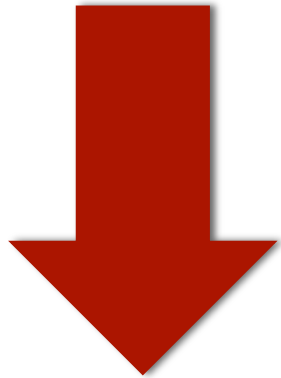
How does liking a target impact patience?



Liking a target decreases patience

- Impatience is the result of a breakdown of will

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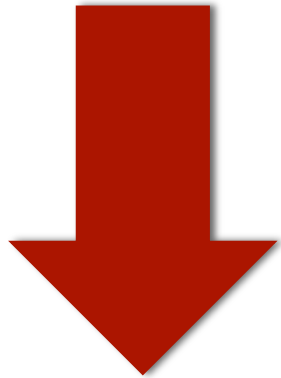
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Liking a target increases patience

- Impatience is the result of a lack of desire

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Liking a target increases patience

- Impatience is the result of a lack of desire

Study 1: Waiting for Better

High liking condition

Low liking condition



Correct size

One size too large

Correct size

One size too large

Would you rather wait ten weeks for the **correct size** t-shirt or receive a t-shirt **one size too large** this week?

Study 1: Waiting for Better

High liking condition



Correct size

One size too large

57%

chose to wait 10 weeks for
the correct size

Low liking condition



Correct size

One size too large

38%

chose to wait 10 weeks for
the correct size

Study 2: Waiting for More

High liking condition

What is your favorite type of coffee?



A Cup



A Sample

Low liking condition

What is a type of coffee that you would consume, but is not your favorite?



A Cup



A Sample

Would you prefer to receive a sample of coffee today or a whole cup of coffee in one month?

Study 2: Waiting for More

High liking condition

What is your favorite type of coffee?



A Cup



A Sample

68%

chose to wait one month
for a whole portion

Low liking condition

What is a type of coffee that you
would consume, but is not your
favorite?



A Cup



A Sample

50%

chose to wait one month
for a whole portion

Implications

- Provides insight into why people are impatient
- Suggests strategies for increasing patience



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Thank you!

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