



# Perceptions of Maximizers vs. Satisficers in Consumer and Work Contexts



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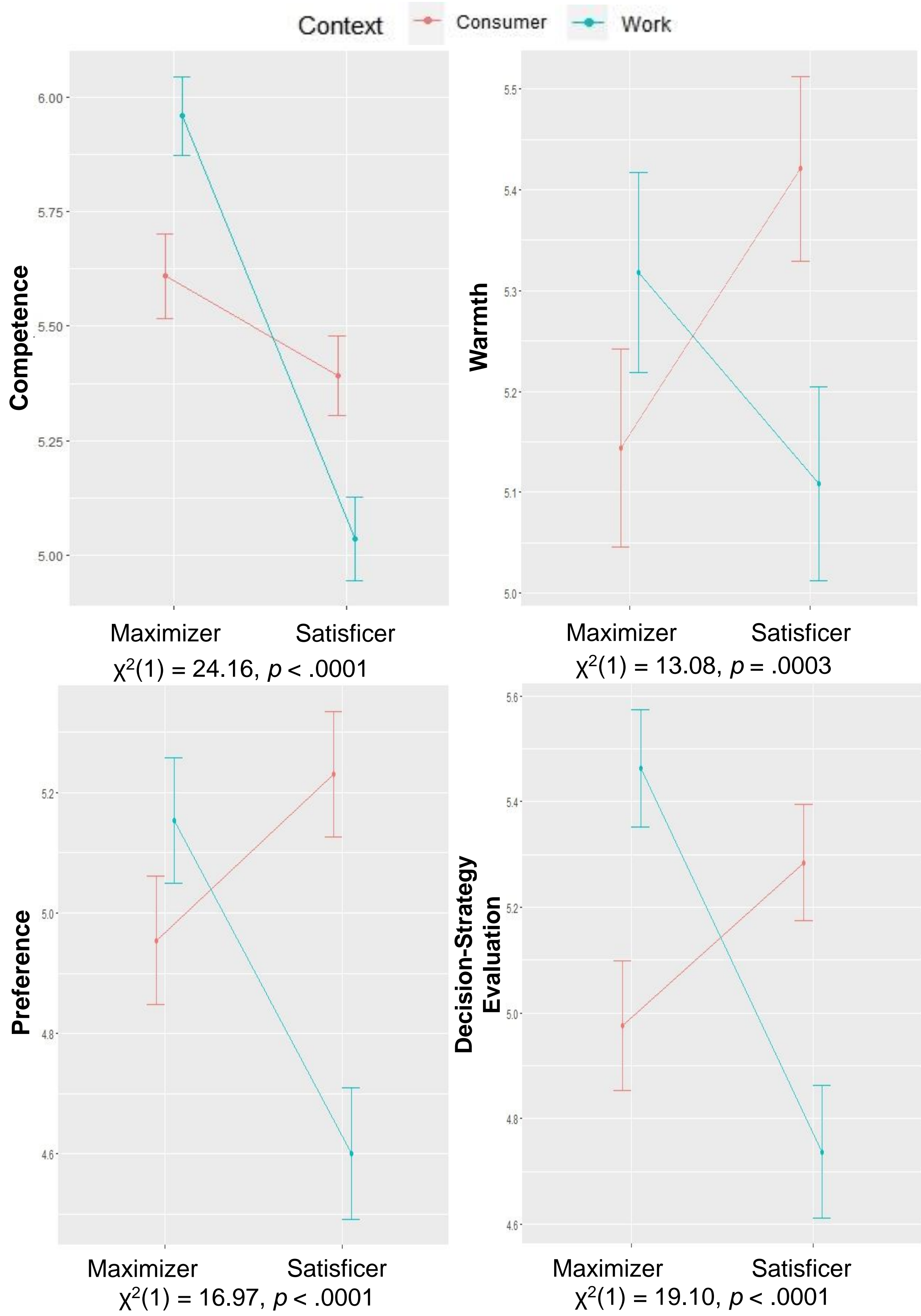
## INTRODUCTION

- Maximizing tendencies are linked to lower well-being (Schwartz et al., 2002) but often yield better outcomes in work settings, such as higher-quality choices and higher pay (Iyengar et al., 2006; Polman, 2010).
- Little research exists on how decision-making styles affect perceptions. Maximizers are viewed as less warm, leading to reduced social support (Chen et al., 2022).
- Social perceptions of maximizers and satisficers are expected to vary by context: maximizers are likely to be seen more positively in work contexts, while satisficers are preferred in consumer contexts.

## METHODS

- **Participants:** 296 individuals evaluated social perceptions of maximizers and satisficers in consumer and work contexts.
- **Design:** 2 (Style: maximizer vs. satisficer) x 2 (Context: consumer vs. work); Style was within-subject, Context between-subject.
- **Scenario:** Consumer contexts—buying a fan, choosing a restaurant; Work contexts—selecting a logo, choosing a project. Participants were assigned to one scenario.
- **Analysis:** Mixed ANOVA assessed interaction between style and context.

## RESULTS



- **Competence and Warmth:** Maximizers were perceived as more competent and warmer in work contexts, while satisficers were viewed as warmer in consumer contexts.
- **Relationship Preference:** Maximizers were preferred in professional relationships, whereas satisficers were favored in personal relationships.
- **Evaluation:** Maximizing was viewed as a wiser approach in work contexts, while satisficing was considered more effective in consumer contexts.

## DISCUSSION

- Our findings suggest that perceptions and preferences for decision-making styles vary by context, underscoring the value of tailoring styles to specific situations.
- We also offer insights into distinct expectations in professional versus personal relationships, revealing when maximizing can be a social asset.
- Our next study will explore broader implications, especially people's willingness to help maximizers and satisficers.

**References**

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