

Decision Processes Colloquia

Monday, October 27, 2014

Where: 265 JMHH

When: 12:00 – 1:15 pm

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Preference Expression Modalities

ABSTRACT: A substantial body of research in behavioral decision theory and consumer behavior has shown consistent violations of procedure invariance, the normative principle that preferences should be invariant to changes in normatively equivalent expression modes. Although, the marketplace affords consumers many different modalities by which to make a choice (e.g., pushing a button at a vending machine or expressing one's choice orally in a restaurant), research on procedure invariance has been silent on the effect of the specific modality of preference expression. In this research, we compare oral expression (i.e., speaking) and manual expression (e.g., pushing a button) and demonstrate the differential effect on consumers' likelihood to indulge when making food consumption decisions. In both laboratory and field studies, we demonstrate that speaking fosters more indulging choices as compared to manual preference expression.