

# Decision Processes Colloquium

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### **Turning the Page: The Impact of Choice Closure on Satisfaction (Yangjie Gu, Simona Botti, David Faro)**

This paper introduces the concept of choice closure, defined as the psychological process by which consumers come to perceive a decision to be resolved and complete, and focus on the decision outcome. Choice closure inhibits consumers who have already made a choice from reverting to the decision process and engaging in potentially unfavorable comparisons between the chosen and the forgone options. In a series of laboratory studies, we show that physical acts of closure—such as turning one’s back on, covering, and turning the page on the rejected alternatives—facilitate choice closure in the context of difficult decisions involving large choice sets, and that choice closure results in greater satisfaction.