

Decision Processes Colloquia

Monday, December 4, 2017

Where: 250 JMHH

When: 12:00 – 1:15 pm

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Choosing to Delay Choice: When Self-Imposed Delay Reduces Purchase Likelihood

ABSTRACT:

Consumers often impose a decision delay on themselves before making a purchase decision, choosing to evaluate the same option multiple times before deciding whether or not to buy. This research shows that self-imposed delay can lead to decreased purchase intent relative to a context with no opportunity to delay the purchase decision. This decrease in purchase likelihood is attributed to a difference in the way that consumers weight desirability and feasibility attributes when making a unitary purchase decision versus the multi-stage evaluation process required by engaging in self-imposed delay.

