

## **“Making your Heart Fonder or Mind Wander? The Effect of Contemplated Effort on Consumer Preference”**

Across disciplines, researchers have suggested that contemplated effort, objective or subjective, is a cost to be minimized. As a consequence, outcomes associated with effort are viewed as less desirable than those associated with ease. We argue that this is not always the case. In certain situations—for instance when people are pursuing important goals, when people perceive themselves as highly competent, or when people are judging specialness of information or products—contemplated effort can signal value of an outcome. We present a framework to explain when and why effort will enhance perceived value of an outcome and discuss the importance of our findings for understanding consumption decisions.