Focusing on Desirability: The Effect of Decision Interruption and Suspension on Preferences

WENDY LIU*

This research examines the phenomenon of interruptions and suspensions in decision making. It is proposed that information processing may change from a bottom-up, data-driven to a top-down, goal-directed mode after an interruption, thereby affecting preferences. In particular, in decisions involving desirability and feasibility conflicts, because desirability is a superordinate goal to feasibility, four studies found that when a decision is interrupted and later resumed, people become more likely to favor highly desirable but less feasible consumption, such as a high-risk, high-reward option or a high-quality, high-price option. A reduced focus on feasibility is found to underlie this effect.

* n ▶ , n m n An n n , m n n ▶ An , 110 M , -41 ▶ An , A 00 5-14 1 (n . , n n . ,). , n ns m m n n, A m , n mm n n .

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THEORETICAL BACKGROUND

Bottom-U , Data-D i en e To -Down, Goal-Di ected P oce ing.

De i ability and Fea ibility of Action .

M

0.3( )-015.3( )-345.6(- 2-3

FIGURE 1

THEORETICAL MODEL

STUDY 1: CHOOSING A HIKING DESTINATION

n n

1 m n n n
n m n m n -
(1). n , -
n m n n
n n n . n
n , (*N* p 3) -
n n- n n m n
n n n n , m
n mm n n n ,
n n . n (62% m n n)
n n (3 %) n m m n ,
(51%) n (3 %)
m n n n . n n n
n (n n n
n n m
m n n). n , A
n n n ,
70 m m m n m n .
, n n , ,
40 m m m n n . A
n m A
. n
n (. n) n, ,
m m A. , 1
n - n n n (. n)
n , n m n , n .

n (*N* p 12 , m n , p 34, 26% m)
n n m m n
m . 10-m n n
n n n -
. n nnn n
n n n
m n n nm n . n
m n n n
n n , n , m
n .
n n , n n n
m n m n n n
n n m n n
n n n n
(n n n) n
n m n n m n
n , n
n n m n
n n n n
(. 2 n n). ,
n n nn n n n n-
n m m , n n
n n
n n.
n n , n
n n n n -
(n . 2003). n , n
n 7 m 175 105, n n
. n n
m n n n n
n n m nn n n .
n n n n n m nn -

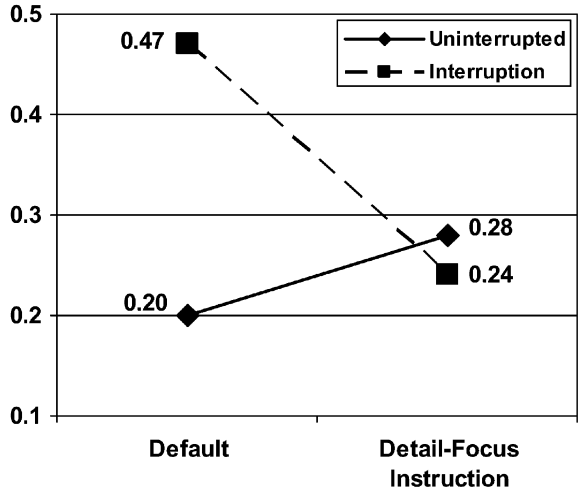
FIGURE 2

ILLUSTRATION OF THE DECISION INTERRUPTION PROCEDURE

H4:

FIGURE 3

STUDY 3 RESULTS



n n ($^2 < 1$), , n
, nn , n n n m- ,
- n m , m n n , n mm -
.

, n

n n 3, , 3 , n n n-
, n n n H H n n
- , n. H , n
4, m n n n , n -
m n n n , n m- ,
n n , m n .
, m n m , n n , n
, n m , , m m- , - n
- n, , - m n n . , ,
, 3 , n m n n - ,
n n , n n , n n ,
n , n n m n n n .
n n , n n n m n
n n , n , n n
, m n m. , , -
n m n n , 1, n n , n -
, n n n , m n n ,
n , m m n n , -
n n n n , . , , 4 m n
n n , n n n .

STUDY 4: DECISION INTERRUPTION AND PRICE SENSITIVITY

n , n

, 4 m n n
n , n n . -
n, , n n n

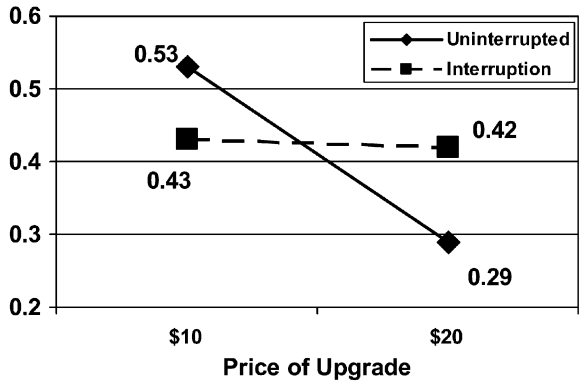
n n n n n . ,
n n , m n $50
, n . n n -
n, , $10 , n
n n n, , $20 . , -
, n n , n m n
n , n .
, n n , n -
, n, n n , n m
n n n
n , . , n n , n n
n , n n n,
n n n , , ,
$10 $20 n n , n nn , n n, -
, n , ,
n n n , , ,
, .

H5: n - , n, n , n -
n .

, n n , n m
m n n n , n .
, , n n , n
n , n n n
H H n. H ,
n n , , , .
n n , m m , n ,
n , , m
n , m n. , , n , m-
n n m n n m- , m nn n
n , n . ,
H H n m n, , ,
n , n , ,
m n m n , , n. H -
, n , n , n - n m nn ,
n , n , , n m , -
(m n n) n
m n , n .
n n , n
n , . n , , n
n , n m , n n -
n , n H H n
n , n nn , n n. n , n ,
, n , -
, $35 , $20 m m ,
$10 n . ,
n n , n m
, m , nn , n n, , n
n , , $20 n
$10, m n
, nn , , m m
n , .
, 4 2 (n , n n . -
n) × 2 (, , , .) , n.
n n n n n , n n
, n , n (. ., n n
n ,) n n n , ,

FIGURE 4

STUDY 4 RESULTS



GENERAL DISCUSSION

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