Choice Freedom

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Choice options

- 285 brands of cookies (21 chocolate chip)
- 360 shampoos
- 100 brands of bottled water
- 87,000 Starbucks coffee combinations
- 100 brands of computers
- 400 women's fashion designers (and 140 men's)
- 65,000 DVD titles on Netflix
- 250,000 software titles
- 2000 universities (each with hundreds of electives)
- 8000 mutual funds
- 15 million online dating partners on Match.com

Choice occasions
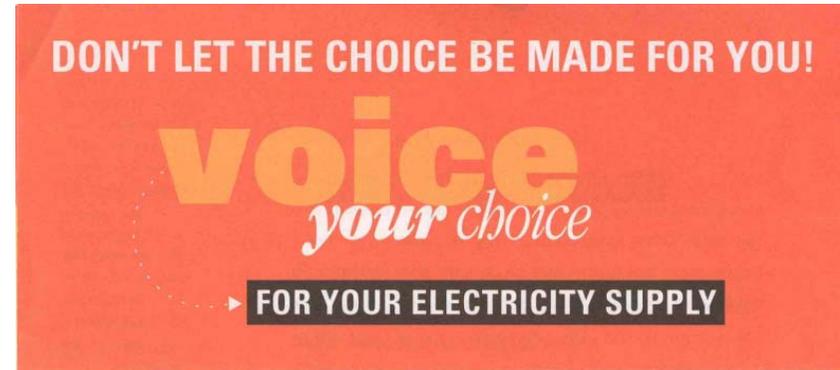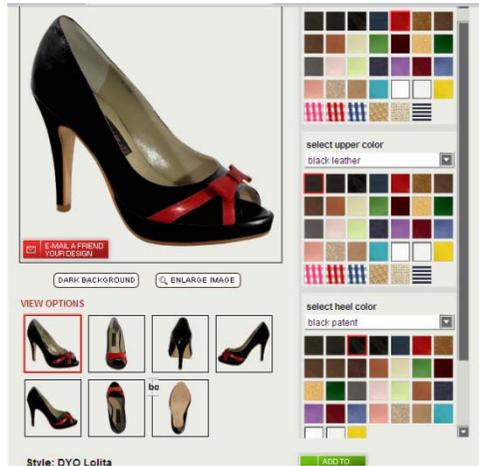
"Giving patients more choice about how, when and where they receive treatment is one cornerstone of the Government's health strategy." (http://www.dh.gov.uk)
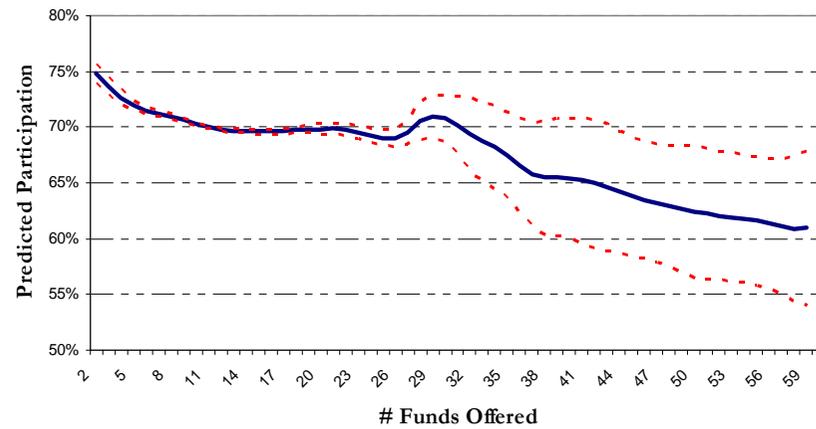

"Many students would like more choice in their courses—fewer core and more electives"

Effect


Iyengar and Lepper (2000)

Iyengar, Jiang, and Huberman (2004)


Botti and Iyengar (2004)

Process

- Preferences (Chernev 2003; Dhar 1998; Luce, Payne and Bettman 1999) and expectations (Diehl and Poynor 2010)

- Perceived resources (Inbar, Botti and Hanko 2011)

- Individual (Iyengar, Wells, and Schwartz 2006; Schwartz et al. 2002) and cultural (Markus and Schwartz 2010) differences

- Perceived agency and sense of responsibility (Botti and McGill 2006; Botti, Orfali and Iyengar 2009)
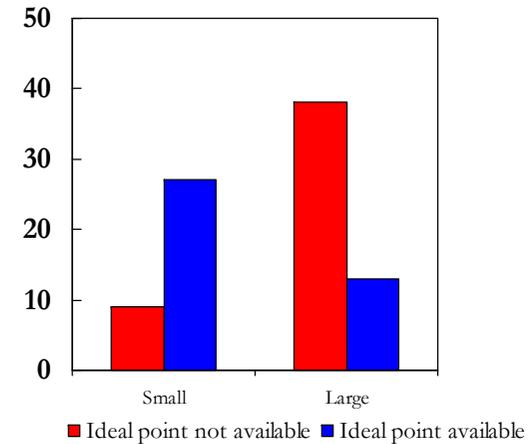
Helping consumers(and marketers)

- Assortment organization (Goodman et al. 2013; Kahn and Wansink 2004; Mogilner, Rudnik, and Iyengar 2008)

- Characteristics of the options (Gourville and Soman 2005; Griffin and Broniarczyk 2010)

- Default options (Lusardi et al. 2007; Thaler and Benartzi 2004)

- Choice closure (Gu, Botti and Faro 2013)
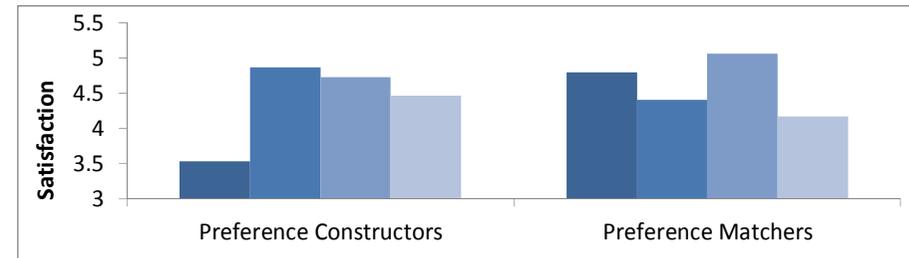
New directions?

- Different DVs
  - Perception of quality (Berger, Draganska and Simonson 2007)
  - Option (Sela, Berger, and Liu 2008) and assortment (Chernev and Hamilton 2009) choice
  - Satiation (Redden 2014)
- Perceived control
  - Spatial constraints (Levav and Zhu 2009)
  - Product characteristics (Cutright 2012)
  - Different sources of control (Inesi et al. 2011)