"Rejectable Choice Sets: The Widespread Consequences of No-Choice Options"

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Abstract

Early research on no-choice options primarily focused on the antecedents and consequences of choice deferral (i.e., when the no-choice option was selected). We, however, have taken a different perspective on no-choice options, examining how their mere availability can be influential even when they are not selected. In this talk I will cover how unselected no-choice options can influence the decision process (Parker & Schrift 2011), consumers’ persistence along their chosen paths (Schrift & Parker 2014), and consumers’ counterfactual thinking and feelings of regret. Additionally, I will discuss our preliminary investigation into the individual specific and context dependent factors that affect consumers’ perceptions of the viability of no-choice options in the real world.