

# STIMULUS CHOICE: WHAT WE HAVE LEARNED SO FAR

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## Abstract

*This paper will discuss about stimulus choice, the theory surrounding it, and the development of the theory until now. The approach being used is by analyzing thirty eight papers related with stimulus choice, making synthesis from collected papers, and producing critical view for those related papers. From this paper we find that stimulus choice depended into several different approaches, include: decision making process, consumer expectation, number of product and assortment varieties, information related with product, price, brand, outside and environmental influences, and the product itself. All of this papers will be analyzed to find the objectives, context, construct, methodologies, indicators, conclusion, and critical views of the papers.*

**Keywords:** *choice; stimulus choice; consumer preference*

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## Introduction

This study will try to elaborate on the concept of stimulus choice, based on previous studies related with the idea. The purpose of this paper is to understand about the factors stimulating consumers to make a choice when purchasing or selecting products. Stimulus choice relates with how the option of choices are being affected by external factors, which are being manipulated throughout the researches.

There are thirty-eight research papers being analyzed for this study, with research approach ranging from decision making, number of choice available, and number of assortment offered, price being offered, environmental effect, brand, consumer expectation, information being delivered, and product.

Decision making process involved the process on how the selection of choice is being made by the consumers. The number of choice and choice assortment deals with how array of product availability could affect the consumer choice decision. Price deals with how manipulation of price could affect consumer decision to purchase. Environmental effect deals with how consumer choice decisions were affected by the environmental condition and manipulation surrounding them. Brand could also instantly affect the consumer decision to choose products.

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When purchasing a product, consumer will have expectation on what kind of product delivery that they will have in the future. Information also plays significant part for a product, in order to enhance the probability of being chosen. Consumers also treat the type of product being sold differently, when they decided to choice a product.

## **Literature Review**

The review of literature is divided into eleven major sections and provides them with a context for the study. The sections will review several articles discussing decision-making process, assortment and number of choice available, price, environment effect, brand, expectation, information, product, and end line. A literature review mapping will be available to indicate the research position of this study among the development of theories and models. All of the detailed study analysis can be found in the appendices section.

### *Decision Making Process*

We can see that when determining a certain choice, consumers tend to seek for several possible reasoning before deciding on the final conclusion. The first one discuss about extreme aversion and attributes balancing. In here, the research shows that consumers tend to avoid extreme choice when dealing with choice decision. They prefer to find neutral option when choosing a certain product. This is why when a company provides an attribute balancing option; they can “direct” consumers to choose that specific option (Chernev, 2004). Some of the papers discuss about the consumer choice model, in here represented by the aggregate customization (Arora & Huber, 2001) and Fits-Like-A-Glove (FLAG) model (Allen, 2002). Both of the researches offered new perspective on how consumers make choice decision. When deciding on a choice, consumers tend to conduct valuation, with methods of direct and derived valuation. The research suggest that derived valuation tend to biased the preference away in group, and in group consumers are more aware of price sensitivity under derived valuation, compared with direct valuation (Sood, Rottenstreich, & Brenner, 2004). Decision making process when dealing with complex decision is different compared when deciding on creating a simpler decision (Swait & Adamowicz, 2001). When faced with short time-constraint, sometimes consumer decisions tend to be different compared when they are provided with longer time-horizon (Nowlis & Dhar, 1999). The last paper discussed about the contingent decision-making could be applied into the decision processes as well as to the decision outcomes (Drolet, 2002).

### *Assortments*

Number of assortments plays significant part in consumer choice decision. By modifying the number of choice assortments as external factors, consumers can be affected and manipulated into choosing a certain option. When faced into large assortments of choice, consumers are facing a condition called as choice overload, where the decision being made is not an optimized decision (Scheibehenne, Greifeneder, & Todd, 2010). Large choice option could also affect the consumer decision to select options that are easier to justify (Sela, Berger, & Liu, 2009). The consistencies of the consumer decision will also decreasing depend on the attributes being offered by the product. The findings suggest that larger the attributes, the lower the consistency being made by the consumers (Louviere, Islam, Wasi, Street, & Burgess, 2008). When dealing with assortments, producers could manipulate the consumer choice decision by adding a certain ideal point available (Chernev, 2003) or by presenting an important/ salient categorical attribute (Ha, Park, & Ahn, 2009).

### *Price*

Price affects consumer decision when purchasing a product. The research suggests that discount retraction does not always give negative implications for producers, if conducted properly (Wathieu, Muthukrishnan, & Bronnenberg, 2004). By manipulation of promotional framing, compared with direct discount, consumers can be led to choose products (DelVecchio, Krishnan, & Smith, 2007). Also choice can be also directed by manipulation of left digit and price ending (Manning & Sprott, 2009).

### *Environment Effect*

The main concern of environmental effect, deals with how consumers could affect other consumers. One research suggests that sometimes consumers tend to duplicate other consumers decision when purchasing a specific product (Ariely & Levav, 2000). This follower behavior could also be triggered due to other consumers' appearance (McFerran, Dahl, Fitzsimons, & Morales, 2010). Sometimes unconsciously, consumers tend to choose product based on their perception on strangers, which called Incidental Consumer Brand Encounters (ICBE) (Ferraro, Bettman, & Chartrand, 2009). Consumers also have the ability to manipulate other consumers, although they might offer different preference compared with theirs (Hamilton, 2003). Then relationship between two parties could also affect consumer choice, although the decision might not always be based on goodwill only (Wathne, Biong, & Heide, 2001). The store location and easiness to access the store plays significant part in consumer choice decision (Brooks, Kaufmann, & Lichtenstein, 2004). Finally, the display of product sales point such as stores or online stores plays significant part in attracting consumers to make choice (Mandel & Johnson, 2002).

## *Brands*

Brands play significant part in choice decision. A company with good brand reputation will have advantages if competing with other brand in earning consumer. A credible brand tends to attract better choice from their consumers compared with others (Erdem & Swait, 2004). However, good brand sometimes only deals with one type of product. When the company decided to create a brand extension, sometimes do not resulted as good as the main brand (Swaminathan, Fox, & Reddy, 2001). Brands are also being analyzed inter-regionally to find the perceived value findings when individual visit a certain brand website (Steenkamp & Geyskens, 2006). A consumer chooses a brand based on their expectation, on whether it is close with their own ideal point or not. Also consumers' purchase decisions are analyzed based on their purchase pattern and volume, which plays significant part in dealing with the decision to choose a certain brand (Desarbo, Kim, Choi, & Spaulding, 2003).

## *Consumer Expectation*

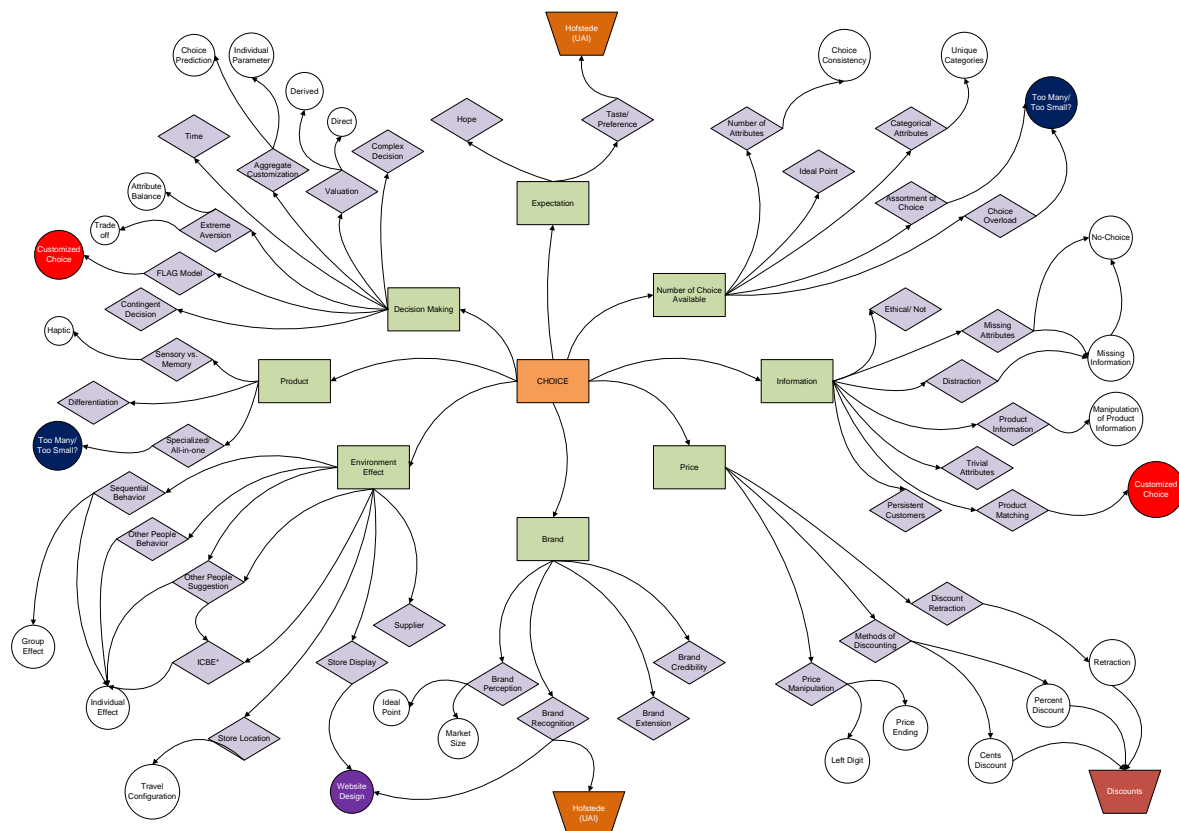
What consumer expected towards a certain product, prior before deciding on which products being choose? One particular research deals with the concept of hope. The study result shows that hope plays significant part in relationship between antecedent variables and evaluative judgments (MacInnis & De Mello, 2005). Restaurants can use this finding to produce an alternative healthy food with good taste (Raghunathan, Naylor, & Hoyer, 2006).

## *Information*

Information affects consumer choice decision. The first research discuss about the effect of nutrition information, when placed on a product. The result suggested that it would attract the consumers to purchase the product, although sometimes the company misused to nutritional information for boosting their sales (Kozup, Creyer, & Burton, 2003). The second research discuss about how missing attributes and information can affect consumer decision to choose a certain product (Gunasti & Ross Jr., 2009). Next research discuss about promotion of prescription drugs and its implications for consumer choice decision (Gonul, Carter, Petrova, & Srinivasan, 2001). Fourth research discuss about the importance effect of trivial attributes towards consumer choice (Brown & Carpenter, 2000). The next research discussed about the how producers try to match consumer product preferences (Burson, 2007). The psychological conditions of the consumers also affect their decision policy. When face with choice of healthy and unhealthy food, consumers tends to judge unhealthy foods to taste better compared with the healthy one. When faced with tough choice with minimum information, they tend to make choice based on the safest option (Shiv & Nowlis, 2004). The last research in this section deals with persistent preferences for product attributes. This research discuss about how some of consumers have persistent preferences when dealing with their choice decision (Muthukrishnan & Kardes, 2001).

Product

Lastly, products being offered by producers to consumers affect their choice decision. The first research discussed about how sensory attributes influence consumer decision, even after memory information is being presented (Shapiro & Spence, 2002). The second research discuss about the advantages of jack of all trades product (all-in-one) compared with specialized product. The research suggested that not all consumers prefer to select all-in-one products (Chernev, 2007). Final research suggests that feature complementary plays significant role in consumer decision to evaluate a certain product, which at the end leads to product selection (Chernev, 2005).



**Picture 1: Mind map Model for this Stimulus Choice Research  
 (Author’s Interpretation)**

## Conclusion

From the data analysis above, we can conclude that in order to stimulate a consumer to choose a product, producers have to use several approaches to manipulate and affect the consumer preferences to purchase the products. The approach can be directly manipulated via: decision making process (contingent decision, FLAG model, extreme aversion, time constraint, aggregate customization, valuation and complex decision), expectation (hope and taste and preferences), number of choice (number of attributes, categorical attributes, assortment of choice, and choice overload), information (missing attributes, distraction, product information, trivial attributes, product matching, and consumer persistency), price (discount retraction, price manipulation, and methods in discounting), brand (brand credibility, brand extension, brand perception, and brand recognition), environment effect (sequential behavior, other people behavior, other people suggestion, power of strangers, store location, and store display), and product (product differentiation and sensory information).

Further research should be conducted to familiarize and improve the findings of this paper, particularly by conducting survey research to recognize dominant factors which influence consumer when they make purchasing decision.

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## Appendices

### Appendix A: Decision Making Process

Author	Objective	Conclusion	Critical view
Context Effects without a Context: Attribute Balance as a Reason for Choice (Alexander Chernev - 2005)	<p>This research investigates:</p> <ol style="list-style-type: none"> <li>1. the role of attribute balance as an intrinsic factor moderating both extremeness-aversion and trade-off-contrast effects in choice.</li> <li>2. This research also documents the role of attribute balance as a compelling reason for choice that is independent from the decision context defined by the relational properties of choice alternatives.</li> </ol>	<p>Attribute balance has a significant impact on extremeness-aversion and trade-off-contrast effects. attribute balance moderates the impact of justification on the strength of extremeness aversion and trade-off contrast</p>	<p>Not all people avoid extreme attributes</p>
Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments (Neeraj Arora, Joel Huber - 2001)	<p>The purpose of this study are:</p> <ol style="list-style-type: none"> <li>1. To prove that efficient choice designs can be generated through reasonable prior estimates of consumer preferences.</li> <li>2. To show that aggregate customization obtains better estimates of individual parameters and more accurate predictions of individuals' choices,</li> <li>3. To show how simulations can accurately indicate how much benefit can be expected from aggregate customization</li> </ol>	<p>Aggregate customization results in better estimates of individual parameters and more accurate predictions of individuals' choices</p>	<p>Bigger sample size might produce different result. Future research might need to be conducted</p>

<p>Toward a Theory of Consumer Choice as Sociohistorically Shaped Practical Experience: The Fits-Like-a-Glove (FLAG) Framework (Douglas E. Allen - 2002)</p>	<p>Implications of the FLAG choice framework.</p>	<p>Choice experience during which the consumer finds the object of choice to be a perfect fit or to fit like a glove (FLAG)</p>	<p>Quantitative study should be conducted to support the findings</p>
<p>On Decisions That Lead to Decisions: Direct and Derived Evaluations of Preference (Sanjay Sood, Yuval Rottenstreich, Lyle Brenner - 2004)</p>	<p>This research will try: to contrast direct and derived evaluations, two processes by which consumers may assess their options at any particular point within a decision sequence &amp; investigate the effect of direct and derived evaluations on consumers' price sensitivity</p>	<p>1.First, in choices between a lone option and a group of alternatives, direct evaluations bias preferences toward the group, whereas derived evaluations bias preferences away from the group.                  2.Second, in choices between stores, sensitivity to price is greater under derived than direct evaluations.</p>	<p>Depends on the product. Sometimes, for fanatic consumers, this might not occurred</p>
<p>Inherent Rule Variability in Consumer Choice: Changing Rules for Change's Sake (Aimee Drolet - 2002)</p>	<p>To study whether the notion of contingent decision making should be expanded to include decision processes</p>	<p>The finding of inherent rule variability has a number of important theoretical and practical implications.                  1. This finding implies that the notion of contingent decision-making may apply to decision processes as well as to decision outcomes.                  2. This finding has implications for</p>	<p>The research haven't calculated the consumer emotional condition when purchasing the product</p>

		<p>research on variety-seeking behavior.</p> <p>3. The present research has implications for related research on meta-preferences.</p> <p>4. The present research implies that researchers ought to consider effects of consumers making multiple versus individual choices, and that the common practice of having participants make multiple choices in successive sets across different categories may bias study results.</p>	
<p>The Influence of Task Complexity on Consumer Choice: A Latent Class Model of Decision Strategy Switching (Joffre Swait &amp; Wiktor Adamowicz - 2001)</p>	<p>This article:</p> <ol style="list-style-type: none"> <li>1. introduces decision strategy selection, within a maintained compensatory framework, into aggregate choice models via latent classes, which arise because of task complexity;</li> <li>2. It demonstrates that within an experimental choice task, the model reflects changing aggregate preferences as choice complexity changes and as the task progresses.</li> </ol>	<p>Decision makers appear to fall into two segments, depending significantly on the level of complexity of a particular choice task and on the amount of complexity already faced in previous tasks (or cumulative cognitive burden, as we have termed it), as well as on task order.</p>	<p>Some decision should be made with complex process. Not all decision can be simplified. Ex. High-Involvement products</p>
<p>The Effect of Time Pressure on Consumer Choice Deferral (Ravi Dhar &amp; Stephen M.</p>	<p>This article examine the effect of time pressure on choice deferral by studying (1) causes for deferral under time pressure, (2) how the degree and type of choice conflict moderate this relationship, (3) how decision processes mediate</p>	<p>Time pressure influences choice deferral by altering the ease of deciding which option to choose ( the selection decision) as well as by increasing the weight of unique features in</p>	<p>Sometimes consumers might need a push when deciding to purchase a product. However, this might backfired, as the consumers</p>

Nowlis 1999)	- this relationship, and (4) boundaries under which the predicted effects operate	determining whether or not to choose ( the deferral decision).	might choose not to purchase the product at all
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Appendix B: Assortments

Author	Objective	Conclusion	Critical view
When More Is Less and Less Is More: The Role of Ideal Point Availability and Assortment in Consumer Choice (Alexander Chernev - 2003)	This research identify the effect of ideal point availability in large and small assortment in consumer choice	<ol style="list-style-type: none"> <li>1. In the case of large assortments, ideal point availability can simplify choice, leading to a stronger preference for the selected alternative.</li> <li>2. In contrast, for choices made from smaller assortments, ideal point availability is proposed to have the opposite effect, leading to weaker preferences.</li> </ol>	What happen if our product line don't have enough variation? And faced with competitor which has stronger brand? Ex. Campina competing with Magnum?
The Influence of Categorical Attributes on Choice Context Effects (Young-Won Ha, Sehoon Park, Hee-Kyung Ahn - 2009)	The primary objective of this research is to demonstrate that the magnitude of choice context effects can be significantly reduced in choice environments where in category-based processing is encouraged.	<ol style="list-style-type: none"> <li>1. The presence of an important/salient categorical attribute facilitates “editing out” of the asymmetrically dominated option, weakening the asymmetric dominance effect.</li> <li>2. Further, when initial category-based elimination is enforced, the asymmetric dominance effect and the tendency to prefer a middle option are both mitigated</li> </ol>	Unique category introduction is important when consumer deciding on several choice, however, this option do not always function well
Can There Ever Be Too Many Options? A Meta-Analytic Review of Choice Overload (Benjamin Scheibehenne,	To reexamine the choice overload hypothesis on empirical and theoretical grounds	The result of the study indicates that the previous study were not able to be replicated fully. New findings occurs during this research	The research is being done using secondary data. A research with primary data should be conducted to prove the theory firsthand

<p>Rainer Greifeneder, Peter M. Todd - 2010)</p>			
<p>Designing Discrete Choice Experiments: Do Optimal Designs Come at a Price? (Jordan J. Louviere, Towhidul Islam, Nada Wasi, Deborah Street, Leonie Burgess - 2008)</p>	<p>This article focuses on the important issue of whether increasing statistical efficiency decreases cognitive efficiency. The objective of the article is to show that statistical efficiency and cognitive efficiency differ and to test whether researchers trade off cognitive efficiency for statistical efficiency in designing DCEs.</p>	<ol style="list-style-type: none"> <li>1. Relative design efficiency plays a major role in driving choice consistency. choice consistency decreases as the number of attributes increases.</li> <li>2. Choice consistency consists of a part that is systematically related to aspects of design and administration of DCEs as well as a part that is stochastic</li> </ol>	<p>Too many attributes will decrease the interest for older products (ex. Pizza Hut)</p>
<p>Variety, Vice, and Virtue: How Assortment Size Influences Option Choice (Aner Sela, Jonah Berger, and Wendy Liu - 2009)</p>	<p>This research examines how assortment size influences the choice between vice and virtue or hedonic and utilitarian options. choosing from larger assortments tends to be more difficult, it will often lead consumers to select options that are easier to justify, such as healthy food or highbrow television. The effect of variety on choice will be moderated by accessible justifications.</p>	<ol style="list-style-type: none"> <li>1. Choosing from a larger assortment should lead consumers to select options that are easier to justify.</li> <li>2. The studies also demonstrate how choice difficulty and option justifiability drive these effects.</li> </ol>	<p>Why don't just prepare a small option of products with good segmentation and diversification, compared then just creating a large assortment? (Ex. Nokia vs. Blackberry)</p>

Appendix C. Price

Author	Objectives	Conclusion	Critical view
<p>The Asymmetric Effect of Discount Retraction on Subsequent Choice (Luc Wathieu, A. V. Muthukrishnan, Bart J. Bronnenberg - 2004)</p>	<p>The effect of discount retraction on subsequent choice depends critically on the promoted brand's relative positioning in terms of the regularly offered price-quality trade-off.</p>	<p>1. The findings indicate that discount retraction does not always have a negative effect as is often suggested.                  2. Temporary discounts tend to diminish a consumer's preference for higher quality, higher price brands, and                  3. discounts posted by higher price brands tend to reinforce a consumer's initial preference for lower quality, lower price brands</p>	<p>Discount retraction if applied correctly will increase the sales of a product, with the right promotion</p>
<p>Price Endings, Left-Digit Effects, and Choice (Kenneth C. Manning &amp; David E. Sprott - 2009)</p>	<p>This research shows that the perceived distance between prices can be increased or decreased with changes in price endings. The research also propose and test that left-digit effects can have a significant impact on consumers' choices between alternatives at the point of purchase.</p>	<p>Combinations of just below and round prices between alternatives can be used to reduce or increase the differences between the left most digits in a price and to shift choice toward lower- or higher-priced alternatives.</p>	<p>Now, not only one left-digit effects are being used, but more manipulation with two or maybe three left-digit effects are being used to manipulate the consumers perception (Ex. 9999 to 9989 or 9988.88).                   Left-digit effect would not work in countries with high nominal value (ex. Indonesia).</p>

<p>Cents or Percent? The Effects of Promotion Framing on Price Expectations and Choice (Devon DelVecchio, H. Shanker Krishnan, &amp; Daniel C. Smith - 2007)</p>	<p>This research examine the process underlying the effect of promotion frame on price expectations and find that frame affects (1) consumers' perceptions of the promoted price and (2) the weight they place on the promoted price</p>	<p>The cognitive costs of processing percentage-off promotions lead to less downward adjustment of price expectations. In turn, choice share retention following the retraction of a deep promotion framed in percentage-off terms is greater than when the promotion is communicated in absolute dollar terms</p>	<p>Percent framing might be more useful compared with cents framing, as percent framing might give expectation of a bigger price discount (mystery?), compared with cent framing. (Ex. 10% discount from 1000 might be more appealing compare with rebate of 100)</p>
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Appendix D: Environment Effect

Author	Objective	Conclusion	Critical view
<p>Sequential Choice in Group Settings: Taking the Road Less Traveled and Less Enjoyed (Dan Ariely, Jonathan Levav - 2000)</p>	<p>To study the goals and motives that may prompt individuals' choices in a sequence to differ from choices made in other decision settings.</p>	<p>Choices reflect a balancing of two classes of goals: goals that are strictly individual and goals that are triggered by the existence of the group. The latter sometimes results in choices that undermine personal satisfaction and increase regret.</p>	<p>For experiment 1, the table size if bigger (larger) might effect the decision. Sequential choice might also be created due to customs (Heritage)</p>
<p>Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects (Kenneth H. Wathne, Harald Biong, &amp; Jan B. Heide - 2001)</p>	<ol style="list-style-type: none"> <li>1. To examine whether and how buyers' choices of suppliers in business-to-business services markets are influenced by the categories of variables mentioned previously, namely, a new supplier's marketing.</li> <li>2. To document whether systematic differences exist between parties regarding the effects of the focal variables program elements and aspects of the relationship between the buyer and an incumbent supplier</li> </ol>	<p>The results show that customers are influenced by the nature of their relationships with incumbent vendors.</p>	<p>Sometimes, loyalty toward supplier is not only defined by their long partnership, but also by the price of the products which they supplied</p>
<p>I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others (Brent</p>	<p>This research examines how viewing other consumers' choices affects the size of the food portions we select.</p>	<p>Consumers use a quantity anchor set up by others to determine how much they should select themselves but also adjust from this</p>	<p>This result might not applied for consumers who have strong preferences to a certain food product type</p>

<p>McFerran, Darren                  W. Dahl, Gavan J.                  Fitzsimons,                  Andrea C. Morales                  - 2010)</p>		<p>depending on who the                  other consumer is.</p>	
<p>The Power of                  Strangers: The                  Effect of                  Incidental                  Consumer Brand                  Encounters on                  Brand Choice                  (Rosellina Ferraro,                  James R. Bettman,                  Tanya L.                  Chartrand - 2009)</p>	<p>This research                  examines how                  consumers may be                  influenced by ICBE                  (Incidental Consumer                  Brand Encounters)</p>	<p>Frequency of exposure                  effect is driven by                  experienced fluency.                  individuals may                  actually resist the                  brands that come to be                  associated with large                  impersonal groups</p>	<p>Although                  theoretically                  proven, however                  the application to                  promotion and                  advertising is still                  difficult</p>
<p>Travel                  Configuration on                  Consumer Trip-                  Chained Store                  Choice (Charles                  M. Brooks, Patrick                  J. Kaufmann &amp;                  Donald R.                  Lichtenstein -                  2004)</p>	<p>This research posit that                  in evaluating                  alternative trip chains,                  consumers are                  motivated to:</p> <ol style="list-style-type: none"> <li>1. Minimize the                      subjective travel                      costs in a manner                      consistent with the                      diminishing                      sensitivity value                      function of                      reference-dependent                      theory (Tversky and                      Kahneman 1991).</li> <li>2. Maximize the                      perceived savings in                      travel distance in a                      manner consistent                      with reference-point                      dependence                      postulated by                      reference-dependent                      and transaction                      utility theories</li> </ol>	<p>In evaluating                  alternative equidistant                  trip chains (i.e., the                  combining of multiple                  destinations into a                  single outing),                  consumers will choose                  trip chains where                  destinations are more                  clustered (i.e., closer to                  each other) and further                  from the origin over                  equidistant trip chains                  where destinations are                  less clustered but closer                  to the origin.</p>	<p>Not all consumers                  choice depends on                  the cost saving                  when visiting a                  store. Sometimes,                  the product                  availability, store                  services, store                  display, and                  others</p>

<p>Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices (Rebecca W. Hamilton - 2003)</p>	<p>This article explores people's abilities to influence others' choices by suggesting alternatives to be considered.</p>	<p>Experimental results show that people use context effects systematically when trying to influence others and, that under certain conditions, the perception of influence may enhance rather than decrease the effectiveness of this persuasion tactic.</p>	<p>The idea might be because not all people wanted to be the same with the others. And people always wanted to be better compared with others</p>
<p>When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices (Naomi Mandel &amp; Eric J. Johnson - 2002)</p>	<p>To examine how priming affects the construction of preferences (Fischhoff 1991; Payne, Bettman, and Johnson 1993; Slovic 1995) and explore the possibility that priming effects operate through external search as well as internal retrieval. Examines how priming might work in the applied setting of on-line commerce</p>	<p>The findings confirmed that on-line atmospherics in electronic environments could have a significant influence on consumer choice</p>	<p>On-line store also reflects the real stores. Like the display of the store would also attract more consumers. But what about stores like in Kaskus or eBay? Their design not attractive, but they sell the product directly without any frills.</p>

*Appendix E: Brands*

<b>Author</b>	<b>Objective</b>	<b>Conclusion</b>	<b>Critical view</b>
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<p>Brand Credibility, Brand Consideration, and Choice (Tulin Erdem, Joffre Swait - 2004)</p>	<p>To test the influence of brand credibility in affecting the consumer brand choice and consideration</p>	<ol style="list-style-type: none"> <li>1. Brand credibility increases probability of inclusion of a brand in the consideration set, as well as brand choice conditional on consideration.</li> <li>2. This research also find that although credibility impacts brand choice and consideration set formation more and through more constructs in contexts with high uncertainty and sensitivity to such uncertainty, credibility effects are present in all categories.</li> <li>3. Finally, this research results indicate that trustworthiness, rather than expertise, affects consumer choices and brand consideration more.</li> </ol>	<p>Sometimes when choosing a product, a customer would ignore the brand credibility if compared with value of money. Ex. Chinese products.</p>
<p>The Impact of Brand Extension Introduction on Choice (Vanitha Swaminathan, Richard J. Fox, Srinivas K. Reddy - 2001)</p>	<p>To investigate the reciprocal effects of extension trial on parent brand choice among users and nonusers of the parent brand. To examine the role of category similarity as a moderator of reciprocal effects the parent brand and extension trial and repeat. To investigate the impacts of experience with the parent brand on trial and repeat of a brand extension.</p>	<p>Experience with the parent brand has a significant impact on extension trial, but not on extension repeat</p>	<p>How about the brand extension of Wings with Mie Sedap? They don't relate with each other, but yet, they are capable of competing with Indomie</p>

<p>How Country Characteristics Affect the Perceived Value of Web Sites (Jan-Benedict E.M. Steenkamp &amp; Inge Geyskens - 2006)</p>	<p>1.To examine how country characteristics systematically moderate the effects of individual-level drivers of the perceived value that consumers derive from visiting a brand manufacturer’s Web site.                  2.To develop a conceptual model that pertains to the moderating role of the institutional context in which consumers live on the effects of individual and Web site characteristics</p>	<p>They find that the effect of privacy/security protection on perceived value is stronger for people from countries with a weak rule of law, whereas people from countries that are high on national identity give more weight to whether there is cultural congruity between the site and themselves. People who live in more individualistic countries give more weight to pleasure, to privacy/security protection, and to customization in their perceived value judgments than people from collectivistic countries.</p>	<p>The findings might not applied in Indonesia. Indonesian less care with the privacy/security protection, although the country has weak rule of law. This can also be related with Hofstede Cultural Dimension (UAI)</p>
<p>A Gravity-Based Multidimensional Scaling Model for Deriving Spatial Structures Underlying Consumer Preference/Choice Judgments (Wayne S. Desarbo, Juyoung Kim, S. Chan Choi, Melinda Spaulding - 2002)</p>	<p>This article presents a new multidimensional scaling model for the analysis of pick/any choice data and metric preference/dominance data. this article presents a type of spatial unfolding model that incorporates the effects of the masses (or market sizes) of brands in attracting individual consumers, as well as the effects of consumer size or mass (e.g., family size) on attracting brands.</p>	<p>The attraction of a brand for a consumer depends not only on the distance of the brand from a consumer’s ideal point but also on the current market size of the brand, as well as the consumer purchase pattern and volume</p>	<p>Not all of the consumers are depending on the brand of the product. Sometimes other factors such as price could affect the choice being made by the consumers. Sometimes consumers also tend to look for uniqueness (Ex.</p>

			GMX.com Mail)
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Appendix F: Consumer Expectation

Findings	Objectives	Conclusion	Critical view
The Concept of Hope and Its Relevance to Product Evaluation and Choice (Deborah J. MacInnis & Gustavo E. de Mello - 2005)	The purpose of this conceptual article is to find the relevance of hope to consumer behavior, marketing, and public policy.	Hope plays a moderating role in the relationship between well-known antecedent variables (e.g., involvement, expectations) on the one hand and evaluative judgments (e.g., attitudes, satisfaction) and consumer choices on the other hand.	Hope relates extensively with brand, and trustworthiness of the product being sold by the company
The Unhealthy = Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products (Rajagopal Raghunathan, Rebecca Walker Naylor, & Wayne D. Hoyer - 2006)	The objective of this research is to examine the role of a subtle (and currently unrecognized) factor in the overconsumption of food that is perceived as unhealthy.	When information pertaining to the assessment of the healthiness of food items is provided, the less healthy the item is portrayed to be:  1. The better is its inferred taste, 2. The more it is enjoyed during actual consumption, and 3. The greater is the preference for it in choice tasks when a hedonic goal is more (versus less) salient	Nowadays, the trend seems to differ. Healthy food not always tasted bad. Some restaurant even has produced foods which are tasted great yet, still healthy. Example: Origin restaurant.

Appendix G: Information

Author	Objective	Conclusion	Critical view
<p>Making Healthful Food Choices: The Influence of Health Claims and Nutrition Information on Consumers' Evaluations of Packaged Food Products and Restaurant Menu Items (John C. Kozup, Elizabeth H. Creyer, &amp; Scott Burton - 2003)</p>	<p>This research analyzed the importance of understanding how consumers use health claims, in conjunction with nutrition information, to form product evaluations.</p>	<p>This research extends prior research on labeling issues in two ways:</p> <ol style="list-style-type: none"> <li>1. First, the results provide evidence of the potential for interactive effects of health claim and nutrition information, at least when objective nutrition information is not available or accessed.</li> <li>2. The results from this study also reinforce the notion that misleading health claims can have significant negative consequences for the marketer</li> </ol>	<ol style="list-style-type: none"> <li>1. Unfortunately, the habit of healthy food consumption, are still not quite common in Indonesia.</li> <li>2. Sometimes, commercials also tend to over-manipulated those nutritious information as marketing gimmicks</li> </ol>
<p>How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability (Kunter Gunasti &amp; William T. Ross Jr. - 2009)</p>	<ol style="list-style-type: none"> <li>1. This study will explain how and why inference making affects the perception of choice alternatives, the tendency to choose, and the final choice outcomes.</li> <li>2. This research will share invaluable insights to marketers for developing strategies to increase the tendency of consumers' purchase decisions under uncertain choice situations</li> </ol>	<p>Consumers were much more likely to select the no-choice option when choosing among options with missing (vs. complete) attribute information. Absence of attribute information led to more no choice decisions.</p>	<p>Assurance plays significant part in choice. However, besides assurance, there are also other factors that drive choice decision. Ex. Price.</p>



<p>Promotion of Prescription Drugs and Its Impact on Physicians' Choice Behavior (Fusun F. Gönül, Franklin Carter, Elina Petrova, &amp; Kannan Srinivasan - 2001)</p>	<p>1. This is an exploratory study on the effects of a widely used competitive marketing practice in the prescription drug industry: personal detailing to physicians and dispensing free samples by pharmaceutical companies' sales representatives.                  2. This study can determine their effectiveness from the firm's perspective, and second, we can infer their implications for consumers and thus shed light on related public policy issues</p>	<p>In summary, this research conclude that there are no reasons for public concern regarding the social implications of the reviewed personal selling practice employed by drug manufacturers.</p>	<p>1. Further research to find ways to synchronize personal selling to physicians with DTC advertising may achieve further synergies.                  2. Sometimes it is still considered as unethical to promote drugs and medicines to patients.</p>
<p>Why Is the Trivial Important? A Reasons-Based Account for the Effects of Trivial Attributes on Choice (Christina L. Brown &amp; Gregory S. Carpenter - 2000)</p>	<p>1. This article propose a reasons-based account for the valuation of trivial attributes to help resolve the previous empirical conflict.                  2. It argue that consumers prefer to choose on the basis of easily justified, cognitively available reasons—ideally, reasons based on important attributes for which one brand is clearly superior.</p>	<p>1. This research suggests that consumers are instrumental decision makers; in other words, they confer value that allows them to make choices.                  2. Trivial attribute effects are driven in part by choice sets that do not offer a clear reason to prefer a single brand on the basis of important attributes alone, and that the size and composition of the choice set affects the valence of the valuation that is likely to be made.</p>	<p>For CD players and Men's cologne, the trivial attribute is incommensurable. This means that the research only could provide answers for each type of products, and cannot be generalized.</p>

<p>Consumer-Product Skill Matching: The Effects of Difficulty on Relative Self-Assessment and Choice (Katherine A. Burson - 2007)</p>	<p>The present studies show that people rely heavily on their relative self-assessments in product choice, but these estimates are often inaccurate and thus lead to unintended and inconsistent choices.</p>	<ol style="list-style-type: none"> <li>1. Consumers tend to match their choices to their own skills, but a more important result is that skill matching persists as consumer standing changes.</li> <li>2. These results make several important contributions.                         <ol style="list-style-type: none"> <li>a. True relative ability influences product choice.</li> <li>b. The relationship between absolute performance and product choice is mediated by comparative assessments.</li> </ol> </li> </ol>	<p>For producers, to match the requirements being made by consumers is difficult. And if it is fulfilled, the cost would be high. Sometimes the best way to accommodate this is by creating a large vast of product options. Ex. Nokia</p>
<p>The Effect of Distractions While Tasting a Food Sample: The Interplay of Informational and Affective Components in Subsequent Choice (Baba Shiv &amp; Stephen M. Nowlis - 2004)</p>	<p>This research contribute to the literature on somatosensory experiences, in general, and the somatosensory experiences of pleasure</p>	<p>This article show that when consumers are faced with choice situations that involve missing information, prompting inferences decreases the uncertainty of choices, thereby reducing choice deferral (i.e., lack of choice) and increasing the likelihood that consumers will actually make a choice</p>	<p>When faced with tough environmental condition, sometimes consumers choose the safest option according with their perception.</p>
<p>Persistent Preferences for Product Attributes: The</p>	<p>The objectives of this article are to investigate</p> <ol style="list-style-type: none"> <li>1. Under what conditions people develop</li> </ol>	<p>In the choice contexts that create very little preference uncertainty, the initial</p>	<ol style="list-style-type: none"> <li>1. Fanatic consumers are usually persistent when referring to</li> </ol>

<p>Effects of the Initial Choice Context and Uninformative Experience (A.V. Muthukrishnan &amp; Frank R. Kardes - 2001)</p>	<p>persistent preferences for product attributes and 2. What processes underlie the development of such persistent preferences?</p>	<p>preference for the focal attribute offers a tentative causal theory that links the attributes of the chosen brand with the key benefits of the product.</p>	<p>their product choice. 2. First impression can develop persistent preferences toward a specific product</p>
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Appendix H: Products

Author	Objective	Conclusion	Critical view
<p>Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task (Stewart Shapiro, Mark T. Spence - 2002)</p>	<p>Examined:</p> <ol style="list-style-type: none"> <li>1. How conflicting market information affects the encoding of a sensory attribute;</li> <li>2. Whether the presence of a consumption vocabulary (a list of criteria used to assess the performance level of sensory attributes) facilitates encoding, retrieval, and ultimately alignment of sensory attributes across brands; and</li> <li>3. The extent to which increasing the time delay between trials of competing alternatives diminishes the effect of sensory attributes on the decision-making process, as psychophysicists suggest.</li> </ol>	<p>The stimulus brand advantage should be more pronounced for products for which sensory attributes are particularly important (vs. relatively unimportant).</p>	<p>Time constraint.                      What happen if the consumers are listening to the stereo for long time? Will this enhance their sensory attributes, and ignore their memory information?</p>
<p>Jack of All Trades or Master of One? Product Differentiation and Compensatory Reasoning in Consumer Choice (Alexander Chernev - 2007)</p>	<p>This research examines consumer reactions to two common positioning strategies: a specialized strategy in which an option is differentiated by a single feature, and an all in-one strategy in which an option is differentiated by a combination of features.</p>	<ol style="list-style-type: none"> <li>1. A product specializing on a single attribute is perceived to be superior on that attribute relative to an all-in-one option, even when this attribute is exactly the same for both options.</li> <li>2. It is further shown that introducing another attribute on which the all-in-one option is inferior to the specialized option can mitigate the observed</li> </ol>	<p>Usually we find that the price of all-in-one product is higher compared with the specific one.</p>

		devaluation of the all-in-one option.	
Feature Complementarity and Assortment in Choice (Alexander Chernev - 2005)	<p>1.The research argues that feature complementarity plays an important role in consumers’ product evaluations and choice.</p> <p>2.Choice sets in which options are differentiated by complementary features are associated with a lower choice probability than sets in which options are differentiated by non-complementary features</p>	Complementarity of the features differentiating choice options has a significant impact on choice. More generally, adding options differentiated by complementary features highlights the deficiencies of the options in the original set, thus decreasing their overall attractiveness.	Not all product features complementary attract consumers to purchase. Sometimes, it can be assumed as a weak model of marketing. Ex. TV Shopping Product