

Free as a bird? : the effect of choice restrictions on consumer decision making

Citation for published version (APA):

Klesse, A. K. (2014). *Free as a bird? : the effect of choice restrictions on consumer decision making*. [Doctoral Thesis, Maastricht University]. Datawyse / Universitaire Pers Maastricht. <https://doi.org/10.26481/dis.20140206ak>

Document status and date:

Published: 01/01/2014

DOI:

[10.26481/dis.20140206ak](https://doi.org/10.26481/dis.20140206ak)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

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Free as a Bird?

The Effect of Choice Restrictions on Consumer Decision Making

Anne-Kathrin Klesse

1. Activating self-regulatory concerns triggers variety-seeking behavior (Chapter 2 of this dissertation).
2. Unrealistic idols (i.e., too skinny models) make it difficult to attain your dieting goals (Chapter 3 of this dissertation).
3. Repeated exposure to thin media models does not only influence subsequent consumption decisions but also impacts individuals' long-term commitment to their dieting goal (Chapter 3 of this dissertation).
4. Mere exposure to subtle cues that signal restricted choice is sufficient to trigger individuals' need for freedom (Chapter 4 of this dissertation).
5. Choice does not mean the same to everyone: what constitutes a choice depends on the models of agency that are prevalent in the actor's sociocultural contexts.
6. Restrictions do not necessarily diminish a sense of control, and freedom to think and do as you please do not necessarily increase it.
7. Contrary to individuals' self-predictions being able to choose does not always result in greater satisfaction than being unable to choose.
8. There are a variety of reasons—internal motives, external reasons, and uncertainty of future preferences—why people seek variety.
9. People are smart enough to decide on their own when they eat meat and vegetables and when they don't. Constantly telling people what they should do is not my understanding of freedom and liberty (Angela Merkel in response to the proposed "Veggie day").
10. Variety's the very spice of life, that gives it all its flavor (William Cowper).