

"A man is
great by
deeds, not by
birth"

-Chanakya

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Working Paper

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Attribute Rating and Choice Deferral

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Attribute Rating and Choice Deferral

Abstract:

Past research shows that consumers prefer to defer choice from a set of two equally attractive alternatives. On the other hand, if one moves from a set consisting of only one alternative to a set consisting of two, the share of both the alternatives goes up compared to when presented singly. In this paper, we plan to explore these contradictory findings in the literature when real attribute values are converted into ratings. For example, 32 mpg being expressed as 80/100. No research till date has explored choice deferral when both the attributes are rated compared to when only real values are used. More importantly, we also plan to show how we can predict the share of a single alternative while moving from a set consisting of one versus two alternatives, which no past research has explored.

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