



Background

Background:

- Overconsumption refers to an individual's consumption level that exceeds planetary boundaries¹
- The overconsumption of products like fashion is a pressing environmental issue²
- Using an intuitive decision strategy can be more beneficial than using your deliberation in an array of different contexts^{3, 4}
- Intuition has been associated with choosing the best choice defined by experts and laypeople³ and more confidence and commitment to your decision⁵
- No research examining which decision strategies over-consumers use and which is better at reducing this overconsumption

Research Question

How does the use of an intuitive (vs deliberative) decision strategy influence peoples' tendency to engage in overconsumption?

Methods

Study 1^c (correlational)

Population: 200 MTurk Workers, M_{age} = 36, 96 women
Materials: Hypothetical Purchasing Scenario (shoes), Consumer Styles Inventory (CSI)

- Independent Variable: How much did you rely on your gut feeling? How much did you rely on your deliberate rational analysis?
- CSI: 40- item statement inventory about consumer behaviour

Study 2^d (experimental)

Population: 400 MTurk Workers, M_{age} = 37, 155 women
Materials: Hypothetical Purchasing Scenario (shoes or coats), 13 categorize statements

- Experimental manipulation: Please evaluate the options using your [deliberate, rational analysis OR intuitive, gut feeling] to make your choice
- 13 categorize statements: these statements were about consumer behaviour that analyzed quantity vs. quality

Procedure:

- 1) Read a hypothetical purchasing scenario
 - One high-end vs. multiple mid-range
- 2) Asked about intuition or deliberation
- 3) CSI^c or Open-ended question and 13 categorize statements^d
- 4) Attention Check^c
- 5) Demographic questions (race, gender, socioeconomic status)

Results

Study 1

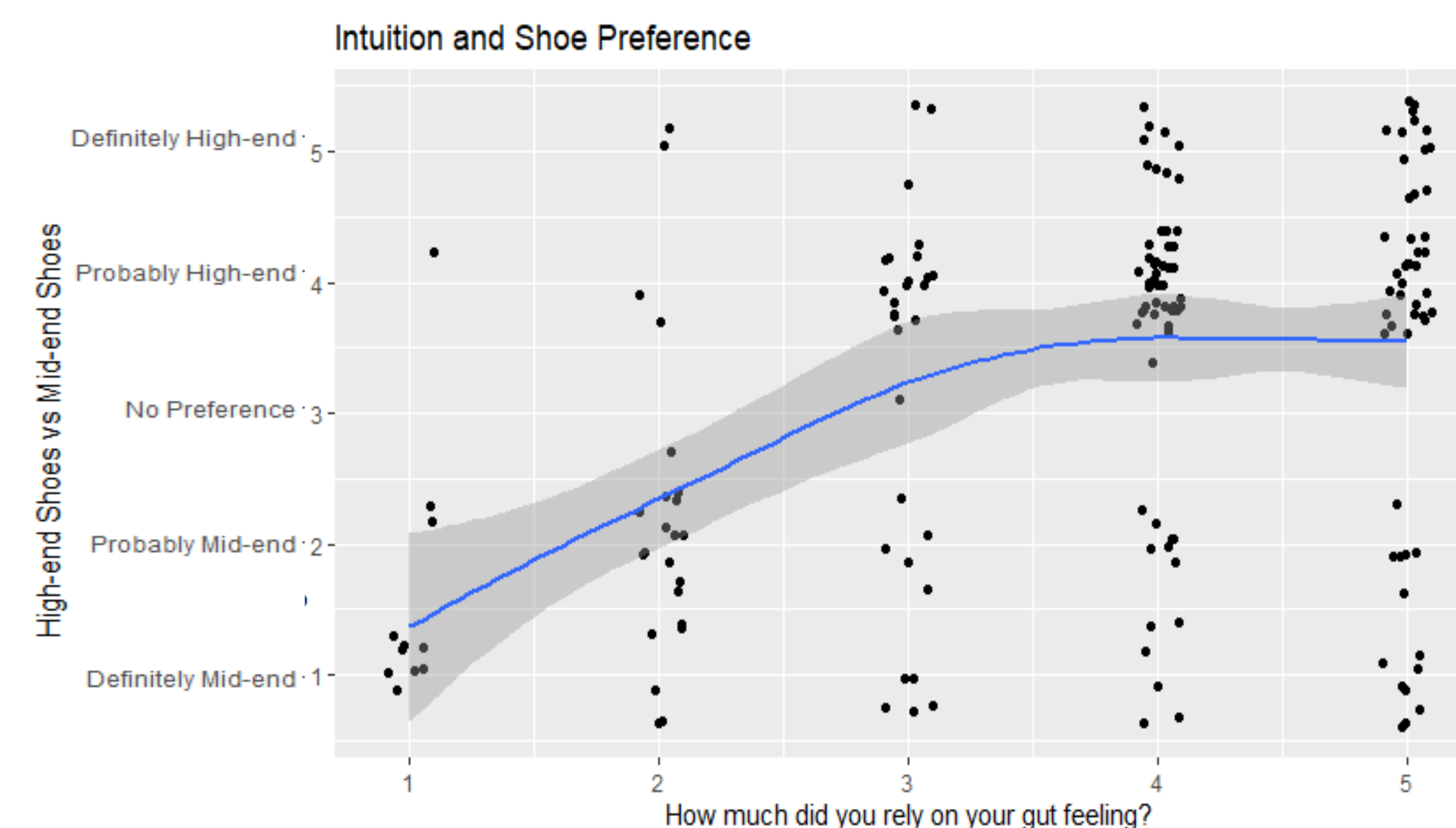


Fig 1: The more people relied on their intuition, they were significantly more likely to choose the high-end pair of shoes.

Study 2

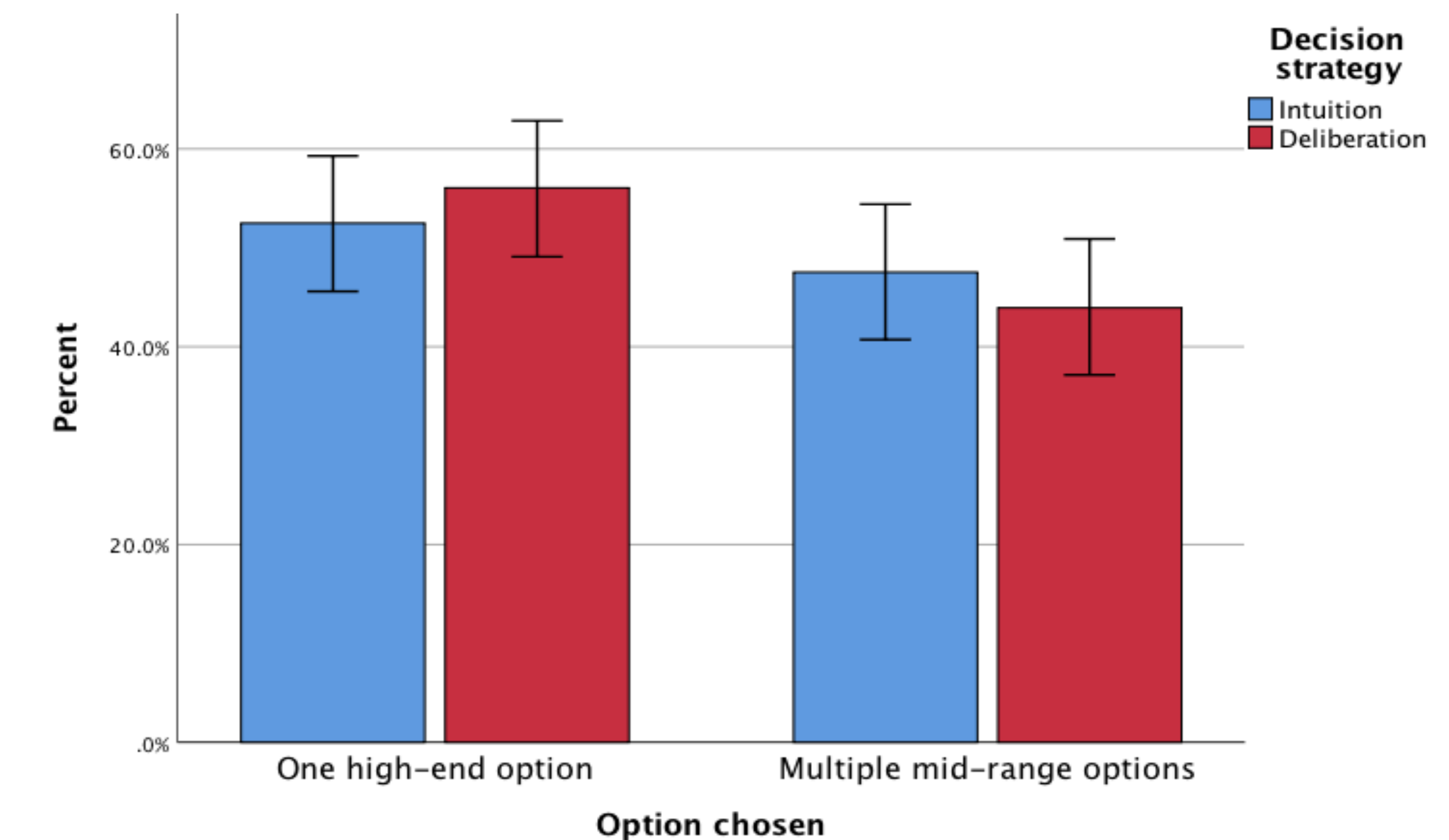


Fig 2: There was no significant interaction between decision strategy and the option participants chose.

Study 2

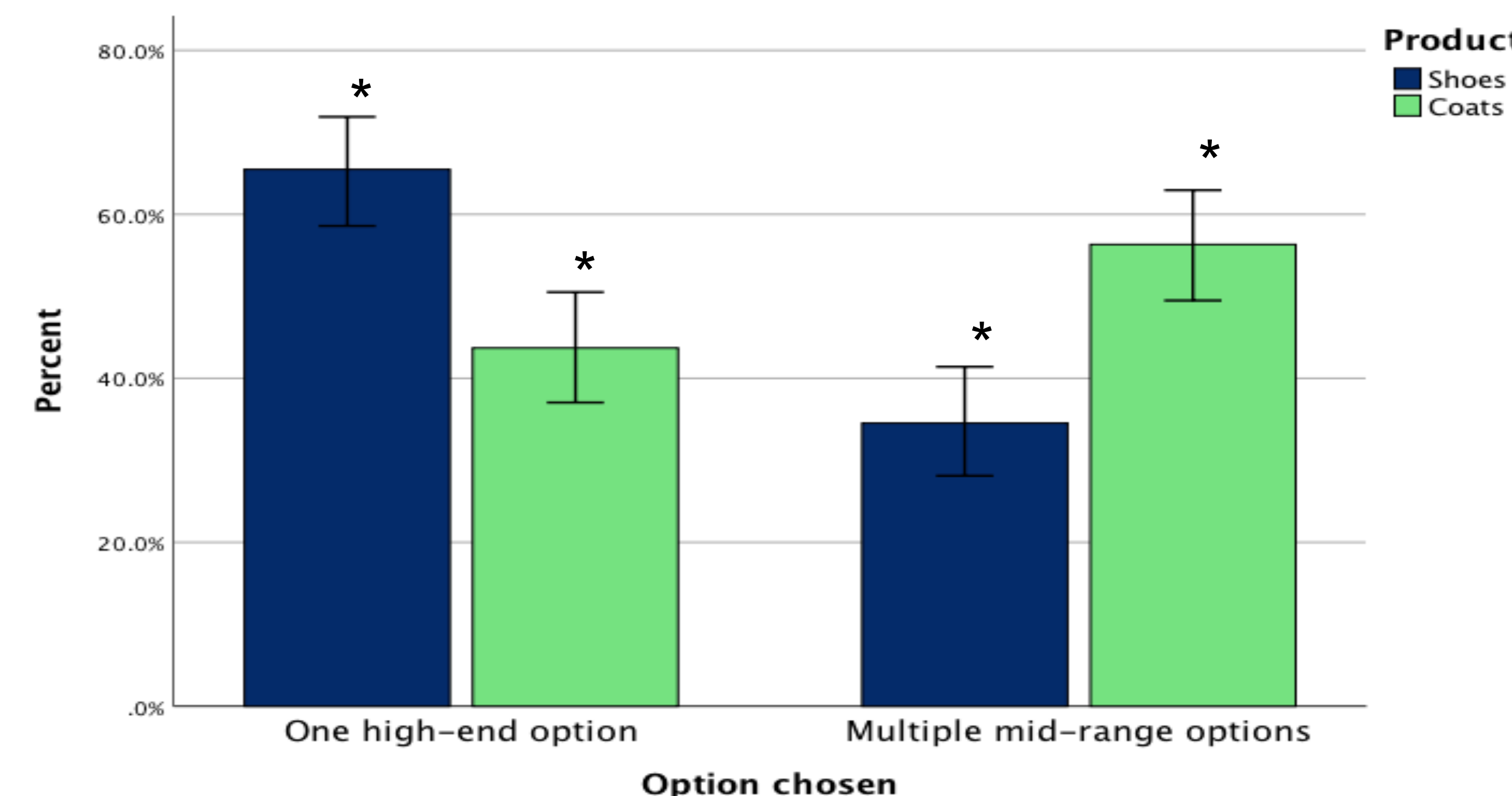


Fig 3: The type of product significantly affects whether someone will engage in overconsumption patterns (i.e., multiple mid-range products).

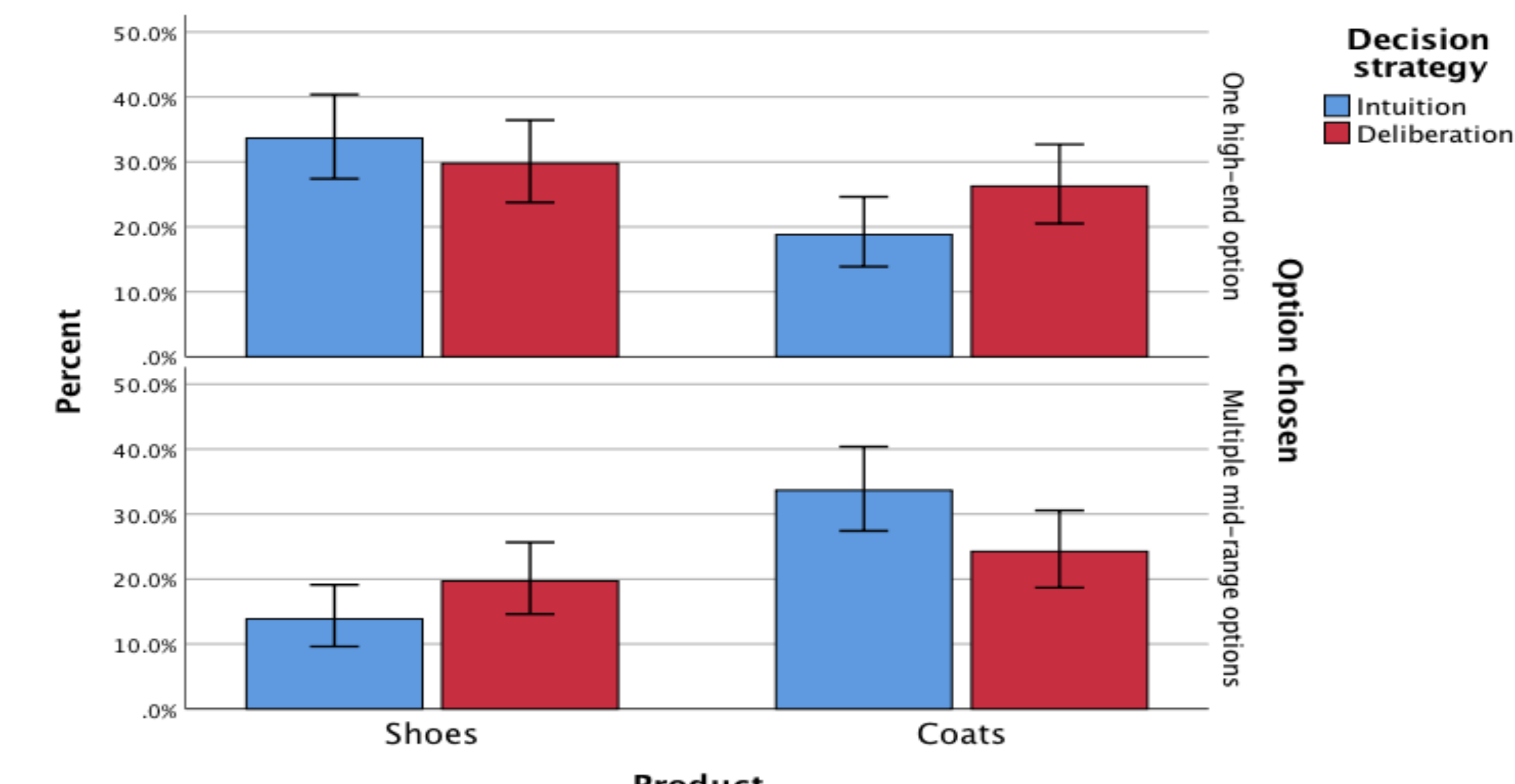


Fig 4: There was no significant interaction between decision strategy and the option and product category they chose to overconsume in.

Discussion and Conclusions

Discussion

- In study 1, intuition was positively and significantly associated with the high-end pair of shoes, but in study 2, intuition had no effect on whether people overconsumed or not.
- Deliberation was not significantly associated with either overconsumption or choosing the singular, high-end option in either study.
- The type of product affects if someone overconsumes or not, which has implications for sales.

Conclusion

- More research on the influence of intuition and deliberation on overconsumption is required since previous studies have shown that people prefer using intuition for clothing.⁶
- Future studies should include a diversity of products with different price ranges and with different promotions.

References

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Acknowledgments: Thank you Kevin Nanakdewa!