

VARIETY AND SATIETY: THE EFFECTS OF CHOICE SET
COMPOSITION ON SATIATION

by

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ABSTRACT

This study is designed to explore the effects of choice set composition on consumer satiation. Respondents are given a scenario and asked to make 6 selections evaluating their overall satisfaction in choosing, their satisfaction with the choices made and their rate of satiation. Controlling the expressed level of hunger, respondents are randomized into one of two different groups identified by the presentation of the options, either high variety or low variety. The results indicated that respondents in the low variety group were less satisfied in choosing but more satisfied in their overall choice made. These results imply a preference to low variety choice options and inform consumers and marketers on the best choice set composition for maximum satisfaction and minimum satiation.

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Introduction

It's three o'clock on a Tuesday, you spent the entire afternoon crunching numbers for the end of the quarter and you're running on empty. You walk down the hallway to the office vending machine slouched in the corner. Three buttons, a plexiglass case and 4 rows of options stand between you and a delicious savory treat. You only have \$1.00 in your pocket and one chance to satisfy your hunger. Peering into the machine you are faced with a choice. Among the four rows of options lies a plethora of variety from candy bars, sour treats and gummies to chips, crackers, cookies and drinks. Looking at the vending machine in its entirety, the variety of choice options can be overwhelming. How will you decide what type of snack you want? Are you in search of something sweet? Something savory? A drink perhaps? How do you know which snack to choose so that you won't regret your decision when looking at such a wide variety of options? Instead, try thinking like a marketer. Make the decision easier on yourself by breaking up the options to narrow the field of consideration and focus only on one individual row at a time. Will a choice from the first row, where the options share more attributes in common, be more satisfying than a choice from row three where the options share very few attributes? Which row would you choose from to be most satisfied with your choice? If you're still hungry, will you be more or less satisfied choosing again? How much thought do you actually put into choosing a mid-afternoon snack? Luckily, if you make the wrong decision by choosing a snack that is not satisfying, there is always tomorrow and all you lost was \$1.00 and two minutes of your time. Looking at this concept of choice on a larger scale however, the consequences of choosing often seem far greater.

Consumers make billions of choices in their lifetime and hundreds of choices in a day. What drives an individual to choose one option over another? Understanding this principle is the

key to understanding how consumers think, purchase and satiate. For this reason, marketing managers pay top dollar to find the answers. For example, in a clothing store floor space is limited, product markets are saturated, and competition is high. In order to remain competitive and command substantial market share, marketing managers need to know that the products and product lines they are distributing will best satisfy the consumers both independent of and dependent on the opportunity costs in making that decision.

The primary focus of this study is to explore the relationship between the level of variety within a constructed choice set and the rate of consumer satiation. There is a direct relationship between consumer choice and satiation; in a series of choices consumers satiate faster when choosing for themselves than when provided a randomly selected option (Redden, Haws, & Chen, 2017). The study conducted by Redden, Haws, and Chen reveals that an increased variety naturally slows the rate of consumer satiation. This study determined that a larger number of alternatives presented to consumers resulted in a decreased rate of satiation. The presentation of more alternatives however did not mitigate the effects of satiation but simply delayed it. There are various proposed theories on why and how variety has this effect on satiation which will be discussed further in this study. To further this research, this study aims to look beyond the number of alternatives within a choice set to the level of variety within the constructed choice and its effect on satiation. Thus, does increased variety within a choice set reduce satiation overtime and increase consumer satisfaction in the decision-making process?

Literature Review

Satiation over Time

Satiation displays the natural phenomenon in which consumers enjoy something less as they consume more of it (Coombs & Avrunin, 1977). Satiation is unavoidable as it occurs for

almost every human experience and changes overtime at varying rates. Consumers will typically recognize the effects of satiation more vividly when making consecutive choices as the state of personal satisfaction changes dramatically over time for a consumer as the need is satiated. Increased satiation thus leads to decreased satisfaction over time (Redden, 2015). Currently, satiation is presumed to be driven by three primary factors: physiological set points, perceptual changes, and self-reflections on past consumption (Redden, 2015). This study will focus primarily on the effect self-reflection on past consumption has on satiation as it is heavily influenced by the act of choosing. The act of choosing increases the rate of satiation because it encourages self-reflection on the ongoing experience as well as past choices. For this reason, satiation is a main barrier of continual happiness and satisfaction with the choices consumers make (Brickman & Campbell, 1971).

The downside of the reflection on satiation is that consumers must then constantly seek new experiences to maintain homeostasis, the state of being at a relatively stable equilibrium, generally preferred by individuals. Satiation therefore highlights to consumers the changes made in their environment rather than the constants, which is often perceived as less valuable to satisfaction (Redden, 2015). In recognizing these changes, for example feeling full rather than hungry after eating a granola bar, a consumer will then perceive their need as satisfied and stop consuming food. If an additional granola bar is then consumed after self-reflection, the consumer will be less satisfied as their margin of hunger was significantly less when eating the second bar than the first granola bar. In this way, satiation further reduces the chance for overconsumption (Redden, 2015). As a consumer, this is a positive outcome of satiation over time, however as a marketer this narrows the window of opportunity for consumers to purchase your products. Marketers must recognize that consumer satiation thus intensifies the competition within an

industry as consumers are less likely to make multiple purchases to satisfy the same need in a short window of time.

Despite consumers' strong desire for choice, the act of choosing increases satiation, reducing satisfaction, as consumers reflect and make judgments on their decisions while they are occurring. Since there are consequences to choosing such as opportunity cost and post-purchase remorse, there is an inherent need for self-reflection and post-choice evaluation. The easiest form of recovery from satiation and dissatisfaction of choice that marketers can utilize is variety as it adds an additional element for consumers to reflect upon (Redden, 2015). The variety of a choice set construction is the simplest way to slow the process of satiation and increase the longevity of satisfaction with a choice over time in a consumer's mind.

Need for Variety and Choice

Before determining the most effective choice set construction to maximize satisfaction and minimize satiation, marketers must understand the relationship between variety and consumer decision-making. Classic economics theory suggests that when selecting an option to satisfy a need, consumers have a natural tendency to maximize utility through their choice (Redden et al., 2017). Due to the high consequences of choosing, consideration is a critical aspect of choice. Consideration is typically driven by opportunity costs, search costs, and evaluation costs to the consumer and therefore will help marketers to understand the variety seeking choices made by consumers when making a purchasing decision (Sivakumaran & Kannan, 2002). People often preference match and choose options that maximize utility, yet preferences are not static and therefore choices are not either, they are dependent on outside factors. The dynamic aspect of preference makes the individual the best person to choose the most satisfying option at any moment (Redden et al., 2017). However, since we have identified

the act of choosing increases satiation and reduces satisfaction, marketers must determine the appropriate level of choice consumers are presented with to ensure maximum enjoyment. The enjoyment of choice selection typically is not immediate but rather grows over the course of a consumption experience. When making a choice, consumers focus on aspects of the overall experience itself, not just their preference in that moment (Redden et al., 2017) and for this reason are often willing to sacrifice current enjoyment to create a more varied experience (Ratner, Kahn, & Kahneman, 1999). In a study conducted by Redden et al. (2017), it was revealed that people on average satiate faster when choosing for themselves than when randomly assigned a selection thus explaining that choosing triggers an overall reflection on the experience and causes the individual to become satiated quicker. This effect of choosing on satiation disappears if all of the choices are made prior to the start of consumption therefore only taking effect when there is an ongoing experience to reflect on.

Choosing can often be overwhelming for consumers when there are many options present, despite their desire for variety, when aversive trade-offs result (Luce, 1998), or when it increases the perceived responsibility for an unpleasant outcome (Botti & McGill, 2006). Marketers therefore are tasked with finding the sweet spot between giving consumers enough variety and limiting consumer responsibility to create maximum satisfaction in their choice experience. Consumer variety seeking is driven by consumers' inherent need for variety to perceive satisfaction. Variety seekers are satiated with multiple attributes overtime and therefore move from choice to choice. It is assumed people with a high need for variety will have larger and more dynamic consideration sets for a decision however this notion is not supported by sufficient data (Sivakumaran & Kannan, 2002). The question still remains, how much variety should be included in a choice set to maximize consumer satisfaction and minimize satiation?

Choice Set Construction

The role of choice set construction strongly influences satisfaction in the consumer decision-making process. When making decisions, consumers rely heavily on a series of decision guiding heuristics developed over time through their past experiences, research and societal influences. When consumers are presented with a choice they typically rely on these heuristics to find the most satisfaction in their decision as quickly as possible. Creating a predetermined choice set for consumers to choose from limits their risk in the decision-making process and narrows down their field of consideration. Psychologically, consumers have a more difficult time choosing from a large assortment size than a small set as the greater number of options cannot be easily narrowed using simple justification logic (Sela, Berger, & Liu, 2009). For example, consumers typically select options that can be easily justified such as purchasing virtues or utilitarian necessities rather than items considered indulgences or vices. Similarly, consumers prefer choice sets with limited complexity. Consumers seek recognizable heuristics within a choice set, especially when consumers are not familiar with the choice domain (Mogilner, Rudnick, & Iyengar, 2008). Recognized as the mere categorization effect, this principle illustrates how the mere presence of categories increases consumers' perception of assortment variety and therefore their satisfaction in the outcome of choice (Mogilner et al., 2008). Further, consumer satisfaction is reliant on their perception of the variability of the other options presented as alternatives for that choice (Orhun, 2009). For example, when a consumer is choosing which fast food restaurant to choose for lunch, they not only consider Burger King and the various types of meals from that establishment's choice set but consider the variety of the options at Taco Bell, Panda Express, and Sabarro as well as restaurants not in the fast food category. This scope of choice can be overwhelming for consumers.

To make choices simpler for consumers it is important to limit the number of variables in their decision-making process. This study aims to centralize the focus of the decision-making process on the variety within the choice set construction rather than other influencing factors. Keeping the assortment size of each choice set will negate the effect of assortment size on choice. Further, the choice set will be presented as a series of images in horizontal manner. The “visual preference heuristic” consumers often use when making decision suggests that consumers prefer visual to verbal or written depictions of information in a product assortment (Townsend & Kahn 2013). Humans have the ability to track and process images faster than words and thus people are able to perceive greater variety when displayed graphically rather than textually. However, marketers must be cautious when applying this principle as choice sets become too large or preferences are not clearly defined, consumers can often become overwhelmed with complexity (Townsend & Kahn 2013). The study conducted by Redden et al. (2017) highlights the importance of the numerical heuristic influencing choice; as consumers choose from a higher number of alternatives, their rate of satiation slowed down and period of satisfaction increased. This study aims to build upon these findings further by keeping constant the number of alternatives in each choice set while changing the variety among the alternatives within each choice set. This manipulation of choice set construction will inform marketers how the variety within their constructed choice sets influence the satisfaction and satiation of the consumer.

Study

Introduction

Consumers naturally seek variety in order to slow the process of satiation and prolong their satisfaction with the choices they make. Redden manipulated the variety of a choice set by

changing the number of alternatives presented to the consumer. Instead this study will manipulate the variety among the choices in a predetermined number of alternatives in each choice set. This study focuses on determining if the variety within a predetermined choice set effects the rate of satiation.

Method

Participants and Outline

This study will be conducted using a survey. The population for this study is the TCU student population. The survey was distributed over a three-week period in which time it was taken by 339 people and fully completed by 334 respondents. The survey is comprised of a series of 6 choices from 6 different choice sets of four snack options. The independent variable studied is the level of variety within the sets, High or Low. The dependent variables included the rate of satisfaction after each choice on a ranked scale from 1 to 5 (1=Extremely Dissatisfied to 5=Extremely Satisfied) and the evaluation of all 24 snack options on a 1-5 scale (1=Hate it and 5=Love it). The control accounted for in the study is the expressed level of hunger on a 1-7 scale (1= Uncomfortably “Thanksgiving” Full to 7=Starving “Feeling Weak”).

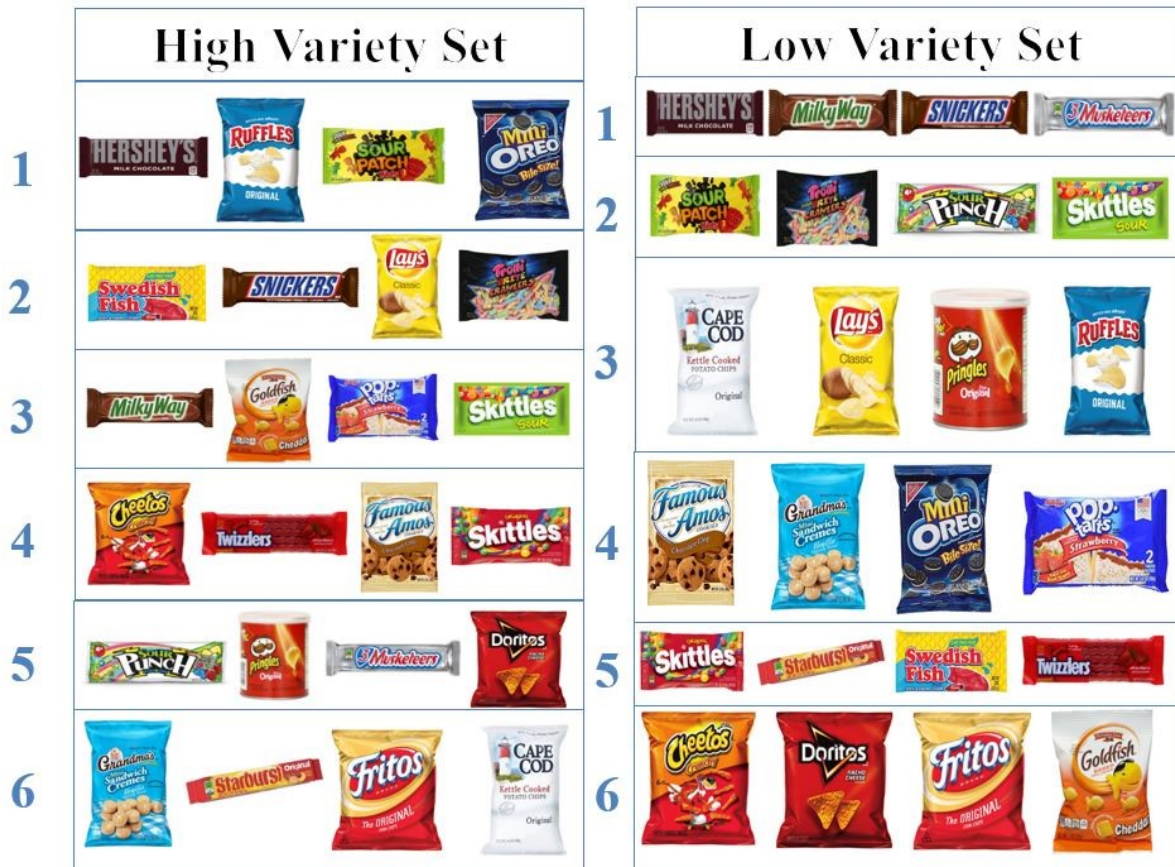
Procedure

In the survey, the first section requires the participants consent and outlines the purpose and layout of the survey. Once consent is given, the respondent is then randomized into either the high variety simulation or the low variety simulation. Each respondent is then presented the same scenario of choosing a mid-afternoon snack from a predetermined set of choices with a difference in variety among their options. To begin the respondent is asked to “Assume it is the middle of the afternoon and you are getting hungry. You walk to the vending machine and see the following options (four snack images are presented) ... select a snack from the following set

of choices to eat” and are then asked “Which one of these would you choose?” This scenario is then paired with one of the 6 choice set options listed below for the respective variety level. After each selection is made, the selection will appear on the screen as an image in front of the respondent for 10 seconds while they are asked to imagine consuming the choice. At this point it is assumed the respondent is satiating on their selection.

The final question in the choice set will ask the respondent how satisfied they are with their choice. This process is repeated 5 additional times until the respondent has made 6 different snack choices. As evidenced in Product Selection below, regardless of the level of variety and orientation, all respondents will be choosing from the same twenty-four snack options. The final section asks the respondents to rate how much they like the twenty-four snack options presented in both the low and high variety sets on a 1 to 5 scale (1=Hate it and 5=Love it). Next it asks the respondent to rate how hungry they are currently on a scale of 1 to 7 (1=Uncomfortably “Thanksgiving” full and 7= Starving- feeling weak or lightheaded). Next, respondents are asked how often they eat snack foods ranging from “Never” to “More than 10 times a week”. Finally, the respondent is asked to select their gender, “Male” or “Female”.

Product Selection



Hypotheses

In order to determine how variety influences the level of consumer satisfaction, H1 focuses on how satisfied respondents are with the choices they are making once an option is selected.

Acknowledging the average consumer's positive perception of variety, we predict that a higher level of variety in a set will elicit a greater satisfaction in the consumer's choice. Therefore,

H1: In the high variety set, respondents will be happier with their choice than respondents in the low variety set.

H2 is focused on determining the relationship between variety and evaluation of choice. We predict a lower average evaluation of choice for the options by respondents in the high variety pool, therefore,

H2: Respondents in the high variety set will be less happy with the evaluation of each choice option than respondents in the low variety set.

H3 is primarily focused on understanding the relationship between satisfaction and choice over time. Keeping in mind the inverse relationship between satiation and satisfaction it is presumed that satisfaction with choice will decrease over time. Therefore,

H3: The average satisfaction of choice decreases over time for respondents.

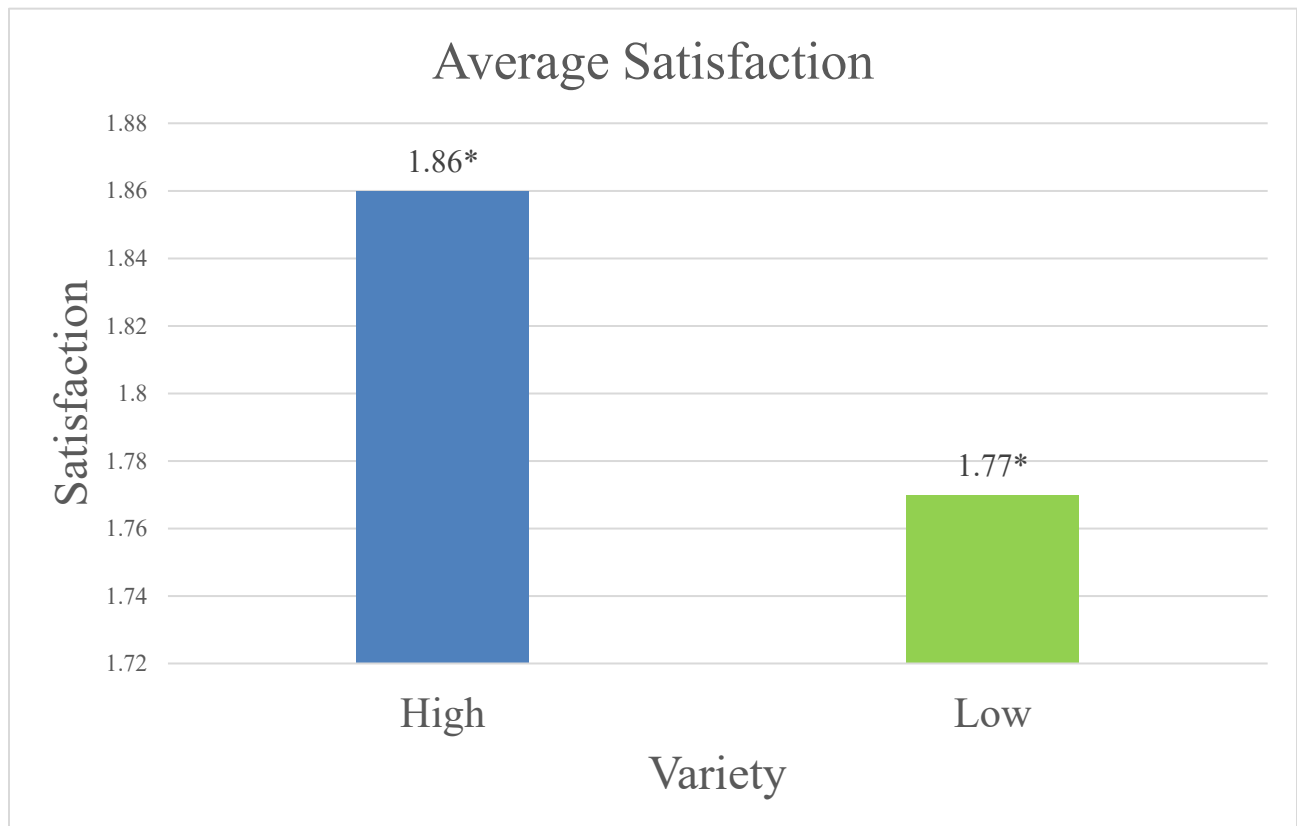
Results and Analysis

The primary objective of hypothesis one was to determine the relationship between the level of variety within a specified choice set and the level of consumer satisfaction. In order to determine this, respondents were asked to rate the satisfaction of their choice directly after choosing it (See Appendix A). Averaging the 6 responses from each respondent we then ran a simple ANOVA test comparing the average means from the low variety respondents to the average means of the high variety respondents. We found a statistically significant difference between the level of overall satisfaction among these two test groups ($F(1,332) = 6.98, p=.01$). Respondents have a higher average satisfaction in the high variety group ($M = 1.86$) than in the low variety group ($M = 1.77$) overall (See Chart A below). H1 is supported.

This indicates that those respondents asked to choose a snack among a high variety of options were more satisfied. This aligns with the consumers' desire for more variety when

choosing in search of immediate gratification and need satisfaction. Immediately after the choice, consumers are more greatly satisfied when there is more variety in the choice set. But do they remain satisfied with the choice they are then left with? H2 explores further consumers' satisfaction with the actual choice being consumed.

Chart A



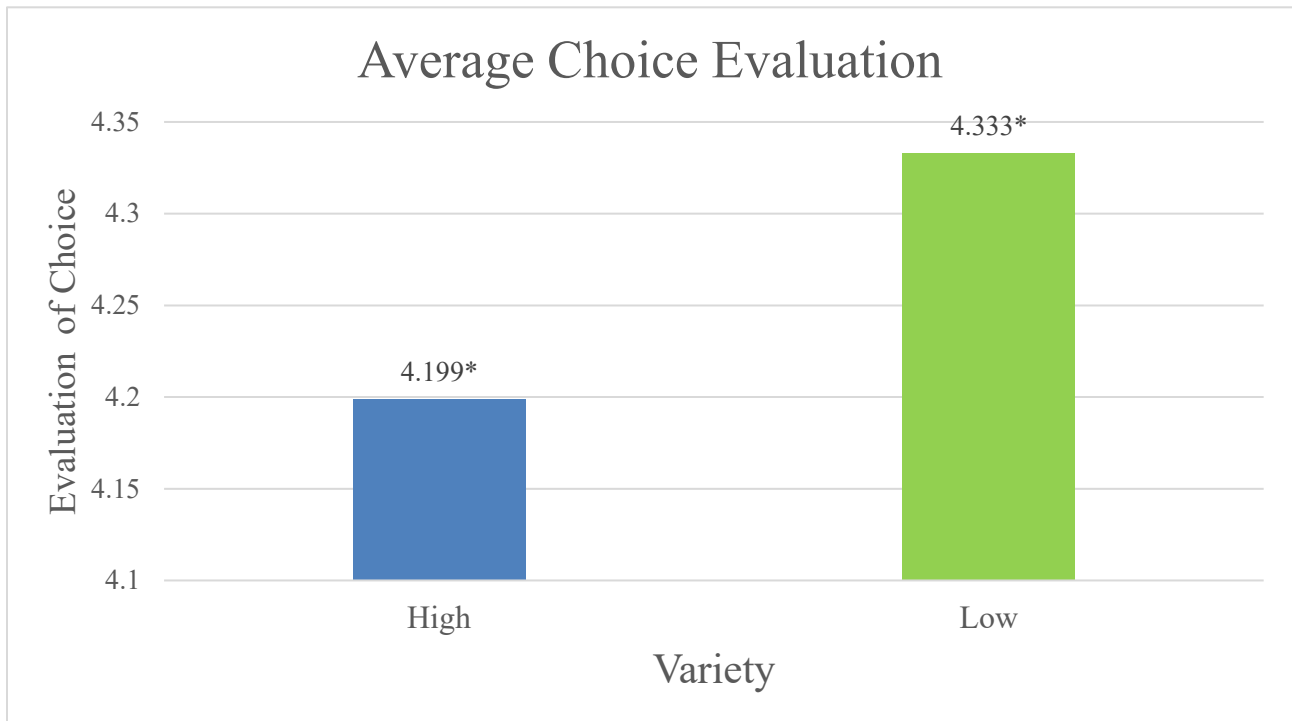
*significant at $p < .05$

The second hypothesis is concerned with how variety within a constructed choice set effects the consumers' evaluation of their choice and thus their satisfaction and likelihood to repurchase/ choose the same option again. To determine which group, the high or low variety, were more satisfied with their evaluation of choice we asked respondents to rate how much they liked each of the twenty-four snack options on a scale of 1-5 (1=Hate it and 5=Love it). We took

the averages of each individual snack and ran a simple ANOVA test to compare the average means from the low variety to the average means of the high variety. Since both groups were exposed to the same series of questions and presented the same twenty-four options this eliminated bias among the respondents. There was a significant difference between the average choice evaluation of the low variety and high variety respondents ($F(1,332) = 5.32, p < .02$). We concluded that the average evaluation of choice is greater in the low variety group ($M = 4.33$) than in the high variety group ($M = 4.20$) (See Chart B below). Therefore, H2 is supported. This indicates that those in the low variety group were more satisfied overall with their actual choices than the high variety group.

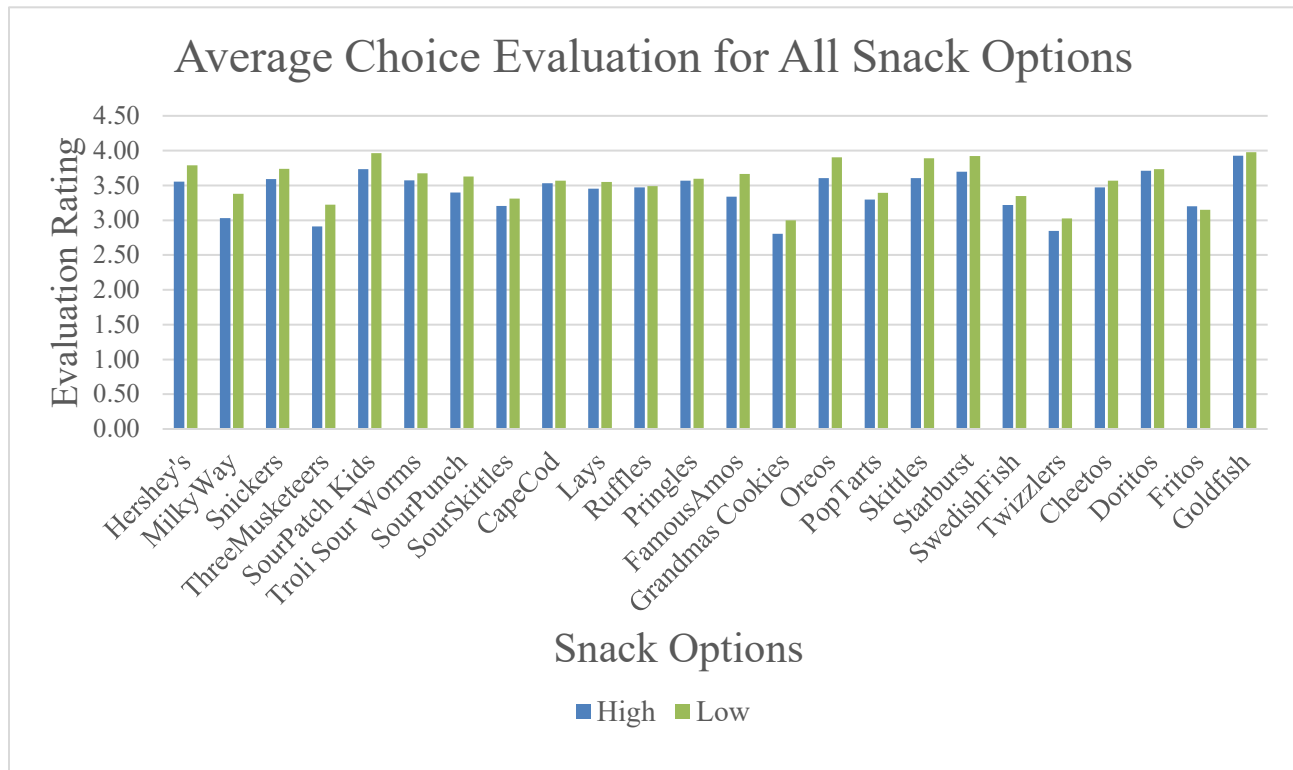
While the high variety group perceived to have enjoyed choosing from a greater variety they were in fact more disappointed in their choice upon reflection. This can most likely be explained due to the perceived risk and consequences of choosing. The respondents in the high variety group likely perceived they were in fact giving up more when making their selections than those in the low variety. In the high variety set, by selecting one option the respondents perceived to be giving up a wide range of choices from salty, savory, sour, crunchy and chocolatey whereas the low variety were simply choosing the best choice among options with one blatantly common attribute. The perception of having to give something up to make a choice increased the risk associated with choosing and therefore, decreased the satisfaction with their choice for the high variety participants. This conclusion held constant for all twenty-four snack foods; the average choice evaluation consistently ranked higher for those in the low variety set than in the high variety set (See Chart C below).

Chart B



*significant at $p < .05$

Chart C



The primary objective of the third hypothesis was to determine whether or not there is a correlation between satisfaction and time in the low and high variety groups. We were unable to determine whether H3 was correct due to an error in the data collection method. The major limitation to measuring this affect over time is that we did not determine the average choice satisfaction right after the choice was consumed to measure the change nor were the products actually consumed, most likely skewing the data. Instead, we confirmed that across the six choice options satisfaction remained higher in the high variety set than the low variety set (See Chart D below). The error made in this data collection leaves room for additional research in the future.

Chart D



*significant at $p < .05$

Conclusions

Overall, the study clearly defines the relationship between the variety in a specified choice set and consumer satisfaction and satiation. H1 is supported; Respondents are more satisfied with their choice than respondents in the low variety. H2 is also supported; Respondents in the high variety set will be less satisfied with the evaluation of each choice option than those respondents in the low variety set. Finally, H3 was unable to be tested due to the error in survey design.

General Discussion

The findings in these studies shed light on consumer behavior in both the eyes of the marketer and the consumer alike. For marketers, these results directly impact choice set composition and presentation of ideas and products to consumers. Understanding consumers preference for low variety when making choices in sequence will help marketers construct a more pleasing choice set for consumers over time. The goal of many marketers is to elicit repeat purchases which can only be obtained if the consumer is satisfied with their choice. Building off the preestablished satisfaction of the initial choice, marketers aim to continue that satisfaction and lower the rate of satiation over several iterations by limiting the variety of the options within the choice set. For example, when determining which product would be beneficial for a line extension, marketers should consider a product that has similar features to the other products and elicits a similar response when satisfying a need. Limiting this variation will enhance consumers initial satisfaction with their choice and reduce the consumer perceived risk, thus increasing the number of purchases and satisfaction over time. Additionally, marketers must consider the notion of tradeoffs when presenting a product set to consumers. Limiting the number of tradeoffs and consideration costs consumers perceive by reducing the variety in the presented options will enhance overall happiness and postpone consumer satiation. This postponement will allow marketers to capitalize on repeat purchases made by existing customers more frequently. This will likely reduce the amount of time and money used to attract new customers to meet sales goals.

The findings in this study can also help explain the behavior of consumers as well as their own personal interactions with choices. Consumers would do well to understand that they are

more satisfied with their choices over time when selecting from a low variety set. By choosing from a lower variety of options to satisfy the same need, the consumer will limit post purchase remorse associated with dissatisfaction as well as limit their overconsumption, thus saving them money and time. For example, if a consumer is attempting to limit their overconsumption of food and diet by reducing snacking, it would be beneficial to only keep a low variety of snack options in the house. Therefore, when the consumer chooses a snack option they will be more satisfied over time with the snacks they have chosen and therefore stop returning to the cabinet to satisfy the same need. If there were a higher variety of options the consumer would enjoy the initial act of choosing more but then find themselves less satisfied with their overall choice and return to the cabinet again shortly after, making dieting ineffective. Consumers should consider the effect variety has on their level of satisfaction and make selections accordingly to be a better decision-maker and reduce the possible negative effects associated with choosing.

A classic example of this understanding of choice set construction can be seen in Chipotle's business model. For instance, take creating one of their famous burrito bowls. The entire bowl can contain a wide variety of options from rice and beans to various meats, veggies and cheese, however to make the experience more satisfying overall, the choices are broken down into subsets with limited variety options in each set. The consumer is then taken through the series of choices and presented the limited variety of options. For example, a choice between white and brown rice, then black or pinto beans, then 4 options of similarly seasoned meats, finished with an assortment of three sauces, a cheese option, sour cream, guacamole, and lettuce. Breaking this wide variety into smaller subsets reduces the responsibility of risk associated with choosing, making the overall experience more pleasing. While the choices were low variety, the final product will have a wide variety of flavors and options, therefore satisfying the consumers

inclination towards variety. The consumer and marketer work together in this case to create the most enjoyable dining experience possible in this upscale fast food chain.

Future Research

There are three main areas to explore for possible future research regarding this study. The first area elaborates on H3 of this study to determine if the satisfaction of choosing changes over time based on the level of variety within the constructed choice set. The test should be reconducted and include a question that gauges the consumer satisfaction with their choice as well as the evaluation of their choice directly after consuming it and after all are consumed. To further enhance the validity of the results, the respondent should physically consume the snack option chosen to make the effect of satiation more realistic. The second area to explore using this research is the effect of sequencing. Does the order in which the choices are selected and presented make a difference in the level of satisfaction and evaluation of choice? For example, does choosing a Hersey's Bar first look statistically different than choosing the bar third? Does being presented with a salty option first make a statistical difference than being presented with a sweet option first? These areas will further help marketers understand the effects of sequencing on choice set composition and satisfaction with consumption. The final area recommended for additional research is the concept and effects of nested choice in relation to variety. If marketers and consumers better understand how they make decisions within larger decisions it is possible to make the overall process more satisfying and reduce the amount of risk. Furthering the research in any or all of these three areas will provide marketers a better scope of understanding between variety and choice.

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Appendix

Appendix A

Survey Flow

Block: Start Block (1 Question)
EmbeddedData idValue will be set from Panel or URL.
BlockRandomizer: 1 - Evenly Present Elements
Block: High Variety Timed (25 Questions) Standard: Low Variety Timed (25 Questions)
Block: End Block (6 Questions)
EndSurvey: Advanced

Start of Block: Start Block



Q10 Consent Form: I understand that this research involves a survey about my preferences about products. I will be provided with images of products and then will be asked to respond to questions regarding my perception, willingness to purchase, and price point for those products. This task will take me on average 10 minutes to complete. I have the opportunity to telephone the researcher with any questions that I may have. No discomfort is anticipated except for possible boredom with the task. The major benefits I will receive from participation in this research are increased knowledge of gluten-free and increased familiarity with survey methods. I understand that my answers will be held strictly confidential. Responses will only be presented in aggregate form. This research is under the supervision of Dr. Eric Yorkston. Dr. Yorkston office is room 353 Dan Rogers Hall at Texas Christian University. His phone number is (817) 257-5442. Please feel free to contact Dr. Yorkston if you have any questions. I hereby consent to participate in this research and understand the above procedure. Please click yes to consent and no if you do not consent. This will serve as your electronic signature. **NOTE: If you do not consent, then you must complete the alternate written assignment detailed in the survey by November 9 to get study credit.**

- Yes, I consent (1)
- No, I do not consent (2)

Skip To: End of Survey If Consent Form: I understand that this research involves a survey about my preferences about prod... = No, I do not consent

End of Block: Start Block

Start of Block: High Variety Timed

Q91 Assume it is the middle of the afternoon and you are getting hungry. You walk to the vending machine and see the following options... select a snack from the following set of choices to eat.

Q34

Which one of these would you choose?

- Image:Hersey's.jpg (1)
 - Image:Ruffles.jpg (2)
 - Image:Mini Oreo.jpg (3)
 - Image:Sour Patch.jpg (4)
-

Q40

Imagine eating this snack...

`#{Q34/ChoiceGroup/SelectedChoices}`

Q41 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q52 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q44

Which one of these would you choose?

- Image:Swedish Fish.JPG (1)
 - Image:Snickers.jpg (2)
 - Image:Lays.jpg (3)
 - Image:Trolli Crawlers.jpg (4)
-

Q48

Imagine eating this snack...

`#{Q44/ChoiceGroup/SelectedChoices}`

Q50 Timing

- First Click (1)
 - Last Click (2)
 - Page Submit (3)
 - Click Count (4)
-

Q54 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q56

Which one of these would you choose?

- Image:Sour Punch.jpg (1)
 - Image:Pringles.jpg (2)
 - Image:Three Musketeers.jpg (3)
 - Image:Doritos.jpg (4)
-

Q52

Imagine eating this snack...

`#{Q56/ChoiceGroup/SelectedChoices}`

Q54 Timing

- First Click (1)
 - Last Click (2)
 - Page Submit (3)
 - Click Count (4)
-

Q56 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q62

Which one of these would you choose?

- Image:MilkyWay.jpg (1)
 - Image:Goldfish.jpg (2)
 - Image:Pop Tarts.jpg (3)
 - Image:Sour Skittles.jpg (4)
-

Q58

Imagine eating this snack...

`#{Q62/ChoiceGroup/SelectedChoices}`

Q60 Timing

- First Click (1)
 - Last Click (2)
 - Page Submit (3)
 - Click Count (4)
-

Q64 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q70

Which one of these would you choose?

- Image:Grandma's Cremes.jpg (1)
- Image:Starburst.jpg (2)
- Image:Fritos.jpg (3)
- Image:Cape Cod.jpg (4)

Q66

Imagine eating this snack...

`#{Q70/ChoiceGroup/SelectedChoices}`

Q68 Timing

- First Click (1)
 - Last Click (2)
 - Page Submit (3)
 - Click Count (4)
-

Q72 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q78

Which one of these would you choose?

- Image:Cheetos.jpg (1)
 - Image:Twizzlers.jpg (2)
 - Image:Famous Amos.jpg (3)
 - Image:Skittles.jpg (4)
-

Q74

Imagine eating this snack...

`#{Q78/ChoiceGroup/SelectedChoices}`

Q76 Timing

- First Click (1)
 - Last Click (2)
 - Page Submit (3)
 - Click Count (4)
-

Q80 How satisfied are you with your choice?

- Extremely satisfied (1)
- Somewhat satisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat dissatisfied (4)
- Extremely dissatisfied (5)

End of Block: High Variety Timed

Start of Block: Low Variety Timed

Q92 Assume it is the middle of the afternoon and you are getting hungry. You walk to the vending machine and see the following options... select a snack from the following set of choices to eat.

Q71

Which one of these would you choose?

- Image:Hersey's.jpg (1)
- Image:MilkyWay.jpg (2)
- Image:Snickers.jpg (3)
- Image:Three Musketeers.jpg (4)

Q67

Imagine eating this snack...

`#{Q71/ChoiceGroup/SelectedChoices}`

Q69 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q73 How satisfied are you with your choice?

- Extremely satisfied (1)
- Somewhat satisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat dissatisfied (4)
- Extremely dissatisfied (5)

Q79

Which one of these would you choose?

- Image:Sour Patch.jpg (1)
- Image:Trolli Crawlers.jpg (2)
- Image:Sour Punch.jpg (3)
- Image:Sour Skittles.jpg (4)

Q75

Imagine eating this snack...

`${Q79/ChoiceGroup/SelectedChoices}`

Q77 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q74 How satisfied are you with your choice?

- Extremely satisfied (1)
- Somewhat satisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat dissatisfied (4)
- Extremely dissatisfied (5)

Q80

Which one of these would you choose?

- Image:Cape Cod.jpg (1)
- Image:Lays.jpg (2)
- Image:Pringles.jpg (3)
- Image:Ruffles.jpg (4)

Q76

Imagine eating this snack...

[\\${Q80/ChoiceGroup/SelectedChoices}](#)

Q78 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q82 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q88

Which one of these would you choose?

- Image:Famous Amos.jpg (1)
 - Image:Grandma's Cremes.jpg (2)
 - Image:Mini Oreo.jpg (3)
 - Image:Pop Tarts.jpg (4)
-

Q84

Imagine eating this snack...

`#{Q88/ChoiceGroup/SelectedChoices}`

Q86 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q90 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q96

Which one of these would you choose?

- Image:Skittles.jpg (1)
 - Image:Starburst.jpg (2)
 - Image:Swedish Fish.JPG (3)
 - Image:Twizzlers.jpg (4)
-

Q92

Imagine eating this snack...

`#{Q96/ChoiceGroup/SelectedChoices}`

Q94 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q98 How satisfied are you with your choice?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q104

Which one of these would you choose?

- Image:Cheetos.jpg (1)
 - Image:Doritos.jpg (2)
 - Image:Fritos.jpg (3)
 - Image:Goldfish.jpg (4)
-

Q100

Imagine eating this snack...

`${Q104/ChoiceGroup/SelectedChoices}`

Q102 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Q106 How satisfied are you with your choice?

Extremely satisfied (1)

Somewhat satisfied (2)

Neither satisfied nor dissatisfied (3)

Somewhat dissatisfied (4)

Extremely dissatisfied (5)

End of Block: Low Variety Timed

Start of Block: End Block

Q21 Please rate how much you like the following snack foods.

	Hate it (1)	Dislike it (2)	Meh (3)	Like it (4)	Love it (5)
Hershey's Bar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MilkyWay Bar (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snickers Bar (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Three Musketeers Bar (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sour Patch Kids (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Troli Sour Worms (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sour Punch Straws (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sour Skittles (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q93 Please rate how much you like the following snack foods.

	Hate it (1)	Dislike it (2)	Meh (3)	Like it (4)	Love it (5)
Cape Cod Original Chips (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lays Original Chips (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ruffles Chips (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pringles Original (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Famous Amos Chocolate Chip Cookies (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grandma's Mini Sandwich Cremes (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oreos Mini (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop Tarts (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

94 Please rate how much you like the following snack foods.

	Hate it (1)	Dislike it (2)	Meh (3)	Like it (4)	Love it (5)
Skittles (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starburst (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swedish Fish (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twizzlers (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheetos (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doritos (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fritos (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goldfish (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35 How hungry are you?

- Uncomfortably full- "Thanksgiving full" (1)
 - Too full- somewhat uncomfortable (2)
 - Full- not yet uncomfortable (3)
 - Neutral- neither hungry or full (4)
 - Slightly hungry- you can wait to eat but want a snack (5)
 - Hungry- not yet uncomfortable but stomach is grumbling (6)
 - Starving- feeling weak or lightheaded (7)
-

Q36 How often do you eat snack foods?

- Never (1)
 - 1-2 times a week (2)
 - 3-5 times a week (3)
 - 6-10 times a week (4)
 - More than 10 times a week (5)
-

Q34 What is your sex?

- Male (1)
- Female (2)

End of Block: End Block
