

How Freedom of Choice Influences Well-being

#LSEChoices

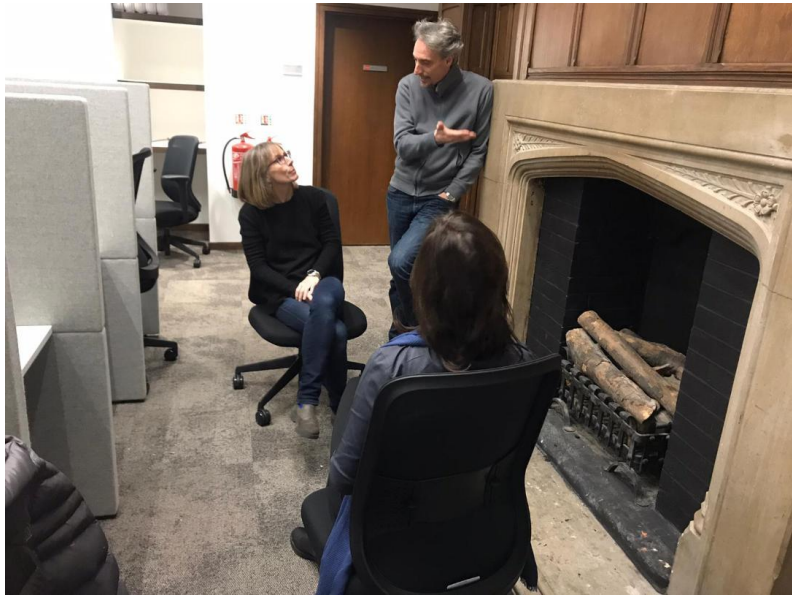
Professor Simona Botti

Professor of Marketing at the London Business School

Chair: Dr Barbara Fasolo

Associate Professor of Behavioural Science at LSE's Department of Management

Hosted by LSE Department of Management



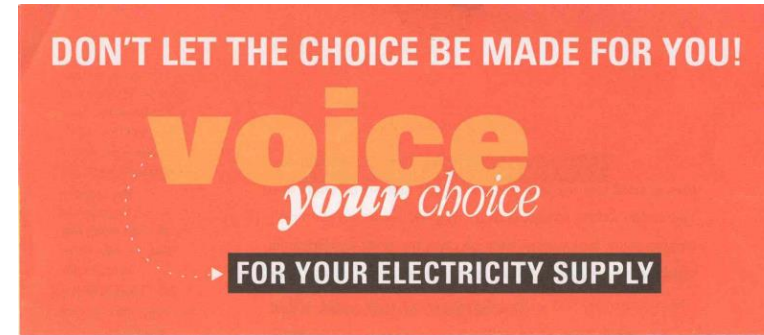
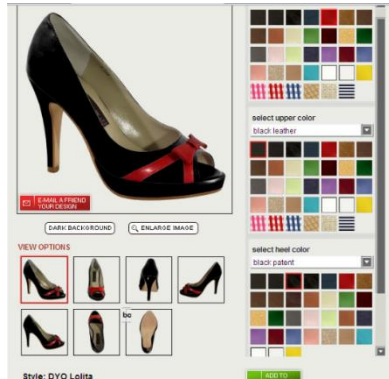
How Freedom of Choice Influences Well-being

Simona Botti

London School of Economics

Public Lecture

28 November 2019



NHS choices



your appointment
your time
your date



the NHS
your health, your choices
www.nhs.co.uk for more information

“Giving patients more choice about how, when and where they receive treatment is one cornerstone of the Government's health strategy” (<http://www.dh.gov.uk>)

London
Business
School

“Many students would like more choice in their courses: fewer core and more electives”

Specific, simple hypothesis

Causality

Undesirable options



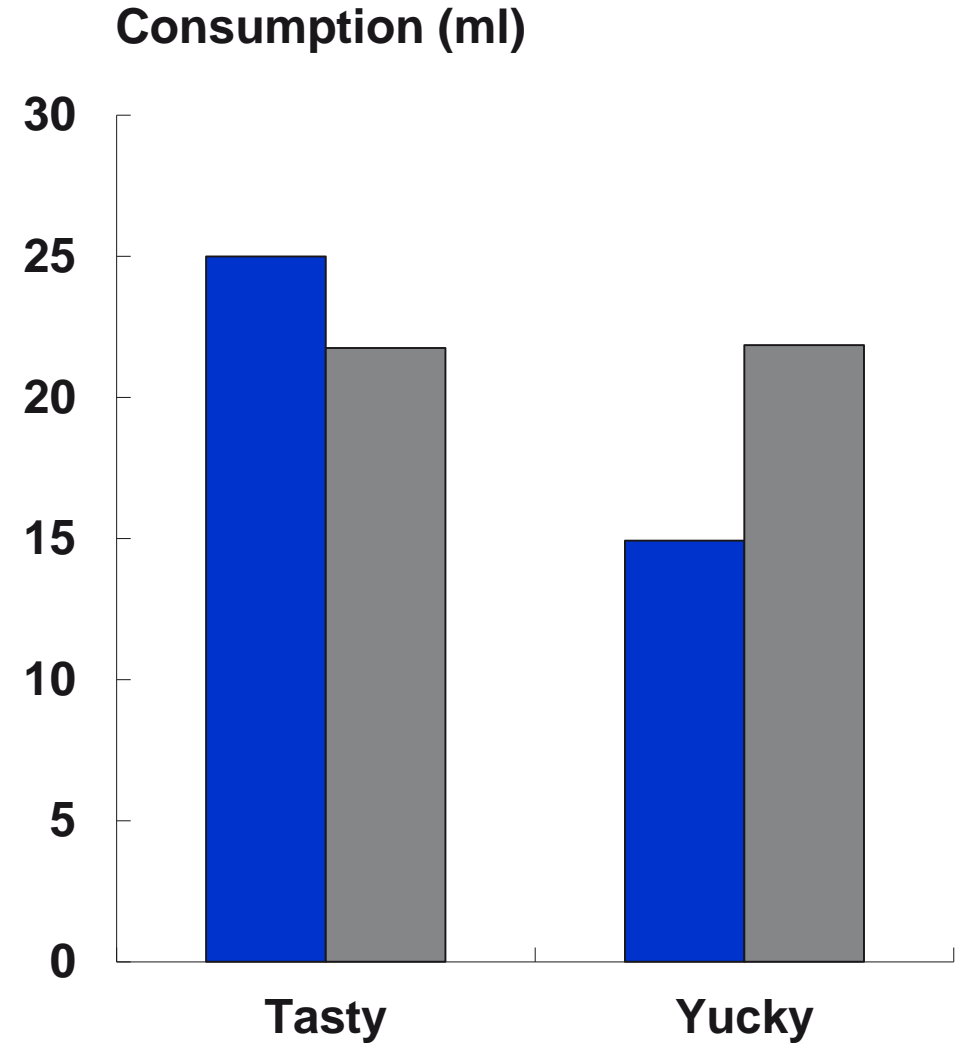
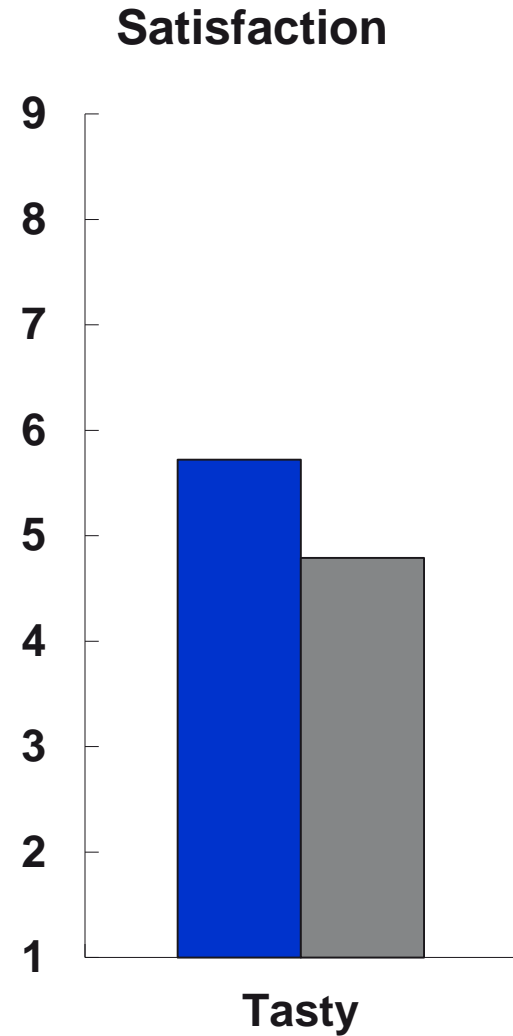
Tasty options:
Mint, Cocoa, Cinnamon, Brown Sugar



Yucky options:
Sage, Chili Powder, Tarragon, Celery Seeds

--Botti and Iyengar (2004)

Satisfaction and consumption



■ Choice ■ No-choice

Relevance

External validity



“A generation ago, patients argued for more information, more choice and more say about treatment. To a great extent that is exactly what they have received: a superabundance of information, often several treatment options and the right to choose among them. As this new responsibility dawns on patients, some embrace it with a sense of pride and furious determination. But many find the job of being a modern patient, with its slog through medical uncertainty, to be lonely, frightening and overwhelming.”

--Hoffman (*The New York Times*, August 14, 2005)

Americans

“No one should even ask a mother to make such a choice. How did they get me to do that? (...) Now I live with having made the decision. I feel a strong sense that I let him down.”

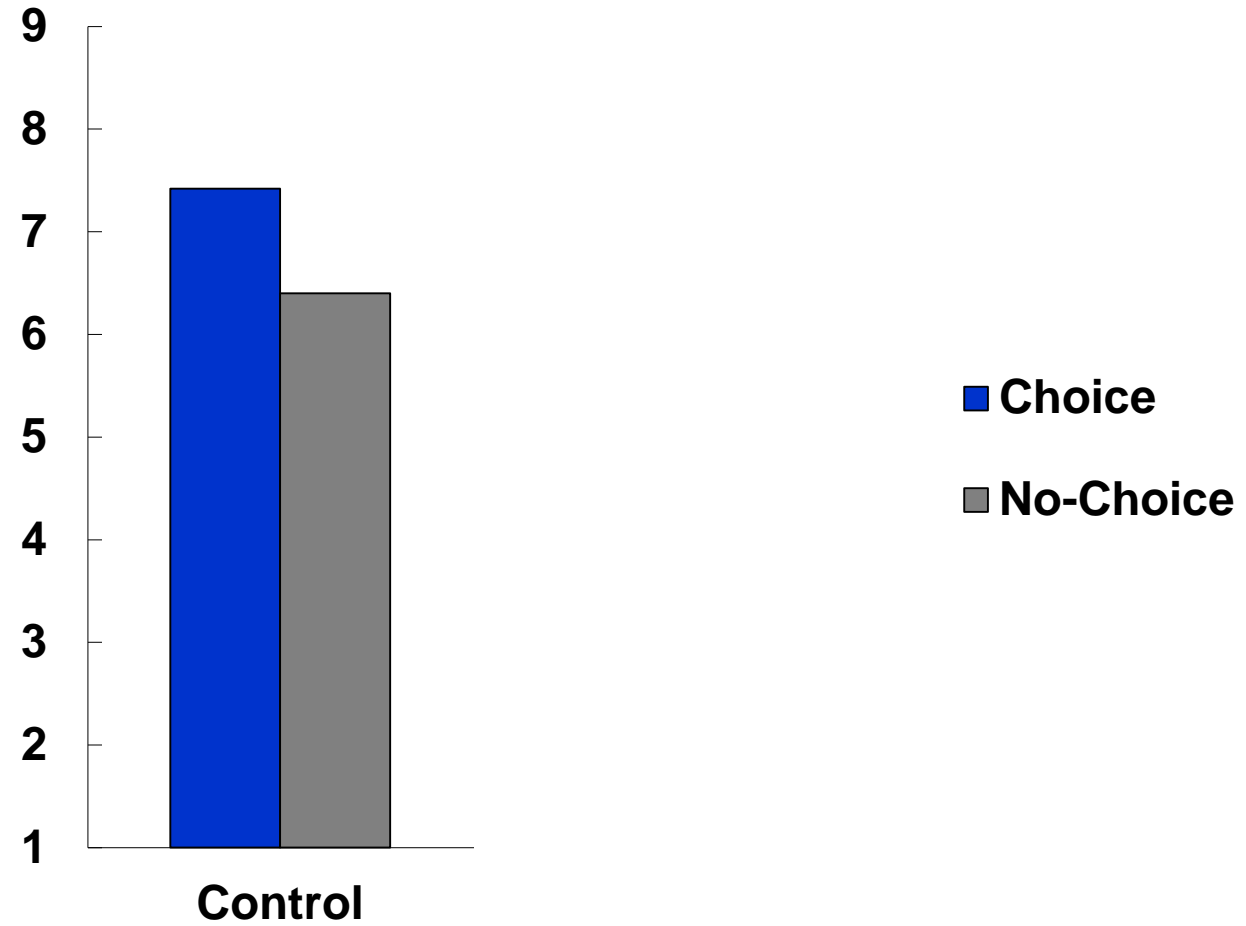
“I walk around thinking ‘what if, what if’!? If the vent was not removed, he would still be alive. I have been questioning myself ever since E. died (...) They should have given me enough time to overcome my fears.”

French

“No one could do anything. I never blamed myself. I don’t want to hold a grudge against anyone (...) N. is gone but he brought us so much, a different perspective on life. Despite our misery, there weren’t only bad moments (...)”

“I don’t have all the pieces of information, the ultrasounds and so on. I have no expertise whatsoever to evaluate the real condition of my baby (...) The physicians are the ones who can evaluate the damages, who know what to do and to ask a parent to withdraw or not, that is too hard.”

Negative emotions



Charitable giving

The pictures on the next page are of four disadvantaged girls of about the same age who live in the same region and who are associated with Smile Train. They have already received free cleft surgery, but they still need financial help to start a new life. Which child would you sponsor?



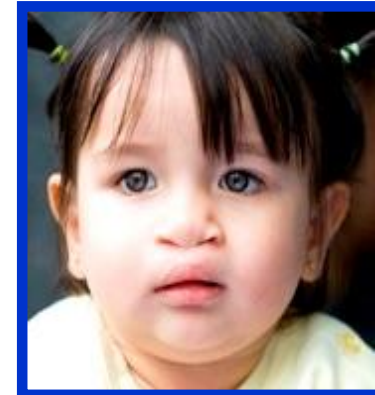
Angelica/Control



Maria

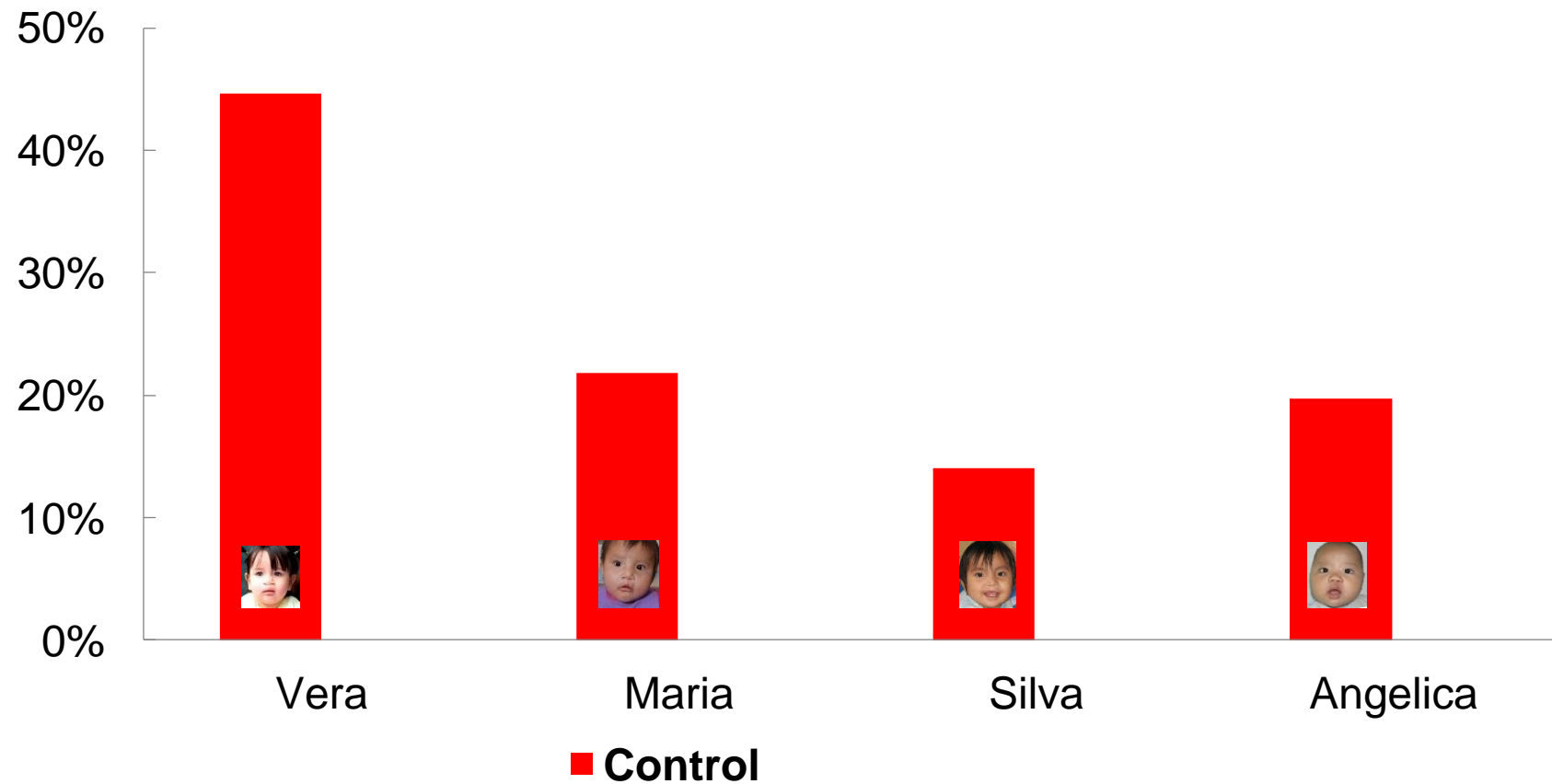


Silva



Vera

Choice of recipient



Charitable giving

The pictures on the next page are of four disadvantaged girls of about the same age who live in the same region and who are associated with Smile Train. They have already received free cleft surgery, but they still need financial help to start a new life. Which child would you sponsor?



Angelica/Beauty



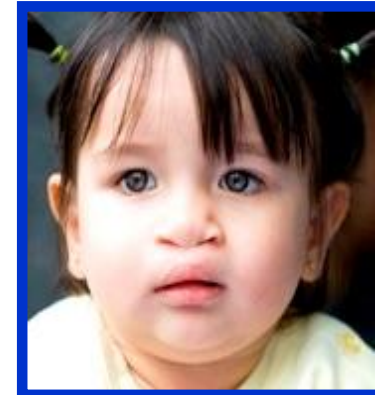
Angelica/Control



Maria

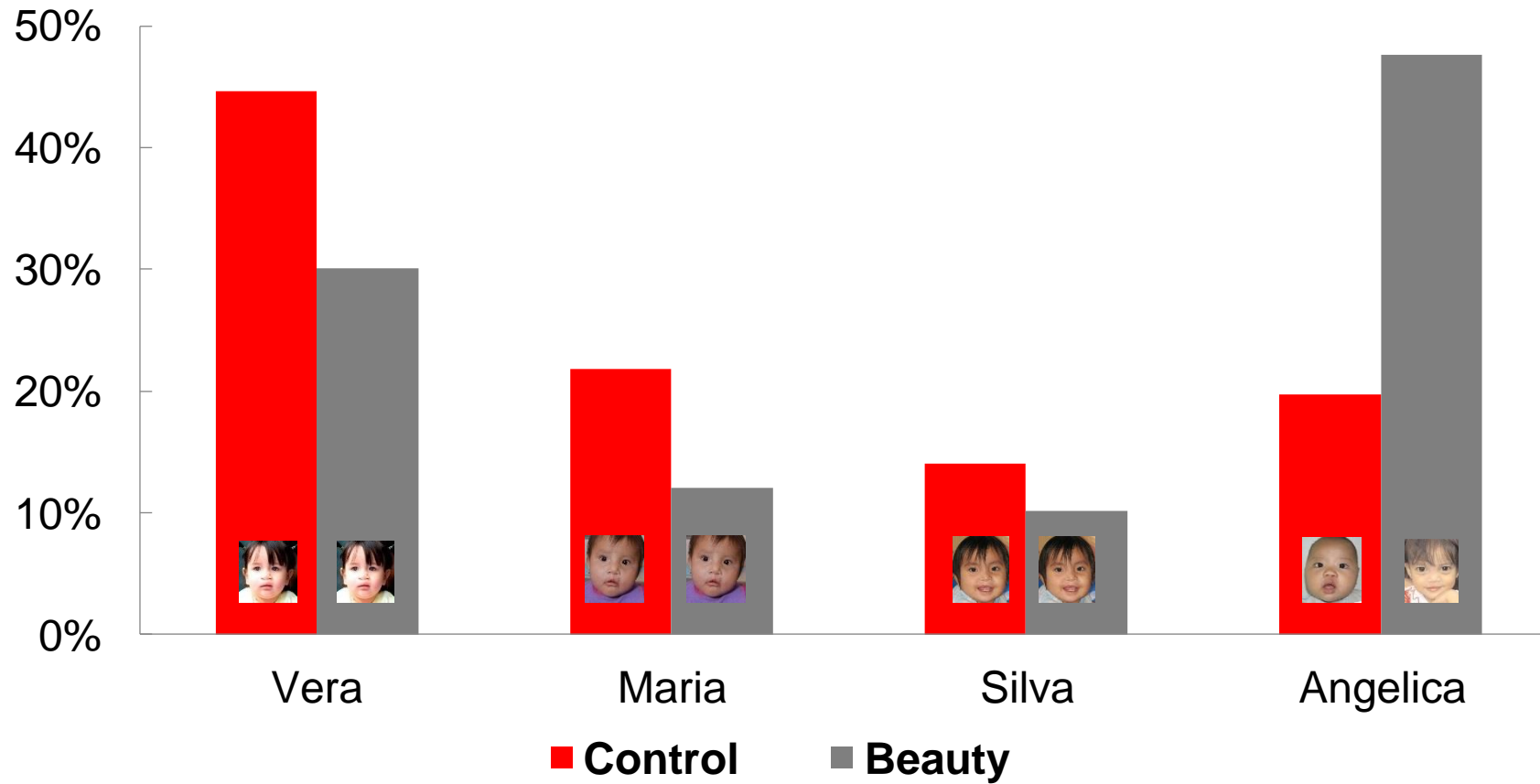


Silva



Vera

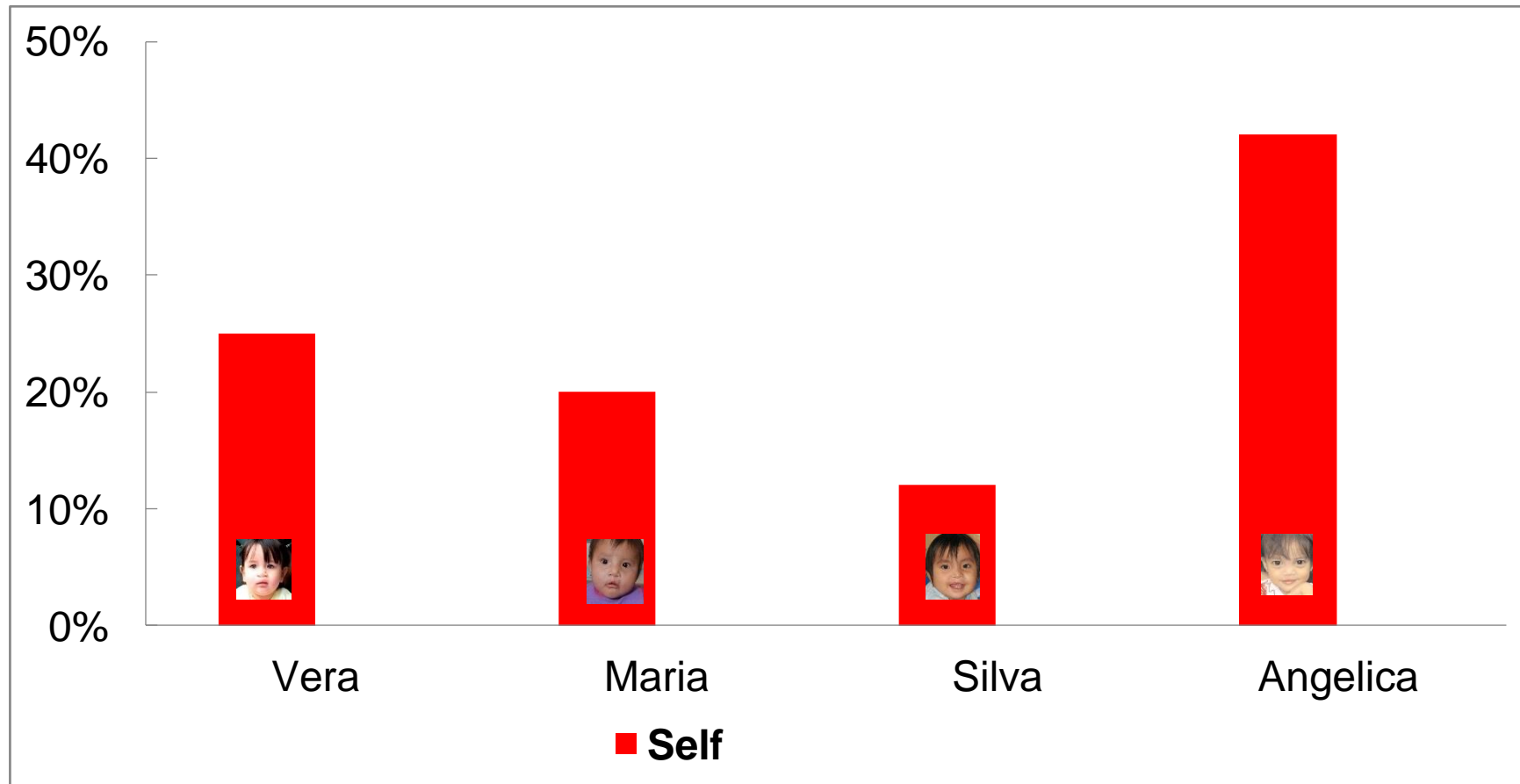
Choice of recipient



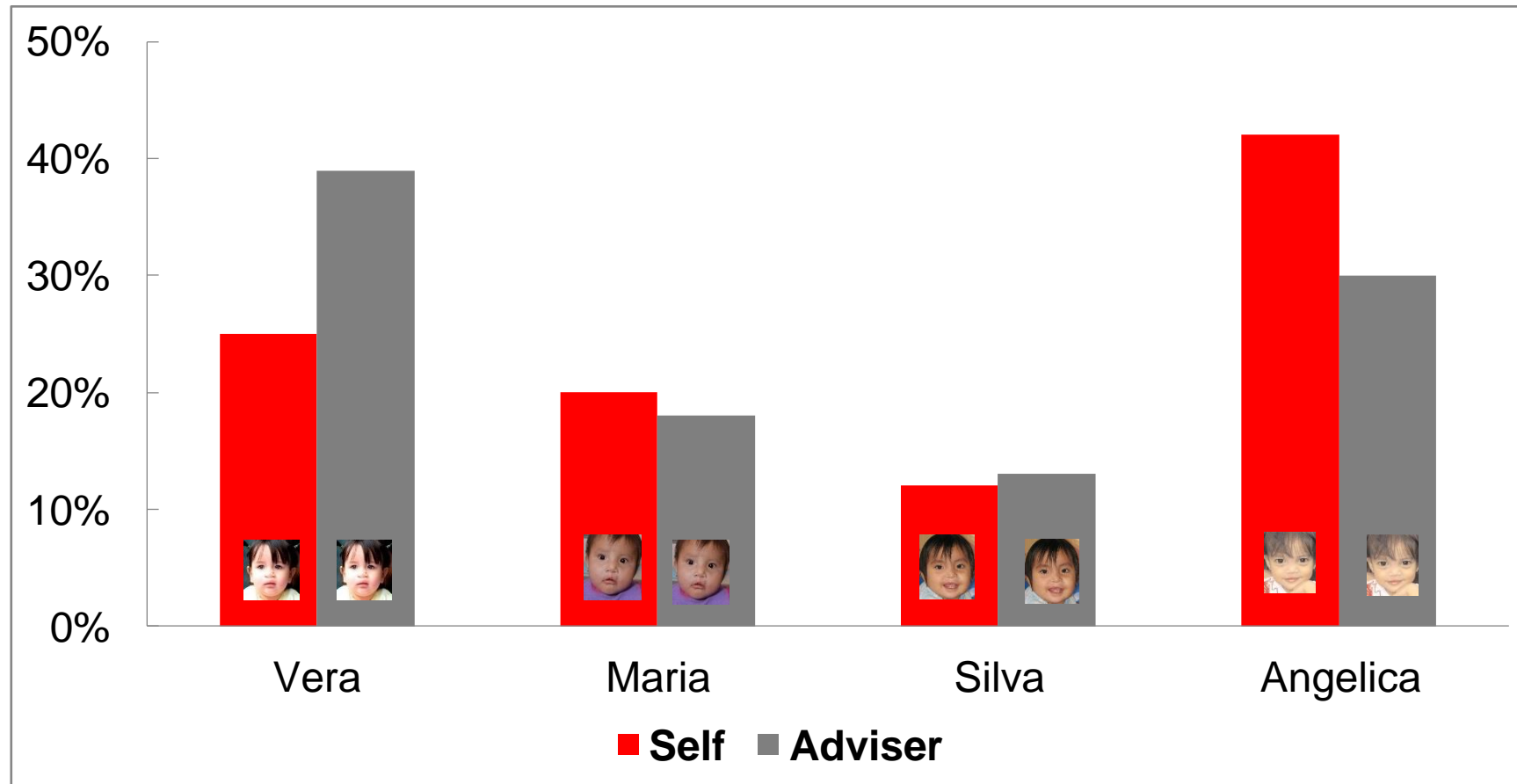


Replication: Real-life setting

Choice of recipient: Self vs. adviser



Choice of recipient: Self vs. adviser



Choice closure



Cupidon: An intense aromatic white chocolate ganache with roasted arabica coffee



Exotique: Passion fruit jam and caramel encased in dark chocolate



Tresor: A velvety smooth hazelnut praline covered in milk chocolate



Mystere: Coffee flavored mousse filling enrobed in white chocolate & decorated with dark chocolate



Arabia: Smooth milk chocolate with a creamy & rich coffee center



Torte: Chocolate center with a dark, bittersweet chocolate shell



Comtesse: White chocolate with almond cream filling & hazelnut crocante



Mandolina: Milk chocolate with a smooth almond cream & almond crocante



Temptation: Crisp hazelnut praline covered in milk chocolate



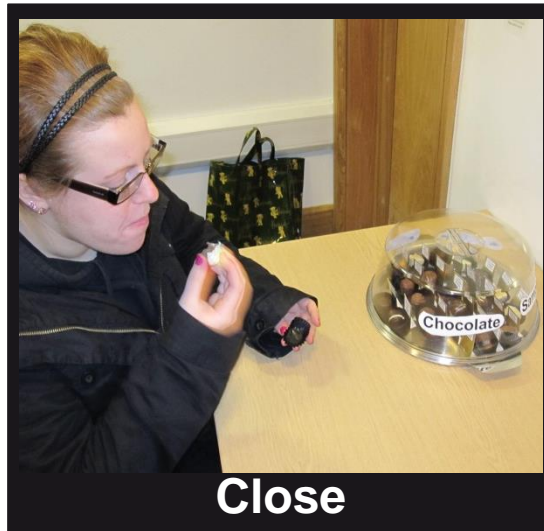
Sienna: Almond pistachio filling in rich dark chocolate



Calice: Dark chocolate encasing a rich hazelnut cream with chopped hazelnuts



Noblesse: A dark chocolate square filled with a delicate salted caramel



Cupidon: An intense aromatic white chocolate ganache with roasted arabica coffee



Exotique: Passion fruit jam and caramel encased in dark chocolate



Tresor: A velvety smooth hazelnut praline covered in milk chocolate



Mystere: Coffee flavored mousse filling enrobed in white chocolate & decorated with dark chocolate



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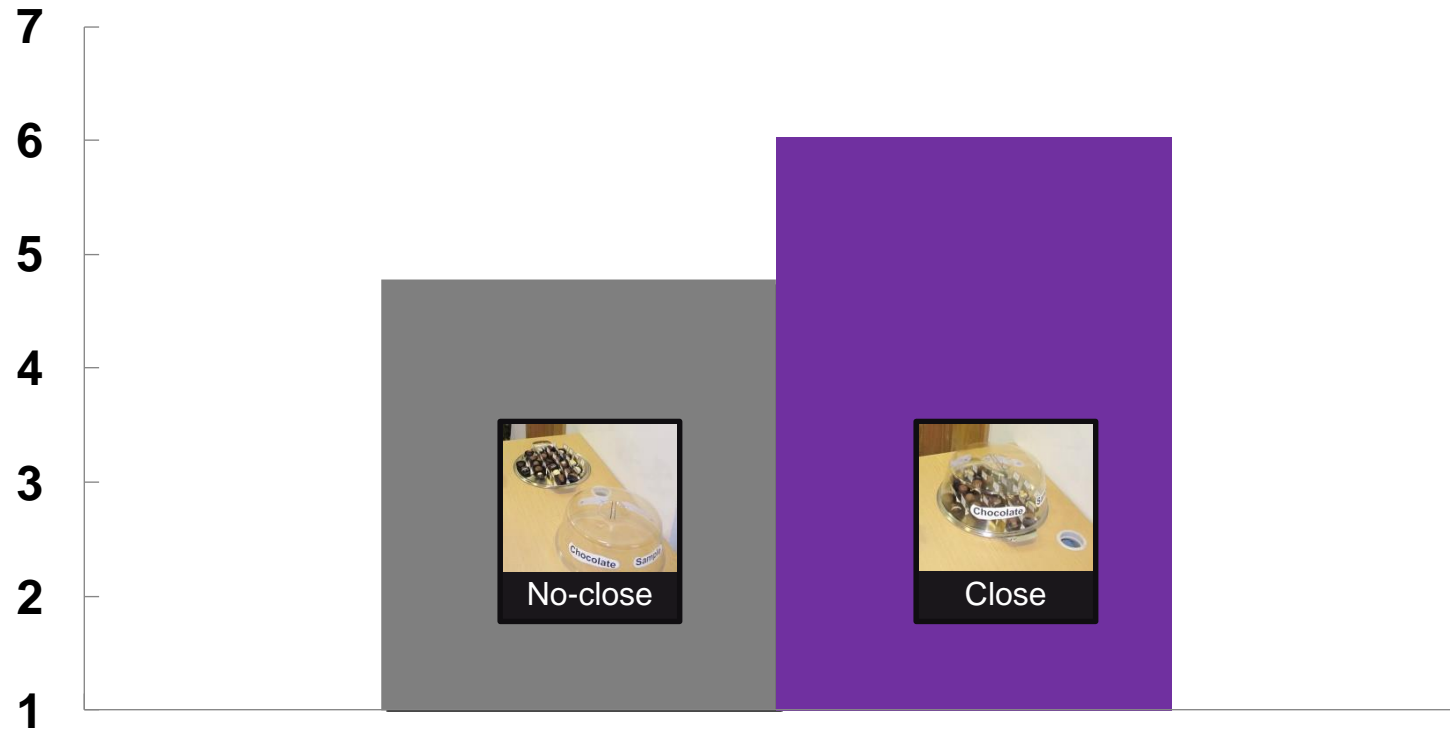


Calice: Dark chocolate encasing a rich hazelnut cream with chopped hazelnuts



Noblesse: A dark chocolate square filled with a delicate salted caramel

Difficult choices

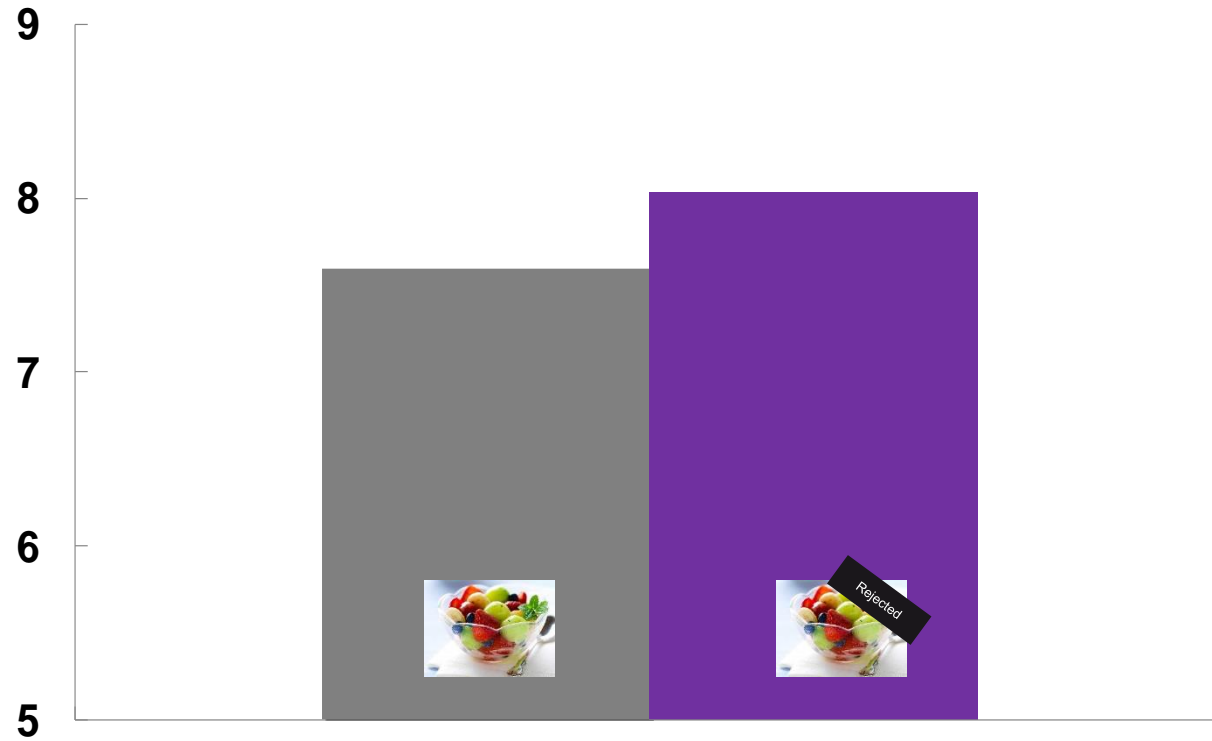


--Gu, Botti, and Faro (2013)

Indulgent choices

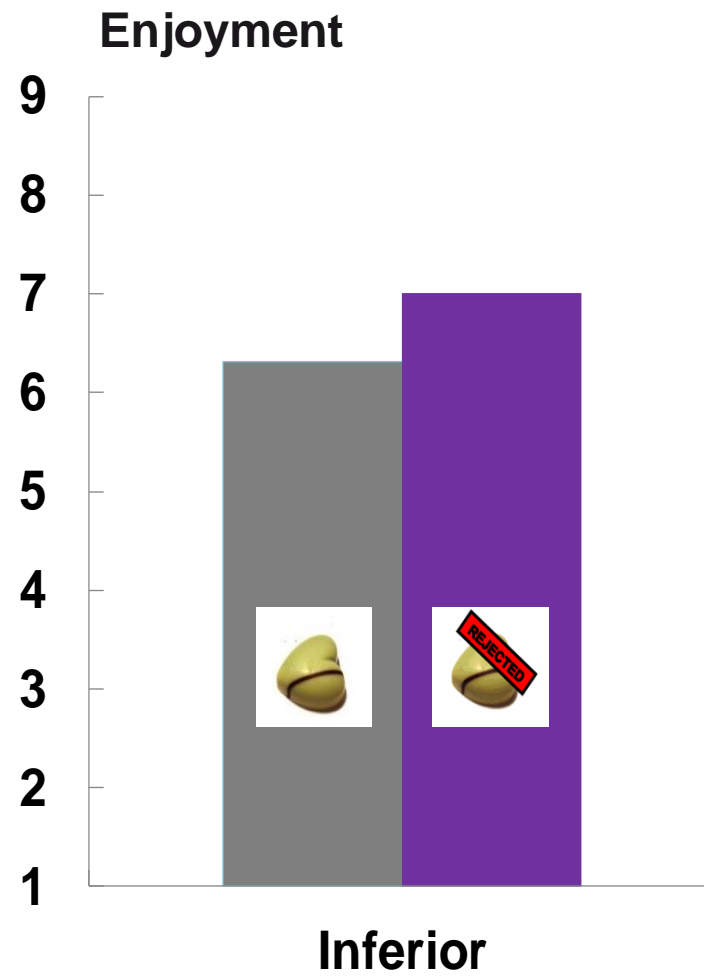


Enjoyment



--Gu, Klesse, Botti, and Faro (wp)

Inferior/superior choices



Strive for simplicity

Start with a low-cost test of the hypothesis

Include realistic experiments

Consider multi-methods

Build a research programme

Choice freedom does not always improve satisfaction with the experience

Pre-choice interventions can reduce the costs of choice freedom and improve the resulting experiences

Post-choice interventions like choice closure can help consumers take stock of past decisions and enhance the enjoyment derived from them



Behavioural Research Lab



Who are we?

The Behavioural Research Lab (BRL) brings together researchers across the world by providing a platform for multidisciplinary research. We facilitate world-class behavioural research and offer newly future proofed facilities in central London with a large and inclusive participant pool and a rigorous ethical protocol.

How can you get involved?

- ❑ ***Interested in conducting research?*** BRL is open to researchers from across LSE and beyond. Email us at brl@lse.ac.uk to schedule a tour of the new facilities and talk about the research you want to conduct.
- ❑ ***Interested in participating in research?*** Participation is open to everyone (this includes members of the public). You will be paid a minimum of £5 for a 30 minute study, or £10 for anything up to an hour.
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