4
Study One -Extreme Decision

4.1 Extreme Effect Experiment

This experiment is conducted to explore the role of choice characteristics and individual factors in extreme decision making. Specific objective examined and hypotheses formulated are presented below:

Objectibe1: Role of choice characteristics in decision making.

   Hypothesis 1. An alignable attribute will lead to compromise effect.
   Hypothesis 2. Non-alignable attribute will lead to extreme effect.

Objective 2 Role of information load in decision making.

   Hypothesis 3. Less than eight alignable middle option will lead to compromise effect, and more than eight alignable middle option will lead to extreme effect.
   Hypothesis 4. Low information load will lead to compromise effect, and high information load will lead to extreme effect.

Objective 3- Role of personality and cognitive factor in decision making.

   Hypothesis 5. Higher the score on cognitive and personality dimension higher the effect of choice characteristic on decision making.

Objective 4-Age, gender, and cohort difference in decision making.

   Hypothesis 6. There will be no relation between age, cognitive, and personality dimension.
   Hypothesis 7. Higher the age, higher the effect of choice characteristics on decision making
   Hypothesis 8. Higher the age, higher the effect of cognitive personality dimension on decision making.
   Hypothesis 9. There will be no difference in cognitive personality dimensions and context effect between both the genders.
   Hypothesis 10. Higher the effect of cognitive-personality dimension, higher the effect of gender on decision making.
   Hypothesis 11. The younger cohort will show a higher score on cognitive personality dimension.
   Hypothesis 12. The younger cohort will show more extreme decision and older cohort will show more compromise decision in interaction with choice characteristics.

4.2 Technical Description

The hotel website named 'Backpackers' was created, and participants were asked to use the website for booking the room for a trip to Delhi. As the researches show that the price of a product is a significant determinant of choice; the manipulation of price with a mix of the alignable and non-alignable attribute is done. However, to give a range of choices, three categories (with different price range) was created. To see the available hotel participant, need to use filter related to per page 'view options' and 'price filter.' Price filter contains three

categories of hotels mentioned as 700-1800, 1800-3700, and 3700-4500. In each hotel category, we have a total of fourteen options; from 'view per page' filter user can choose the number of hotels presented on one page. View filter contains a minimum of three hotels view per-page, and a maximum of fourteen hotels view per-page. The hotels viewed per page are taken as indications of several options the participant wants to process in one go (preference for cognitive load).

To observe the possibilities of the combined effect of product alignability and price range for compromise and extreme effects and whether these effects are due to the price or product attributes assortment; the manipulation of price, no. of alignable attribute present and no. of non-alignable attribute present is done. The fourteen hotels in each category are divided into two sets: 1) alignable only, 2) alignable and non-alignable both. Similarly, value wise, there are three sets: basic, middle options and fully loaded. These fourteen options contain three types of attribute: fixed, alignable, and non-alignable. Fixed attributes are common for each category. Alignable attribute, where better version is added to options in increasing order, and the non-alignable, where a different characteristic is added to an alternative which is not present in other choices of the same category.

In the first category, 8 out of 14 options were alignable only, and five were an alignable and non-alignable mix. In this category, two alignable attributes were added to all options. In the first eight options, 2 attributes were added with an increasingly better version. In the next five options, the alignable characteristics were repeated in the same manner, and one different non-alignable attribute was added with each option. Value set: basic, middle, and fully loaded relate to the price and features of the option. Basic option means the lowest price with the most inferior version of alignable attribute and least valued non-alignable attribute. Fully loaded option means the highest price, best version of alignable attribute and all non-alignable attributes added in other options. Middle option means increasing higher price, better version of the alignable attribute, and more preferred non-alignable attribute.

So in 8 alignable only option, the first choice was a basic option (lowest price, lowest version of alignable attribute), the 8th option was fully loaded option (highest price and best version of alignable attribute), 2-7th were middle options. Similarly, 9-14 were alignable and non-alignable mix option. In this 9th option becomes the basic (least price, lowest version alignable and 1 least preferred non-alignable attribute), 14th becomes the fully loaded (highest price, best version of alignable and all the non-alignable attributes added with 9-13th options, remaining are middle options (gradually increasing price, better version of alignable and incrementally preferred 1 non-alignable attribute). In this way, the first category of the hotel has one basic, one fully loaded, and 12 middle option. At the same, the set of alignable and non-alignable within one category also has one basic, one fully loaded, and a few intermediate options.

Second and third categories follow the same pattern as that of the first category with variation in several options in set and number of alignable attributes present. In the second category out of 14 options, seven were only alignable, and seven were an alignable and non-alignable mix. In this category, three alignable attributes were added with each option. In the third category out of 14, six were alignable only, and 8 were alignable and non-alignable mix options. Every option has four alignable attributes added to it.

Table (2)

BASIC -ALIGANBLE /NON ALIGNABLE OPTIONS
MIDDLE OPTIONS
FULLY LOADED ALIGNABLE/NON ALIGNABLE OPTIONS

CATEGORY:1

OPTION NO.	PRICE	COMMON	COMMON	COMMON	ALIGNABLE	ALIGNABLE	NON ALIGABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE
1	699	V	V	V	W1	X1					
2	759	V	V	V	W2	X2					
3	859	V	V	V	W3	X3					
4	899	V	V	V	W4	X4					
5	999	V	V	V	W5	X5					
6	899	V	V	V	W6	X6					
7	1009	V	V	V	W7	X7					
8	1099	V	V	V	W8	X8					
9	1399	V	V	V	W9	X9	A				
10	1369	V	V	V	W10	X10		B			
11	1388	V	V	V	W11	X11			C		
12	1376	V	V	V	W12	X12				D	
13	1389	V	V	V	W13	X13					E
14	1799	V	V	V	W14	X14	A	B	C	D	E

CATEGORY:2

OPTION NO.	PRICE	COMMON	COMMON	COMMON	ALIGNABLE	ALIGNABLE	ALIGNABLE	NON ALIGABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE
1	1899	V	V	V	W1	X1	Y1						
2	1999	V	V	V	W2	X2	Y2						
3	1979	V	V	V	W3	X3	Y3						
4	2099	V	V	V	W4	X4	Y4						

5	2199	V	V	V	W5	X5	Y5						
6	2299	V	V	V	W6	X6	Y6						
7	2399	V	V	V	W7	X7	Y7						
8	3099	V	V	V	W8	X8	Y8	A					
9	3050	V	V	V	W9	X9	Y9		B				
10	3049	V	V	V	W10	X10	Y10			C			
11	3055	V	V	V	W11	X11	Y11				D		
12	3029	V	V	V	W12	X12	Y12					E	
13	3036	V	V	V	W13	X13	Y13						F
14	3699	V	V	V	W14	X14	Y14	A	B	C	D	E	F

CATEGORY:3

OPTION NO.	PRICE	COMMON	COMMON	COMMON	ALIGNABLE	ALIGNABLE	ALIGNABLE	ALIGNABLE	NON ALIGABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE	NON ALIGNABLE
1	3799	V	V	V	W1	X1	Y1	Z1							
2	3759	V	V	V	W2	X2	Y2	Z2							
3	3899	V	V	V	W3	X3	Y3	Z3							
4	3999	V	V	V	W4	X4	Y4	Z4							
5	3756	V	V	V	W5	X5	Y5	Z5							
6	3859	V	V	V	W6	X6	Y6	Z6							
7	3997	V	V	V	W7	X7	Y7	Z7	A						
8	4099	V	V	V	W8	X8	Y8	Z8		B					
9	4069	V	V	V	W9	X9	Y9	Z9			C				
10	4079	V	V	V	W10	X10	Y10	Z10				D			
11	4026	V	V	V	W11	X11	Y11	Z11					E		
12	4093	V	V	V	W12	X12	Y12	Z12						F	
13	4056	V	V	V	W13	X13	Y13	Z13							G

14	45 99	V	V	V	W14	X14	Y14	Z14	A	B	C	D	E	F	G

Following is the snapshot of the 'Backpackers' web Portal front page
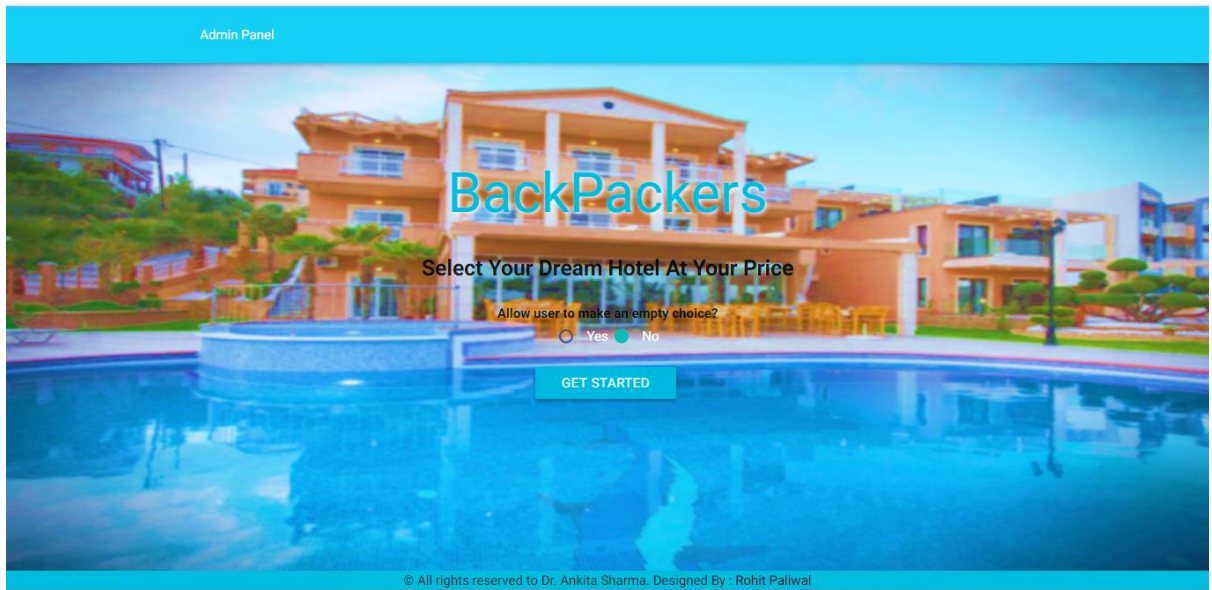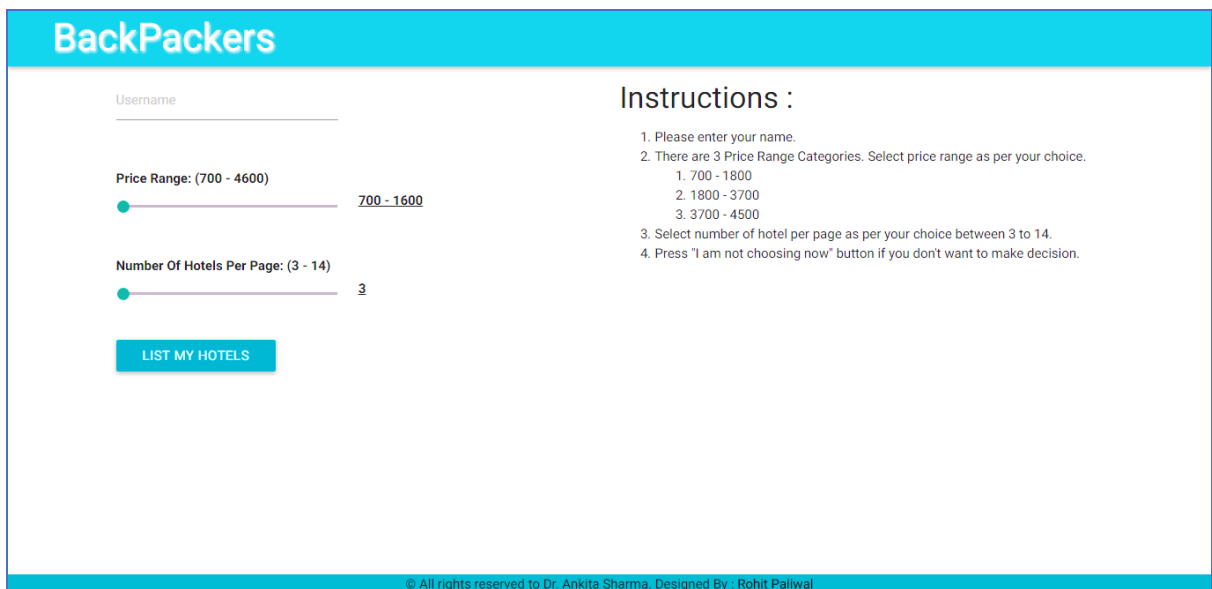

Figure 3: Entry Page

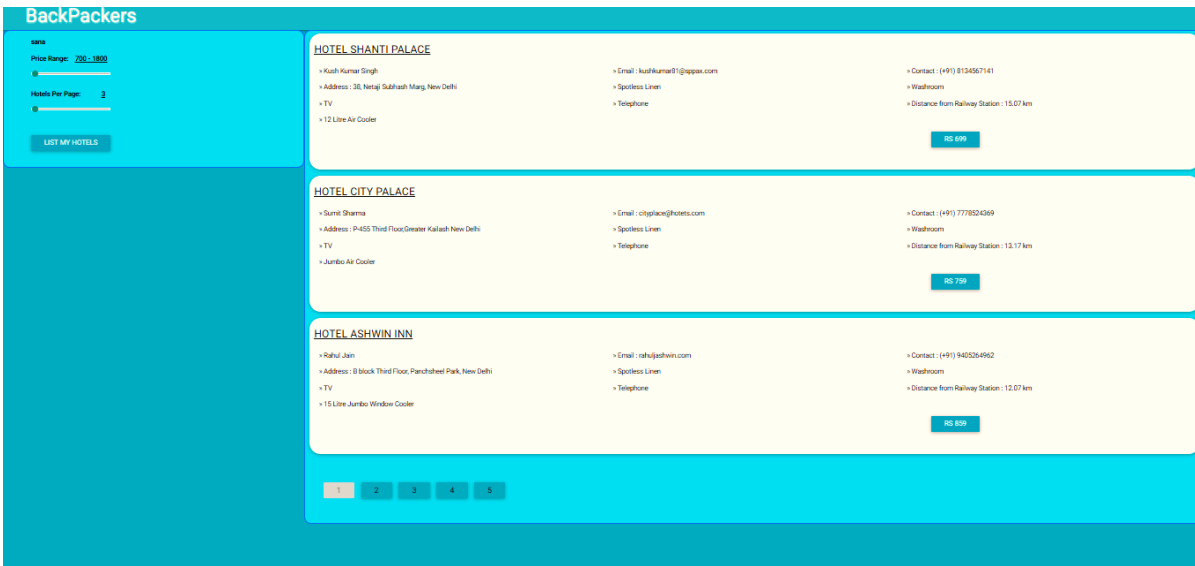**Figure 4: Entry Page**

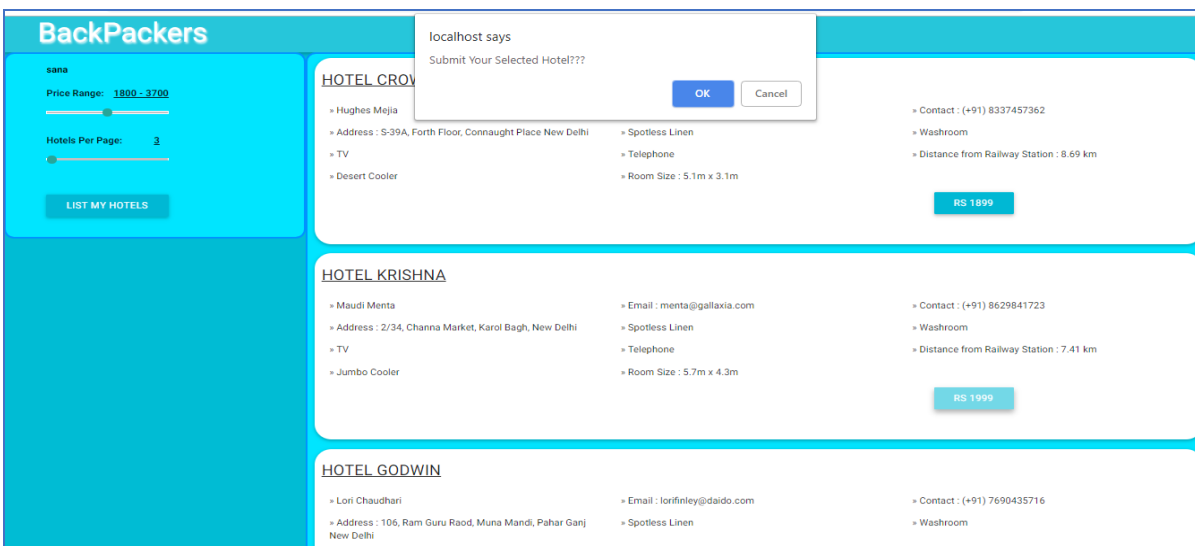**Figure 5: Option Display Page**

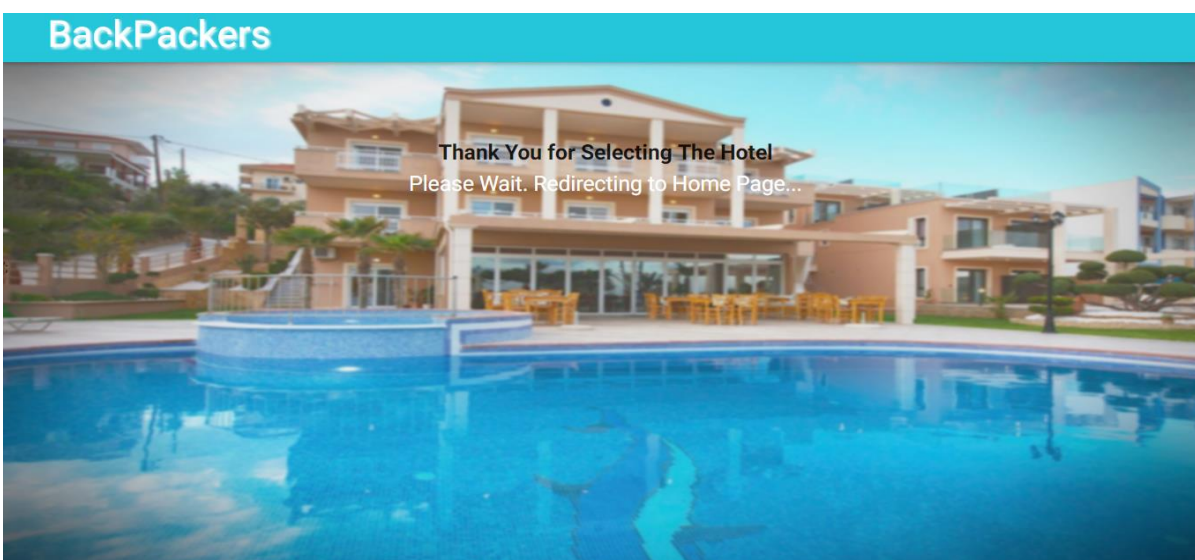
Figure 6: Decision page

Figure 7: Ending Thank you page

4.3 Result and Discussion

Hypothesis 1. An alignable attribute will lead to compromise effect.
Hypothesis 2. Non alignable attribute will lead to extreme effect.

Table 1. Chi-Square Between Option Attribute and Context Effect

Choice attribute	Context effect		Chi-square
	Extremeness	Compromise	
Alignable attributes	93(39.10%)	145(60.90%)	23.713***
Nonalignable attributes	117(62.90%)	69(37.10%)	

*p<.05, **p<.01, ***p<.001

As per the Objectibe1, present study examines the role of alignability on context effect of decision, so we created the combined effect of product alignability to manipulate the number of alignable attribute present and number of non-alignable attribute present in the choice task. Chi-square was performed to examine the difference between option attributes and context effect in the decision. The difference between these variables was significant, X^2 (2, N = 424) = 23.713, p<.001. Therefore, Hypothesis 1, alignable attributes lead to more comprise effect than extremeness seeking effect is supported. Also, Hypothesis 2, non alignable lead to more extremeness seeking effect than compromise effect is supported.

Result is consistent with the literature that the role of alignable attributes in creating extremeness aversion (compromise effect) is substantial (Xie & Mattila, 2011). Possibly because as Herrmann, Heitmann, Morgan, Henneberg, & Landwehr, (2009) showed that with an alignable assortment, individuals choose faster, have a greater willingness to pay, and explained higher levels of satisfaction. In hypothesis 2 non-alignable lead to more on extreme decision than compromise decision. This may be due to multiple reason listed in previous literature ranging from making decision for distant future. Malkoc et al., (2005) or as per the structural alignment, "people place more weight on alignable (vs. nonalignable) attributes when evaluating competing options".

Hypothesis 3. Less than eight alignable middle option will lead to compromise effect, and more than eight non alignable middle option will lead to extreme effect.

Table 2: Chi-Square Between Number of Option and Context Effect

Number of options	Context effect		
	Extremeness	Compromise	Chi-square
Less than 8 alignable	109(47.40%)	121(52.60%)	.918
More than 8 non alignable	101(52.10%)	93(47.90%)	

*p<.05, **p<.01, ***p<.001

As per the Objectibe2, present study examines the role of information in the context effect of decision, therefore, hypothesis 3 was that less than eight alignable middle option will lead to compromise effect, and more than eight non alignable middle option will lead to extreme effect. We developed this hypothesis to understand the psychological and behavioral effect of these manipulations. Similar manipulation was investigated by Malhotra in 1982 and in his study he concluded that the choice of the individual particularly would fall when the number of options was increased from 5 to 10 or when the number of attributes was varied from 10 to 15, and it would become stable after these thresholds (Malhotra, 1982). The studies done thereafter are not conclusive and thus create the gap in literature. Gourville and Soman, (2007) study indicated

that increasing the middle choice option lead to extremeness seeking effect at the same time increasing middle option (up to 5-8) increases preference certainty (Pilli & Mazzon. 2016). One the basis of previous literature the 8 options was take as threshold but the difference between these variables was not significant, X^2 (2, N = 424) = .918, p>.05. Therefore, Hypothesis 3 is rejected. This indicate toward the possibility up to 8 options with alignable or non alignable attributes does not differentiate in context effect.

Hypothesis 4. Low information load will lead to compromise effect, and high information load will lead to extreme effect.

To assess this assumption the k-mean cluster was calculated, in which we converted the present number of alignable and non alignable option into low and high information load, after that Chi-square tests was performed. It is clear from table below that alignable basic, alignable fully loaded and non alignable basic formed one cluster (which is then labeled as low information load) and remaining clustered together (labeled as High information load). The clustering was completely exclusive and hence the significant chi-square, X^2 (2, N = 424) = .424.000, p<.001.

Table 3: K-Means Cluster of Choice Attribute

Choice attributes	Information load cluster		Chi-square
	Low	High	
Alignable basic	34(100.00%)	0(0.00%)	424.000a***
Alignable fully loaded	59(100.00%)	0(0.00%)	
Non alignable basic	12(100.00%)	0(0.00%)	
Non alignable fully loaded	0(0.00%)	105(100.00%)	
Alignable compromise	0(0.00%)	145(100.00%)	
Non alignable compromise	0(0.00%)	69(100.00%)	

*p<.05, **p<.01, ***p<.001

Table 4: Chi Square Between Information Load and Context Effect

Information load cluster	Context effect		Chi square
	Extreme	Compromise	
Low	105(100.00%)	0(0.00%)	142.219***
High	105(32.90%)	214(67.10%)	

*p<.05, **p<.01, ***p<.001

Chi-square tests was performed to examine the difference between information load and context effect and the difference between these variables was significant, X^2 (2, N = 424) = 142.22, p<.001. However, the result is in opposite direction to the hypothesized and thus Hypothesis 4 is rejected. It may be possible that the cluster labeled as low information load is not giving the sufficient information so the respondent gravitated to the extremes and the high information load is allowing for comparison and therefore the compromise effect. In the previous table also the options up to 8 were not creating any difference. Therefore, it is possible that the amount of information is not creating any cognitive load per se.

Hypothesis 5. Higher the score on cognitive and personality dimension higher the effect of choice characteristic on decision making.

Table 5: Mediator Regression Analysis Between Need for Closure and Choice Attributes with Context Effect.

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Combine attributes (alignable)	0.751	1.927	0.152	0.697	2.12
Need for closure: Order	0.028	0.034	0.69	0.406	1.029
Need for closure: Predictability	-0.004	0.042	0.008	0.927	0.996
Need for closure: Decisiveness	0.034	0.046	0.548	0.459	1.035
Need for closure: Ambiguity	-0.048	0.038	1.666	0.197	0.953
Need for closure: Close-mindedness	0.014	0.041	0.125	0.724	1.014
Choice attributes (alignable) by Need for closure: Order	-0.028	0.042	0.443	0.506	0.972
Choice attributes (alignable) by Need for closure: Predictability	-0.003	0.051	0.004	0.95	0.997
Choice attributes (alignable) by Need for closure: Decisiveness	-0.01	0.06	0.03	0.863	0.99
Choice attributes (alignable) by Need for closure: Ambiguity	0.071	0.049	2.093	0.148	1.073
Choice attributes (alignable) by Need for closure: Close-mindedness	-0.034	0.057	0.368	0.544	0.966
Constant	-0.893	1.432	0.389	0.533	0.41

*Omnibus χ 2 (11) = 28.328, p <.05, r 2 = .065(cox & snell), .086 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate prediction of context effect by need for closure in interaction with choice attributes. Result suggests that neither this variable nor the interaction effect with choice attributes (alignability or non alignability) is predicting the context effect.

Table 6: Mediator Regression Analysis Between Exploratory Tendency And Choice Attributes With Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Combine attributes (alignable)	-2.219	2.308	0.924	0.336	0.109
Exploratory tendency: Repetitive behavior proneness	0.075	0.07	1.174	0.279	1.078
Exploratory tendency: Innovativeness	-0.007	0.056	0.017	0.898	0.993
Exploratory tendency: Risk taking	0.022	0.063	0.123	0.726	1.022
Exploratory tendency: Exploratory through shopping	0.012	0.065	0.032	0.859	1.012
Exploratory tendency: Interpersonal communication	-0.019	0.094	0.041	0.84	0.981
Exploratory tendency: Brand switching	-0.091	0.062	2.114	0.146	0.913
Exploratory tendency: Information seeking	-0.066	0.043	2.27	0.132	0.937
Combine attributes (alignable) by Exploratory tendency: Repetitive behavior proneness	0.008	0.089	0.008	0.93	1.008
Combine attributes (alignable) by Exploratory tendency: Innovativeness	0.03	0.072	0.176	0.675	1.031
Combine attributes (alignable) by Exploratory tendency: Risk taking	0.021	0.081	0.07	0.792	1.022
Combine attributes (alignable) by Exploratory tendency: Exploratory through shopping	-0.046	0.083	0.313	0.576	0.955

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Combine attributes (alignable) by Exploratory tendency: Interpersonal communication	-0.168	0.129	1.699	0.192	0.845
Combine attributes (alignable) by Exploratory tendency: Brand switching	0.059	0.088	0.453	0.501	1.061
Combine attributes (alignable) by Exploratory tendency: Information seeking	0.08	0.06	1.752	0.186	1.083
Constant	2.125	1.821	1.362	0.243	8.37

*Omnibus χ 2 (15) = 39.833, p <.05, r 2 = .090(cox & snell), .120 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate the prediction of context effect by exploratory tendency in interaction with choice attributes. Result suggests that none of the variables predicted context effect.

Table 7: Mediator Regression Analysis Between Intolerance of Uncertainty And Choice Attributes With Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Combine attributes (alignable)	-0.329	0.995	0.109	0.741	0.72
Intolerance of uncertainty: Desire for predictability	-0.011	0.051	0.049	0.825	0.989
Intolerance of uncertainty: Uncertainty paralysis	0.041	0.053	0.586	0.444	1.042
Intolerance of uncertainty: Uncertainty distress	0.035	0.059	0.351	0.553	1.035
Intolerance of uncertainty: Inflexible uncertainty beliefs	-0.118	0.065	3.328	0.068	0.888
Combine attributes (alignable) by Intolerance of uncertainty: Desire for predictability	0.096	0.067	2.081	0.149	1.101
Combine attributes (alignable) by Intolerance of uncertainty: Uncertainty paralysis	-0.12	0.073	2.736	0.098	0.886
Combine attributes (alignable) by Intolerance of uncertainty: Uncertainty distress	-0.004	0.081	0.003	0.958	0.996
Combine attributes (alignable) by Intolerance of uncertainty: Inflexible uncertainty beliefs	0.119	0.087	1.837	0.175	1.126
Constant	-0.148	0.776	0.036	0.849	0.862

*Omnibus χ 2 (9) = 33.429, p <.05, r 2 = .076(cox & snell), .101(negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate the prediction of context effect by intolerance of uncertain scale in interaction with choice attributes. Result suggests that neither these variables nor the interaction effect with choice attributes (alignability or non alignability) is predicting the context effect.

Table 8: Mediator Regression Analysis Between Impulsivity and Choice Attributes with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Combine attributes (alignable)	-1.002	1.276	0.617	0.432	0.367
Impulsivity: Non planning impulsiveness	0.058	0.091	0.411	0.522	1.06
Impulsivity: Cognitive impulsiveness	0.048	0.076	0.401	0.527	1.049
Impulsivity: Motor impulsiveness	-0.048	0.043	1.248	0.264	0.954
Impulsivity: Total impulsiveness	-0.035	0.076	0.211	0.646	0.966
Combine attributes (alignable) by Impulsivity: Non-planning Impulsiveness	-0.027	0.116	0.053	0.819	0.974

Choice attributes (alignable) by Impulsivity: Cognitive impulsiveness	0.04	0.096	0.173	0.677	1.041
Choice attributes (alignable) by Impulsivity: Motor impulsiveness	0.024	0.058	0.169	0.681	1.024
Choice attributes (alignable) by Impulsivity: Total impulsiveness	0.071	0.098	0.518	0.472	1.073
Constant	-0.547	0.992	0.304	0.582	0.579

Omnibus χ 2 (9) = 35.099, p <.05, r 2 = .079(cox & snell), .106(negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)

Mediator logistic Regression was computed to investigate prediction of context effect by impulsivity scale in interaction with choice attributes. Result suggests that none of the variables predicted context effect.

The previous literation provided extensive evidence for the role of personality cognitive abilities in decision making (Bruine de Bruin, Parker, & Fischhoff, 2007; (Finucane, Mertz, Slovic, & Schmidt, 2005). However, majority of Indian studies have explored the role of decision style or big five factors in decision making. Following the suggestion from literature, present study explored the effect of specific personality and cognitive variable (i.e., Need for closure, Exploratory tendency, Uncertainty avoidance, and Impulsivity). However, none of personality or cognitive variable independently or in interaction with choice attributes predicted the context effect, and thus hypothesis 5 which is 'higher the score on cognitive and personality dimension higher the effect of choice characteristic on decision making', is rejected.

Hypothesis 6. There will be no relation between age, cognitive, and personality dimension.

Table 9: Correlation Analysis Between Age and All the Cognitive Variable

Age	Order	Predictability	Decisiveness	Ambiguity	Close mindedness	Total Need for closure
1	.303**	.339**	0.092	0.066	0.086	.302**

*p<.05, **p<.01, ***p<.001

Correlation analysis Reporting a significant correlation: Age and need for closure subset (order) r (424) = .303, p = .000, and total need for closure r (123) = .302, p = .000 were strongly positively correlated.

Table 10: Correlation Analysis Between Age and All the Personality Variable

Age	Repetitive Behavior proneness	Innovativeness	Risk-taking	Exploratory through shopping	Interpersonal communication	Brand switching	Information seeking	Total Expo
1	-0.013	-.117*	-0.052	-.135**	-0.04	0.004	-0.049	-0.088

*p<.05, **p<.01, ***p<.001

Reporting a significant correlation: Age and exploratory tendency subset (Innovativeness) r (424) = -.117, p = .016, and (Exploratory through shopping) r (424) = -.135, p = .005, were strongly negatively correlated.

Table 11: Correlation Analysis Between Age and All the Personality Variable

Age	Desire for predictability	Uncertainty paralysis	Uncertainty distress	Inflexible uncertainty beliefs	Intolerance of uncertainty total
1	0.05	0.005	0.025	.105*	0.048

*p<.05, **p<.01, ***p<.001

Reporting a significant correlation: Age and inflexible uncertainty beliefs was strongly positively correlated, r (424) = .105, p = .031.

Table 12: Correlation Analysis Between Age and All the Personality Variable

Age	Non planning impulsiveness	Cognitive impulsiveness	Motor impulsiveness	Total impulsiveness
1	-.308**	-.306**	-.236**	-.279**

*p<.05, **p<.01, ***p<.001

Reporting a significant correlation: Age and Non planning impulsiveness r(424) = -.308, p = .000, cognitive impulsiveness r(424) = -.306, p = .000 and motor impulsiveness r(424) = -.236, p = .000 total impulsiveness r(424) = -.279, p = .000 was strongly negatively correlated.

Hypothesis 6 that 'there will be no relation between age, cognitive, and personality dimension', is rejected because few significant correlations were found. Positive correlation of age was found with need for closure (subset: order and predictability) and uncertainty avoidance (inflexible uncertainty belief), whereas negative correlation was found with exploratory tendency (subset: innovativeness and exploratory thorough shopping), and impulsivity (all subsets).

Hypothesis 7. Higher the age, higher the effect of choice characteristics on decision making

Table 13: Mediator regression analysis between age and choice attribute with context effect

Variables in the equation	B	S. E	Wald	Sig.	Exp(B)
Choice attributes (alignable)	0.985	0.203	23.625	0.00	2.679
Age	0.01	0.012	0.617	0.432	1.01
Constant	-0.796	0.374	4.522	0.033	0.451

*Omnibus χ 2 (2) = 24.56, p<.05, r 2 = .056(cox & snell), .075 (negelkerke) *p<.05, **p< .01, ***p<.001*
†—95% c.i.for exp(b)

Mediator logistic regression was computed to investigate the prediction of context effect by age in interaction with choice attributes (alignable). Result suggested that choice attribute is positively predicting the compromise effect and its Exp (B) is 2.679. This result is in line with previous findings (Xie & Mattila, 2011).

Hypothesis 8. Higher the age, higher the effect of cognitive personality dimension on decision making.

Table 14: Mediator Regression Analysis Between Need for Closure and Age with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Age	0.026	0.114	0.051	0.822	1.026
Need for closure: Order	0.154	0.076	4.109	0.043	1.166
Need for closure: Predictability	-0.176	0.103	2.931	0.087	0.838
Need for closure: Decisiveness	-0.208	0.118	3.114	0.078	0.812
Need for closure: Ambiguity	0.172	0.101	2.929	0.087	1.188
Need for closure: Close-mindedness	-0.048	0.103	0.215	0.643	0.953
Age by Need for closure: Order	-0.006	0.003	3.939	0.047	0.994
Age by Need for closure: Predictability	0.007	0.004	3.003	0.083	1.007
Age by Need for closure: Decisiveness	0.009	0.004	3.93	0.047	1.009
Age by Need for closure: Ambiguity	-0.007	0.004	3.128	0.077	0.993
Age by Need for closure: Close-mindedness	0.002	0.004	0.289	0.591	1.002
Constant	-1.263	3.221	0.154	0.695	0.283

Omnibus χ 2 (11) = 11.826, p >.05, r 2 = .028(cox & snell), .037 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)

Mediator logistic Regression was computed to investigate the prediction of context effect by need for closure scale in interaction with age. Need for closure, subset order and decisiveness were found to be significantly predicting context effect. Need for closure: order predicted compromise decision with Exp (B) 1.166, however in interaction with age order predicted extreme decision with Exp(B) 0.994. Decisiveness in interaction age predicted compromise decision with Exp (B) 1.009.

Table 15: Mediator regression analysis between exploratory tendency and age with context effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Age	0.247	0.143	2.995	0.084	1.28
Exploratory tendency: Repetitive behavior proneness	0.201	0.147	1.867	0.172	1.222
Exploratory tendency: Innovativeness	0.099	0.132	0.564	0.453	1.104
Exploratory tendency: Risk taking	0.105	0.155	0.459	0.498	1.111
Exploratory tendency: Exploratory through shopping	0.013	0.147	0.007	0.931	1.013
Exploratory tendency: Interpersonal communication	0.01	0.226	0.002	0.966	1.01
Exploratory tendency: Brand switching	0.055	0.156	0.124	0.725	1.056
Exploratory tendency: Information seeking	-0.135	0.114	1.405	0.236	0.873
Age by Exploratory tendency: Repetitive behavior proneness	-0.005	0.005	0.786	0.375	0.995
Age by Exploratory tendency: Innovativeness	-0.003	0.005	0.282	0.596	0.997
Age by Exploratory tendency: Risk taking	-0.003	0.006	0.25	0.617	0.997
Age by Exploratory tendency: Exploratory through shopping	-0.001	0.006	0.058	0.809	0.999
Age by Exploratory tendency: Interpersonal communication	-0.004	0.008	0.238	0.625	0.996
Age by Exploratory tendency: Brand switching	-0.004	0.006	0.613	0.434	0.996
Age by Exploratory tendency: Information seeking	0.004	0.004	1.015	0.314	1.004
Constant	-5.813	3.924	2.195	0.138	0.003

Mediator logistic Regression was computed to investigate the prediction of context effect by exploratory tendency scale in interaction with age. Result suggests that none of the variables predicted context effect.

Table 16: Mediator Regression Analysis Between Intolerance of Uncertainty and Age with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Age	-0.06	0.064	0.882	0.348	0.942
Intolerance of uncertainty: Desire for predictability	0.058	0.098	0.354	0.552	1.06
Intolerance of uncertainty: Uncertainty paralysis	0.025	0.107	0.053	0.818	1.025
Intolerance of uncertainty: Uncertainty distress	-0.016	0.145	0.012	0.913	0.984
Intolerance of uncertainty: Inflexible uncertainty beliefs	-0.248	0.147	2.859	0.091	0.78
Age by Intolerance of uncertainty: Desire for predictability	-0.001	0.003	0.062	0.804	0.999
Age by Intolerance of uncertainty: Uncertainty paralysis	-0.002	0.004	0.324	0.569	0.998
Age by Intolerance of uncertainty: Uncertainty distress	0.002	0.005	0.167	0.683	1.002
Age by Intolerance of uncertainty: Inflexible uncertainty beliefs	0.008	0.005	2.084	0.149	1.008
Constant	1.332	1.808	0.543	0.461	3.789

Mediator logistic Regression was computed to investigate the prediction of context effect by intolerance of uncertainty scale in interaction with age. Result suggests that none of the variables predicted context effect.

Table 17: Mediator Regression Analysis Between Impulsivity and Age with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Age	0.097	0.067	2.102	0.147	1.101
Impulsivity: Non planning impulsiveness	-0.153	0.194	0.623	0.43	0.858
Impulsivity: Cognitive impulsiveness	0.202	0.159	1.608	0.205	1.224
Impulsivity: Motor impulsiveness	0.034	0.099	0.116	0.733	1.034
Impulsivity: Total impulsiveness	0.168	0.164	1.047	0.306	1.182
Age by Impulsivity: Non-planning impulsiveness	0.008	0.007	1.372	0.241	1.008
Age by Impulsivity: Cognitive impulsiveness	-0.005	0.006	0.63	0.427	0.995
Age by Impulsivity: Motor impulsiveness	-0.002	0.004	0.412	0.521	0.998
Age by Impulsivity: Total impulsiveness	-0.007	0.006	1.204	0.272	0.993
Constant	-4.186	1.95	4.609	0.032	0.015

Mediator logistic Regression was computed to investigate the prediction of context effect by impulsivity scale in interaction with age. Result suggests that none of the variables predicted context effect.

Hypothesis 8, 'higher the age, higher the effect of cognitive personality dimension on decision making', is partially accepted as two subsets of need for closure predicted context effect. Order subset of need for closure individually and decisiveness in interaction with age predicted

compromise effect, whereas, order in interaction with age predicted extreme effect. No other prediction was found significant.

Hypothesis 9. There will be no difference in cognitive personality dimensions and context effect between both the genders.

Table 18: Independent T-Test Analysis Between Personality and Cognitive Dimension and Gender

Personality variable	Gender	N	Mean	Std. Deviation	Sig. (2-tailed)	Cohen d
Need for closure: Order	Female	191	35.4	5.654		0.06
	Male	233	35.01	6.027	0.49	
Need for closure: Predictability	Female	191	25.77	5.077		0.03
	Male	233	25.94	5.097	0.73	
Need for closure: Decisiveness	Female	191	19.74	4.010		0.02
	Male	233	19.64	3.845	0.79	
Need for closure: Ambiguity	Female	191	31.85	4.658		0.18
	Male	233	30.94	5.160	0.062	
Need for closure: Close-mindedness	Female	191	20.19	3.747		0.08
	Male	233	19.87	3.583	0.37	
Need for closure: Total need for closure	Female	191	132.9529	14.51761		0.10
	Male	233	131.4034	15.17571	0.29	
Exploratory tendency: repetitive behaviour proneness	Female	191	18.24	3.269		0.09
	Male	233	17.96	2.853	0.36	
Exploratory tendency: innovativeness	Female	191	28.64	3.978		0.10
	Male	233	28.23	4.083	0.30	
Exploratory tendency: risk taking	Female	191	26.04	3.361		0.02
	Male	233	25.95	3.178	0.78	
Exploratory tendency: exploratory through the shopping	Female	191	23.15	3.190		0.38
	Male	233	21.91	3.310	0.00	
Exploratory tendency: interpersonal communication	Female	191	9.5	1.710		0.05
	Male	233	9.59	1.720	0.61	
Exploratory tendency: brand switching	Female	191	22.36	3.310		0.08
	Male	233	22.08	3.359	0.39	
Exploratory tendency: information seeking	Female	191	38.07	4.241		0.199
	Male	233	37.18	4.677	0.04	
Exploratory tendency: Total exploratory tendency	Female	191	166	15.75169		0.195
	Male	233	162.8927	15.98765	0.05	
Intolerance of uncertainty: Desire for predictability	Female	191	22.09	5.138		0
	Male	233	22.09	4.619	0.99	
Intolerance of uncertainty: Uncertainty	Female	191	17.5	4.856	0.99	0.002

paralysis	Male	233	17.51	4.597		
Intolerance of uncertainty: Uncertainty distress	Female	191	14.37	4.156		0.04
	Male	233	14.57	3.967	0.61	
Intolerance of uncertainty: Inflexible uncertainty beliefs	Female	191	11.4	3.225		0.04
	Male	233	11.55	3.178	0.64	
Intolerance of uncertainty: Total Uncertainty	Female	191	65.3665	15.26095		0.02
	Male	233	65.7167	13.96228	0.81	
Impulsivity: Non planning impulsiveness	Female	191	19.13	4.527		0.05
	Male	233	18.88	4.186	0.56	
Impulsivity: Cognitive impulsiveness	Female	191	12.44	2.539		0.10
	Male	233	12.17	2.670	0.29	
Impulsivity: Motor impulsiveness	Female	191	19.06	4.314		0.09
	Male	233	19.44	3.961	0.35	
Impulsivity: Total impulsiveness	Female	191	21.3	5.300		0.03
	Male	233	21.47	5.011	0.74	

*p<.05, **p<.01, ***p<.001

Independent-samples t-test was conducted to compare cognitive-personality variable for female and males. There was a significant gender difference in Exploratory tendency: exploratory through the shopping (M=23.15, SD=3.190), t(422)=3.904 ,p=.000 Exploratory tendency: information seeking (M=38.07, SD=4.241), t(422)=2.050 ,p=.041 and Total exploratory tendency (M=166, SD=15.75169) t(422)=2.004 ,p=046. On all the significant differences female scored higher than male and thus hypothesis 9 is rejected.

Table 19: Chi-Square Analysis Between Gender and Context Effect

Gender	Context effect		Chi-square
	Extremeness	Compromise	
Female	99(51.80%)	92(48.20%)	.738 NS
Male	111(47.60%)	122(52.40%)	

*p<.05, **p<.01, ***p<.001

A chi-square test of independence was performed to examine the relation between gender and context effect. The relation between these variables was not significant, X^2 (2, N = 424) = .738, p>0.05.

Hypothesis 10. Cognitive personality dimension will interact differently with gender and predict decision making

Table 20: Mediator Regression Analysis Between Need for Closure and Gender with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Gender (Female)	-0.487	1.894	0.066	0.797	0.614
Need for closure: Order	0.004	0.025	0.029	0.865	1.004
Need for closure: Predictability	0.019	0.032	0.35	0.554	1.019
Need for closure: Decisiveness	0.063	0.04	2.544	0.111	1.065
Need for closure: Ambiguity	-0.04	0.031	1.671	0.196	0.96
Need for closure: Close-mindedness	0.001	0.038	0.001	0.977	1.001
Gender (Female) by Need for closure: Order	-0.073	0.073	0.998	0.318	0.93
Gender (Female) by Need for closure: Predictability	-0.11	0.07	2.489	0.115	0.895
Gender (Female) by need for closure: decisiveness	0.073	0.063	1.327	0.249	1.075
Gender (female) by Need for closure: close-mindedness	-0.003	0.066	0.002	0.963	0.997
Gender (female) by Need for closure: total need for closure	0.016	0.039	0.172	0.678	1.016
Constant	-0.559	1.24	0.203	0.652	0.572

Omnibus χ 2 (11) = 7.027, p >.05, r 2 = .016(cox & snell), .022 (negelkerke) *p<.05, **p< .01, ***p<.001 ɫ—95% c.i.for exp(b)

Mediator logistic Regression was computed to investigate the prediction of context effect by need for closure scale in interaction with gender. Result suggests that none of the variables predicted context effect.

Table 21: Mediator Regression Analysis Between Exploratory Tendency and Gender with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Gender (Female)	0.246	2.19	0.013	0.911	1.278
Exploratory tendency: Repetitive behavior proneness	0.104	0.062	2.791	0.095	1.11
Exploratory tendency: Innovativeness	0.044	0.047	0.856	0.355	1.045
Exploratory tendency: Risk taking	0.087	0.055	2.484	0.115	1.091
Exploratory tendency: Exploratory through shopping	-0.028	0.055	0.269	0.604	0.972
Exploratory tendency: Interpersonal communication	-0.159	0.086	3.455	0.063	0.853
Exploratory tendency: Brand switching	-0.088	0.058	2.26	0.133	0.916
Exploratory tendency: Information seeking	-0.042	0.038	1.22	0.269	0.959
Gender (Female) by Exploratory tendency: Repetitive behaviour proneness	-0.059	0.085	0.492	0.483	0.942
Gender (Female) by Exploratory tendency: Innovativeness	-0.031	0.068	0.213	0.645	0.969
Gender (Female) by Exploratory tendency: Risk taking	-0.118	0.077	2.317	0.128	0.889
Gender (Female) by Exploratory tendency: Exploratory through shopping	0.002	0.081	0	0.982	1.002
Gender (Female) by Exploratory tendency: Interpersonal communication	0.126	0.124	1.046	0.306	1.135
Gender (Female) by Exploratory tendency: Brand switching	0.076	0.086	0.769	0.381	1.078
Gender (Female) by Exploratory tendency: Total exploratory tendency	0.045	0.058	0.602	0.438	1.046
Constant	0.403	1.46	0.076	0.782	1.497

*Omnibus χ 2 (15) = 16.792, p >.05, r 2 = .039(cox & snell), .052 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate the prediction of context effect by exploratory tendency scale in interaction with gender. Result suggests that none of the variables predicted context effect.

Table 22: Mediator Regression Analysis Between Intolerance of Uncertainty and Gender with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Gender (Female)	-0.067	0.944	0.005	0.943	0.935
Intolerance of uncertainty: Desire for predictability	0.017	0.042	0.171	0.679	1.018
Intolerance of uncertainty: Uncertainty paralysis	-0.031	0.046	0.453	0.501	0.97
Intolerance of uncertainty: Uncertainty distress	0.074	0.052	2.039	0.153	1.077
Intolerance of uncertainty: Inflexible uncertainty beliefs	-0.051	0.056	0.828	0.363	0.951
Gender (Female)by Intolerance of uncertainty: Desire for predictability	0.051	0.063	0.649	0.421	1.052
Gender (Female) by Intolerance of uncertainty: uncertainty paralysis	0.006	0.069	0.006	0.936	1.006
Gender (Female) by Intolerance of uncertainty: uncertainty distress	-0.093	0.079	1.394	0.238	0.911
Gender (Female) by Intolerance of uncertainty: inflexible uncertainty beliefs	0.002	0.084	0.001	0.981	1.002
Constant	-0.247	0.669	0.136	0.712	0.781

*Omnibus χ 2 (9) = 6.270, p >.05, r 2 = .015(cox & snell), .020 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate the prediction of context effect by intolerance of uncertainty scale in interaction with gender. Result suggests that none of the variables predicted context effect.

Table 23: Mediator Regression Analysis Between Impulsivity and Gender with Context Effect

Variables in the equation	B	S.E.	Wald	Sig.	Exp(B)
Gender (Female)	-0.675	1.223	0.305	0.581	0.509
Impulsivity: Non planning impulsiveness	0.078	0.078	1.023	0.312	1.082
Impulsivity: Cognitive impulsiveness	0.041	0.06	0.468	0.494	1.042
Impulsivity: Motor impulsiveness	-0.051	0.039	1.738	0.187	0.95
Impulsivity: Total impulsiveness	0.003	0.065	0.002	0.968	1.003
Gender (Female) by Impulsivity: Non-planning impulsiveness	-0.029	0.111	0.066	0.797	0.972
Gender (Female) by Impulsivity: Motor impulsiveness	0.077	0.092	0.703	0.402	1.081
Gender (Female) by Impulsivity: Cognitive impulsiveness	0.028	0.056	0.245	0.62	1.028
Gender (Female) by Impulsivity: Total impulsiveness	-0.023	0.094	0.059	0.808	0.977
Constant	-0.951	0.825	1.328	0.249	0.386

*Omnibus χ 2 (9) = 12946, p >.05, r 2 = .030(cox & snell), .040 (negelkerke) *p<.05, **p< .01, ***p<.001 †—95% c.i.for exp(b)*

Mediator logistic Regression was computed to investigate the prediction of context effect by impulsivity scale in interaction with gender. Result suggests that none of the variables predicted context effect.

Hypothesis 10 is rejected because prediction of context effect by personality factor in interaction with gender is not significant in present study.

Hypothesis 11. The younger cohort will show higher score on cognitive personality dimension.

Table 24: One-Way ANOVA Analysis Between Personality and Cognitive Dimension and Cohort

		Sum of squares	Df	Mean square	F	Sig.
Need for closure: Order	Between groups	1162.566	2	581.283	18.326	.000
	Within groups	13353.715	421	31.719		
	Total	14516.281	423			
Need for closure: Predictibility	Between groups	1047.489	2	523.745	22.318	.000
	Within groups	9879.848	421	23.468		
	Total	10927.337	423			
Need for closure: Decisiveness	Between groups	43.197	2	21.599	1.411	.245
	Within groups	6442.819	421	15.304		
	Total	6486.017	423			
Need for closure: Ambiguity	Between groups	7.883	2	3.941	.160	.852
	Within groups	10376.756	421	24.648		
	Total	10384.639	423			
Need for closure: Closemindedness	Between groups	9.335	2	4.667	.348	.706
	Within groups	5647.550	421	13.415		
	Total	5656.884	423			
Need for closure: Total	Between groups	5751.057	2	2875.529	13.761	.000
	Within groups	87975.582	421	208.968		
	Total	93726.639	423			
Exploratory tendency: Repetitive behaviour proneness	Between groups	1.594	2	.797	.085	.918
	Within groups	3925.350	421	9.324		
	Total	3926.943	423			
Exploratory tendency: Iinnovativeness	Between groups	96.804	2	48.402	2.999	.051
	Within groups	6793.967	421	16.138		
	Total	6890.771	423			
Exploratory tendency: Risk-taking	Between groups	14.480	2	7.240	.681	.507
	Within groups	4474.498	421	10.628		
	Total	4488.979	423			
Exploratory tendency: Exploratory through shopping	Between groups	51.605	2	25.802	2.369	.095
	Within groups	4585.865	421	10.893		
	Total	4637.469	423			
Exploratory tendency:	Between groups	3.311	2	1.655	.562	.570

Interpersonal communication	Within groups	1239.649	421	2.945		
	Total	1242.960	423			
Exploratory tendency: Brand switching	Between groups	5.265	2	2.632		
	Within groups	4702.471	421	11.170	.236	.790
	Total	4707.736	423			
Exploratory tendency: Information seeking	Between groups	29.658	2	14.829		
	Within groups	8545.615	421	20.298	.731	.482
	Total	8575.274	423			
Exploratory tendency: Total	Between groups	700.671	2	350.335		
	Within groups	106755.065	421	253.575	1.382	.252
	Total	107455.736	423			
Intolerance of uncertainty: Desire for predictability	Between groups	16.218	2	8.109		
	Within groups	9949.195	421	23.632	.343	.710
	Total	9965.413	423			
Intolerance of uncertainty: Uncertainty paralysis	Between groups	16.866	2	8.433		
	Within groups	9365.124	421	22.245	.379	.685
	Total	9381.991	423			
Intolerance of uncertainty: Uncertainty distress	Between groups	7.691	2	3.846		
	Within groups	6930.118	421	16.461	.234	.792
	Total	6937.809	423			
Intolerance of uncertainty: Inflexible uncertainty beliefs	Between groups	30.123	2	15.061		
	Within groups	4291.762	421	10.194	1.477	.229
	Total	4321.884	423			
Intolerance of uncertainty: Total	Between groups	199.306	2	99.653		
	Within groups	89291.220	421	212.093	.470	.625
	Total	89490.526	423			
Impulsivity: Non planning impulsiveness	Between groups	833.990	2	416.995		
	Within groups	7129.973	421	16.936	24.622	.000
	Total	7963.962	423			
Impulsivity: Cognitive impulsiveness	Between groups	276.651	2	138.326		
	Within groups	2610.667	421	6.201	22.307	.000
	Total	2887.318	423			
Impulsivity: Motor impulsiveness	Between groups	214.448	2	107.224		
	Within groups	6975.361	421	16.569	6.472	.002
	Total	7189.809	423			
Impulsivity: Total impulsiveness	Between groups	1164.924	2	582.462		
	Within groups	10000.510	421	23.754	24.520	.000
	Total	11165.434	423			

*p<.05, **p<.01, ***p<.001

Table 25: Tuckey HSB Post-hoc for significant ANOVA on need for closure: Order

Generations	Generation Z	Generation Y	Generation X
Mean	33.07	34.83	37.76
Generation Z	-----	-1.754*	-4.685*
Generation Y		----	-2.930*
Generation X			------

*p<.05, **p<.01, ***p<.001

Table 26: Tuckey HSB Post-hoc for significant ANOVA on need for closure: predictability

Generations	Generation Z	Generation Y	Generation X
Mean	24.09	25.38	28.41
Generation Z	-----	-1.298	-4.322*
Generation Y		----	-3.025*
Generation X			------

*p<.05, **p<.01, ***p<.001

Table 27: Tuckey HSB Post-Hoc for Significant ANOVA on Need for Closure Total

Generations	Generation Z	Generation Y	Generation X
Mean	127.5532	131.2072	137.8981
Generation Z	-----	-3.65402	-10.34496*
Generation Y		----	-6.69094*
Generation X			------

*p<.05, **p<.01, ***p<.001

Significant differences were obtained for need closure subset order (F=18.326, p< 0.05), predictability (F= 22.318, p< 0.05) and total (F= 13.761, p< 0.05). Gen Z scored significantly less that Gen Y and Gen X. Gen Y(Mean=-2.930) was found to be significantly less order than Gen X.

In term of predictability Gen Z (Mean= -1.298, --4.322*) was found to be significantly less predictable than GenY and Gen X. Gen Y (Mean=-3.025*) was found to be significantly less predictable than Gen X.

In total need for closure Gen Z (Mean= -10.34496*) was found to be significantly less need for closure than Gen X. Gen Y (Mean=-6.69094*) was found to be significantly less need for closure than Gen X.

Results show that older cohort higher score on need for closure personality dimension than younger cohort.

Table 28: Tuckey HSB Post-Hoc for Significant ANOVA on Exploratory Tendency Innovativeness

Generations	Generation Z	Generation Y	Generation X
Mean	29.24	28.32	27.89
Generation Z	-----	0.929	1.356*
Generation Y		-----	0.426

Generation X			------

Significant differences were obtained cognitive personality dimension exploratory tendency subset innovativeness (F=2.999, p< 0.05). Gen Z (Mean= 1.356) was found to be significantly more innovative than Gen X.

Result show that younger cohort higher score on exploratory tendency dimension than older cohort.

Table 29: Tuckey HSB Post-Hoc for Significant ANOVA on Impulsivity Non Planning Impulsiveness.

Generations	Generation Z	Generation Y	Generation X
Mean	21.13	19.03	17.06
Generation Z	-----	2.101*	4.072*
Generation Y		----	1.971*
Generation X			------

*p<.05, **p<.01, ***p<.001

Table 30: Tuckey HSB Post-Hoc for Significant ANOVA on Impulsivity Cognitive Impulsiveness

Generations	Generation Z	Generation Y	Generation X
Mean	13.48	12.35	11.14
Generation Z	-----	1.132*	2.340*
Generation Y		----	1.208*
Generation X			------

*p<.05, **p<.01, ***p<.001

Table 31: Tuckey HSB Post-Hoc for Significant ANOVA on Impulsivity Motor Impulsiveness

Generations	Generation Z	Generation Y	Generation X
Mean	20.21	19.40	18.19
Generation Z	-----	0.812	2.028*
Generation Y		----	1.216*
Generation X			------

*p<.05, **p<.01, ***p<.001

Table 32: Tuckey HSB Post-Hoc for Significant ANOVA and Impulsivity Total Impulsiveness

Generations	Generation Z	Generation Y	Generation X
Mean	24.16	21.12	19.38
Generation Z	-----	2.952*	4.780*
Generation Y		-----	1.828*
Generation X			------

*p<.05, **p<.01, ***p<.001

Significant differences were obtained cognitive personality dimension impulsiveness non planning impulsiveness (F= 24.622, p< 0.05), cognitive impulsiveness (F= 22.307, p< 0.05), motor

impulsiveness (F= 6.472, p< 0.05) and total impulsiveness (F= 24.52, p< 0.05). Gen Z (Mean= 2.101, 4.072) was found to be significantly more on non-planning impulsiveness than GenY and Gen X. Gen Y (Mean=1.971) was found to be significantly more on non-planning impulsiveness than Gen X.

Gen Z (Mean= 1.132, 2.340) was found to be significantly more on cognitive impulsiveness than Gen Y and Gen X. Gen Y (Mean= 1.208) was found to be significantly more on cognitive impulsiveness than Gen X.

Gen Z (Mean= 2.028) was found to be significantly more on motor impulsiveness than Gen X. Gen Y (Mean= 1.216) was found to be significantly more on motor impulsiveness than Gen X.

Gen Z (Mean= 2.952, 4.780) was found to be significantly more on total impulsiveness than Gen Y and Gen X. Gen Y (Mean= 1.828) was found to be significantly more on total impulsiveness than Gen X. Result shows that younger cohort higher score on impulsive personality dimension than older cohort.

Hypothesis 12. The younger cohort will show more extreme decision and older cohort will show more compromise decision making in interaction with choice characteristics.

Table 33: Chi Square Analysis Between Choice Attribute and Context Effect

Choice attribute			Context effect		Chi-square
			Extremeness	Compromise	.839 *
		Gen Z	19(35.20%)	35(64.80%)	
		Gen Y	53(41.70%)	74(58.30%)	
Alignable	Age group	Gen X	21(36.80%)	36(63.20%)	
		Gen Z	25(62.50%)	15(37.50%)	
		Gen Y	57(60.00%)	38(40.00%)	
Non-alignable	Age group	Gen X	35(68.60%)	16(31.40%)	

*p<.05, **p<.01, ***p<.001

A chi-square test of independence was performed to examine the significant difference in the choice characteristic, different generation people and context effect. The difference between these variables was significant, X^2 (2, N = 424) = .839, p>0.05. All the generation with alignable option makes more compromise decision than extreme decision. In contrast with non alignable option all generation make more extreme decision than compromise decision. The result related to choice characteristics is consistent with previous study of Gourville, and Soman (2007) which report that alignable option lead to compromise decision and non alignable option lead to extreme decision. However, the result indicate that the younger cohort shows more compromise decision with alignable option than older cohort. Similarly, with non alignable option older cohort show more extreme effect than younger cohort. Therefore hypothesis 12 is rejected.

4.4 Conclusion

The study aimed at exploring the context effect of naturalistic decision making by choice attribute, and individual difference, which constitute cognitive personality dimension and demographical variable in forced situation. Results supported the literature of role of alignability vs. non-alignability in creating context effect. However, the information load and context effect is not proven significantly. It is possible that people are adapt to handle more

information now (more than 8 options: choice*attribute) and it is not even creating an information overload to people. Previous literature suggest that decision is influenced by individual factors (Bruine de Bruin, Parker, & Fischhoff, 2007; (Finucane, Mertz, Slovic, & Schmidt, 2005), however, present results suggest that individual factors (demographic, personality or cognitive) does not significantly predict the context effect in isolation. It is understandable that an individual in their totality function and act in any situation and probably that is why significant prediction were found with the interaction of age, gender, personality, cognitive factors and choice characteristics. The findings also support the basic assumptions of the study and younger cohort scored high on impulsivity and exploratory tendency than older cohort. To best of our knowledge, this is first study to examine extreme and compromise decision with the lens of choice characteristics mediating through personality, age, gender and cohort.