

# Do Maximizers Maximize Across Domains? Evidence that Maximizing Transcends Decisions

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# Short Abstract

Do maximizers maximize across decision domains? The current research provides a direct test of an assumption underlying the consumer decision-making literature on maximizing by examining the association between trait maximizing, measured with a content-free scale, and domain-specific maximizing, measured in a wide range of decisions (consumer goods, services and experiences, life decisions). Results of a study at two time points (Study 1) and a high-powered pre-registered cross-sectional replication (Study 2) showed that trait maximizing was associated with higher maximizing tendencies across a wide range of decision domains, although less so in experiential domains.

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