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# Consumers' Satisfaction with Restraint versus Indulgence Depends on Reliance on Reason versus Feelings in Decision Making

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# Short Abstract

Are consumers more satisfied with decisions to resist or to indulge temptation? Results from four studies with various methodologies and consumer domains suggest that consumers who rely more on reason are more satisfied with restraint, whereas consumers who rely more on feelings are more satisfied with indulgence. Moreover, feelings of authenticity mediate this effect. These findings advance a more nuanced view of self-control and contribute to the understudied topic of the phenomenology of self-control as well as its potential downsides.

# Contact



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