Reaction Paper 4 Question: Consumer Decision-Making

Consumers constantly make decisions about what to buy. From the articles we read and discussed in class, describe the various factors that contribute to those decisions. Be sure to include in your paper:

1. How decisions are influenced by the number of choices available (Schwartz articles)
2. How expectations and brands influence choices (Ariely and Montague articles)
3. How price influences the decision to purchase (Knutson, et al article)

As usual, your paper should be at least 2, double-spaced pages, font 10 or 12, and include citations & evidence from at least 3 articles.