

A Framework to Inspire Research on Justifying Indulgent Choice Over Time

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Abstract

Much can be learned from studying the effectiveness of consumer justifications for their behavior across multiple choice occasions, but research on this topic is scarce. In response, the present research puts forth a conceptual framework for addressing vice-virtue dilemmas through the lens of repeated justifications for indulgent choice based on the notion of perceived exceptionality over time and the salient prior decisions that help to determine this exceptionality. The authors discuss their framework for a broader understanding of indulgent choice and decision-making patterns, as well as possible process mechanisms and specific avenues for future research.

Keywords: *Indulgence; Justification; Sequential*

Track: Consumer Behaviour