The present research provides the first empirical demonstration that the interruption and subsequent resumption of a decision task also affect the value placed on the chosen object. Task involvement is proposed to moderate this effect. We anticipate that consumers whose involvement is low will value the option selected from a choice set more if their decision task is interrupted. Conversely, highly involved consumers are expected to value the same option less than their uninterrupted counterparts. We contend that value confusion causes subjects to misattribute the net negative or net positive value derived from task interruption to the decision object.

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