

Consumer Maximizing, Choice Difficulty and the Purchase of Extended Warranties



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Many consumers purchase extended warranty plans despite their limited value-for-money. This study examines the role of consumer maximizing tendencies in the decision to purchase such plans. Maximizing refers to a desire to choose the best possible option, whereas satisficing reflects settling for a “good enough” option. We hypothesize that, compared with satisficers, maximizers experience greater choice difficulty and are therefore more likely to purchase extended warranties—to avoid repeating the difficult decision process over the plan’s duration. This hypothesis is supported by four studies across different product categories, measuring and manipulating maximization goals, and analyzing both hypothetical and actual purchases. The findings carry important implications for businesses and consumers, highlighting the need to consider decision-making tendencies when designing and promoting extended warranty plans.

The Power of Why: Meaning as a Key Resource in the Workplace



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This article proposes a theoretical framework for understanding meaning at work through the lens of Hobfoll’s Conservation of Resources (COR) theory. It conceptualizes meaning as a vital psychological resource that individuals can generate, preserve, and lose—with significant consequences. Meaning not only sustains other personal resources but also contributes to their renewal and growth. From this resource-based perspective, meaning plays a critical role in helping employees cope with stress, prevent burnout, and build psychological resilience over time. The article identifies two primary pathways for generating meaning as a resource: (1) proactive employee behaviors, such as job crafting, and (2) meaning-making leadership, which enables employees to connect their work with deeper values and purpose. Finally, the article discusses practical implications for job design, leadership development, and organizational resilience, and outlines directions for future research.