Love is patient: People are more willing to wait for things they like

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How does liking a target impact patience?

Liking a target decreases patience

- Impatience is the result of a breakdown of will
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• Impatience is the result of a lack of desire
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Study 1: Waiting for Better

High liking condition

Correct size
One size too large

Low liking condition

Correct size
One size too large

Would you rather wait ten weeks for the **correct size t-shirt** or receive a t-shirt **one size too large** this week?
Study 1: Waiting for Better

High liking condition

Correct size  57%
One size too large

Low liking condition

Correct size  38%
One size too large

chose to wait 10 weeks for the correct size

$X^2(1, N = 201) = 6.77, p = .009$
Study 2: Waiting for More

High liking condition
What is your favorite type of coffee?

Low liking condition
What is a type of coffee that you would consume, but is not your favorite?

Would you prefer to receive a sample of coffee today or a whole cup of coffee in one month?
Study 2: Waiting for More

High liking condition
What is your favorite type of coffee?

Low liking condition
What is a type of coffee that you would consume, but is not your favorite?

A Cup A Sample
68% chose to wait one month for a whole portion

A Cup A Sample
50% chose to wait one month for a whole portion

$X^2 (1, N = 209) = 6.70, p = .010$
Implications

- Provides insight into why people are impatient
- Suggests strategies for increasing patience
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Thank you!

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