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Why do users prefer the Hedonic but choose the Utilitarian? Investigating user dilemma of Hedonic-Utilitarian choice

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Highlights:

- Study investigates user dilemma in Hedonic Utilitarian choice of software features
- Users favor Utilitarian over Hedonic features in explicit acquisition choice
- However, their implicit acquisition choice is for the Hedonic features
- In forfeiture situation the choice is not dependent on Hedonic and Utilitarian characteristics
- This dichotomy has interesting practical and theoretical implications

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