In this thesis I investigate asymmetric dominance effect in hypothetical consumer choice. The main goal of this study is to determine if asymmetrically dominated unavailable alternative (phantom decoy) can cause preference shifts toward the target option which dominates it in scenario employing choice items defined on three numerical attributes. To date, previous research of consumer choice only studied asymmetric dominance effect induced by phantom decoy in scenarios utilizing two-attribute choice items. Secondary aim of this study is to determine if the same but available three-attribute decoy causes similar asymmetric dominance effect as the phantom decoy. I also examine differences in choice shares of choice items between two scenarios, both employing two choice items defined on two and three attributes, respectively, where the third distinguishing attribute serves to evoke perception of numerically expressed customer feedback on the choice items. For these purposes, I designed an experiment in a form of online questionnaire on free survey websites, which was filled by participants via the internet. I found significant asymmetric dominance effect caused by a presence of the phantom decoy. In case of the available decoy, no preference shifts were observed. Statistical analysis revealed no significant differences between the two-attribute and three-attribute scenario.