

Abstract:

Change blindness and choice blindness are phenomena, research on which is not only interesting, but also essential for better understanding of attention, formation of internal representations, decision making processes, formation and stability of preferences. The thesis introduces change blindness and choice blindness in theoretical relations, briefly submits crosscut of research studies of these phenomena and factors affecting them. In relationship to the literature review part, this thesis also contains a proposal of empirical study investigating the influence of demand characteristics on choice blindness in context of consumer preferences.

Keywords:

Change blindness

Choice blindness

Preferences

Internal representations

Decision making