

Abstract

This dissertation presents results from three research projects, which extend available findings in the area of psychology of decision-making. It focuses on intuitive decision-making, the role of context and its relationship to decisional satisfaction and well-being. First research project addressed the possibility of generalisation of selected intuitive heuristics on non-financial decisions. Despite some methodological issues, results show that we invest time more easily than money, and intuitive heuristics cannot be automatically generalized to time decisions. Second research project focuses on context and its impact on decisional satisfaction. It shows decisional satisfaction can be influenced through decisional context. Eliminating escalation of commitment impacted resulting satisfaction on an experiential level, although cognitive level remained intact. Last research project focused on interindividual differences in relation to decisional satisfaction and well-being. Results show that higher competence influences decisional style, but it only higher self-confidence, perceived decisiveness, comes with higher decisional satisfaction and well-being. Data from this study do not allow to make judgment as to the direction of a causal relationship. Nevertheless, it opens many new questions in the area of decision-making and health. This project is innovative and adds to the latest research efforts in this area.

Key words: intuitive decision-making, intuitive heuristics, decisional context, escalation of commitment, satisfaction and well-being