A Replication of “The Impact of Add-On Features on Consumer Product Evaluations”

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Abstract

This research replicates study 1 of Bertini, Ofek, & Ariely’s (2008) “The Impact of Add-On Features on Consumer Product Evaluations.” Bertini, Ofek, & Ariely (2008) study the affects of alignability of add-ons and uncertainty on product evaluation. Add-ons are considered alignable when the add-on enhances an existing feature of the product, and non-alignable when the add-on introduces a new capability. Uncertainty is presented as the absence of sufficient knowledge in evaluating a product. Alignability was manipulated across three conditions: a base digital camera model, the base digital camera model presented with two alignable add-ons, and the base digital camera model with two unalignable add-ons. Uncertainty was manipulated across two conditions: the presence of a Consumer Reports rating in the low uncertainty condition and the absence of a Consumer Reports rating in the high uncertainty condition. The original experiment showed that the presence of alignable add-ons had a negative effect whereas the presence of non-alignable add-ons had a positive effect on base model evaluations. These effects were expected to diminish as consumer uncertainty diminishes.

This replication extends Bertini, Ofek, & Ariely (2008) by including a number of additional dependent variables beyond the product evaluation scale used in the original experiment (i.e., product attractiveness, purchase intentions, attitude, perceived quality, and willingness to pay a price premium). In addition, the replication strengthened the manipulation for uncertainty, which proved non-significant in the Bertini, Ofek, & Ariely’s (2008) study.

Citations

Bertini, Marco, Elie Ofek, & Dan Ariely (2008), “The Impact of Add-On Features on Consumer Product Evaluations,” Journal of Consumer Research, 36, 17-28.