Sequential Overchoice in Product Customization

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The present study demonstrates how consumers can suffer from sequential overchoice. Customizing a tailor-made suit from combined-attribute choices (e.g., deciding on color and fabric in combination) leads to less satisfaction, more information overload, and less additional consumption than customizing it from single-attribute choices (e.g., deciding on color, then on fabric).

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24-E: Exploring the Impact of Product Design Characteristics on Sales
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Robert Fisher, University of Alberta, Canada

Drawing upon longitudinal data from the U.S. auto market between 1984 and 2003, we demonstrate how product aesthetics have played a role in customers’ preferences. Our study contributes to the limited literature on the impact of design elements on consumer behavior and has important implications for new product development teams.

24-F: Core versus Peripheral Innovations: The Effect of Innovation Locus on Consumer Adoption of New Products
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Innovation locus refers to the place in the product system – the core versus the peripheral - where innovations occur. We show that when an innovation is really new, situating the innovation on the peripheral (vs. core) component results in a higher adoption intention, owing to a risk-localization mechanism.

24-G: “Me” Likes Expert Reviews and “We” Like Consumer Reviews: Moderating of Product Newness
Zhiyong Yang, University of Texas at Arlington, USA
Narayan Janakiraman, University of Texas at Arlington, USA
Zhenfeng Ma, Wilfrid Laurier University, Canada
Ritesh Saini, University of Texas at Arlington, USA

Two studies show that when product is new, customer review is more effective for the interdependents (vs. independents), whereas expert review is more effective for the independents (vs. interdependents). When product is not new, the opposite pattern occurs. This is because perceived efficacy of information is shifted by product newness.

24-H: Sequential Overchoice in Product Customization
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Claude Messner, University of Bern, Switzerland

The present study demonstrates how consumers can suffer from sequential overchoice. Customizing a tailor-made suit from combined-attribute choices (e.g., deciding on color and fabric in combination) leads to less satisfaction, more information overload, and less additional consumption than customizing it from single-attribute choices (e.g., deciding on color, then on fabric).

25-A: Does Bitter Taste Make You Perform Better in Self-Control?
Chun-Ming Yang, Ming Chuan University, Taiwan
Xiaoyu Zhou, Peking University, China

In the present study, two experiments demonstrate that experiencing bitter taste may lead to better self-control performance; however, this effect exists only for participants with high BTP. For those with low BTP, bitterness experiences lead to decreased overall performance. Self-control goal mediates the relationship.