

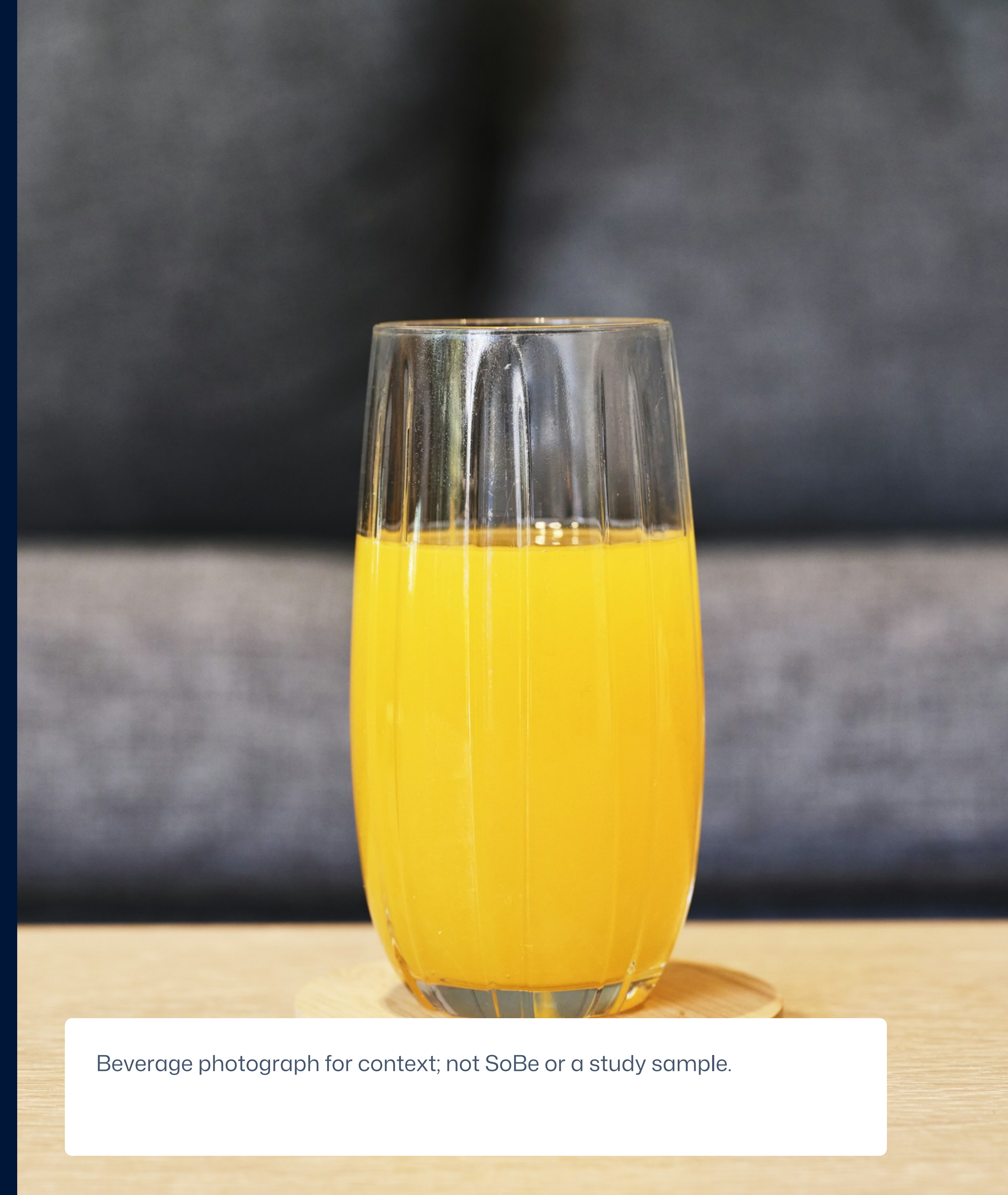
Price and the expectation effect

A controlled task tested price cues and expectations around the same drink.

7.7 / 9.5

Mean puzzles solved: discounted / full price, low expectancy

Shiv, Carmon & Ariely / 2005



Beverage photograph for context; not SoBe or a study sample.

01 / HOW THE COMPARISON WORKED

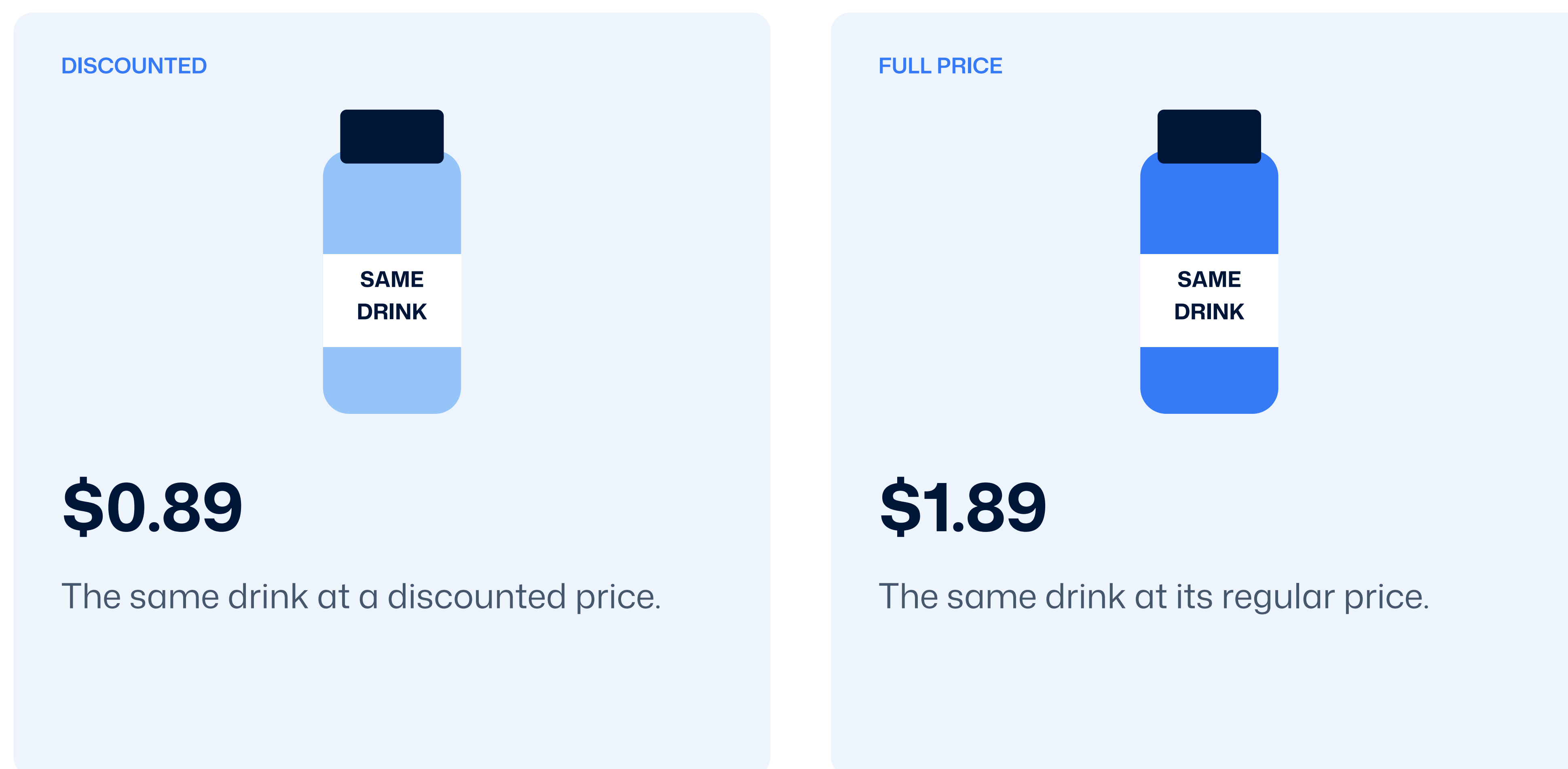
What changed. What was measured.

Experiment 1 randomly assigned 125 participants to price and expectancy conditions. They consumed SoBe and attempted 15 word puzzles in 30 minutes.

MEASURE

Mean number of word puzzles solved

Expectancy strength was also manipulated; all four cells are shown.



Schematic reconstruction. Labels paraphrase the experimental conditions.

02 / WHAT THE STUDY FOUND

Price and expectancy worked together



Experiment 1, Figure 2. Discounted price in blue; full price in light blue. Means are task scores, not medical effects.

READ THE RESULT

Separate the product from the cue

A specific short laboratory task. Do not infer that a higher price makes a product generally more effective.

How much does a visible price cue shape product evaluation?

1

DESIGN

Compare blinded and price-visible product tests. Keep the product constant and separate experience from expectation.

2

PRIMARY MEASURE

Experience ratings and an appropriate observable task

3

CHECK ALONGSIDE IT

Prior familiarity, expectancy and study comprehension

INTERPRETATION

Use blind and informed conditions when testing a proposition. Report both so that expectations remain visible.

Proposed study, not a completed client project.

EVIDENCE & IMAGE CREDIT

Shiv, Carmon & Ariely (2005). *Journal of Marketing Research*, 42(4), 383-393.

DOI: [10.1509/jmkr.2005.42.4.383](https://doi.org/10.1509/jmkr.2005.42.4.383)

[Original source / full study >](#)

Photo: [Engin Akyurt / Unsplash](#)

Context image; not documentation of the original experiment. Diagrams redrawn by Core Behaviour.