

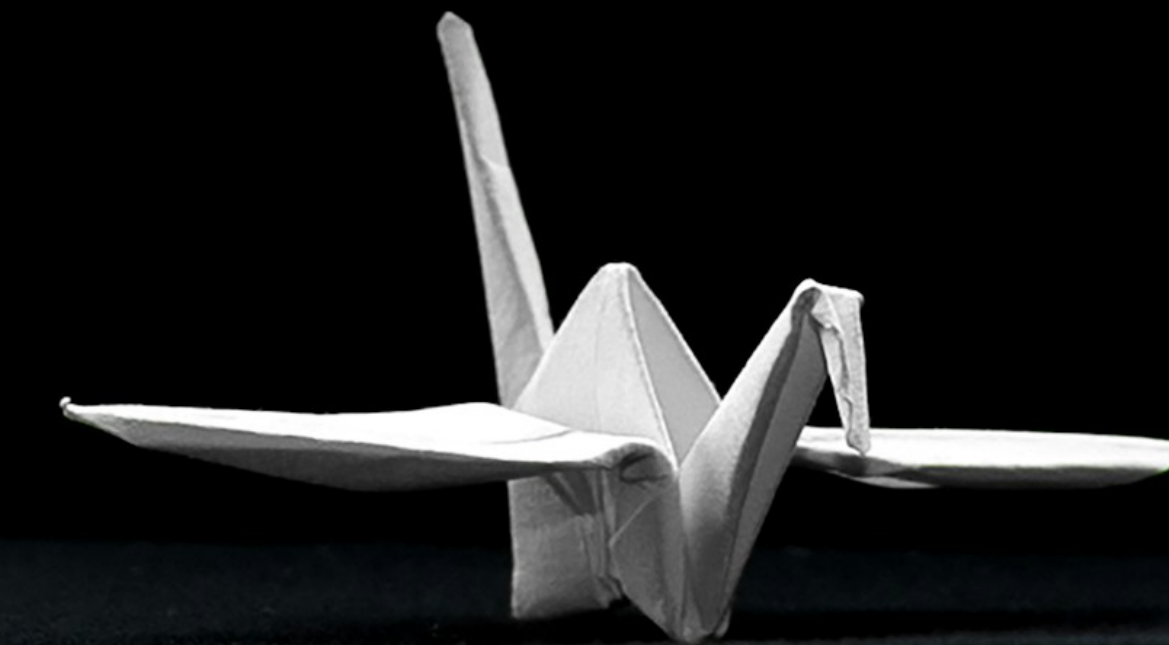
Why building can add value

The same object attracted different valuations after assembly.

+\$0.30

Higher mean bid from participants who built the box

Norton, Mochon & Ariely / 2012



Craft photograph for context. Chart data concern a storage box.

01 / HOW THE COMPARISON WORKED

What changed. What was measured.

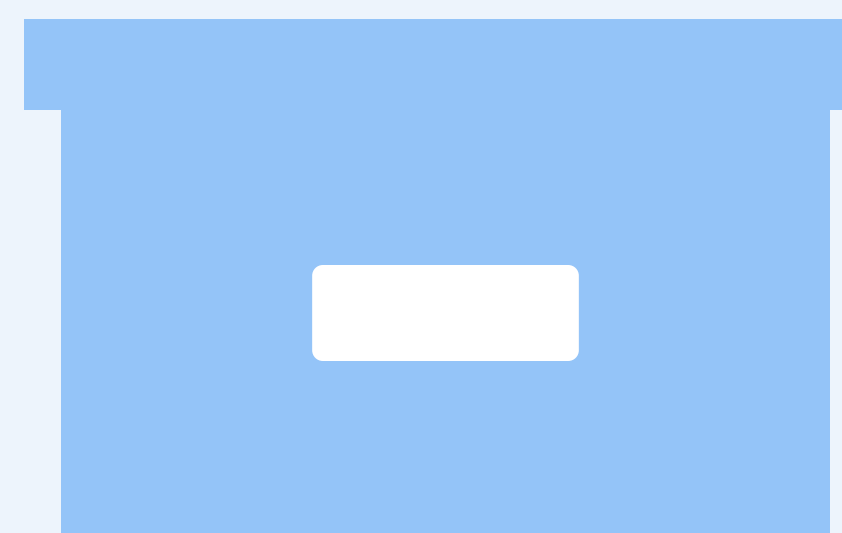
Experiment 1A randomly assigned 52 university participants to assemble a plain IKEA storage box or inspect an assembled one. Participants then made purchase bids.

MEASURE

Mean purchase bid in U.S. dollars

Same type of box; different participation in creating it.

INSPECT



Already built

Examine the completed storage box.

BUILD



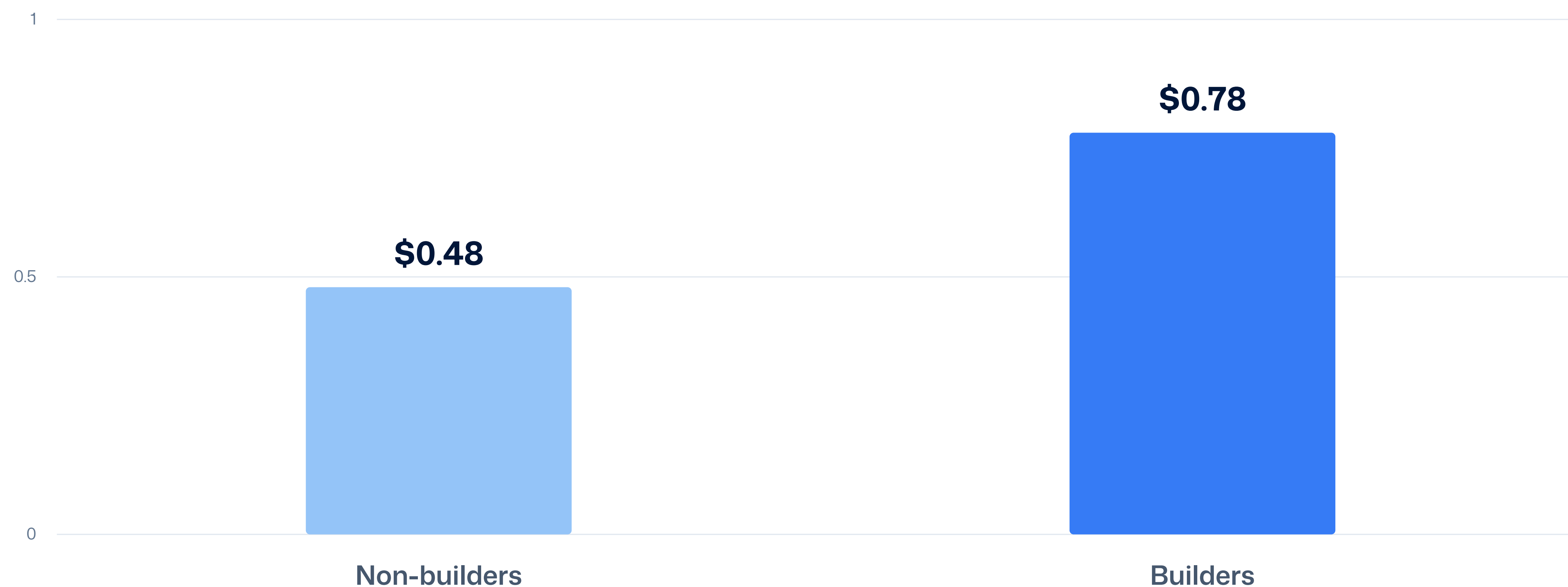
Self-assembled

Complete the same storage box.

Schematic reconstruction. Labels paraphrase the experimental conditions.

02 / WHAT THE STUDY FOUND

Builders placed a higher value on the box



Mean bids in Experiment 1A, N = 52. Dollar values are those in the historical experiment.

READ THE RESULT

Completion is the design question

The wider paper found completion mattered. Effort alone is not a universal source of added value.

Can meaningful participation add value without causing frustration?

1 DESIGN

Compare a short customisation step with a finished option. Track successful completion and experienced effort.

2 PRIMARY MEASURE

Value rating and purchase at a real stated price

3 CHECK ALONGSIDE IT

Abandonment, errors and satisfaction after use

INTERPRETATION

Make participation achievable and meaningful. Test whether the finished result feels personally valuable.

Proposed study, not a completed client project.

EVIDENCE & IMAGE CREDIT

Norton, Mochon & Ariely (2012). Journal of Consumer Psychology, 22(3), 453-460.

DOI: [10.1016/j.jcps.2011.08.002](https://doi.org/10.1016/j.jcps.2011.08.002)

[Original source / full study >](#)

Photo: [Merrilee Schultz / Unsplash](#)

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