IKEA Effect: Worksheet

Directions: Use your new knowledge of the IKEA effect to answer the following questions.

1. Describe a situation in which someone might experience the IKEA effect.

2. Why might someone be more willing to pay $50 for a toy they helped personally design rather than buy a generic $15 toy?

3. How is the IKEA effect similar to effort justification? How is it different?

4. Quickly summarize Aronson and Miller's classic study on effort justification. What's the most important takeaway from the results of this study?

5. When boxed cake mixes were first introduced in the 1950s, they were a huge failure. Many housewives felt that using premade cake mixes was a copout and that they tasted subpar compared to actually making the whole thing from scratch. If you were the CEO of a cake mix company, how would you change your marketing to appeal to home bakers?

6. Make a quick sales pitch (three to four sentences long) to your boss at Rainbow Toys Inc. explaining why it would be more profitable to sell DIY friendship bracelet kits instead of machine-made friendship bracelets.