

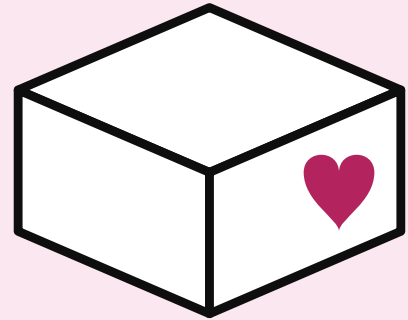
Concept

IKEA effect

We value what we built ourselves more highly, even if it came out worse than if someone else had made it.

In Spanish
Efecto IKEA

Origin
Norton, Mochon and Ariely (2012)



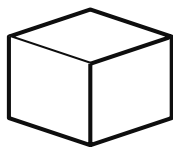
What problem it addresses

It explains why our own effort increases attachment to a product, a project or an idea.

An example

Some people assembled an IKEA box; others received the same box already assembled. Then everyone bid on it.

Box already assembled



Pre-assembled

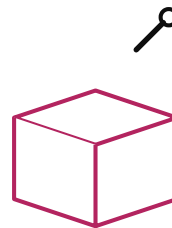
Average bid



\$0.48

Average bid: **\$0.48.**

Box they assembled



Self-assembled

Average bid



\$0.78

Average bid: **\$0.78.**

They offered 63% more for the box they had assembled. The effect disappeared if they didn't finish it.

Why it happens



Putting effort into something makes us feel capable.



What we have made says something about us,



so we value it more than the same thing made by others.

Applications in design

✓ Use it like this

Let people customize or configure something: they will get more involved.

✗ Avoid

Adding unnecessary work just to increase attachment.

👁 Don't fall for it

When you defend your own idea, ask an outsider to compare it with others.

+63%

What the research says

That is how much more people offered for the box they had assembled themselves (Norton, Mochon and Ariely, 2012).

● ● ● **Solid evidence.** The same happened with origami figures: their makers valued them almost as much as those made by an expert.

Connections

Used in

■ Product design

Related to

■ Endowment effect

■ Confirmation bias

Authors and works

2012

Michael Norton, Daniel Mochon and Dan Ariely

Named it and measured it with IKEA boxes and origami figures.

Sources

Original sources

- Norton, M. I., Mochon, D., & Ariely, D. (2012). The IKEA effect: When labor leads to love. *Journal of Consumer Psychology*, 22(3), 453–460. [View source \(https://doi.org/10.1016/j.jcps.2011.08.002\)](https://doi.org/10.1016/j.jcps.2011.08.002)

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