



FIND Faculty, publications, topics

FACULTY RESEARCH FEATURED TOPICS ACADEMIC UNITS

ARTICLE | JOURNAL OF CONSUMER PSYCHOLOGY | JULY 2012

The IKEA Effect: When Labor Leads to Love

by Michael I. Norton, Daniel Mochon and Dan Ariely

- PRINT
- EMAIL

About the Author



Michael I. Norton
Marketing

[VIEW PROFILE »](#)
[VIEW PUBLICATIONS »](#)

Abstract

In four studies in which consumers assembled IKEA boxes, folded origami, and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect—the increase in valuation of self-made products. Participants saw their amateurish creations as similar in value to experts' creations, and expected others to share their opinions. We show that labor leads to love only when labor results in successful completion of tasks; when participants built and then destroyed their creations, or failed to complete them, the IKEA effect dissipated. Finally, we show that labor increases valuation for both "do-it-yourselfers" and novices.

Keywords: Demand and Consumers; Product; Valuation; Labor;

Format: Print | 8 pages

FIND AT HARVARD

READ NOW

Citation:

Norton, Michael I., Daniel Mochon, and Dan Ariely. "The IKEA Effect: When Labor Leads to Love." *Journal of Consumer Psychology* 22, no. 3 (July 2012): 453–460.

Export Citation

Contact

Division of Faculty & Research

Harvard Business School
Soldiers Field
Boston, MA 02163
infoservices@hbs.edu

[Map/Directions](#)

Related Links

[Christensen Center for Teaching and Learning](#)
[Global Research Centers](#)

[Global Research Centers](#)
[Asia-Pacific Research Center](#)
[Japan Research Center \(English\)](#)
[Europe Research Center](#)

Initiatives & Projects

Initiatives & Projects

Business & Environment

Business History

Entrepreneurship (Rock Center)

Forum for Growth & Innovation

Global

Healthcare

Institute for Strategy & Competitiveness

Leadership

Networked Business

Public Education Leadership Project

Social Enterprise

U.S. Competitiveness



Harvard Business School
Soldiers Field
Boston, MA 02163



[Map & Directions](#)

[More Contact Information](#)



→ [All Social Media](#)

[Site Map](#)

[Jobs](#)

[Harvard University](#)

[Trademarks](#)

[Privacy Policy](#)