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四分野インゼミ研究報告会

JILTING EFFECT IN CUSTOMIZATION SYSTEMS CAUSED BY MASS CONFUSION

マス・カスタマイゼーションにおけるジルト効果

——カスタマイゼーションにおけるブランドスイッチに着目して——

Many manufacturers introduce mass customization systems via Internet, in which they match their products to each consumer's individual needs. Mass customization allows customers to order their own products from abundant choices. However, on the other hand, customers sometimes abandon customization due to "mass confusion", caused by the complexity of selecting maximal solutions. To solve the problem, some firms recently offer "hybrid system" in which they offer not only customized products, but also ready-made products. Using the new system, they expected that customers who find that they are less satisfied with any ready-made products move into the customization system, whereas customers who find that they get confused in the customized system get back to the ready-made products. But, based on the new notion of "jilting" effect, customers may not come back to any products under the same brand as the customized products. In this paper, we conduct five studies to investigate the issue.



韓国で開催された国際学会，KSMS での研究発表



四分野インゼミ研究報告会にて

個性的な班員たちで構成された第 16 期インゼミチームは、国際学会での研究発表を目標に掲げ、日々の活動に前向きに取り組んできました。研究テーマ自体はスムーズに決まったものの、既存文献を理解することや、実験デザインを検討することの難しさから、論文執筆活動は決して順調には進みませんでした。論文への理解が、3 歩進んで、2 歩下がる。そんな毎日でした。しかし、小野先生の多大なるお力添えを賜ることで、韓国で開催された国際学会，KSMS での研究発表、ならびに三田祭論文の完成を何とか果たすことができました。また、12 月の四分野インゼミ研究報告会においても、自信を持ってプレゼンテーションを行い、小野ゼミの研究のレベルを他ゼミに対してもアピールすることができました。日々論文執筆活動を行い、また未熟ながらも高い成果を挙げることができたのは、サポートしてくれた同期、的確にご指導くださった第 15 期の方々、大学院生さん、そして私たち英論チームのために、文字通り昼夜を問わず、お力添えくださった小野晃典先生のおかげです。第 16 期インゼミチーム一同、心よりお礼申し上げます。

① Introduction

Mass production system

There isn't any choice to design...

Mass customization system

It is difficult to find my ideal design.

Hybrid mass customization system
Integrated with mass production system

Mass production system

Less choices
Easy to choose

Mass customization system

Difficult to find the best choice
A wide variety

Research purpose

We conduct five studies to solve the following RQ.

Is the hybrid system so effective?

② Theoretical Background

The definition of "jilting effect."
(Garvey, Baba, and Shiv 2017)

Jilting occurs when a person anticipates receiving an aspirant option (C) that subsequently becomes inaccessible. It leads the person to shift preference away from an incumbent option (A).
This phenomenon is called **jilting effect**.

The mechanism of "jilting effect."

- Comparative evaluation:** When the aspirant options appear, consumers start to compare them to the incumbent options, which denigrates the incumbent.
- Sadness:** Sadness encourages brand switching behavior in following two ways.
 - Sadness engenders the less heuristic assessment of choice options.
 - Sadness increases loss-replacement behavior.

③ Empirical Studies

Study 1

Q. Does the jilting effect occur in mass customization?

Participants: 51 Undergraduate students from a business school

Experimental product: Aroma

Analytical method: Fisher's exact test

| Cross tabulation (n=51, p<.05) | | | |
|--------------------------------|----|----|----------------|
| | A | B | Switching rate |
| Jilting group (n=24) | 10 | 14 | 58.3% |
| Control group (n=27) | 21 | 6 | 22.2% |

Jilting effect occurs in mass customization.

Consumers prefer ready-made product A.

They find attractive customized product A' and try to obtain it.

But they cannot obtain A' due to mass confusion.

They switch to B from A.

Study 2

Q. Was the brand switch observed in Study1 due to jilting effect?

Participants: 63 Undergraduate students from a business school

Experimental product: Aroma

Analytical method: Fisher's exact test

| Cross tabulation (n=63, p<.05) | | | |
|--------------------------------|----|----|----------------|
| | A | B | Switching rate |
| Jilting group (n=30) | 14 | 16 | 53.3% |
| Control group (n=33) | 24 | 9 | 27.3% |

Brand switching observed in Study1 was due to jilting effect.

With attractive my ideal design.

Jilting effect does not occur when there remains any availability of customized products

Anticipate (n=24): 10 A, 14 B, 58.3% switching rate

Not anticipate (n=35): 26 A, 9 B, 25.7% switching rate

Study 3

Jilting effect does not occur when customized products is not attractive options.

Participants: 50 Undergraduate students from a business school

Experimental product: Aroma

Analytical method: Fisher's exact test

| Cross tabulation (n=50, p<.01) | | | |
|--------------------------------|----|----|----------------|
| | A | B | Switching rate |
| Attractive (n=22) | 10 | 12 | 54.5% |
| Not attractive (n=22) | 24 | 4 | 14.3% |

Non-attractive customized products are presented.

Attractive (n=22): 10 A, 12 B, 54.5% switching rate

Not attractive (n=22): 24 A, 4 B, 14.3% switching rate

Study 4

Jilting effect does not occur when there are no anticipations of obtaining customized products.

Participants: 99 Undergraduate students from a business school

Experimental product: Aroma

Analytical method: Fisher's exact test

| Cross tabulation (n=99, p<.05) | | | |
|--------------------------------|----|----|----------------|
| | A | B | Switching rate |
| Anticipate (n=24) | 10 | 14 | 58.3% |
| Not anticipate (n=35) | 26 | 9 | 25.7% |

This customized products is not offered in this countries.

Anticipate (n=24): 10 A, 14 B, 58.3% switching rate

Not anticipate (n=35): 26 A, 9 B, 25.7% switching rate

Study 5

Jilting effect does not occur when there remains any availability of customized products

Participants: 51 Undergraduate students from a business school

Experimental product: Aroma

Analytical method: Fisher's exact test

| Cross tabulation (n=51, p<.05) | | | |
|--------------------------------|----|----|----------------|
| | A | B | Switching rate |
| No time-limited (n=24) | 7 | 17 | 70.8% |
| Time-limited (n=21) | 14 | 7 | 33.3% |

With attractive my ideal design.

No time-limited (n=24): 7 A, 17 B, 70.8% switching rate

Time-limited (n=21): 14 A, 7 B, 33.3% switching rate

④ Discussion

Theoretical Implications

- The first study investigating consumers who failed to order customized products and switch to compete brand.
- The first study on the negative effect of hybrid mass customization system with the ready-made production system.

Managerial Implications

- Managers should be noted that the hybrid system may be **less effective** than they expect.
- It is more important for firms to **suppress the failure** of the ordering than the measure aftermath of the failure.

三田祭ブースでのパネル展示に用いた資料