

Great Expectations?! Assortment Size, Expectations and Satisfaction

Kristin Diehl and Cait Poynor

Web Appendix

TYPES OF EXPECTATIONS AFFECTED BY ASSORTMENT SIZE

The article examines the effect of assortment size on expectations, expectation-disconfirmation and satisfaction. In theory size of the assortment may affect two related yet conceptually distinct types of expectations: Expectations regarding the *extent* to which one is able to match ones preferences and expectations about the *likelihood* of obtaining that level of preference match. In the article we focus on the former type of level-based expectations, showing in study 1 that size of the assortment increases the expected level of preference match.

In that study we also assessed the expected *likelihood* of obtaining such a level of preference match by asking participants, “How likely do you think it is that you’ll find a card that good at this store?” on a scale ranging from 0% (“No chance”) to 100% (“Perfect chance”) in 10% increments. In addition to analyzing expectations of the level of preference match by itself, as reported in the article, we also multiplied these two measures ($r = .66, p < .0001$) to form an expectations index. Doing so allowed us to test whether larger assortments also increased this overall index that taps into both participants’ likelihood expectations as well as their expectations regarding the level of preference match.

Indeed the pattern of results for this expectation index was similar to that reported for expectations of the level of preference match alone. Combining level of preference match expectations and likelihood of obtaining that level, participants revealed higher expectations when told the card would come from the larger ($M = 4.52$) rather than the smaller set ($M = 3.43$, $F(1, 116) = 12.62, p < .001$).

These findings further contribute to our understanding of the focal process by showing

that assortment size increases expectations, whether such expectations pertain to the level of preference match obtainable or the probability of finding such a given level of preference match.

STUDY 2 CATALOGS

	Camera ID	Camera Utility	Average Utility in Catalog	Minimum Utility in Catalog	Maximum Utility in Catalog
Catalog 1	2	19.63	49.93	19.63	79.00
	5	54.50			
	6	65.50			
	15	42.87			
	17	34.37			
	20	25.00			
	26	79.00			
	29	78.55			
Catalog 2	3	20.90	50.22	20.90	85.50
	11	56.00			
	18	39.00			
	19	75.00			
	21	85.50			
	22	60.00			
	27	23.37			
	30	42.00			
Catalog 3	1	23.51	50.08	21.50	80.00
	10	52.11			
	12	21.50			
	13	80.00			
	16	77.50			
	23	40.00			
	25	38.01			
	28	68.00			
Catalog 4	4	78.00	50.07	22.50	80.00
	7	22.68			
	8	65.00			
	9	22.50			
	14	55.62			
	24	30.29			
	31	46.45			
	32	80.00			
Large Catalogs (all 32 options)	Order of small catalogs in large catalog		Average Utility in Catalog	Minimum Utility in Catalog	Maximum Utility in Catalog
	Catalog 1, Catalog 2, Catalog 3, Catalog 4				
	Catalog 4, Catalog 2, Catalog 1, Catalog 3				
			50.07	19.63	85.50