

**The Slippery Slope:
The Impact of Feature Alignability on Search and Satisfaction**
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WEB APPENDIX

Study 1 Computer Options

COMPUTER OPTION SETS		
	Alignable Options	Nonalignable Options
Processor Speed	Common tradeoff feature	Common tradeoff feature
Hard Drive	Alignable tradeoff feature	Held constant at mid-attractive level
Other Features	Held constant at mid-attractive level	Nonalignable tradeoff feature
RAM	Common constant feature	Common constant feature

Alignable Computers

	Model Number	Processor Speed	HD Size	RAM	Other
1	H72R	3.6 GHz	40 GB	1 GB	Wireless Networking Card & Router
2	C26L	3.4 GHz	60 GB	1 GB	Wireless Networking Card & Router
3	T89N	3.2 GHz	80 GB	1 GB	Wireless Networking Card & Router
4	G16K	3.06 GHz	100 GB	1 GB	Wireless Networking Card & Router
5	B71T	3.0 GHz	120 GB	1 GB	Wireless Networking Card & Router
6	J57M	2.9 GHz	150 GB	1 GB	Wireless Networking Card & Router
7	K61G	2.8 GHz	180 GB	1 GB	Wireless Networking Card & Router
8	R36F	2.66 GHz	200 GB	1 GB	Wireless Networking Card & Router
9	M14Q	2.60 GHz	220 GB	1 GB	Wireless Networking Card & Router
10	N23P	2.53 GHz	250 GB	1 GB	Wireless Networking Card & Router
11	P65B	2.4 GHz	300 GB	1 GB	Wireless Networking Card & Router
12	L82C	2.3 GHz	320 GB	1 GB	Wireless Networking Card & Router
13	S45D	2.2 GHz	350 GB	1 GB	Wireless Networking Card & Router
14	D93Z	2.08 GHz	400 GB	1 GB	Wireless Networking Card & Router
15	V49S	2.0 GHz	500 GB	1 GB	Wireless Networking Card & Router

Nonalignable Computers

	Model Number	Processor Speed	HD Size	RAM	Other
1	H72R	3.6 GHz	200 GB	1 GB	Web Camera
2	C26L	3.4 GHz	200 GB	1 GB	1 Year Internet Security Subscription
3	T89N	3.2 GHz	200 GB	1 GB	Surge Protector
4	G16K	3.06 GHz	200 GB	1 GB	Wireless Keyboard
5	B71T	3.0 GHz	200 GB	1 GB	Surround Sound Speakers
6	J57M	2.9 GHz	200 GB	1 GB	Wireless Mouse
7	K61G	2.8 GHz	200 GB	1 GB	Express Tech Support
8	R36F	2.66 GHz	200 GB	1 GB	Wireless Networking Card & Router
9	M14Q	2.60 GHz	200 GB	1 GB	Scanner
10	N23P	2.53 GHz	200 GB	1 GB	Flat Panel with TV Tuner
11	P65B	2.4 GHz	200 GB	1 GB	High Speed Internet - 1 year
12	L82C	2.3 GHz	200 GB	1 GB	DVD Rom Drive
13	S45D	2.2 GHz	200 GB	1 GB	CD-RW Drive
14	D93Z	2.08 GHz	200 GB	1 GB	Color Laser Printer
15	V49S	2.0 GHz	200 GB	1 GB	3 Year Extended Warranty

Study 1 MP3 Player Options

MP3 PLAYER OPTION SETS		
	Alignable Options	Nonalignable Options
Song Storage	Common tradeoff feature	Common tradeoff feature
Battery Life	Alignable tradeoff feature	Held constant at mid-attractive level
Other Features	Held constant at mid-attractive level	Nonalignable tradeoff feature
Size	Common constant feature	Common constant feature

Alignable MP3 Players

	Model Number	Song Storage	Battery Life	Size	Other
1	H72R	15,000 songs	4 hours	Compact	Track programming
2	C26L	14,000 songs	10 hours	Compact	Track programming
3	T89N	5000 songs	11 hours	Compact	Track programming
4	G16K	4000 songs	12 hours	Compact	Track programming
5	B71T	3000 songs	13 hours	Compact	Track programming
6	J57M	2500 songs	14 hours	Compact	Track programming
7	K61G	2000 songs	15 hours	Compact	Track programming
8	R36F	1500 songs	16 hours	Compact	Track programming
9	M14Q	1000 songs	17 hours	Compact	Track programming
10	N23P	800 songs	18 hours	Compact	Track programming
11	P65B	500 songs	19 hours	Compact	Track programming
12	L82C	250 songs	20 hours	Compact	Track programming
13	S45D	200 songs	21 hours	Compact	Track programming
14	D93Z	150 songs	22 hours	Compact	Track programming
15	V49S	100 songs	23 hours	Compact	Track programming

Nonalignable MP3 Players

	Model Number	Song Storage	Battery Life	Size	Other
1	H72R	15,000 songs	16 hours	Compact	Demonstration Video
2	C26L	14,000 songs	16 hours	Compact	Car cassette adapter
3	T89N	5000 songs	16 hours	Compact	3-band stereo equalizer
4	G16K	4000 songs	16 hours	Compact	Docking station
5	B71T	3000 songs	16 hours	Compact	2 inch photo display
6	J57M	2500 songs	16 hours	Compact	FM transmitter
7	K61G	2000 songs	16 hours	Compact	Wireless remote control
8	R36F	1500 songs	16 hours	Compact	Track programming
9	M14Q	1000 songs	16 hours	Compact	FM stereo tuner with 20 station presets
10	N23P	800 songs	16 hours	Compact	Hardshell protective case
11	P65B	500 songs	16 hours	Compact	High definition headphones
12	L82C	250 songs	16 hours	Compact	Wireless PC link
13	S45D	200 songs	16 hours	Compact	Car charger
14	D93Z	150 songs	16 hours	Compact	Advanced skip protection
15	V49S	100 songs	16 hours	Compact	3 Year Extended warranty

Study 2 Options

Alignable Computers

Processor Speed	RAM	HD Size
3.60 GHz	1 GB	20 GB
3.40 GHz	1 GB	100 GB
2.80 GHz	1 GB	110 GB
2.70 GHz	1 GB	120 GB
2.66 GHz	1 GB	130 GB
2.60 GHz	1 GB	140 GB
2.53 GHz	1 GB	150 GB
2.40 GHz	1 GB	160 GB
2.33 GHz	1 GB	180 GB
2.20 GHz	1 GB	200 GB
2.08 GHz	1 GB	220 GB
2.00 GHz	1 GB	250 GB
1.80 GHz	1 GB	300 GB
1.60 GHz	1 GB	320 GB
1.50 GHz	1 GB	400 GB

Nonalignable Computers

Processor Speed	RAM	Other
3.60 GHz	1 GB	Web Camera
3.40 GHz	1 GB	1 Year Internet Security Subscription
2.80 GHz	1 GB	Surge Protector
2.70 GHz	1 GB	Wireless Keyboard
2.66 GHz	1 GB	Surround Sound Speakers
2.60 GHz	1 GB	Wireless Mouse
2.53 GHz	1 GB	Express Tech Support
2.40 GHz	1 GB	Wireless Networking Card & Router
2.33 GHz	1 GB	Scanner
2.20 GHz	1 GB	Flat Panel with TV Tuner
2.08 GHz	1 GB	High Speed Internet - 1 year
2.00 GHz	1 GB	DVD Rom Drive
1.80 GHz	1 GB	CD-RW Drive
1.60 GHz	1 GB	Color Laser Printer
1.50 GHz	1 GB	3 Year Extended Warranty

Study 3 Options

Alignable Computers

Model Number	Processor Speed	Hard Drive	Memory	Monitor
H72R	2.40 GHz	500 GB	2 GB SDRAM	13.0" Monitor
C26L	2.30 GHz	500 GB	2 GB SDRAM	13.5" Monitor
T89N	2.20 GHz	500 GB	2 GB SDRAM	14.0" Monitor
G16K	2.10 GHz	500 GB	2 GB SDRAM	14.5" Monitor
B71T	2.00 GHz	500 GB	2 GB SDRAM	15.0" Monitor
J57M	1.90 GHz	500 GB	2 GB SDRAM	15.5" Monitor
K61G	1.80 GHz	500 GB	2 GB SDRAM	16.0" Monitor
R36F	1.70 GHz	500 GB	2 GB SDRAM	16.5" Monitor
M14Q	1.60 GHz	500 GB	2 GB SDRAM	17.0" Monitor
N23P	1.50 GHz	500 GB	2 GB SDRAM	17.5" Monitor
P65B	1.40 GHz	500 GB	2 GB SDRAM	18.0" Monitor
L82C	1.30 GHz	500 GB	2 GB SDRAM	18.5" Monitor
S45D	1.20 GHz	500 GB	2 GB SDRAM	19.0" Monitor
D93Z	1.10 GHz	500 GB	2 GB SDRAM	19.5" Monitor
V49S	1.00 GHz	500 GB	2 GB SDRAM	20.0" Monitor

Nonalignable Computers

Model Number	Processor Speed	Hard Drive	Memory	Monitor
H72R	2.40 GHz	500 GB	2 GB SDRAM	Gaming Monitor
C26L	2.30 GHz	500 GB	2 GB SDRAM	Photography Deluxe Monitor
T89N	2.20 GHz	500 GB	2 GB SDRAM	Full 90 Degree Tilt Monitor
G16K	2.10 GHz	500 GB	2 GB SDRAM	Web Optimized Monitor
B71T	2.00 GHz	500 GB	2 GB SDRAM	TV Tuner Monitor
J57M	1.90 GHz	500 GB	2 GB SDRAM	Multimedia Monitor
K61G	1.80 GHz	500 GB	2 GB SDRAM	Wireless Monitor
R36F	1.70 GHz	500 GB	2 GB SDRAM	Widescreen Monitor
M14Q	1.60 GHz	500 GB	2 GB SDRAM	Color Bright Monitor
N23P	1.50 GHz	500 GB	2 GB SDRAM	Surround Sound Monitor
P65B	1.40 GHz	500 GB	2 GB SDRAM	Monitor w/ Built-in Webcam
L82C	1.30 GHz	500 GB	2 GB SDRAM	Energy Saver Monitor
S45D	1.20 GHz	500 GB	2 GB SDRAM	Ultra High Resolution Monitor
D93Z	1.10 GHz	500 GB	2 GB SDRAM	Lightweight Monitor
V49S	1.00 GHz	500 GB	2 GB SDRAM	Ultra Thin Monitor