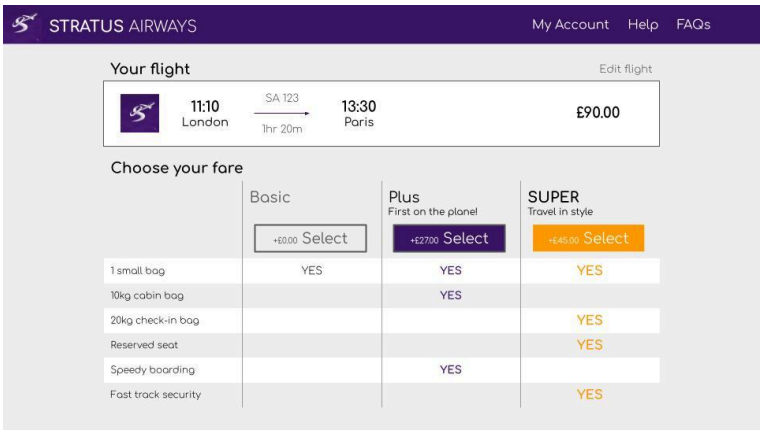
3.3 Bundling

'The choice architect groups two or more products and/or services in a single 'package' at a special price.'



Typical design

A hierarchy of bundles, including different combinations of add-ons. These add-ons can be added individually later in the journey, but this isn't made clear.

Bundles commonly use framing & sensory manipulation to steer consumers away from the cheapest option.

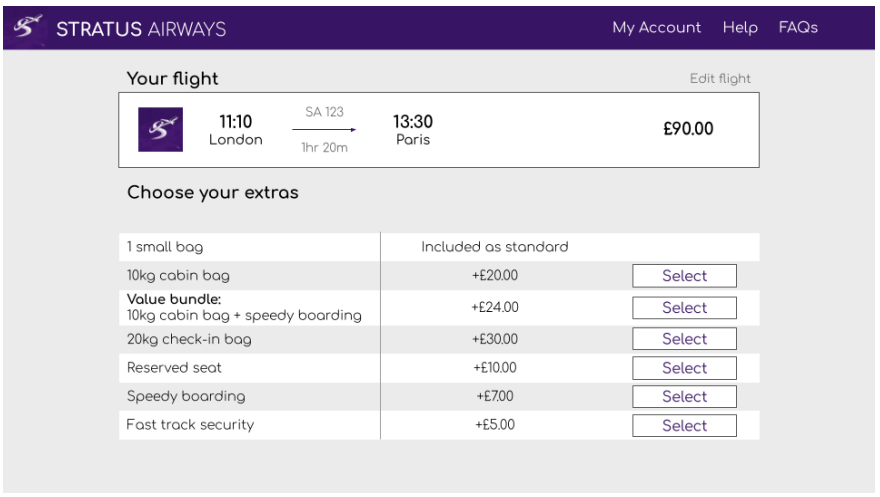
Consumer attitudes towards bundling:		
Top responses	• Helpful (26%) • Manipulative (21%)	• Indifferent (22%) • Convenient (19%)
Overall sentiment	Positive: 42% Negative: 38%	

Every airline we looked at offered bundles to its customers. They used it to combine various add-ons into simpler packages, often combined with framing & sensory manipulation techniques to make the more expensive bundles as attractive as possible.

Bundling impacts consumer decision-making in two key ways.[16] It can affect consumers' preference formation and how consumers compare choices. Bundling also has the potential to cause harm by causing confusion around the true value of bundles and their constituent parts, leading to misaligned outcomes. This is particularly likely when the price of individual components of a bundle are not presented at the same time as the bundle price.

Improved design

Add-ons could be displayed as a menu, helping consumers evaluate their options with full and clear information available to them. It's still possible to offer combinations of add-ons in this design.



[16] Rao et al. (2018) *Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior*.