

Why I Chose the Product I Didn't Want? The Undesired Impact of Recommendation Badge

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Motivation

- Amazon's Choice has become controversial and drawn public concerns since 2019
- More than 10 social medias published articles questioning this:
 - *"Amazon's Choice" Does Not Necessarily Mean A Product Is Good* (BuzzFeed, Jun 2019)
 - *"Amazon's Choice" Isn't the Endorsement It Appears* (WSJ, Dec 2019)
 - *What Does "Amazon's Choice" Actually Mean?* (Reader's Digest, Apr 2021)
 - *Amazon Puts Its Own "Brands" First* (The Markup, Oct 2021)
 - *Amazon copied products and rigged search results to promote its own brands, documents show* (Reuters, Oct 2021)



Recommendation Badge -- Nudge



Nudge: a choice architecture (Thaler and Sunstein 2009)

Alters individual's behavior in a predictable way

Preserves all the available options

Keep the same economic incentives



Nudge people to use stairs (anchoring and reminding)

The Decoy Effect:

Introduction of a third option into the choice set that helps to "nudge" customers toward selecting a particular product by making one option look better than the others.

Large: \$7.99

Medium: \$6.99

Small: \$3.99



- “Best Seller” on Amazon.com
- “Amazon Choice” on Amazon.com
- “Our Picks For You” on Dsw.com
- “Best Delivery” on Yelp.com
- “Top pick” on Bestbuy.com
- “Only @Best Buy” on Bestbuy.com
- ...

Best Seller



Portable-Charger-Power-Bank - 40000mAh Power Bank PD 30W and QC 4.0 Quick Charging Built-in LED Display 2 USB...

★★★★★ ~ 1,815

\$49⁹⁹

✓prime Overnight
FREE delivery **Overnight 4 AM - 8 AM**

Amazon's Choice



UYAYOHU Portable-Charger-Power-Bank - 15000mAh 2 Pack Power Bank Dual USB Output 5V3.1A Fast Charging Portable...

★★★★★ ~ 819

\$25⁹⁹

Save 20% with coupon

✓prime
FREE delivery **Thu, May 25**

Our Picks For You



• • • +2 colors

Birkenstock
Arizona Slide Sandal - Women's
\$109.96

★★★★★ (1072)



• • • +19 colors

Off-White
Out of Office Sneaker - Men's
\$269.99

QUICK ADD



• • • +2 colors

Off-White
Low Vulcanized Canvas Sneaker...
\$149.99
Comp. value \$330.00

★★★★★ (30)



Dr. Scholl's
Time Off Platform Sneaker
\$69.99
Comp. value \$100.00

★★★★★ (402)



• • • +3 colors

Birkenstock
Arizona Essentials Slide Sandal
\$49.96 - \$54.96
Comp. value \$55.00

★★★★★ (723)

Feedback



Only @ Best Buy

\$69.99

Add to Cart

Open-Box: from \$47.99

Energizer - Ultimate Lithium 20,000mAh 20W Qi Wireless Portable Charger/Power Bank QC 3.0 & PD 3.0 for Apple, Android, USB Devices - Black

Model: QE20007PQ SKU: 6498854

★★★★★ (389)

Get it today

Pickup: Available today at Jersey City
Act Fast - Only 2 left at your store!
[See all pickup locations](#)

FREE Shipping: Get it by tomorrow
[See all shipping options for 07097](#)

☐ Compare ☐ Save

Ambiguous vs. Specific Recommendation Badge

Ambiguous badge is generated by AI/ML algorithms. (i.e., Amazon's Choice)

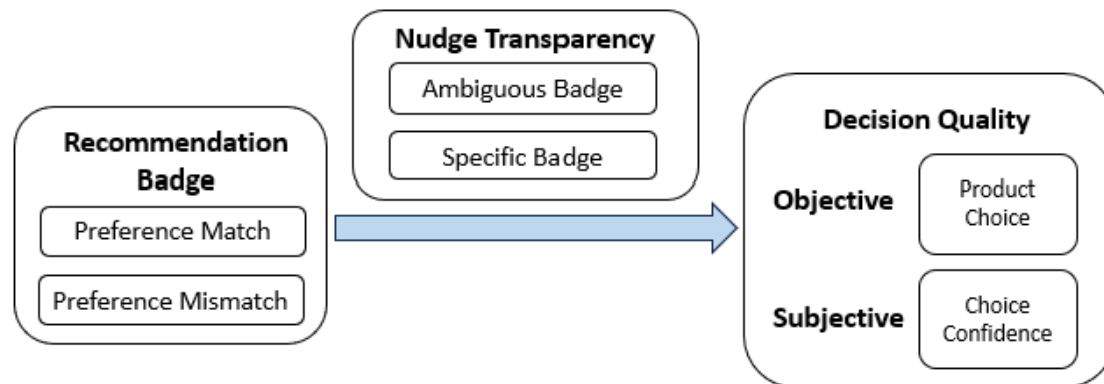
- inner workings are NOT fully transparent and explainable; consumers don't know the features driving the placement of the badge.
- can be adjusted in real-time
- placement is unpredictable

Specific badge is generated with specified and traceable attributes. (i.e., Best Seller)

- Inner workings are fully explainable; consumers can fully understand the generation process and trace the information source.
- even though it can be adjusted in real-time, the placement is predictable.

Research Model and Method

- 2 x 2 Between-subject randomized experiment with survey instrument (506 participants)
- Fixed-effect logit & OLS model



1-16 of 166 results for "large capacity fast charging water resistant power bank"

Amazon Prime



Department

Cell Phone Chargers & Power

Adapters

Cell Phone Portable Power Banks

Cell Phone Solar Chargers

Cell Phone Replacement Parts

Cell Phone Replacement Batteries

Electronics

See All 4 Departments

Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

★★★★☆ & Up

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Brand

Ekrist

Price

\$10 to \$25

\$25 to \$50

\$50 to \$100

\$100 & above

\$ Min

\$ Max

Go

Deals

Today's Deals

Cell Phone Compatibility

Apple iPhone

Huawei

Nokia

Samsung

Sony

Condition

New

Used

Connector Type

USB Type A

USB Type C

Cell Phone Charger Features

Wireless

International Shipping

International Shipping Eligible

Availability

Include Out of Stock

regGo Power Bank

\$ 32.99

Specifications:

Power Capacity: 24,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

Baseus Power Bank

\$ 32.99

Specifications:

Power Capacity: 19,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

INIU Power Bank

\$ 32.99

Specifications:

Power Capacity: 24,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

Ekrist Power Bank

\$ 32.99

Specifications:

Power Capacity: 24,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

QTshine Power Bank

\$ 32.99

Specifications:

Power Capacity: 19,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

BSYVO Power Bank

\$ 32.99

Specifications:

Power Capacity: 19,800 mAh

Time to Recharge Power Bank: 3 hrs

Size: 5.0 x 0.6 x 2.4 inches

Weight: 3.4 Ounces

Simultaneous USB charging: Two Devices

Input: 5V/2.5A

Trickle charging mode for your low-power devices

Fast charging

Qualcomm quick charge: USB-A cable, 15W

Power delivery: USB-C cable, 40W

Charging protection

Water-resistant rating: IP67

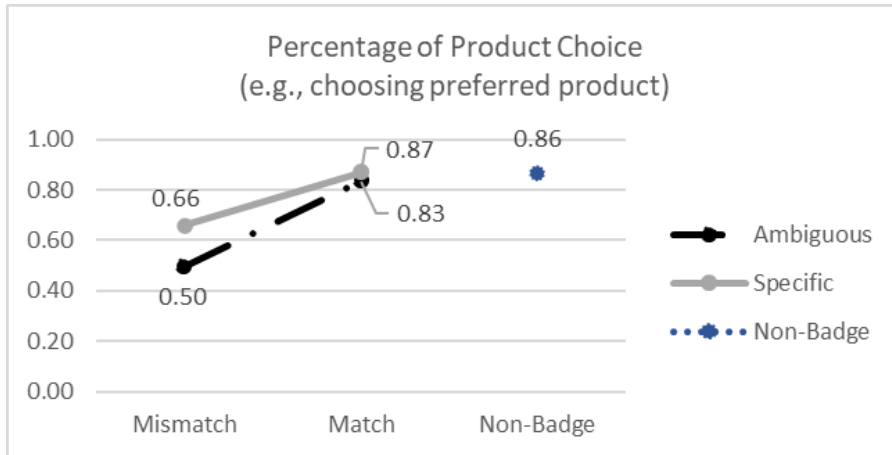
Battery life: 500 cycles of full recharging

Battery quality: UL certified

Review:

★★★★☆ 4.5 out of 5 stars

Transparency -> Product Choice: Interaction Effect

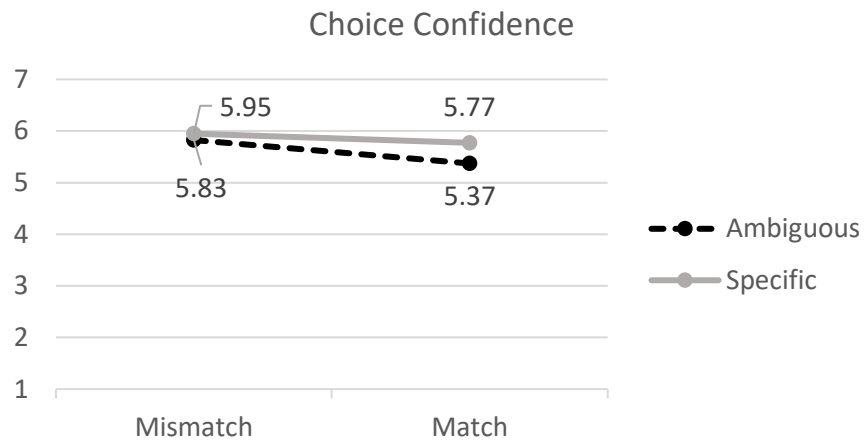


Variables	Model 1 Coefficient	Model 2 Coefficient	Model 3 Coefficient
PerMismatch	0.326 (0.293)	0.803 (0.453) *	0.730 (0.444)
PerTran	-0.044 (0.145)	0.326 (0.129) **	0.305 (0.170) *
PerMismatch x PerTran		-0.097 (0.043) **	-0.083 (0.045) *
<i>Controls</i>			
WebExp			-0.183 (0.100) *
Age			-0.021 (0.016)
Gender			-0.258 (0.316)
Brand			-0.126 (0.105)
Observations	425	425	425
Badge type FE	Yes	Yes	Yes
Mis/Match FE	Yes	Yes	Yes
Number of clusters	4	4	4

Note: Standard errors are in parentheses (clustered on the interaction term of badge type and preference mis/match).

*p < 0.1; **p < 0.05

Transparency -> Choice Confidence: Direct Impact



Variables	Model 1 Coefficient	Model 2 Coefficient	Model 3 Coefficient	Model 4 Coefficient
PerMismatch	-0.036 (0.041)	-0.036 (0.041)	0.075 (0.134)	0.048 (0.136)
PerTran	0.168 *** (0.040)	0.179 *** (0.040)	0.257 ** (0.108)	0.246 ** (0.108)
PerMismatch x PerTran			-0.023 (0.025)	-0.017 (0.026)
<i>Controls</i>				
WebExp		0.001 (0.074)		0.009 (0.088)
Age		-0.008 (0.015)		-0.007 (0.015)
Gender		-0.206 ** (0.102)		-0.202 ** (0.102)
Brand Familiarity		-0.061 (0.042)		-0.059 (0.043)
Observations	425	425	425	425
Badge type FE	Yes	Yes	Yes	Yes
Mis/Match FE	Yes	Yes	Yes	Yes
BadgeType x Mis/Match FE	Yes	Yes	Yes	Yes

Note: Robust standard errors are in parentheses.

*p < 0.1; **p < 0.05; ***p < 0.01.