
Consumer Creativity

Page Moreau

ACR Doctoral Symposium

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Constraints & Consumer Creativity



- Budgetary Constraint
 - (\$1,000 per house)
- Time Constraint
 - (2 days)

Creativity

■ Problem Solving

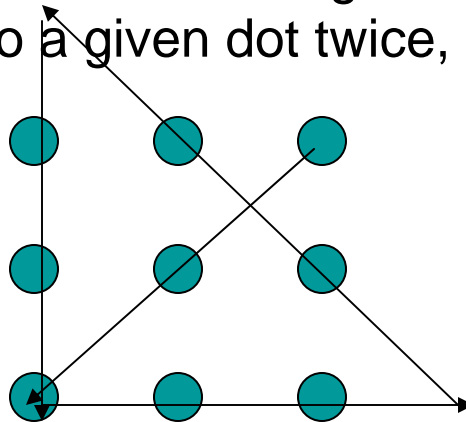
□ Insight

■ Remote Associates Test (Mednick 1962)

□ Rat, Blue, Cottage

■ Nine Dot Problem

□ Connect all of the dots using no more than 4 straight lines, never going to a given dot twice, and never lifting the pen



Creativity

- Problem Solving

- Insight

- Problem Finding

- Requires Problem Definition

- Requires an allocation of cognitive capital (Sternberg & Lubart 1991) to “think about what you’re going to think about” (Nickerson 2000)

- More associated with creativity
(Csikszentmihalyi & Getzels 1971; 1975)



Approaches to Studying Creativity

- Case Studies / Historiometric
 - Developmental
 - Biological
 - Psychometric
 - Experimental
 - Social-Personality
 - (e.g. motivation, risk-taking, intelligence)
 - Cognitive
 - (e.g., processing strategies, imagery)
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Creative Cognition

- Path of Least Resistance (“POLR”)
(Perkins 1997; Ward 1994)
 - Top-Down Process
 - Recall an existing solution to an active problem
 - Implement a well-known plan to solve it



Constraints and the POLR

- Constraints

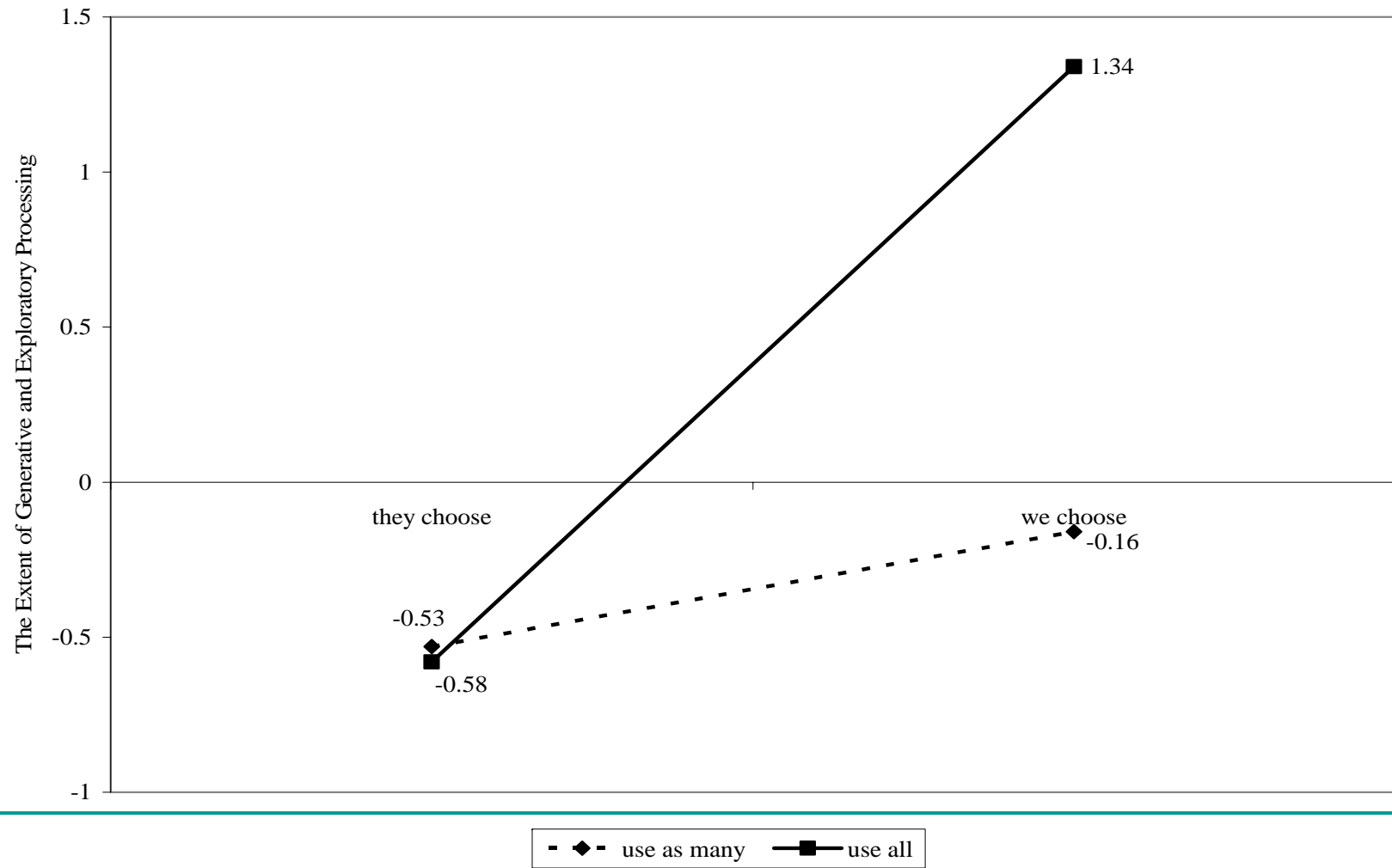
- Input Restrictions

- In-Stock (Acquisition Costs)
 - Monetary (Budgetary Constraints)

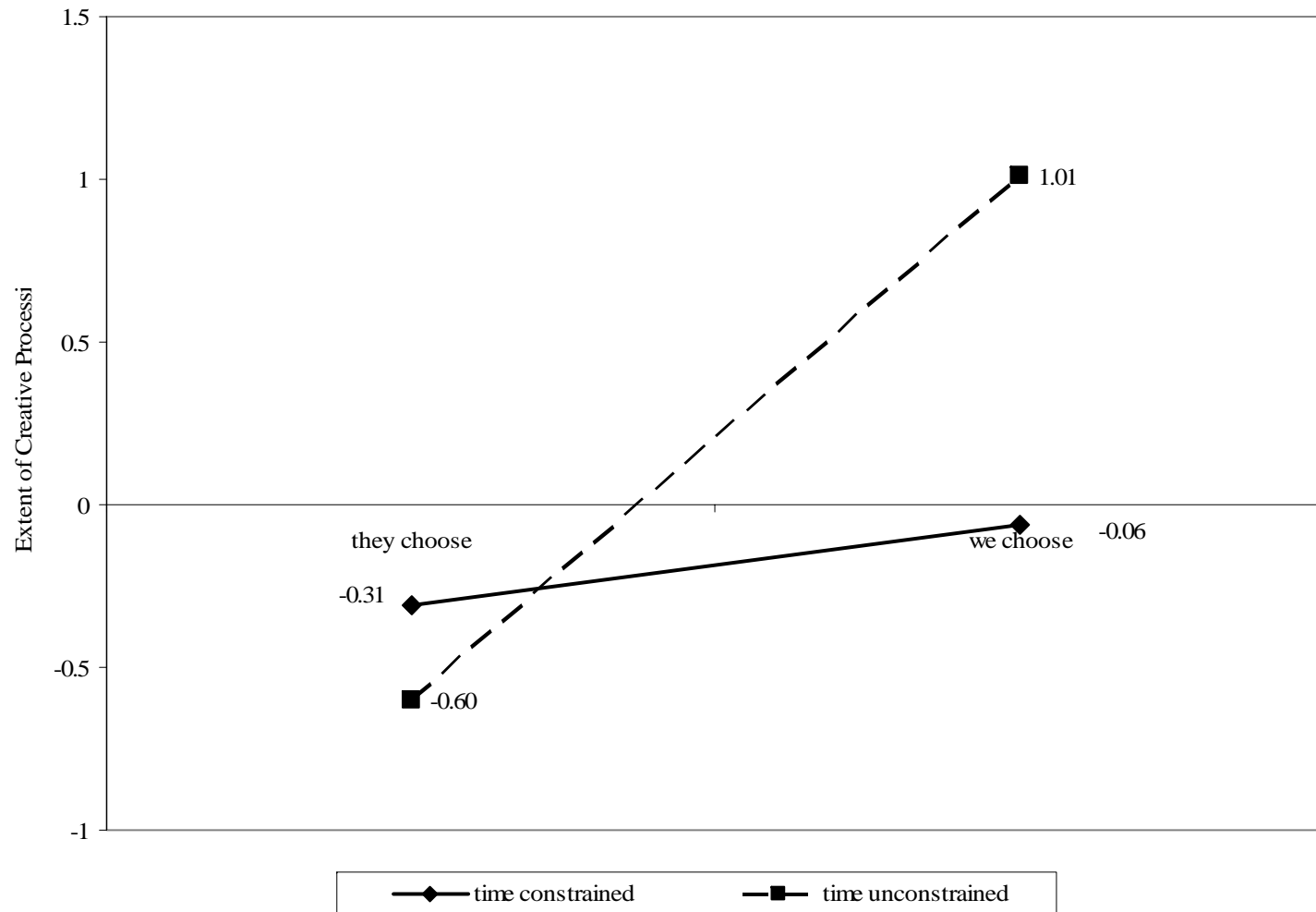


Study 1 Results

■ Creative Processes



Study 3 Results – Creative Processing



An Example:



BEEHIVE CAKE MOLD \$16.00 - \$65.00 It's hard to find 3-dimensional cake molds, particularly in such an unusual shape. This 2-part mold, reproduced in cast aluminum from an antique, turns out an impressive cake that belies how easy it is to make. The mold comes with our recipes and instructions for a cake and glaze made with—what else?—honey. Use almond paste and our complete gel set to help you do it. For a finishing touch, fashion a few marzipan bees with almond-slice wings to buzz around your creation. Exclusive. Serves 16. (8"H; 8" diam.)

Marzipan Bees

Beautifully crafted and irresistibly sweet, these marzipan candies are handmade at the workshops of Wendy Kromer Confections. Each bee is created from black and yellow marzipan and set to take flight on sliced almond wings. No two are exactly alike. Store the candies in a cool, dry place. Set of 5.

Exclusive.

Beehive Cake Mold

KCM 006

\$65.00

Marzipan Bees

KSS 021

\$16.00

Future Research:

Additional Types of Constraints

- Outcome
 - The Creation of the Solution Representation
 - Process
 - Experience
 - Knowledge
 - Intelligence
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