The Effect of Spirituality on Pro-Social Behavior: Moderating Effect of Approach-Avoidance Motivation

Eun Young Chun, Hongik University, Korea
Nara Youn, Hongik University, Korea

In line with spiritual marketing, we demonstrated the effects of spirituality on pro-social behavior (studies 1a and 1b) using various measures and manipulation methods of spirituality. In addition, we verified the moderating effect of approach-avoidance motivation on the relationship between spirituality and pro-social behavior (study 2).

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24. **Uniqueness of Fashion on Wearer’s Creativity: Roles of Self-Awareness and Extroversion**

SanYoung Hwang, Hongik University, Korea
Nara Youn, Hongik University, Korea

Through three studies, we show that wearing unique clothing can alter individual’s creativity. This uniqueness of fashion and creativity relationship is moderated by extroversion. We also unveil the mediating role of self-awareness which explains the uniqueness of fashion and wearer’s creativity relationship.

25. **Solitude Produces Creativity: The Role of Self-Reflection and Happiness as Mediators**

Byungik Yoon, Hongik University, Korea
Nara Youn, Hongik University, Korea

This research investigates the relationship between solitude and creativity, tests the underlying processes that explain it, and examines the brand preference of the solitary. The findings indicate that solitude influences various outcomes of creativity. Self-reflection and happiness mediate the effect of solitude on creativity.

26. **The Impact of Aesthetics on Consumer Creativity**

Dong Hwy An, Hongik University, Korea
Nara Youn, Hongik University, Korea

Participants with open attitudes towards aesthetic experience are inspired and showed higher performance in creative search for solutions (Study 1). Appreciating art works elicited inspiration which enhanced creativity (Study 2). Experiencing beautiful products inspired customers and increased their creativity. Sensory innovativeness moderated the path (Study 3).

27. **The Effect of Spirituality on Pro-social Behavior: Moderating Effect of Approach-Avoidance Motivation**

Eun Young Chun, Hongik University, Korea
Nara Youn, Hongik University, Korea

In line with spiritual marketing, we demonstrated the effects of spirituality on pro-social behavior (studies 1a and 1b) using various measures and manipulation methods of spirituality. In addition, we verified the moderating effect of approach-avoidance motivation on the relationship between spirituality and pro-social behavior (study 2).