Monotonous Forests and Colorful Trees  
Hyojin Lee, Ohio State University, USA  
Xiaoyan Deng, Ohio State University, USA  
Rao Unnava, Ohio State University, USA

We examine the effects of color on information processing style. We find that color makes people focus more on the details presented in a picture while black and white makes people focus more on the overall meaning of the picture. The differential focus is then shown to affect product choice.

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189. When Nothing Means Everything: Consumer Evaluations of Specialized and Unspecialized Products

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Brittney Dalton, Washington University in St. Louis, USA
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There are a number of strategies that companies can use when positioning products. This research focuses on three such strategies that vary in their degree of specialization. We propose that consumers infer that unspecialized products will fulfill all of their specific needs, leading to greater preferences for unspecialized than specialized products.

190. Can’t Finish What You Started? Consumption Following Climactic Interruption

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Taly Reich, Stanford University, USA
Baba Shiv, Stanford University, USA

We examine the important unanswered question of whether interruptions engender a quest for a resolution through the pursuit of closure-associated behaviors. We explore and demonstrate the possibility that interruptions trigger a need for a resolution that emerges in the choice of behaviors, even in totally unrelated domains. This is the case when the interruption disrupts an activity or task at its climactic moments (e.g., just before delivery of the punch line of a comedy act) rather than at non-climactic moments. We demonstrate that resolution-inducing behaviors will occur even if associated with a personal cost.

191. Monotonous Forests and Colorful Trees

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Rao Unnava, Ohio State University, USA

We examine the effects of color on information processing style. We find that color makes people focus more on the details presented in a picture, while black and white makes people focus more on the overall meaning of the picture. The differential focus is then shown to affect product choice.