The Role of Fluency on Mental Accounting

Chia-Jung Chang, National Taiwan Normal University, Taiwan
Jen-Chieh Chung, Chaoyang University of Technology, Taiwan
Ning-Hsin Hsieh, Chaoyang University of Technology, Taiwan
Wei-Ting Hsu, Chaoyang University of Technology, Taiwan

Study 1 demonstrates that consumers may make additional purchasing decisions more easily when they are under the conditions of high fluency. Study 2 shows that the strength of the fluency is greater than the effect of hedonic avoidance. The mediating role of affect aroused by fluency was also supported.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1016933/volumes/v42/NA-42

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Spirituality on Creative Cognition:  
The Roles of Feelings of Freedom and Unconscious Thought  
Eunyoung Chun, Hongik University  
Nara Youn, Hongik University

This research empirically examines how spirituality affects creativity and unveils the underlying cognitive mechanism. The results from three experiments verify that spirituality enhances creativity and this effect is mediated by feelings of freedom. Spirituality boosts creativity by inducing feelings of freedom especially when people are engaged with unconscious thought.

The Role of Fluency on Mental Accounting  
Jen-Chieh Chung, Chaoyang University of Technology, Taiwan  
Wei-Ting Hsu, Chaoyang University of Technology, Taiwan  
Chia-Jung Chang, National Taiwan Normal University, Taiwan  
Ning-Hsin Hsieh, Chaoyang University of Technology, Taiwan

Study 1 demonstrates that consumers may make additional purchasing decisions more easily when they are under the conditions of high fluency. Study 2 shows that the strength of the fluency is greater than the effect of hedonic avoidance. The mediating role of affect aroused by fluency was also supported.

Developing Versus Maximizing Expertise:  
The Impact of Implicit Theories on Consumers’ Knowledge Preferences  
Joshua J. Clarkson, University of Cincinnati, USA  
Ruth Pogacar, University of Cincinnati, USA  
Mary C. Murphy, Indiana University, USA

Three experiments document the differential knowledge preferences of incremental and entity theorists. Specifically, incremental theorists prefer knowledge breadth to develop their learning potential, whereas entity theorists prefer knowledge depth to maximize their performance potential. Implications for marketing strategies, including segmentation and positioning based on implicit theories, are discussed.

Don’t I Know You? Self-disclosure Increases as Nearness in Proximity Becomes Salient  
Paul Connell, SUNY Stony Brook, USA  
Stacey Finkelstein, Baruch College, USA  
Lauren Mayor, Baruch College, CUNY Graduate Center, USA

We propose that increased salience of physical proximity activates concepts related to close interpersonal relationships and increases disclosure of sensitive information. This effect is driven by cues for physical distance which impact disclosure rates because cues for distance act as a conceptual metaphor that activate constructs related to interpersonal relationships.

A Weighty Problem: An Exploration of the Role Identity and Status Play in Weight Loss Effort, Success and Failure  
Denise Conroy, The University of Auckland New Zealand  
Christina Lee, Monash University Kuala Lumpur  
Rachel Wolfram, The University of Auckland New Zealand

Obesity is now a pandemic which clearly needs to be arrest to ensure a more sustainable future for all nations. We explore the role identity and status play in weight loss effort, success, and failure; and suggest new ways of promoting sustained weight loss and maintenance.