Developing Versus Maximizing Expertise: the Impact of Implicit Theories on Consumers' Knowledge Preferences

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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.

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Spirituality on Creative Cognition: The Roles of Feelings of Freedom and Unconscious Thought

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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

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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.

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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.