Can't Finish What You Started? Consumption Following Climactic Interruption

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

Individuals experience a greater frequency of interruptions and multitasking than ever before. Interruptions by e-mails, phone calls, texts and other sources of disruption are ubiquitous. We examine the important unanswered question of whether interruptions engender a quest for a resolution through the pursuit of closure-associated behaviors. Specifically, we explore and demonstrate the possibility that interruptions trigger a need for a resolution that manifest 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 the delivery of the punch line of a comedy act) rather than at non-climactic moments. Finally, we demonstrate that such resolution-inducing behaviors will occur even if they are associated with a personal cost.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1012079/volumes/v40/NA-40

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

Gabriela Tonietto, Washington University in St. Louis, USA
Brittney Dalton, Washington University in St. Louis, USA
Stephen M. Nowlis, Washington University in St. Louis, USA

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

Daniella Kupor, Stanford University, USA
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

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.