

Yes, We Can! How Implicit Theories of Ability Affect Evaluations of Self-Production Kits

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Cite as:

Nguyen Nam-Chi , Wentzel Daniel (2019), Yes, We Can! How Implicit Theories of Ability Affect Evaluations of Self-Production Kits. *Proceedings of the European Marketing Academy*, 48th, (9569)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

In this paper, we investigate how consumers' implicit theories of ability affect product and firm evaluations after engaging in self-production. Based on past research on self-production and implicit theories of ability, we postulate that a high outcome quality (vs. low outcome quality) only leads to a higher repurchase intention and brand attitude for incremental theorists, whereas entity theorists exhibit similar repurchase intentions and brand attitudes irrespective of the outcome quality. The results of our experiment confirmed our hypotheses. Finally, implications for theory and practice are presented.

Keywords: *implicit theories of ability; self-production; DIY*

Track: Consumer Behaviour