

The influence of cognitive resource depletion on creative idea generation: Analysis on creativity, product value and attitude toward new product idea

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Abstract

This study was conducted to clarify the effect of consumer's cognitive resource on creativity of ideas. In addition, this study examines the mediating effect of product value on the relationship between creativity and attitude toward new product idea. In order to test the research questions, we conducted experiments on Amazon mechanical turk (MTurk), and gained 109 online participant data. The results of this study can be summarized as follows. First, regarding the main effects, when consumers' cognitive resources are depleted, the novelty of the ideas increases, whereas the meaningfulness of the proposed ideas decreases. Second, regarding the novelty-hedonic product value-attitude toward the new product relationships, novel ideas enhance hedonic value, which results in higher level of attitude toward the new product. Keywords: cognitive resource depletion, Novelty, Meaningfulness, Hedonic value, Utilitarian value, Attitude toward the New Product

Keywords:

Track: