

Insights for Consumer Mindset Influences

Juran Kim
Jeonju University

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Abstract

Different mindsets: fixed and growth mindsets, about the malleability of one's ability in various activities, can result in different learning behavior and outcomes. This study investigates the relationships among mindsets, experience, perceived quality, attitude, and purchase by using a survey to ask key questions about those relationships. A total of 313 participants were recruited in South Korea for the survey conducted. Within a growth mindset, the effects of an intellectual experience showed positive effects on perceived quality, whereas within a fixed mindset, intellectual experience did not. This study clarifies the concept of mindset and enlightens the relationship between experience and perceived quality and mindset effects. The results offer important implications for marketing academics and practitioners. Keywords: mindset, fixed mind, growth mind, experience, perceived quality.

Keywords:

Track: