

The Impact of Flow on Advice Solicitation in Creative Tasks

Isabell Ristau

Technical University of Munich (TUM)

Christine Eckert

Technical University of Munich (TUM)

Franziska Krause

EBS University of Business and Law

Cite as:

Ristau Isabell, Eckert Christine, Krause Franziska (2026), The Impact of Flow on Advice Solicitation in Creative Tasks. *Proceedings of the European Marketing Academy*, 55th, (132911)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

Advice can stimulate creative exploration by opening new solution paths, yet unsolicited advice is often rejected because it threatens autonomy and signals unwelcome interference. This paper explores the mechanisms of advice solicitation in creative tasks. Extending existing literature on advice-based decisions in non-creative contexts, we propose that flow during creative tasks influences consumers' interest in advice. We show in two lab experiments ($n = 306$), in which participants perform a creative task, that higher flow leads to reduced advice solicitation. By demonstrating that flow dynamics can be linked to consumer activity logs that firms can track, our findings pave the way to real-time flow monitoring and targeted advice delivery at moments when consumers are most receptive to assistance.

Track: Consumer Behaviour