IMPACT OF MOOD AND VARIETY SEEKING ON CONSUMER RESPONSES TO NOVEL PRODUCTS

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Abstract

This study investigated the neglected issue of how mood and variety seeking combine to influence consumers' information seeking, attitudes, and purchase intentions toward novel products. Following exposure to advertising promoting a novel shaped fruit, variety seekers in a positive mood developed more favorable attitudes, greater information seeking and stronger purchase intentions than variety avoiders in a positive mood. There was no significant difference between variety seekers and variety avoiders across the same dependent variables, when in a negative mood. Significant main effects of mood on attitude, information seeking and purchase intention occurred. There were also significant main effects of the variety seeking trait on attitudes, information seeking and purchase intention**.** Implications are discussed.