



Research School for Operations  
Management and Logistics

**The roles of affect and cognitive style in new product concept evaluation**

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This research aims to provide further insight into the roles of cognitive styles and affect on new product concept evaluation. Two cognitive styles will be distinguished: intuition and rationality. The first involves fast, parallel and automatic processing of information, whereas the latter entails slow, analytical processing of information. Both styles appear to have merits and demerits concerning product concept generation activities. However, little is known about their role in product concept evaluation. Conventional theory suggests that new product idea evaluation is most benefitted by a rational approach, as is assumed to be less prone to biases, possibly stimulating a more objective evaluation of new product ideas. However, innovative aspects of a product idea could be emphasized more with an intuitive cognitive style as this cognitive style is more closely associated with creativity and novelty. Furthermore, a person's affective state is often used as informative cue when forming a judgment. Affect has also been shown to play a role in the implicit selection of cognitive style. This research aims to provide answers to how affect and cognitive styles interact in new product concept evaluation.