Special Session Summary  Deliberation Versus Automaticity: When Considering Just One Is Misleading

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**Deliberation versus Automaticity: When Considering Just One is Misleading**

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Dirk Smeesters, Luk Warlop, & Eddy Van Avermaet

Many marketing interactions are like games with interdependent outcomes (e.g., sales negotiations). In such situations, it is important to construct a clear impression of the interaction partner; however, the impressions formed are easily influenced by the decision context. We argue that marketing interactions naturally activate a mindset. In three experiments we show that when the activated mindset is to interpret the interaction partner’s behaviors, the impressions of the interaction partner assimilate to accessible knowledge. This was the case even when the accessible knowledge consisted of extreme exemplars (e.g., after subliminally priming Hitler). When the mindset was to compare the behaviors to a reference point, however, the impression of the interaction partner was contrasted to the same knowledge base (again Hitler).

“Dynamic Effects of the Interplay Between Spontaneous Affect and Goals”

Suresh Ramanathan & Geeta Menon

We show that priming a temporary hedonic goal (choosing a breakfast cereal) in people who also have chronic hedonic goals results in more positive evaluations of goal-related items (sweet foods), the longer the time delay since priming. On the other hand for those without such chronic hedonic goals, the same priming effect is strong after a brief time delay since priming, but decays rapidly thereafter. We conclude that deliberative goal setting (choosing a breakfast cereal) triggers different automatic processes, either motivational ones when chronic goals are present, or cognitive ones when no chronic goals are present.

“Re-introducing Associative Mechanisms Into Persuasion Research”

Maria Galli, Amitava Chattopadhyay, & C. Miguel Brendl

This research investigates the importance of associative mechanisms, such as classical conditioning, in persuasion. Three experiments demonstrate that: (1) conditioning is more effective in shaping attitudes the more cognitive resources are devoted to the conditioning procedure, and that (2) despite forewarning of persuasive intent and a conscious attempt to avoid persuasion, once the cognitive resources are expended during the conditioning procedure, formation of the attitude is uncontrollable and thus can influence subsequent decisions. In fact, because forewarning focuses attention on the conditioning and learning is uncontrollable, forewarning boomerangs: it increases the effect of conditioning. These results have important theoretical and practical implications. First, they contribute to a better understanding of the process by which conditioned associations are formed. Second, they shed new light on the importance of associative mechanisms in persuasion, by demonstrating that they can be more powerful than commonly assumed, and that they are not germane only to low-involvement advertising situations or for low involvement products. Third, they suggest caution should be exercised when trying to warn consumers of harmful influences (e.g., tobacco advertising), as warning could increase rather than decrease advertising effectiveness.