Hmm…What Did Those Ads Say? Reducing the Continued Influence Effect in Political Comparison Advertisements

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Comparative advertisements provide contradictory information and corrections. The impact this has on consumer’s decisions is unknown because it is difficult to know what will be recalled. The continued influence effect (CIE) occurs when original information prevails in memory although a correction is acknowledged. This paper aims to reduce the CIE.

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**177. Illusion of Variety: The Effect of Metacognitive Difficulty on Variety Judgment**  
Zhongqiang (Tak) Huang, Chinese University of Hong Kong, Hong Kong  
Y.Y., Jessica Kwong, Chinese University of Hong Kong, Hong Kong

In this research, we study variety judgment from a metacognitive perspective. Based on prior research on variety judgment, choice difficulty and metacognitive experience, we predict that higher-variety judgment in an assortment can result from metacognitive difficulty. We offer experimental evidence for this prediction.

**178. Coffee without Overchoice**  
Claude Messner, University of Bern, Switzerland  
Michaela Wänke, University of Mannheim, Germany

After choosing from simultaneously presented options, a coffee tastes less chosen from a large assortment than a small one. However, this effect reverses when consumers decide among attributes sequentially. Apparently, sequential choice is an effective strategy to retain the benefits of a large assortment without suffering from the costs.

**179. Hmm…What Did Those Ads Say? Reducing the Continued Influence Effect in Political Comparison Ads**  
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Comparative ads provide contradictory information and corrections. The impact this finding has on consumers’ decisions is unknown because it is difficult to know what will be recalled. The continued influence effect (CIE) occurs when original information prevails in memory, although a correction is acknowledged. This paper aims to reduce the CIE.

**180. Holistic vs. Analytic Thinkers in the West: Differential Reliance on Logos in Cognition- and Feelings-Based Product Evaluations**  
Alexander Jakubanecs, Institute for Research in Economics and Business Administration, Norway  
Magne Supphellen, Norwegian School of Economics and Business Administration, Norway

Our research focuses on the effects of analytic-holistic information processing and product logos on cognitive and feelings-based product evaluations in France. One finding is that for lesser-known products, logos have effects on cognitive evaluations only for holistic thinkers. The research offers several contributions to the extant studies of processing styles.

**181. The Relative Importance of Advertising Elements and the Roles of Sex (Gender) and Involvement**  
Even J. Lanseng, Norwegian Business School, BI, Norway  
Maarten L. Majoor, Norwegian Business School, BI, Norway and University of Groningen, The Netherlands

This study examines men and women’s reactions to models, number of product arguments, and claim type in advertising. We find that men process models as cues and hence prefer female models, whereas women process models as product arguments and hence prefer female or couple models. Sex differences are moderated by involvement.

**182. Trivial Gets Central**  
Charan Bagga, Western University, Canada  
Niraj Dawar, Western University, Canada

Our paper studies whether exemplar (non-exemplar) brands gain choice share and improve evaluations by differentiating on the basis of trivial attributes (TA). We focus on scenarios that disclose (do not disclose) the irrelevance of TAs. Finally, we investigate if the first-mover TA strategy of exemplars (non-exemplars) is sustainable.