The Persuasion Mindset: the Effect of Persuasion on the Persuader

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Little is known about the effect of persuasion on the persuader. We argue that in striving to persuade someone else to like a target object, consumers adopt a “persuasion mindset,” which results in more extreme evaluations of the target object, increased confidence in evaluations, and an openness to persuasion by others.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1014906/volumes/v41/NA-41

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21-B: Risk Communication Under Positive Mood: The Impact of Message Framing and Goal Claim on Public Safety Persuasion

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Positive mood impacts individual’s response to risk information. Therefore, some traditional message strategies may not work well for public safety persuasion in positive mood. To bridge this gap, the current research examined the effects of two strategies (message framing and goal claim) on risk communication effectiveness under positive mood.

21-C: The Persuasion Mindset: The Effect of Persuasion on the Persuader

Chris Summers, Ohio State University, USA
Rebecca Walker Naylor, Ohio State University, USA

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21-D: Straight from the Horse’s Mouth: When Disadvantaged Brand Determination Improves Brand Evaluations

Ali Tezer, Concordia University, Canada
Bianca Grohmann, Concordia University, Canada
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We demonstrate that brand’s passion and determination, communicated by underdog brand biography, compared to topdog brand biography (Paharia et al. 2011), lead to higher purchase intentions when the brand is the information source. The positive effect of underdog brand biography disappears when the biography is learned from an independent source.

21-E: Brand Transgressions and Consumers’ Deliberate Self-Persuasion

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Yang Ye, Ivey Business School, Western University, Canada

This paper explores whether consumers engage in deliberate self-persuasion when their beloved brands commit transgressions. It reveals when people have strong brand relationships, they use self-directed, intentional attitude change. It includes tactics to reinterpret undesired elements of the brands and to inhibit undesired elements of the brands out of awareness.

21-F: "Meaning Similar" Wins, "Looking Similar" Loses? The Effect of Perceptual Similarity and Conceptual Similarity on Consumers' Perceptions of Copycat Brand Names

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Na (Amy) Wen, City University of Hong Kong, Hong Kong, China
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Lan Xu, Wuhan University, China

We investigate how Chinese consumers react to perceptually similar and conceptually similar brand names (in Chinese). Two experimental studies test the relationship between perceptual similarity and conceptual similarity on brand confusion and brand attitude. Results indicate that the effects were due to consumers’ attributions about the perceived sincerity in adopting copycat brand names.