How Suspicion Can Lead to Suboptimal Consumer Choices

Julie Verstraeten, Ghent University, Belgium
Maggie Geuens, Ghent University, Belgium
Tina Tessitore, Ghent University, Belgium

This paper shows that suspicion affects subsequent, unrelated consumer choices. Contrary to its effect on related choices, suspicion renders unrelated choices suboptimal, leading suspicious consumers to choose more vices over virtues than their non-suspicious counterparts. Cognitive load explains these counter-intuitive findings.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015431/volumes/v41/NA-41

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
21-G: The Impact of Regulatory (Non) Fit and Task Difficulty on Consumer’s Subsequent Evaluations

Mariana Monfort, Federal University of Parana, Brazil
Danielle Mantovani, Federal University of Parana, Brazil
Paulo Prado, Federal University of Parana, Brazil
Juan José Camou Viacava, Federal University of Parana, Brazil

Based on the regulatory fit phenomenon, the authors investigate the impact of regulatory fit and task difficulty on consumer’s subsequent evaluations. Results from two experiments demonstrate that under low difficult tasks, the regulatory fit holds true, but under a difficult task condition, this effect no longer exists.

21-H: Mindless Resistance to Persuasion: When Low Self-Control Decreases Yielding to Social Influence

Loes Janssen, Radboud University, The Netherlands
Bob M. Fennis, University of Groningen, The Netherlands

The present research challenges the prevailing view that resistance to persuasion is more likely to succeed when resources for active self-regulation are high, rather than low. Three experiments demonstrate that low self-control may actually facilitate, rather than hinder, resistance to persuasion when the influence context contains salient resistance-promoting heuristics.

22-A: The Power to Know What You Want: How Power Influences Preference Consistency

Bella Rozenkrants, Stanford University, USA
Daniella Kupor, Stanford University, USA
Andrea Weihrauch, Friederich-Alexander University Erlangen-Nuremberg, Germany
Jonathan Levav, Stanford University, USA

We hypothesize that power increases preference consistency. In three experiments, we show that power increases reliance on internal preferences compared to external cues, that power increases consistency between preferred product features and choices, and that power decreases transitivity violations. Future directions, theoretical implications, and practical implications are discussed.

22-B: How Suspicion Can Lead to Suboptimal Consumer Choices

Julie Verstraeten, Ghent University, Belgium
Tina Tessitore, Ghent University, Belgium
Maggie Geuens, Ghent University, Belgium

This paper shows that suspicion affects subsequent, unrelated consumer choices. Contrary to its effect on related choices, suspicion renders unrelated choices suboptimal, leading suspicious consumers to choose more vices over virtues than their non-suspicious counterparts. Cognitive load explains these counter-intuitive findings.

22-C: The Delboeuf Illusion in Food Portion Judgments by Chimpanzees (Pan troglodytes)

Audrey Parrish, Georgia State University, USA
Michael Beran, Georgia State University, USA

Chimpanzees preferred choosing same-sized and smaller food portions that were presented on a smaller plate over equal or larger food portions presented on a larger plate. These biases can be attributed to the Delboeuf Illusion which previously had only been demonstrated in portion estimation and consumption behavior in humans.