

When Slogans Persuade!

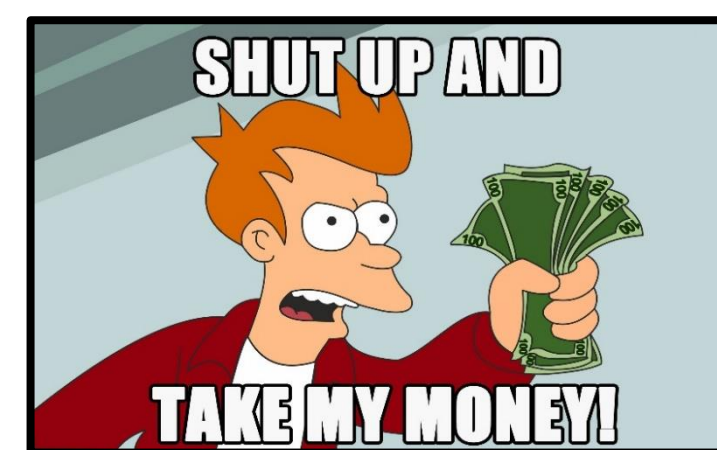
The Effects of Depletion and Slogans on Consumer Behaviour

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I. Conceptual Background

Exposure to slogans generate a **reverse priming effect** that lead consumers to behave inconsistent with the brands image (Laran, Dalton, & Andrade, 2011).



Why? Because slogans are automatically perceived as a persuasion tactic (Laran, Dalton, & Andrade, 2011). However, it is not clear if the act of resisting such persuasive tactics requires self-control or not.

One model that can be used to determine if self-control is needed for a task, or not, is the **depletion model** (Inzlicht & Schmeichel, 2012; Baumeister & Heatherton, 1996; Muraven & Baumeister, 2000).

O H P T O
(hint: a picture) ____

O H P T O ____



Based on the depletion model, I predict:

H1: Depleted consumers exposed to a slogan will behave consistent with the brand's image

A second goal of this research is to examine **vicarious depletion**, i.e. the process of how others' self-control actions can impact our level of self-control.

Based on past research showing that perceiving others' self-control failure can influence one's attitudes towards persuasive messages (Ackerman, 2018), I predict:

H2: Vicariously depleted consumers exposed to a slogan will also behave consistent with the brand's image

II. Proposed Study 1

Design and Participants

2 (slogan exposure: neutral versus thrifty) × 2 (depletion: nondepletion versus depletion) between-participants design; 320 participants will be recruited using Amazon's Mechanical Turk.

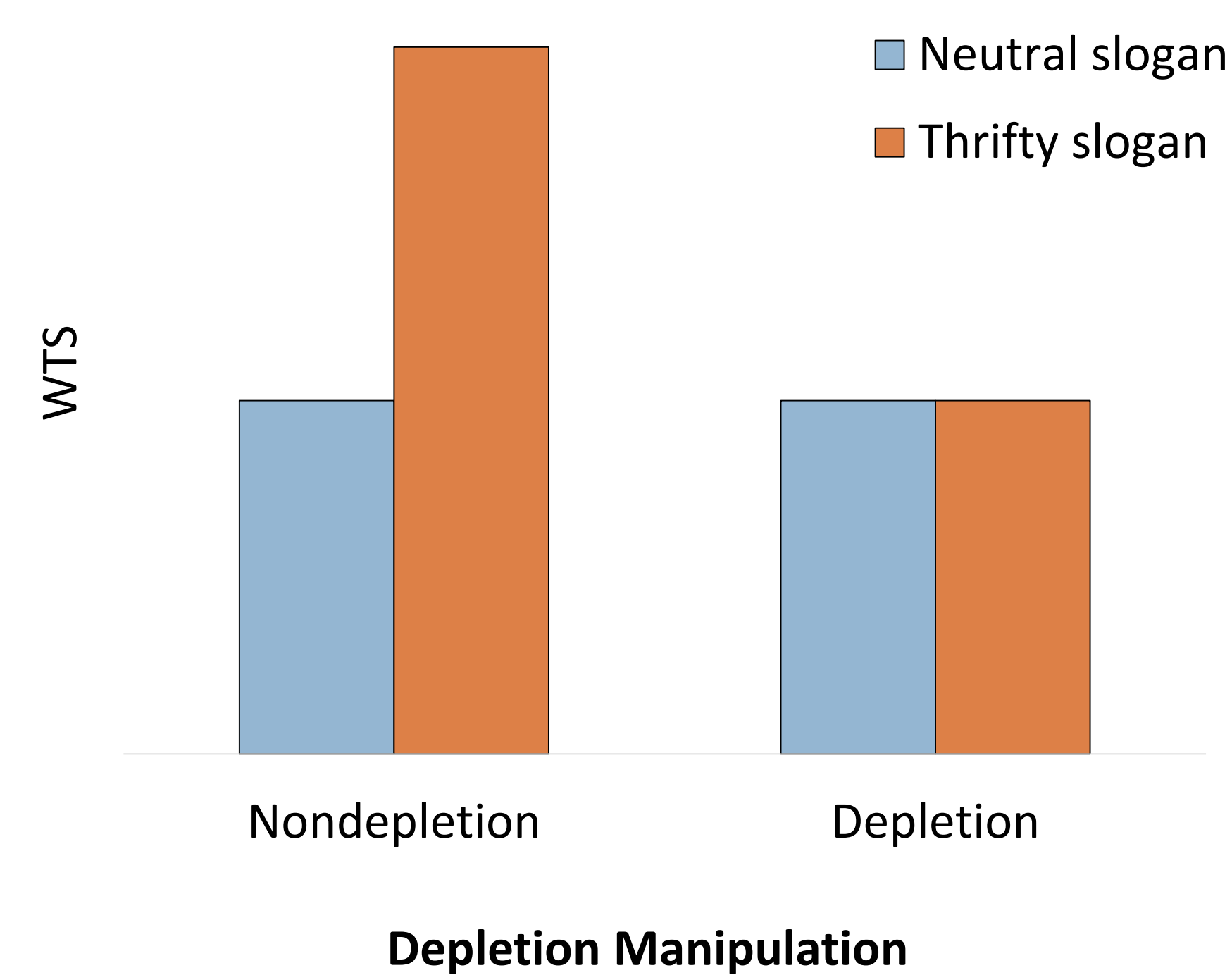
Procedure

1. Slogan exposure via blog review task



2. Depletion manipulation via easy/hard anagram task
3. Advertising effectiveness, e.g., likelihood of purchase, attitudes and time spent shopping (Darke & Robin, 2007)
4. Willingness-to-spend (WTS) (Laran et al., 2011; Vohs & Faber, 2007; Walsh, 2014)

Expected Results



Potential Takeaways

- ✓ Nondepleted participants will spend more when exposed to a thrifty slogan (relative to a neutral slogan)
- ✓ Depleted participants, however, will spend the same regardless of slogan exposure

III. Proposed Study 2

Design and Participants

2 (slogan exposure: neutral versus thrifty) × 2 (depletion: nondepletion versus depletion) between-participants design; 320 participants will be recruited using Amazon's Mechanical Turk.

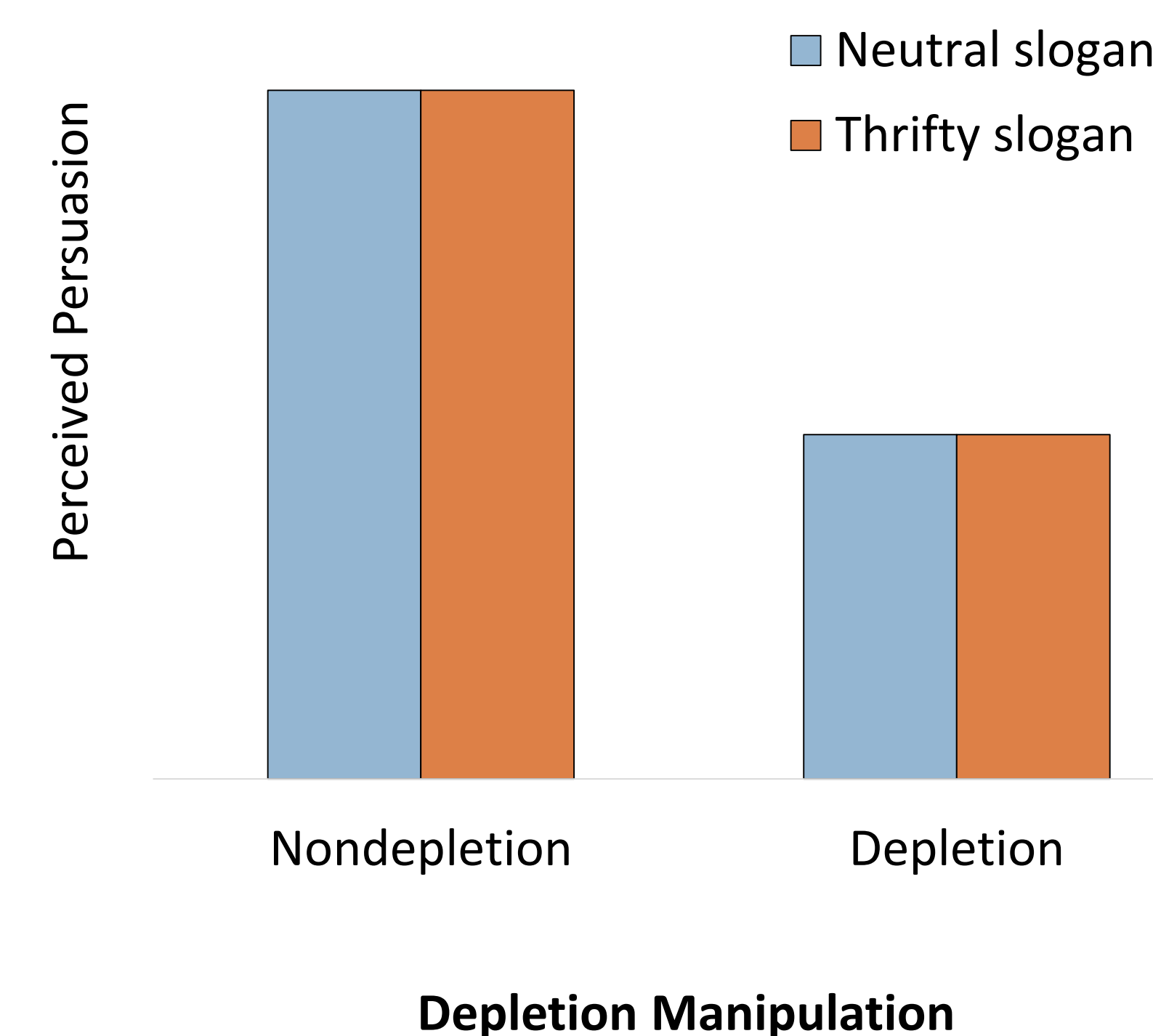
Procedure

1. Slogan exposure via blog review task
2. Depletion manipulation via story reading task (Ackerman, Goldstein, Shapiro, & Bargh, 2009)



3. Perceived persuasion (Laran et al., 2011; Wheeler, Brinol, & Hermann., 2007)
4. Advertising effectiveness
5. Willingness-to-spend (WTS)

Expected Results



Potential Takeaways

- ✓ Nondepleted participants will experience an increase in perceived persuasion
- ✓ Depleted participants are less likely to perceive slogans as persuasion tactics

IV. Future Research



In reality, consumers are likely to be (vicariously) depleted while they are exposed to various slogans...

How will this **non-sequential pattern** impact the reverse priming effect of slogans?

V. Expected Contributions

Theoretical Contributions

- ✓ The first to first to apply a model of **depletion** to the **reverse priming effect** of slogans
- ✓ The importance of **self-control** in understanding the effects of slogans

Practical Contributions

- ✓ Help consumers to understand how exposure to slogans can influence their **purchase behaviour and/or brand attitudes** while depleted or vicariously depleted
- ✓ Reinforce marketers' decision makings for **slogan placement**

VI. References

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VII. Acknowledgements

Financial support from CASA (Concordia Aid to Scholarly Research Fund), Concordia University, is gratefully acknowledged.