# 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).

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

<table>
<thead>
<tr>
<th>Nondepletion</th>
<th>Depletion</th>
</tr>
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<tbody>
<tr>
<td>Neutral slogan</td>
<td>Thrifty slogan</td>
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### 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

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### 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 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


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