Micro-behavioral insights into consumer behavior on the web

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Mere ignoring and liking
(with Mark Fenske and Jane Raymond)
Mere exposure vs. mere ignoring

“Mere exposure” (Zajonc 1968)
  ↓
  Perceptual fluency
  ↓
  Liking

“Negative priming” (Tipper 1985)
  ↓
  Perceptual inhibition
  ↓
  Disliking?
Single Trial

**Attentional task:**
Indicate target location
(“target” is counterbalanced)

“Cheerfulness” rating:
“Retain,” “Unsure,” or “Discard”

100 ms

(1000 ms ISI)

500 ms
How cheerful is the logo?

Liking* Scored as: “Retain” = 3, “Unsure” = 2, “Reject” = 1

* (p < .05 for distractors vs. others)
Take-away

Much of the branded Web content is ignored by goal-directed consumers …

• not every exposure may be a good exposure
Hearing, reading, speaking, typing
(with Gavan Fitzsimons)
How does the mode of response affect recall memory?

Learn a mixed-modality shopping list of 16 products

Immediate recall

Immediate recall

Engage in a 2 min. AV task

Delayed recall
Number of words recalled (irrespective of whether words were heard or read)

- Immediate
  - Spoken: 5
  - Typed: 7

- Delayed
  - Spoken: 6
  - Typed: 5
Take-away

Typing is, for the first time, becoming a mass communication medium …

• short-term and long-term memory are not response-mode free
Speaking, typing … speaking, typing
(with Gavan Fitzsimons)
Attitude consistency

Unimodal inputs

or

Attitude $t_1$

Attitude/choice $t_2$
Experiment 1: Attitude inconsistency (absolute difference in attitudes)
Experiment 2: Attitude-behavior consistency

Correlation

Attitude $t_1$ ➔ Choice $t_2$ ➔ Response Mode
Take-away

Attitudes are often reported aurally (e.g., telephone, focus groups) as well as manually (Internet, paper-and-pencil) …

• response-mode appears to become a link to stored attitudes (or tap into different memory traces)

• attitudes may be more predictive of subsequent behavior (or future attitudes) when these rely on the same mode of response
Conclusions

The Internet highlights important unanswered consumer behavior questions …

• Much of the branded Web content is ignored by goal-directed consumers

• Many conversations are typed

• Many behaviors are “manual”

• Thank you