

A Motivational Account of the Question-Behavior Effect

Anneleen Van Kerckhove
Maggie Geuens
Iris Vermeir

References

- Aarts, Henk, and Ap Dijksterhuis (2000), "Habits as Knowledge Structures: Automaticity in Goal-Directed Behavior," *Journal of Personality and Social Psychology*, 78 (1), 53–63.
- Bagozzi, Richard P., and Utpal Dholakia (1999), "Goal Setting and Goal Striving in Consumer Behavior," *Journal of Marketing*, 63 (4), 19–32.
- Bargh, John A. (1990), "Conditional Automaticity," *Bulletin of the Psychonomic Society*, 28 (6), 486.
- Bargh, John A., Peter M. Gollwitzer, Annette Lee-Chai, Kimberly Barndollar, and Roman Trochel (2001), "The Automated Will: Nonconscious Activation and Pursuit of Behavioral Goals," *Journal of Personality and Social Psychology*, 81 (December), 1014–27.
- Baron, Reuben M., and David A. Kenny (1986), "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, 51 (6), 1173–82.
- Baumgartner, Hans, and Rik Pieters (2008), "Goal-Directed Consumer Behavior: Motivation, Volition and Affect," in *Handbook of Consumer Psychology*, ed. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Erlbaum, 367–92.
- Bayuk, Julia Belyavsky, Chris Janiszewski, and Robyn A. Leboeuf (2010), "Letting Good Opportunities Pass Us By: Examining the Role of Mind-Set during Goal Pursuit," *Journal of Consumer Research*, 37 (4), 570–83.
- Borle, Sharad, Utpal M. Dholakia, Siddharth S. Singh, and Robert A. Westbrook (2007), "The Impact of Survey Participation on Subsequent Customer Behavior: An Empirical Investigation," *Marketing Science*, 26 (5), 711–26.
- Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2004), "The Short- and Long-Term Effects of Measuring Intent to Repurchase," *Journal of Consumer Research*, 31 (3), 566–72.
- (2005), "Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research," *Journal of Marketing*, 69 (2), 1–14.

Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, forthcoming.

Chapman, Kenneth J. (2001), "Measuring Intent: There's Nothing 'Mere' about Mere Measurement Effects," *Psychology and Marketing*, 18 (8), 811–41.

Chartrand, Tanya L., Joel Huber, Baba Shiv, and Robin J. Tanner (2008), "Nonconscious Goals and Consumer Choice," *Journal of Consumer Research*, 35 (2), 189–201.

Custers, Ruud, and Henk Aarts (2005), "Positive Affect as Implicit Motivator: On the Nonconscious Operation of Behavioral Goals," *Journal of Personality and Social Psychology*, 89 (2), 129–42.

Davis, Fred D., and Paul R. Warshaw (1991), "Choice Sets and Choice Intentions," *Journal of Social Psychology*, 131 (6), 823–30.

Dholakia, Utpal M. (2010), "A Critical Review of Question-Behavior Effect Research," in *Review of Marketing Research*, Vol. 7, ed Naresh K. Malhotra, Bingley, UK: Emerald Group, 145–97.

Dholakia, Utpal M., and Vicki G. Morwitz (2002), "The Scope and Persistence of Mere-Measurement Effects: Evidence from a Field Study of Customer Satisfaction Measurement," *Journal of Consumer Research*, 29 (2), 159–67.

Dijksterhuis, Ap, Tanya L. Chartrand, and Henk Aarts (2007), "Effects of Priming and Perception on Social Behavior and Goal Pursuit," in *Social Psychology and the Unconscious: The Automaticity of Higher Mental Processes*, ed. John A. Bargh, Philadelphia: Psychology Press, 51–132.

Feldman, Jack M., and John G. Lynch Jr. (1988), "Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention, and Behavior," *Journal of Applied Psychology*, 73 (3), 421–35.

Fitzsimons, Grainne M., Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), "Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You 'Think Different,'" *Journal of Consumer Research*, 35 (1), 21–35.

Fitzsimons, Gavan J., and Sarah G. Moore (2008), "Should We Ask Our Children about Sex, Drugs and Rock & Roll? Potentially Harmful Effects of Asking Questions about Risky Behaviors," *Journal of Consumer Psychology*, 18 (2), 82–95.

Fitzsimons, Gavan J., and Vicki G. Morwitz (1996), "The Effect of Measuring Intent on Brand-Level Purchase Behavior," *Journal of Consumer Research*, 23 (1), 1–11.

- Fitzsimons, Gavan J., and Patti Williams (2000), "Asking Questions Can Change Choice Behavior: Does It Do So Automatically or Effortfully?" *Journal of Experimental Psychology: Applied*, 6 (3), 195–206.
- Förster, Jens, Nira Liberman, and E. Tory Higgins (2005), "Accessibility from Active and Fulfilled Goals," *Journal of Experimental Social Psychology*, 41 (3), 220–39.
- Gollwitzer, Peter M. (1999), "Implementation Intentions: Strong Effects of Simple Plans," *American Psychologist*, 54 (7), 493–503.
- Goschke, Thomas, and Julius Kuhl (1993), "Representation of Intentions: Persisting Activation in Memory," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 19 (5), 1211–26.
- Greenwald, Anthony G., Catherine G. Carnot, Rebecca Beach, and Barbara Young (1987), "Increasing Voting Behavior by Asking People If They Expect to Vote," *Journal of Applied Psychology*, 72 (2), 315–18.
- Higgins, E. Tory (1996), "Knowledge Activation: Accessibility, Applicability, and Salience," in *Social Psychology: A Handbook of Basic Principles*, ed. Arie Kruglanski and E. Tory Higgins, New York: Guilford, 133–68.
- Higgins, E. Tory, John A. Bargh, and Wendy Lombardi (1985), "Nature of Priming Effects on Categorization," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 11 (1), 59–69.
- Higgins, E. Tory, and Gillian A. King (1981), "Accessibility of Social Constructs: Information-Processing Consequences of Individual and Contextual Variability," in *Personality, Cognition, and Social Interaction*, ed. Nancy Cantor and John F. Kihlstrom, Hillsdale, NJ: Erlbaum.
- Janiszewski, Chris, and Elise Chandon (2007), "Transfer-Appropriate Processing Response Fluency and the Mere Measurement Effect," *Journal of Marketing Research*, 44 (2), 309–23.
- Karremans, Johan C., Wolfgang Stroebe, and Jasper Claus (2006), "Beyond Vicary's Fantasies: The Impact of Subliminal Priming and Brand Choice," *Journal of Experimental Social Psychology*, 42 (November), 792–98.
- Kruglanski, Arie W., James Y. Shah, Ayelet Fishbach, Ron Friedman, Woo Young Chun, and David Sleeth-Keppler (2002), "A Theory of Goal Systems," in *Advances in Experimental Social Psychology*, Vol. 34, ed. Mark P. Zanna, New York: Academic, 331–78.
- Kuhl, Julius (1987), "Action Control: The Maintenance of Motivational States," in *Motivation, Intention, and Volition*, ed. Frank Halisch and Julius Kuhl, New York: Springer, 101–28.

- Levav, Jonathan, and Gavan J. Fitzsimons (2006), "When Questions Change Behavior: The Role of Ease of Representation," *Psychological Science*, 17 (3), 207–13.
- Li, Karen Z. H., Ulman Lindenberger, Dennis Runger, and Peter A. Frensch (2000), "The Role of Inhibition in the Regulation of Sequential Action," *Psychological Science*, 11 (4), 343–47.
- Liberman, Nira, and Jens Forster (2000), "Expression after Suppression: A Motivational Explanation of Postsuppressional Rebound," *Journal of Personality and Social Psychology*, 79 (2), 190–203.
- Marsh, Richard L., Jason L. Hicks, and Martin L. Bink (1998), "Activation of Completed, Uncompleted, and Partially Completed Intentions," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 21 (2), 350–61.
- Marsh, Richard L., Jason L. Hicks, and Eric S. Bryan (1999), "The Activation of Unrelated and Canceled Intentions," *Memory and Cognition*, 27 (2), 320–27.
- Morwitz, Vicki G., and Gavan J. Fitzsimons (2004), "The Mere Measurement Effect: Why Does Measuring Intentions Change Actual Behavior?" *Journal of Consumer Psychology*, 14 (1–2), 64–74.
- Morwitz, Vicki G., Eric Johnson, and David Schmittlein (1993), "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 20 (1), 46–61.
- Nedungadi, Prakash, Amitava Chattopadhyay, and A. V. Muthukrishnan (2001), "Category Structure, Brand Recall, and Choice," *International Journal of Research in Marketing*, 18 (3), 191–202.
- Obermiller, Carl, and Eric Spangenberg (2000), "Improving Telephone Fundraising by Use of Self-Prophecy," *International Journal of Nonprofit and Voluntary Sector Marketing*, 5 (4), 365–72.
- Papies, Esther K., Henk Aarts, and Nanne K. de Vries (2009), "Planning Is for Doing: Implementation Intentions Go Beyond the Mere Creation of Goal-Directed Associations," *Journal of Experimental Social Psychology*, 45 (5), 1148–51.
- Preacher, Kristopher J., and Andrew F. Hayes (2004), "SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models," *Behavior Research Methods, Instruments, and Computers*, 36 (4), 717–31.
- Sela, Aner, and Baba Shiv (2009), "Unraveling Priming: When Does the Same Prime Activate a Goal versus a Trait?" *Journal of Consumer Research*, 36 (3), 418–33.

Sheeran, Paschal, and Charles Abraham (2003), "Mediator of Moderators: Temporal Stability of Intention and the Intention-Behavior Relation," *Personality and Social Psychology Bulletin*, 29 (2), 205–15.

Sherman, Steven J. (1980), "On the Self-Erasing Nature of Errors of Prediction," *Journal of Personality and Social Psychology*, 39 (2), 211–21.

Shrout, Patrick E., and Niall Bolger (2002), "Mediation in Experimental and Nonexperimental Studies: New Procedures and Recommendations," *Psychological Methods*, 7 (4), 422–45.

Spangenberg, Eric R. (1997), "Increasing Health Club Attendance through Self-Prophecy," *Marketing Letters*, 8 (1), 23–31.

Spangenberg, Eric R., and Anthony G. Greenwald (1999), "Social Influence by Requesting Self-Prophecy," *Journal of Consumer Psychology*, 8 (1), 61–89.

Spangenberg, Eric R., Anthony G. Greenwald, and David E. Sprott (2008), "Will You Read This Article's Abstract? Theories of the Question-Behavior Effect," *Journal of Consumer Psychology*, 18 (2), 102–6.

Spangenberg, Eric R., David E. Sprott, Bianca Grohmann, and Ronn J. Smith (2003), "Mass-Communicated Prediction Requests: Practical Application and a Cognitive Dissonance Explanation for Self-Prophecy," *Journal of Marketing*, 67 (3), 47–62.

Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz, and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go from Here," *Social Influence*, 1 (2), 128–37.

Srull, Thomas K., and Robert S. Wyer Jr. (1979), "The Role of Category Accessibility in the Interpretation of Information about Persons: Some Determinants and Implications," *Journal of Personality and Social Psychology*, 37 (10), 1660–72.

Thelen, Eva M., and Arch G. Woodside (1997), "What Evokes the Brand or Store? Consumer Research on Accessibility Theory Applied to Modeling Primary Choice," *International Journal of Research in Marketing*, 14 (2), 125–45.

Veling, Harm, and Ad Van Knippenberg (2006), "Shielding Intentions from Distraction: Forming an Intention Induces Inhibition of Distracting Stimuli," *Social Cognition*, 24 (4), 409–25.

——— (2008), "Intention Formation Induces Episodic Inhibition of Distracting Stimuli," *Acta Psychologica*, 128 (1), 45–55.

Williams, Patti, Gavan J. Fitzsimons, and Lauren G. Block (2004), "When Consumers Do Not Recognize Benign Intention Questions as Persuasion Attempts," *Journal of Consumer Research*, 31 (3), 540–50.