

Implicitly Measuring Brand Attitudes

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Abstract

How are attitudes formed and how do they change? Can implicit and explicit attitudes diverge? If so, when and why do they diverge? And how can people's implicitly held attitudes be measured?

In an attempt to deal with these questions an experiment is conducted, where participants' implicit (unconscious) and explicit (conscious) attitudes tend to diverge and therefore potentially capture something different. A possible explanation is that implicit and explicit attitudes form and change on the basis of different types of information that are consistent with two different underlying systems of learning and reasoning (Rydell et al. 2006, 957).

Hypothesis

- **H1:** If the attainment of validity information is delayed, then evaluative dissociations may arise, when the valence associated with an attitude object is perceived to be false (Peters and Gawronski 2011, 558f.).

Variables

Independent Variables

- valence: positive vs. negative
- validity of valence: true vs. false
- nature of the measurement: explicit vs. implicit

Dependent Variables

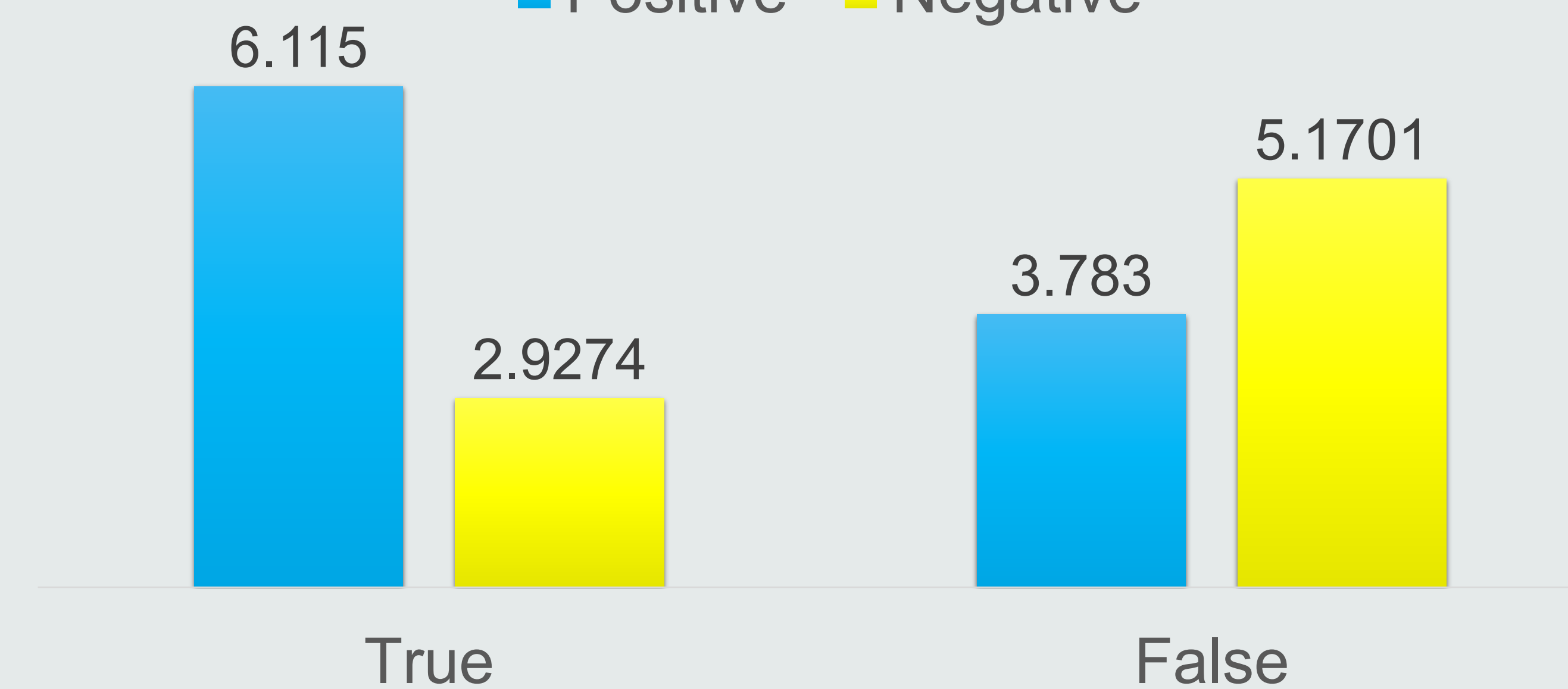
- Explicit evaluation of four different brands on a rating scale (1-8)
- Implicit evaluation of four different brands on a rating scale (1-7)

Discussion

Results

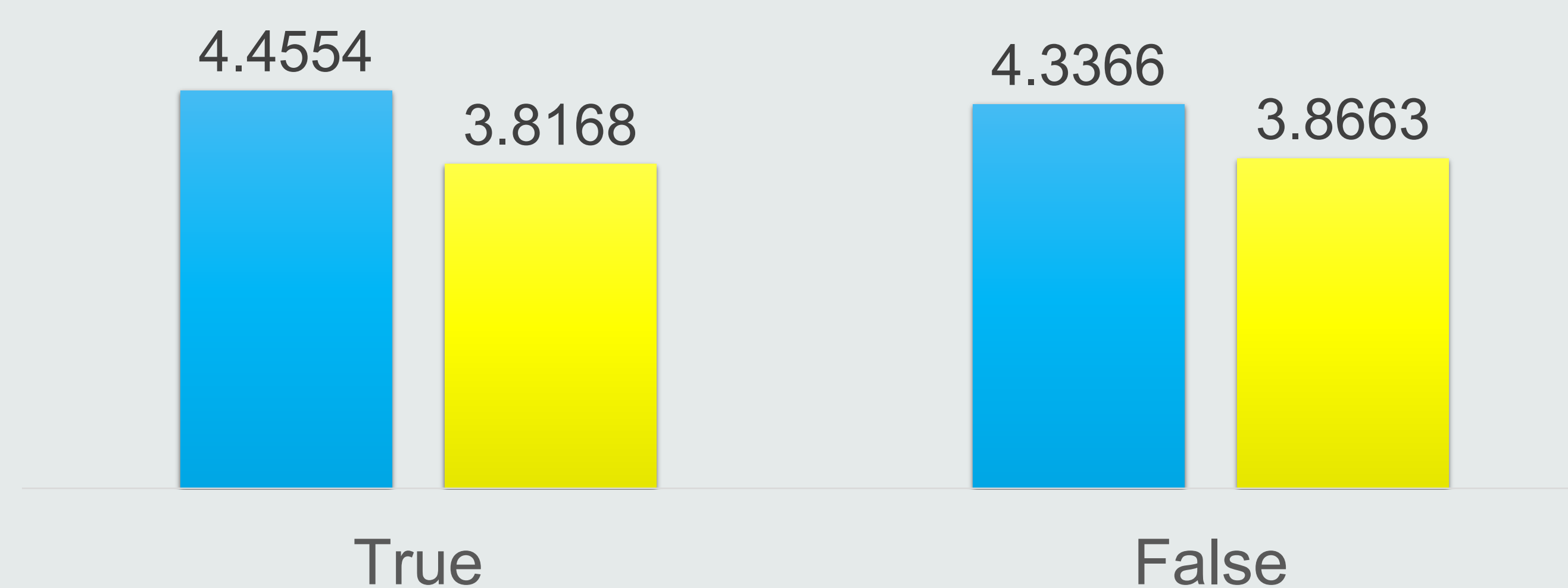
Explicit Evaluations

■ Positive ■ Negative



Implicit Evaluations

■ Positive ■ Negative



Important References

- Peters, K. R. and Gawronski B. (2011), Are We Puppets on a String? Comparing the Impact of Contingency and Validity on Implicit and Explicit Evaluations. *Personality and Social Psychology Bulletin*, 37 (4), 557-69.
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- Fazio, R. H., Jackson, J. R., Dunton, B. C. and Williams, C. J. (1995), Variability in Automatic Activation as an Unobtrusive Measure of Racial Attitudes: A Bona Fide Pipeline? *Journal of Personality and Social Psychology*, 69 (6), 1013-27.