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Short Article

The workings and limits of subliminal advertising: The role of habits

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Abstract

Despite years of controversy, recent research demonstrated that, if goal-relevant, subliminal advertising can be feasible. To further elucidate the workings and limits of subliminal advertising, the present study examined the role of habits. Participants chose between two brands, one of which was subliminally primed. If neither brand was habitually consumed more frequently than the other, results from previous research were replicated. However, subliminally priming the more habitual brand did not increase brand choice. Remarkably, when the advertised brand was competing with a more habitual brand, priming increased choice for the primed brand at even the expense of the habitual choice.

Keywords: Subliminal advertising; Habits; Consumer choice

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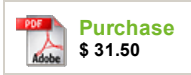
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