

Thinking Unconsciously and Consumer Brand Beliefs, Attitude, Preferences, and Behavior

Call for Papers (Deadline: 15 March 2010)

Symposium and Special Issue of the *Journal of Brand Management*

Venue: Boston College, 2-5 June 2010

Theory and empirical reports in consumer research support and extend Reber's (1993) "implicit stance"—unconscious processes are axiomatic: we cannot get along cognitively without them, and we cannot understand cognition without them. The study of cognition outside phenomenal awareness is now a growth industry in psychology, cognitive science, and consumer research (cf. Bargh, 1994; Dijksterhuis and van Olden 2006; Fitzsimons and Shiv 2001; Dijksterhuis and Nordgren 2006; Kihlstrom 1994; Strick, Dijksterhuis, Bos, Sjoerdma, van Baaren, and Nordgren, undated; Walvis, 2008). All human thinking and actions includes a mix of conscious and unconscious thinking (cf. Fitzsimons, Hutchinson, and Williams, 2002; Wilson, 2002; Zaltman, 2003). Consequently, the analogy of one hand clapping has some relevancy to the use of self-report methods alone in consumer research.

In June 2010 the Department of Marketing, Carroll School of Management, Boston College will host a two-day symposium on current research on consumer unconscious thinking and actions relating to brands. Symposium plans include presentations and extensive discussions of ten papers with the publication of the papers and the edited discussions in a special issue of the *Journal of Brand Management*.

The Symposium will be a small-group setting that includes presentations by a few leading and new contributors to the field; topic coverage will include some of the following themes—additional themes are invited for program consideration:

- Unconscious attention and perceptual processes affecting brand awareness / preference
- Latency theory and measurement relating to brand evaluations and choice
- Non-conscious learning of brand knowledge
- Theory and research on confirmatory personal introspection involving brand relevancy
- Neuroscience contributions to consumer research on brand preference and choice
- Unconscious thinking and normative theories of product and brand choice
- Automatic retrieval research beyond asking what evokes the brand
- Environmental effects on unconscious-conscious thought and actions relating to brands
- Is unconscious thinking goal dependent for brand choice?
- Contingency theory of introspection reducing versus increasing the quality of preferences and decisions relating to brands
- Indexing and spreading activation / neural networks involving unconscious thinking about brands

- Activation and metacognition of mostly inaccessible stored information relating to brands
- Brands as icons: psychoanalysis, archetypal theory, metaphors, and unconscious thinking and actions relating to brands (Holt, 2004; Woodside, Sood, & Miller 2008; Zaltman and Zaltman, 2009).

Please submit an extensive (four-page) abstract or complete paper by the deadline to both symposium organizers and editors of the *JBM* special issue: Adam Brasel (brasels@bc.edu) and Arch G. Woodside (arch.woodside@bc.edu). Please prepare your submission in WORD using APA style.

References

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