

## Title: The Influence of Past Behavior on Future Behavior: A Mind-set Perspective

### Short Summary:

A mind-set refers to the effect of performing a behavior in one situation (e.g., comparing which animals jump higher, dolphins or sea lions) on the likelihood of performing a conceptually similar behavior in subsequent, unrelated situations (e.g., comparing which chocolate candies are more attractive, M&Ms or Kit Kat). It reflects the activation and persistence of procedural knowledge. Three sets of studies investigated the effects of mind-sets on consumer judgment and decision-making in various contexts. The first set of studies found that activating a comparative mind-set can increase consumers' willingness to make a purchase in the subsequent situation. The comparative mind-set can be induced by stimulating people to state a preference for one of two commercial products, to compare the relative attractiveness of wild animals, to compare the animals with respect to physical attributes, or to estimate how similar one object is to another. The second set of studies found that physical state of hunger gives rise to an acquisition mind-set, and therefore increases consumers' disposition to acquire not only food but also non-food products. This acquisition mind-set may persist even when hunger has been satiated by eating. The third set of studies found that making counterarguments on topics in social domain could activate a mind-set that decreases the effectiveness of a persuasive advertisement that consumers are exposed to subsequently. The general implications of mind-set related research are also discussed.