

Intention Conviction, Measurement, and the Architecture of the Intention-Behavior Link

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Abstract

This paper brings into sharper focus the contours of the intention-behavior link by examining the thesis that consumer calibration and mere measurement effects are shaped by latent intention conviction. A mean-variance conceptualization of consumer judgments is employed to decompose stated intentions into intention favorability and conviction, and then examine the behavioral consequences of conviction. Results from two diverse field studies are presented. The first establishes a psychological basis for intention conviction, and demonstrates that consumer calibration is moderated by intention conviction-the intention-behavior link diminishes significantly in going from high to low intention conviction. The second study replicates this finding, and also examines the consequences of intention conviction for surveyed and nonsurveyed consumers. In contrast to extant research that suggests that measurement inflates the intention-behavior link, the present research indicates that the size and direction of the measurement effect also strongly depend on latent intention conviction. At high levels of conviction, measurement generates an inflation of the intention-behavior link, whereas at low levels of conviction, measurement actually produces a deflation of the intention-behavior link.