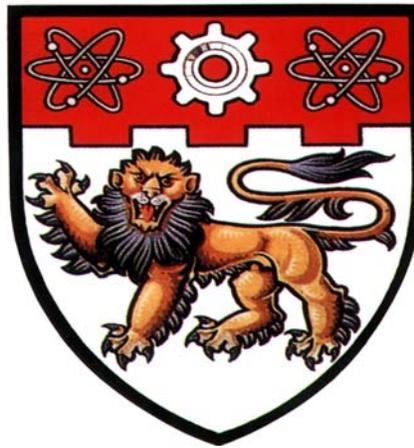


Regulatory Fit and Evaluation Mode: Feeling Right About Hedonic and Utilitarian Consumption



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ABSTRACT

This research examines how regulatory focus affects the evaluation of hedonic and utilitarian attributes of products. My research found that promotion-focused people have higher evaluation of hedonic attributes over utilitarian attributes. The reverse was found for prevention-focused subjects. In addition, the author found evidence that “evaluation mode” moderates the effect of regulatory fit on product evaluation. Specifically, I found that the above effect holds in a single mode of evaluation (SE) but not in a joint mode of evaluation (JE). In the joint mode of evaluation, subjects preferred the hedonic attributes irrespective of their regulatory focus conditions. The above pattern of results holds when product evaluation was used as the dependent variable. However, when purchase intention was used as the dependent variable, the fit effect was still found to hold under single evaluation mode. In the joint evaluation mode, a different kind of preference reversal was noticed. Both promotion and prevention-focused subjects preferred the utilitarian over the hedonic attributes. The fit effect was then replicated for a different product category. In conformance with the extant literature, the research also found evidence that the fit effect takes place under condition of high involvement.

1.1 INTRODUCTION

Consumers often consider both hedonic and utilitarian product attributes while making choices. Consumers choosing among new apartments, for example may care about utilitarian features (e.g. 5 minutes walking distance to the office) as well as hedonic attributes (e.g. a fantastic view of sunset). In a broad way, hedonic consumption is more experiential in nature and is related to fun, pleasure and excitement (e.g. designer clothes) whereas utilitarian goods are more utilitarian and functional in nature (e.g. a microwave; Hirschman and Holbrook 1982).

Recent research has shown that consumer's choice between hedonic and utilitarian goods may be driven by different factors. Okada (2005), found that people are more likely to prefer hedonic consumption if the situation allows them to justify it. On the other hand Dhar and Wertenbroch (2000) provided evidence that consumers prefer hedonic item over the same utilitarian item when they have to give up one of the alternatives in a choice situation (also known as the forfeiture condition) as compared to a situation when consumers are planning to acquire a hedonic or an utilitarian alternative (an acquisition condition). From the present evidence, it thus appears that consumer's choice between hedonic and utilitarian goods may depend on the situation and the nature of the decision task.

I propose in the current research that consumer's preference between hedonic and utilitarian goods may also depend on motivational variables like their regulatory focus. Regulatory focus theory assumes that self-regulation operates differently when serving fundamentally different needs, such as the distinct survival needs of nurturance and security (Higgins 1997). Regulatory focus theory proposes that nurturance related regulation involves a promotion focus – a regulatory state concerned with advancement, accomplishment and aspirations (i.e. a concern with the

presence or absence of a positive outcome). In contrast, security related regulation involves a prevention focus – a regulatory state concerned with protection, safety and responsibility (i.e. a concern with absence or presence of negative outcome).

I theorize that depending on the regulatory orientation, consumers will selectively attend to either hedonic or utilitarian attributes of a product when they are evaluating the product in a stand alone mode (single evaluation mode). Promotion-focused (prevention-focused) people will prefer the hedonic (utilitarian) attributes over the utilitarian (hedonic) attributes. This is the proposed fit effect. The fit effect will however cease to exist when consumers are viewing both hedonic and utilitarian product attributes side by side in a joint mode. Further, consumers will also exhibit a preference reversal in the joint mode thereby defying the fit effect. Consumers will also demonstrate a preference reversal while viewing product alternatives side by side, depending on the task at hand i.e. whether consumers are simply evaluating the product alternatives or expressing their purchase intention.

1.2 Motivation and Gap in the Current Literature

Dhar and Wertenbroch (2000) suggested that an account of consumer behaviour needs to address the manner in which consumers make fundamental trade-offs while making choices between goods or characteristics of different appeal e.g. a hedonic or utilitarian good. Consumption of hedonic versus utilitarian goods has been found to depend on various factors like consumption situation, nature of the decision task etc. (Dhar and Wertenbroch 2000; Okada 2005).

Early researchers in this field had also stressed the importance of individual differences like involvement or different personality constructs (e.g. sensation seeking, creativity), for explaining experiential aspects of consumer behaviour (Hirschman and

Holbrook 1982). Evidence for such contention has been provided in the work of Shiv and Fedorikhin (1999), wherein individual differences (in impulsivity scores) influenced consumer choices between a vice (a fruit cake) and a virtue (a fruit salad). Thus it seems that apart from the situation and decision context, motivational variables are important factors for explaining hedonic aspects of consumption.

Recent research in the field of regulatory focus brings an interesting insight into the hedonic aspect of consumption. Dholakia et al. (2006) examined the role of regulatory focus in the experience and control of desire for temptations. Their work found that when temptations are encountered by consumers, regulatory focus is an important determinant of the degree of desire, and the nature and outcome of self control. Similarly, in the context of brand extension, Yeo and Park (2006) found that promotion-focused and prevention-focused people attached different weights to the perceived hedonic value and perceived risk of the extension. Promotion-focused people paid more attention to the hedonic value of the brand extension while prevention-focused people paid greater attention to the perceived risk. In the same notion, Safer (1998) provided evidence that promotion-focused people indeed value product dimensions that would reflect luxury and technical innovation while prevention focus would value dimensions that reflect safety and reliability. Thus, from the present evidence it appears that promotion-focused people seem to prefer hedonic consumption as compared to prevention-focused individuals who might be more utility driven.

In summary, it appears that there is indeed some evidence to the fact that regulatory focus might be an important determinant of product choice particularly between products with hedonic and utilitarian appeals. In my current research, I am particularly interested in whether there is a fit between promotion (prevention) focus

and hedonic (utilitarian) information and whether this fit effect transfers to the subsequent product evaluation. To the best of my knowledge, no such study has been conducted in the literature to examine the effect of regulatory fit in evaluation of hedonic and utilitarian consumption. Such a study is apparently of significant value as the phenomenon of regulatory fit has been described as both important and illuminating for researchers attempting to bridge consumer behavior and basic motivations (Aaker and Lee 2006).

Further, noted researchers like Avnet and Higgins (2006) have also advocated for more research in the area of regulatory fit as it is still in the nascent stage and is in the process of new and exciting discoveries. These researchers have also called for new ways to induce fit other than process based strategies (asking subjects to take up an eager or vigilant strategy) or outcome based (framing outcomes in terms of gain/non gain or losses/non losses). The current research tries to induce fit by asking promotion (prevention) focused subjects to evaluate hedonic (utilitarian) product alternatives without asking them to take up any explicit strategies as mentioned above e.g. either process or outcome based strategies.

My work also tries to bridge a gap between different fields in marketing literature i.e. regulatory focus, hedonic consumption and preference reversal. It especially tries to theorize about how regulatory fit can explain motivation for hedonic and utilitarian consumption and then goes ahead to specify conditions under which such preferences will be reversed. For example, current work in this field specifies that consumer's preference for hedonic and utilitarian consumption is dependent on the situation. Okada (2005), for example, found that people are motivated to have fun only when the situation allows them to justify it. When the need for justification arises, people preferred utilitarian over hedonic consumption as

it can be more easily justified. Specifically in their study, they found that people preferred hedonic option over utilitarian option when they viewed the product singularly. When consumers viewed both the product options side by side in a joint mode, they preferred the utilitarian option as it is easier to justify. Thus current work has explained hedonic and utilitarian consumption by using “justification” as the major theory.

I, on a similar notion, draw motivation to test whether preference between hedonic and utilitarian consumption can change depending on whether people with certain regulatory focus evaluate the products in a single versus joint mode of evaluation, i.e. SE versus JE (Hsee 1996) also known as a mode based preference reversal. Further, I also test the hypothesis that whether a different type of preference reversal takes place when consumers are actually evaluating (versus indicating purchase intention) of hedonic and utilitarian consumption in a joint mode, in other words a scale based preference reversal. Again, no such research has been conducted in the current literature to test the moderating role of “evaluation mode” on the effect of regulatory fit on persuasion or to study the preference reversals between hedonic and utilitarian consumption based on “evaluation mode” and “evaluation scale”.

1.3 Current Research

My research goal is to show that consumer’s choice between hedonic and utilitarian goods may also depend on their regulatory focus (Higgins 2000). I propose that when consumers with a particular regulatory concern are exposed to hedonic or utilitarian information, they will prefer the information type that helps them to sustain their regulatory orientation. My basic hypothesis is that people with promotion (prevention) focus will prefer hedonic (utilitarian) information because it helps them

to sustain their eager (vigilant) orientation. This matching of regulatory orientation with the particular type of information leads to the effect of feeling right (Higgins et al. 2003). The value experienced from this regulatory fit will then be transferred to the subsequent evaluation of an object. As a result promotion (prevention) focused people will evaluate the hedonic (utilitarian) product alternative more positively in the fit condition as compared to the non-fit condition.

I then propose a boundary condition for the fit effect by arguing that consumers will experience the fit effect when they are evaluating hedonic or utilitarian goods in a stand alone condition but not in a joint condition. People with promotion (prevention) focus will rely on the fit effect for evaluation of hedonic (utilitarian) attributes in Single evaluation mode but not in Joint evaluation mode. Further, people in the joint evaluation mode will exhibit preference reversal depending on whether they are actually evaluating hedonic (utilitarian) product alternative versus expressing their purchase intention.

I argue that when promotion (prevention) focused participants are asked to evaluate hedonic (utilitarian) versions of a product in the single evaluation mode, they will rely on the fit effect. However, in the joint evaluation mode, both promotion and prevention-focused people will evaluate the hedonic version more favourably over the utilitarian version due to separate considerations as predicted by “evaluability hypothesis” (Hsee 1996). Further, this fit effect will also hold even when purchase intention is used as the dependent variable but only in the single evaluation mode but not under joint evaluation mode. In the joint evaluation mode, when purchase intention is used as the dependent variable, a different preference reversal will take place which is contingent on the task at hand and is explained by “attribute task compatibility” theory of Nowlis and Simonson (1997).

1.4 Contribution

My research has both theoretical and managerial implications. On the theoretical front, I explore answers to the first generation questions “whether there is a phenomenon”? My aim is to show that there is indeed a fit effect in evaluation between hedonic and utilitarian product alternatives depending on the regulatory concern of the individual. Such theory of the effect of regulatory focus on choice of hedonic and utilitarian consumption has not been tested in the literature so far.

I further enhance the domain of theoretical scope by establishing link between two disparate fields in marketing literature i.e. regulatory focus and preference reversal. My contribution in this respect is that, I explore an interesting phenomenon as to what happens when consumers with different motivational antecedents are subjected to joint versus separate evaluation of hedonic and utilitarian alternatives of the same product? Again to my knowledge, no such previous attempt has been made to test the moderating role of “evaluation mode” on the effect of regulatory focus on persuasion.

I thus extend prior research on evaluation mode and preference reversal, by helping to identify motivational antecedents for preference reversal in a single versus joint evaluation mode. I also find evidence that preference reversal between joint evaluation modes is also contingent on the task i.e. whether participants are “evaluating” or expressing their “purchase intention” between hedonic and utilitarian product alternatives. This in turn contributes and extends the field of attribute task compatibility theory of Nowlis and Simonson (1997) with respect to hedonic and utilitarian consumption. Finally, I find evidence that the fit effect holds for different product categories thereby increasing the scope for generalization.

For practicing managers, my research has several interesting connotations. My study finds that people are more likely to make favourable evaluations of hedonic purchases when their hopes and aspirations are primed. On the other hand, when people focus on their duties and obligations, they are more likely to make favourable evaluations of utilitarian purchases. For example, a local car dealer may have a sparkling red convertible sports car of a particular brand displayed in the showroom. There are other cars but the sparkling red car is the only one displayed on the showroom floor. Similarly, the dealer has another utilitarian sports-utility vehicle from the same brand, displayed in a stand alone mode. My research suggests that promotion-focused consumers are more likely to have more favourable evaluation of the hedonic car while prevention-focused customers would prefer the utilitarian version. However, if the dealer is trying to influence attitudes towards the hedonic car, he may benefit by displaying the two models side by side in which both promotion and prevention-focused subjects are likely to have favourable evaluations of the hedonic version over the utilitarian version. This will be mainly due to the fact that in a joint evaluation the hedonic version of the car may have greater impact and will drive thoughts and attitudes of both promotion and prevention-focused consumers. However, if the dealer wants to influence purchase intentions, he may still benefit from the single display of hedonic and the utilitarian version of the cars. In a joint evaluation mode, consumers may however actually prefer the utilitarian version of the car over the hedonic version. Thus my research suggests that in case the dealer wants to promote both positive evaluation and favourable purchase intention of the hedonic (utilitarian) version of the car, he may actually benefit by displaying both the versions in a stand alone mode. While displaying the cars (both hedonic and utilitarian) side by side may actually drive favourable evaluations for the hedonic car, it may not

necessarily translate into purchase intention for that car. In fact, people may actually show a more favourable purchase intention for the utilitarian version when both the cars are displayed side by side.

My research also contributes to the area of marketing communications. Using the same example of cars above, advertisers may like to design their advertisements in such a way as to prime promotion focus in hedonic car ads and prevention focus in the utilitarian car ads. The matching of regulatory concern with the particular type of ads will in turn make consumers attitudes more favourable to the particular version of the product. Thus for marketing practitioners, such knowledge can be useful in influencing consumers perceptions and attitudes of hedonic and utilitarian products, provided they are able to match the regulatory focus of the consumer with the product benefits offered.

The present research also has implications for product positioning. For example, a brand like “Mini Cooper” can feature advertisement stressing either its maneuverability (a relatively utilitarian positioning) as compared to a situation wherein it is presented like a muffin in a paper cup (a relatively hedonic positioning). My research shows that promotion-focused subjects will have more favourable attitude when the car is positioned as a muffin while prevention-focused subjects will prefer the car stressing the maneuverability attribute.

2.0 LITERATURE REVIEW

2.1 Hedonic and Utilitarian Consumption

Hedonic consumption designates those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one’s experience with products (Hirschman and Holbrook 1982). The researchers theorized that, the consumers while

consuming a hedonic product, elicits multisensory imageries (e.g. while smelling a perfume) internally, containing sounds, sights and tactile sensations all of which are also experienced. In addition to the development of multisensory imagery, another type of response related to hedonic consumption involves emotional arousal, which includes feelings such as joy, jealousy, fear, guilt etc. (Hirschman and Holbrook 1982).

Research on hedonic consumption has been linked to several specialized subfields in a variety of behavioral sciences: culture production systems within sociology, esthetics within philosophy, affective response within psycholinguistics and fantasy imagery/day dreaming studies within psychology. A thematically related body of literature relevant to hedonic consumption dealt with product symbolism. The literature from these varied areas represents a hedonic consumption perspective in which products are viewed not as object entities but as subjective symbols meaning that product imagery and not strict reality is a central focus.

Thus, patronage decisions of hedonic products have several connotations. First, emotional desires seem to be a strong driver of product choice. Second, consumers imbue a product with a subjective meaning that supplements the concrete attribute it possesses (Hirschman 1981b; Hirschman 1980a). Third, hedonic consumption is tied to imaginative constructions of reality (Singer 1966). The consumption of such products are therefore emotionally involving, requires substantial mental activity on the part of consumers and the patronage decisions are primarily based on the symbolic elements of the products rather than their tangible features. It has been theorized that the mental activity engendered by consuming hedonic products is predominately right brain oriented (Ornstein 1977), as the

capacity to respond to visual spatial stimuli and emotion laden events is believed to be centered in this hemisphere.

Utilitarian consumer behavior on the other hand has been described as ergic, task related and rational (Batra and Ahtola 1991; Engel et al. 1993; Sherry 1990b; Sherry 1990a). It is related to necessity, rather than to recreation, and is often described in terms commonly used to evaluate work performance (success, accomplishment etc.). Utilitarian goods are thus ones whose consumption is more cognitively driven, instrumental and goal oriented and accomplishes a functional or practical task (Strahilevitz and Myers 1998).

Numerous researches have provided evidence that utilitarian (hedonic) consumption is more cognitive (affective) in nature. The fact that utilitarian consumption may be cognitive in nature while hedonic consumption is primarily affective is found in the research of Voss et al. (2003). In their research, they developed and validated a parsimonious scale to measure hedonic and utilitarian dimensions of consumer attitude. In order to demonstrate nomological validity for their scale, they replaced Attitude toward brand (A_b) with their scale (HED/UT scale) in a central route processing model. In their model, affective and cognitive involvements were antecedents to brand attitude (subsequently replaced with hedonic/utilitarian scale) which was in turn directly antecedent to purchase intention. The LISREL results showed that affective involvement predicts hedonic dimension and cognitive involvement predicts the utilitarian dimension of attitude which in turn predicted purchase intention.

Further empirical evidence to the primary dimensions (i.e. hedonic and utilitarian) of product evaluation and shopping values was provided in the research of Mano & Oliver (1993) and that of Babin, Darden and Griffin (1994). Mano and

Oliver (1993) considered factor structures of product evaluation scales with hedonic and utilitarian items. Their analysis found two primary dimensions of product evaluation, hedonic and utilitarian judgment, which the authors theorized can be viewed as causal antecedent to two dimensions of affect (pleasantness and arousal) and to product satisfaction. Factor structures of their evaluation items revealed three factors representing hedonic evaluation namely “interest”, “positive” and “appeal”. Similarly, a two-factor structure comprising of “need” and “value” represented utilitarian evaluation. Overall, they found that their utilitarian scales were weakly related to affect while the hedonic scales in comparison had higher positive relation with affect. In fact, they found that their utilitarian scales comprising of “need” and “value” exhibited modest relations with affect; only need was weakly inversely related to negative affect. While both hedonic and utilitarian items led to more positive affective experiences, out of the two, hedonic was closer to consumer’s affective experience. Further in their research, consistently high correlations between “need” and “value” were found for satisfaction/dissatisfaction which is thought to be partly cognitively driven (Oliver 1980). Based on the evidences, the researchers theorized that utilitarian evaluation is more functional and cognitive in nature as it deals with the fulfillment of instrumental expectations that consumers may have for the product while hedonic evaluation is primarily affect driven.

Similarly, research by Babin et al. (1994) on scales to measure hedonic and utilitarian shopping values suggested expressions of pure enjoyment, excitement, captivation, escapism and spontaneity for hedonic shopping and accomplishment and/or disappointment over the ability (inability) to complete the shopping task for utilitarian shopping value.

Thus, altogether the above arguments present the evidence that while hedonism is primarily affect driven; utilitarianism is driven on a cognitive basis. Further, a growing body of evidence suggests that sensory-emotive stimulation seeking and cognitive information seeking are two independent dimensions (Hirschman and Holbrook 1982). Extensive studies (Hilgard 1970; Hirschman and Holbrook 1982; Swanson 1978; Zuckerman 1979) have shown that consumers seek sensory-emotional and/or cognitive stimulation. Sensation seeking, in turn, has been found to be independent of cognitive information processing characteristics but strongly related to hedonic consumption (Hirschman and Holbrook 1982). Similarly, numerous studies in recent times have shown that consumers use affective reactions to a stimulus as a basis for their judgment. Nonetheless, existing literature also suggests that consumers are cognitive driven and make product choices based on utility maximization.

A thematically similar pair of constructs to hedonism and utilitarianism is the “wants” and “shoulds” (Bazerman et al. 1998). Like hedonism and utilitarianism, “wants” are more affectively and experientially driven compared to the “shoulds”. However, Bazerman et al. (1998) conceptualized “wants” as vices thereby connoting negative payoffs (e.g. risky sexual behaviour, smoking and drinking etc...) while “shoulds” were conceptualized as virtues, thereby connoting positive payoff. In our research, hedonic and utilitarian alternatives are both goods and they are both expected to offer benefits and neither implies negative payoff. Our conceptualization is similar to Okada (2005) and is consistent with Dhar and Wertenbroch (2000).

In the current research, I conceptualize hedonism and utilitarianism as not necessarily the two ends of a one dimensional scale (Voss et al. 2003). Different products can be high or low in both hedonic and utilitarian attributes (Crowley et al.

1992). I characterize hedonic (utilitarian) attributes of a product as primarily hedonic or utilitarian based on the consumer's perception. I do not examine the measurement of hedonism and utilitarianism per se but study how consumers perceive a product attribute to be a hedonic or utilitarian based on their perceptions.

2.2 Regulatory Fit

Researchers have investigated the effects of regulatory focus on attitudes and behavior of people toward the pursuit of their promotional goal of growth and advancement or preventional goal of safety and security (Aaker and Lee 2006). These distinct goals prompt people to selectively pay attention to and rely on information that helps them attain their goals. When people with a certain regulatory orientation adopt strategies and engage in activities that are consistent with their regulatory focus, they experience heightened motivation and it-just-feels-right situation (Aaker and Lee 2006). A review of the regulatory fit literature suggests that when activities or thought processes are undertaken by people that sustain their regulatory orientation, they experience the effect of fit. This value experienced from regulatory fit can transfer to a subsequent evaluation of an object (Higgins et al. 2003). In their study, Higgins and his colleagues (2003) found evidence for the fit effect. Participants gave the same coffee mug a higher price if they had chosen it with a strategy that fit their orientation (eager strategy/ promotion; vigilant strategy/prevention) than a strategy that did not fit. The underlying mechanism for the higher evaluation of the mug was transfer of value from fit which was found to be independent of positive mood, perceived effectiveness and perceived efficiency. Thus, participants experienced the "feeling right" and in turn misattributed the source of feeling to a subsequent product evaluation. Regulatory fit thus produces a sense of correctness and importance about what one is doing and is more than just a pleasant state (Higgins et al. 2003).

Further evidences of the fact that people experience the fit effect when they undertake thought process or activities that sustain their regulatory orientation can be found in existing literature. Pennington, Aaker and Mogilner (2005) found that when people with a prevention focus are prompted to take on a temporal versus distal perspective, they evaluate the target product more favourably. Similarly, Keller, Lee and Sternthal (2004) showed that participants with a promotion (prevention) focus are more positive towards product and product features described at a more abstract (concrete) level. A host of other similar studies show activities that can either sustain or diminish a person's regulatory focus depending on fit or non-fit of these activities with the person's focus. Indeed, in this sense, promotion versus prevention focus has been associated with distant versus proximal temporal perspective (Pennington and Roese 2003), additive versus subtractive counterfactuals (Roese et al. 1999), change versus stability (Liberman et al. 1999), creativity versus self-control (Freitas et al. 2002; Friedman and Forster 2001), fun and enjoyment versus safety and security (Lee and Aaker 2001), and dejection versus agitation emotions (Higgins 1997; Lee et al. 2000).

2.3 Regulatory Fit and Hedonic and Utilitarian Consumption

It has been suggested that people feel more positive and are more motivated when they use strategies that fit their regulatory focus (Idson et al. 2000). Various studies have demonstrated the effect of fit. Participants have been shown to be more discerning between strong and weak arguments when the message frame fits their regulatory focus (Lee and Aaker 2004; Lee and Aaker 2001). In the study conducted by Lee and Aaker (2001), participants with independent or interdependent self view were presented with promotion and prevention-focused information. Results show

that when benefits align with self regulatory focus under conditions of goal compatibility, more favourable persuasion effects are found. Moreover, when information is consistent with self regulatory focus, less favourable attitudes resulted when argument strength was weak whereas more favourable persuasion effects resulted when argument strength was strong. In other words, participants were found to be more discerning regarding argument strength when the message frame fits the regulatory focus. Similarly, it was found that participants performed better on laboratory tasks in fit than in non fit conditions (Shah et al. 1998). Furthermore, a fit between people's regulatory focus and the strategy they use to achieve their goal has been shown to increase the perceived value of objects (Higgins et al. 2003), enhance the correctness of moral judgments (Camacho et al. 2003) and garner more support for an after school program (Cesario et al. 2004).

Evidence for my main premise in this research that promotion-focused people will attend selectively to hedonic elements while prevention-focused people will attend to utilitarian features for product evaluation has been found in recent research. Recent studies on regulatory focus in preference construction uses product with promotion and prevention-focused features (Wang and Lee 2006). For example, in their study Wang and Lee (2006) uses advertisement of fictitious toothpaste with promotion and prevention-focused features. However, the stimuli used to develop this feature also contain elements of hedonism and utilitarianism. Thus, in the promotion focus feature type, the toothpaste details features like polishers, breath fresheners which also appeals to the aesthetics and enjoyment whereas the prevention-focused features highlighted concerns like prevention of gingivitis, plaque, cavities etc. which is likely to benefit consumers in form of practical functionalities. Recent studies do present evidence that promotion-focused people are more prone to

temptations relative to prevention-focused (Dholakia et al. 2006), tend to value dimensions that would reflect luxury and technical innovation, while prevention focus would value dimensions that reflect safety and reliability (Safer 1998). Dholakia and his colleagues (2006) in fact found that consumers with promotion focus not only experience desire to a greater intensity for a temptation as compared to prevention-focused people, but are also able to more effectively resist such desires when compared to prevention-focused consumers.

Existing literature provides evidence that promotion-focused people pay more attention to their feelings while making judgment as compared to prevention-focused people who base their evaluations on reasons rather than feelings (Avnet and Higgins 2006; Avnet and Higgins 2003). The researchers indeed found that promotion-focused people are willing to pay more for a product when they based their judgments on feelings rather than on reasons, while prevention-focused people are willing to pay more when they based their evaluations on reasons rather than feelings. Specifically, they found that promotion (prevention) focused participants' valued a chosen product more when they were asked to use their feelings (reasons) to make a choice. They concluded that the differences in monetary values assigned to the product were a result of the positive feeling participants experienced when they adopted a strategy that fit their regulatory focus. This in turn corroborated the earlier work by Pham and Avnet (2004), who found that promotion-focused people are more likely to rely on affect to make their judgments while prevention-focused people are more likely to rely on arguments to make their judgments. Thus, together these evidences point out that promotion-focused people are more likely to be affect driven while prevention-focused people are likely to be cognitively driven.

Further research evidences point out that hedonic consumption has affective connotations as it generally provides more experiential consumption, fun, pleasure and excitement while utilitarian consumption is more cognitive in nature since it is primarily instrumental and functional (Hirschman and Holbrook 1982). The fact that hedonic consumption is more affect driven while utilitarian is cognitively driven will cause people with different regulatory concern to pay selective attention to the type of information presented. I propose that affectively driven promotion-focused people are more likely to pay greater attention to the hedonic aspects of a product and evaluate a product that rates highly on the hedonic features positively as it is compatible with their affect driven information processing strategy. On the other hand, cognitively driven prevention-focused people are more likely to pay greater attention to the utilitarian aspects of a product and evaluate a product that rates highly on the utilitarian features positively as it is compatible with their cognitively driven information processing strategy.

2.4 Hypotheses

As argued above, my research hypothesis is thus built on the premise that consumers with promotion (prevention) focus selectively attend to hedonic (utilitarian) attributes because of the fit effect they experience from strategic manner of goal pursuit rather than “outcome relevance” or “value from proper means”. This is built upon Higgins’s contention that people experience value from the strategic manner in which a goal is pursued rather than value from relevance to desired end states (Higgins et al. 2003) or from “value from proper means” which occurs when the means of goal pursuit agree with established rules and normative principles (Higgins 2002).

Thus, I hypothesize that:

Hypothesis 1: Promotion-focused subjects will evaluate the hedonic version of a product more positively as compared to the utilitarian version.

Prevention-focused people will evaluate the utilitarian version of a product more positively as compared to the hedonic version.

2.5 Regulatory Fit, Evaluation Mode and Preference Reversal

Preference reversals, as traditionally studied, are explained in terms of few dominant theories in the extant marketing literature. One line of research explains preference reversals between joint and separate evaluation (Hsee 1996). The preference reversals in this line of research have been explained in terms of the “evaluability hypotheses”: attributes that are hard to evaluate independently (e.g. number of entries in a dictionary) loom larger in a joint evaluation, and attributes that are easy to evaluate independently (e.g. a cosmetic defect) loom larger in separate evaluation. Such preference reversals have been recorded in the literature for options from same category as well as for options from different categories (Hsee et al. 1999). Evaluability hypothesis thus explains preference reversals between conditions that involve same scales e.g. WTP but varies in the mode of evaluation i.e. single versus joint. It thus investigates whether rank and order of the two option changes between two evaluation modes.

A second line of preference reversal research usually involves conditions that engage different evaluation scales e.g. rating versus choice. This kind of preference reversal was documented by Nowlis and Simonson (1997) and is explained in terms of “attribute task compatibility theory”. This kind of task based preference reversal was first demonstrated by research of Nowlis and Simonson (1997), who documented

a preference reversal for products between direct choice and continuous ratings. Direct choice is always made in joint evaluation and continuous ratings can be made in either separate or joint evaluations. The authors presented evidence that “comparable attributes” which produce precise and easy-to-compute comparisons loom larger in choice, and “enriched attributes” which are more meaningful to the consumer, receive greater weight in ratings. In their study they presented evidence that consumers’ preferences were systematically affected by whether they make direct comparisons between brands (e.g. a choice task) or evaluate brands individually e.g. purchase likelihood ratings. In particular, they found that “comparable attributes” which produce precise and easy-to-compute comparisons (e.g. price) tend to be relatively more important in comparison based tasks. Conversely, “enriched attributes” e.g. brand name which are more difficult to compare but are often more meaningful and informative when evaluated on their own, tend to receive greater weight when preference are formed on the basis of separate evaluations of individual options.

Related to above lines of preference reversal research are works of several other researchers. For example, one research in this area has been described in terms of conflict in consumer choice (Tversky and Shafir 1992). The authors presented evidence that the addition (removal) of an option to the offered set can influence people’s choice by making the decision harder (easier) to justify. The authors explained their finding in terms of the degree of conflict generated by the choice set. When people are faced with an attractive option by itself, there is no conflict; they have a compelling reason to accept that option. The availability of competing alternatives however creates a conflict because it does not present an immediate reason for choosing either alternative over the other. The conflict explanation thus

implies that an option is more likely to be chosen when presented alone (separate evaluation) than when paired with a competing option of comparable value (joint option).

Hsee and Leclerc (1998) further extended the work in this field by examining whether each of two different options of comparable overall quality will be perceived more positively when presented in isolation (separate evaluation) or when juxtaposed and evaluated side by side (joint evaluation). The authors explain that if the focal options are already attractive (relative to their natural reference) in separate evaluation, then subjecting these options to joint evaluation will hurt their attractiveness. If the focal options are unattractive (relative to their reference) in separate evaluation, subjecting them to joint evaluation will enhance their attractiveness.

In sum, the preference reversal literature thus describes preference reversals based on several lines of research as explained above. However, the dominant theories in this field mainly explain preference reversals based on “evaluation mode” and “scale”. As discussed above, mode based preference reversals are explained in terms of “evaluability hypothesis” while scale based preference reversals are explained in terms of “attribute task compatibility theory”. Evaluability hypothesis thus argues that “hard to evaluate” (easy to evaluate) attributes loom larger in JE (SE). However, it seems, that based on extant literature, yet another preference reversal might occur in JE when the evaluation scale is changed from e.g. “rating” to say “choice”. This is because as explained by attribute task compatibility theory, in choice situation, considerations may be quite different as compared to an evaluation situation especially when consumers are evaluating product alternatives side by side e.g. in a joint evaluation mode. In other words, extant theory predicts that a scale

based preference reversal will occur when the evaluation mode is held constant e.g. joint evaluation mode but the evaluation scale is changed from “rating” to “choice”.

Further, researchers like Hsee et al. (1999) argue that although evaluation mode and scale are often discussed separately, they are confounded in real world and as such explanations for these reversals require a combination of theories like evaluability hypothesis and traditional theories like attribute task compatibility theory. For example, a consumer making a choice decision would be necessarily in a joint evaluation mode while a consumer selling something will be in a single evaluation mode focusing on the target item alone. Choice is therefore confounded with JE in first case while pricing is confounded with SE in the later.

2.5.1 Impact on Preference for Hedonic versus Utilitarian Goods

Recent works on preferences between hedonic and utilitarian consumption have been explained in terms of “justification effects” (Okada 2005) and “nature of decision task” Dhar and Wertenbroch (2000). For example, Okada (2005) found that under a choice situation, a hedonic alternative is rated more highly than a comparable utilitarian alternative when each is presented singly (SE) but the reverse is true when both are presented jointly (JE). Recent work by Dhar and Wertenbroch (2000) showed that preference reversal between hedonic and utilitarian alternatives is contingent on the nature of decision task. In their research, they particularly defined two types of choice tasks called the “forfeiture” and the “acquisition” task. Consumers preferred hedonic over utilitarian product in a forfeiture task as compared to an acquisition task. In a forfeiture task, when consumers had to give up one of the alternatives (between a strong hedonic and a strong utilitarian), the relative valuation of hedonic attributes is enhanced due to the forfeiture effect. This is because such

condition encourages greater spontaneous prefactuals which leads to greater elaboration. Since hedonic features are easier to imagine and elaborate on, the influence of more imaginable attributes on product evaluation is increased (Keller and McGill 1994). Hedonic attributes being more sensory and image-evoking (McInnis and Price 1987) thus leads to greater elaboration and since elaboration on a positive stimulus message can enhance the favourableness of a judgment (Tybout and Artz 1994), the relative attractiveness of an item that is superior on hedonic attributes is enhanced.

Previous research has thus examined and explained preference reversals between hedonic and utilitarian alternatives based on mode and nature of decision task. In my current work, I propose to study preference reversal between hedonic and utilitarian consumption based on “evaluation mode” and “evaluation scale”. I theorize that basically both mode and scale based preference reversal can be engaged to explain consumption preferences between hedonic and utilitarian alternatives. In the following section, I integrate both “evaluability hypothesis” and “attribute task compatibility theory” to explain preference reversal between hedonic and utilitarian consumption.

2.6 Hypotheses

In the current research, I first study preference reversal between hedonic and utilitarian alternatives of a product as a function of the regulatory concern of the individual. I theorize that the fit effect proposed in hypothesis one will only hold when people are presented with only the hedonic or the utilitarian product information (i.e., in the single evaluation mode). In this case, focal product is not explicitly compared with other alternatives and regulatory fit provides consumers with the

motivation to prefer the information that helps them to sustain their regulatory orientation. Thus, the fit effect will be a dominant motivation for building preferences for hedonic versus utilitarian consumption in a single evaluation mode.

I then theorize that evaluation mode will act as a moderator for the fit effect on product evaluation. In other words, the fit effect will be observed in the single but not in the joint evaluation mode. Further, as predicted by “evaluability hypothesis” and “attribute task compatibility theory”, preference reversals will be observed in the JE mode. I consider the mode based and scale based preference reversal separately and discuss them underneath.

Firstly, as per extant theory, when the evaluation mode is changed from single to joint, there is a preference reversal as explained by the evaluability hypothesis (for detailed discussions, see Hsee et. al. (1999)). This kind of preference reversal takes place when consumers are considering options from the same category with explicit trade off between the two attributes e.g. dictionary with number of entries and cosmetic defects. Further, preference reversal can also take place when options from same category are evaluated without explicit trade-offs between attributes (Okada 2005). For example, consider an experiment from Hsee and Leclerc (1998) study wherein participants were asked to indicate their WTP prices for one or both of the dinnerware stores sold as a clearance item in a store:

	Set J (includes 40 pieces)	Set S (includes 24 pieces)
Dinner plates:	8, in good condition	8, in good condition
Soup/salad bowls:	8, in good condition	8, in good condition
Dessert plates:	8, in good condition	8, in good condition

Cups:	8, 2 of which are broken	
Saucers:	8, 7 of which are broken	

It may be noted that set J contains all the pieces combined in set S, plus 6 more intact cups and 1 more intact saucer. In JE, respondents were willing to pay more for set J while in SE, they were willing to pay more for set S, although it was an inferior option. The above option presents a case where no explicit trade offs among well defined attributes are involved. However, the phenomenon can still be explained in the terms of evaluability hypothesis, if I rewrite the differences between the dinnerware sets as follows:

	# of intact pieces	Integrity of the set
Set J:	31	Incomplete
Set S:	24	Complete

In SE, the desirability of the intact pieces (31 or 24) was probably difficult to evaluate while the integrity of the set was probably much easier to evaluate. A set with broken pieces was certainly undesirable while a complete set was desirable. Thus according to evaluability hypothesis, set S will be preferred in SE while set J will be preferred in JE, given that in JE respondents can easily compare between the sets.

In a similar notion, I theorize about how consumers would behave when presented with product alternatives from the same category e.g. a yoghurt with great taste (hedonic version) versus one with health benefits (utilitarian version) in a single versus joint evaluation. In the hedonic description, the yoghurt is described to have a great taste and made with quality ingredients and available in a variety of flavours. On

the other hand, the utilitarian version mainly describes the yoghurt in terms of its fat, vitamin contents and presence of useful bacteria. Since hedonic and utilitarian attributes do not have anything in common (Okada 2005), under the circumstances, an explicit tradeoff between the product features cannot be carried out by the consumers. Thus, to see how evaluability hypothesis can be applied to the yoghurt case, the differences between the yoghurts can be described as follows:

	Taste	Healthy ingredients
Yoghurt A	Great taste	Absent
Yoghurt B	Ordinary taste	Present

As argued above, among hedonic and utilitarian attributes, no explicit trade off between attributes is probably possible as hedonic and utilitarian attributes have nothing in common. However, between the two, hedonic attribute is probably more difficult to evaluate whereas the utilitarian attribute is relatively easier to evaluate. It is also expected that consumers have some range information on the hedonic attribute e.g. best tasting and ordinary tasting yoghurt (Hsee et al. 1999). It is also possible that when evaluating a yoghurt with healthy ingredients, people might evoke norms related to health products which might be beneficial but necessarily not of great taste. Hence, as per evaluability hypothesis, the difficult to evaluate attributes i.e. hedonic attributes will have a greater impact in JE as compared to SE, wherein people will prefer the version which helps them to sustain their regulatory fit. It is also possible that such greater impact will lead to greater elaboration and preference of hedonic attributes over utilitarian attributes (Dhar and Wertenbroch 2000) in the JE.

However, a completely different picture might emerge depending on whether consumers are either evaluating or expressing their purchase intention for the product alternatives in the joint evaluation mode. In other words, when the evaluation scale is changed and the evaluation mode is held constant, there will be a different preference reversal which is contingent on the task. For example, a choice (as opposed to rating) task generally favours the option that is higher on utilitarian dimension (Dhar and Wertenbroch 2000). Recently, Bazerman, Tenbrunsel and Wade-Benzoni (1998) have suggested that choice forces decision makers to focus on “should” so that they are more likely to favour more utilitarian options. Also as already discussed, this kind of task based preference based reversal is also explained by research of Nowlis and Simonson (1997), who documented a preference reversal for products between direct choice and continuous ratings.

Thus, when consumers in joint evaluation mode indicate purchase intention as opposed to evaluation rating, the relative salience of utilitarian attributes will be increased due to following reasons. Firstly, as discussed above, choice based task favours utilitarian options over hedonic options. Secondly, between hedonic and utilitarian attributes, the former is more enriched (e.g. taste etc.) while the later is probably more easy to compare (e.g. fat content, vitamin content etc.). Hence, as predicted by attribute task compatibility theory, utilitarian attributes are more likely to receive greater weight in choice as compared to a rating task. On the other hand, hedonic attributes will become more salient in a rating task as it is more enriched in nature as against more easy to compare attributes, like utilitarian attributes (e.g. fat content, vitamins etc. for the yoghurt) which will loom larger in choice. Further, consumers may also prefer utilitarian consumption over hedonic consumption in a choice situation since it is easier to justify (Okada 2005). Thus, consumers will prefer

the utilitarian option over the hedonic option in a JE mode when the evaluation scale is changed from “rating” to “purchase intention.

Based on the arguments above, I thus generate the following hypotheses:

When “product evaluation” is used as the dependent variable I advance the following hypotheses:

Hypothesis 2a: *In the Single Evaluation mode, promotion (prevention) focused subjects will evaluate the hedonic (utilitarian) version of the product more positively as compared to the utilitarian (hedonic) version.*

Hypothesis 2b: *In the Joint Evaluation mode, both promotion and prevention-focused people will evaluate the hedonic version of the product more positively as compared to the utilitarian version.*

However, when I change the dependent variable to purchase intention (which is closer to choice), I expect the following hypotheses to hold:

Hypothesis 3a: *In the Single Evaluation mode, promotion (prevention) focused subjects will have more positive purchase intention of the hedonic (utilitarian) version of the product as compared to the utilitarian (hedonic) version.*

Hypothesis 3b: *In the Joint Evaluation mode, both promotion and prevention-focused people will have more positive purchase intention of the utilitarian version of the product as compared to the hedonic version.*

3.0 Study 1

3.1 Objective

The objective of study 1 was to examine whether there is regulatory fit between promotion (prevention) and hedonic (utilitarian) information. In this study, I primed participants with either a promotion or a prevention focus and then presented them with descriptions of two yoghurts - A or B. Yoghurt A has purely hedonic claims while yoghurt B has purely utilitarian claims. I asked the participants to evaluate the two yoghurts. Extending previous research, my prediction was that participants would evaluate the yoghurts on the basis of product claims that fit their regulatory focus. That is, promotion-focused participants would prefer the yoghurt with hedonic claims, whereas prevention-focused participants would prefer the yoghurt with the utilitarian claims.

I also further wanted to control for alternative explanations due to involvement and mood by holding them as covariates. Earlier research has shown that across regulatory focus conditions, there might be differences in mood and involvement level (Pham and Avnet 2004). An alternative explanation to the results of study1 would be that promotion and prevention-focused people had different levels of involvement. It is possible that promotion-focused individuals had been more influenced by the attractive hedonic features because they were less motivated to be accurate than prevention primed subjects. Similarly, prevention primed subjects may have been

more influenced by the utilitarian features because they were motivated to be accurate than promotion-focused subjects. Also, it is possible that accessible ideals and oughts changed the person's moods. Specifically ideal primed subjects may have been in a more positive mood than oughts primed subjects. It has been suggested that positive mood increases peripheral/heuristic processing whereas negative mood increases systematic processing (Bless et al. 1990). Theory of regulatory fit also suggests that the fit effect is independent of the mood effect. Cesario, Grant and Higgins (2004) suggested that the fit experience does not affect mood and the fit effect remains after, mood is controlled for. Thus, due to reasons as explained above, both mood and involvement were statistically controlled for.

I further tried to establish a boundary condition for the fit effect by operationalizing "evaluation mode" as the third variable i.e. whether the subjects viewed the ads singularly (i.e. either the hedonic or the utilitarian ad, also referred as a "single evaluation" mode) or jointly (both the ads side by side in a counter balanced order, a "joint evaluation" mode). In a single mode, participants were needed to evaluate either the hedonic or utilitarian version of the ad much like a between subject design. In the joint mode, the subjects were required to compare and evaluate the hedonic and utilitarian versions of the ad side by side.

3.2 METHODOLOGY

3.2.1 Stimuli Development

A total of 23 undergraduate students participated in a pretest. I gave the participants definition of hedonic and utilitarian products. I told participants that "Hedonic goods" are those whose consumption is based on feelings or emotions and sensory experiences of sensual pleasure, fantasy and fun whereas "Utilitarian goods"

are ones whose consumption is driven by thoughts and helps one to accomplish a functional or practical task. I further gave them examples e.g. perfume for a hedonic good while a microwave for utilitarian product. I also told the participants that apart from hedonic and utilitarian products, there are also hybrid goods which contain both hedonic and utilitarian features e.g. a car.

I presented participants with a list of features related to my focal product “yoghurt” and asked them to classify each feature into three categories: hedonic, utilitarian or not sure. I selected target features based on frequency with which each feature was categorized across all participants. I retained only those features that at least 70% of the participants characterized as hedonic or utilitarian (Table 1). Thus, I selected three hedonic features (creamy and delicious taste, wide range of fruity flavours, contains real fruit chunk for added taste) and four utilitarian features (made from calcium and vitamin fortified milk, 97% fat free, good source of bone nutrients, contains live cultures) as the target features. I described each feature as a strong hedonic or utilitarian claim. I then developed two versions of yogurts A and B (for a list of features, see the Appendix). Yoghurt A had strong hedonic claims while yoghurt B had strong utilitarian claims.

< Insert Table 1 here >

3.2.2 Pretest for Manipulation Check

Prior to the actual study, a pretest was conducted to test the regulatory focus manipulation. The pretest aimed to ascertain if the regulatory focus manipulation used by Pham and Avnet (2004) was suitable for use in the Singapore context. A total of 21 undergraduate students took part in a small pretest for the regulatory focus manipulation. Participants in the primed-ideals condition were asked to think about

their past hopes, aspirations and dreams and to list two of them. They were then asked to think about their current hopes, aspirations and dreams, and again to list two of them. Similarly, in the primed-oughts condition, participants were asked to think about their past duties, obligations and responsibilities and to list two of them. They were then asked to think about their current duties, obligations and responsibilities, and to list two of them. After that going through the regulatory focus manipulation, participants completed a filler task before proceeding to answer the manipulation check items.

For the manipulation check items, participants were presented with three different personal choice questions meant to capture conflict between ideals and oughts. The choices were presented as pairs of statements anchoring opposite ends of seven-point scales (Table 9). For each pair of sentences, participants were asked to indicate which direction they would lean toward. Responses were averaged into a single index ranging from 1 (emphasis on ideals) to 7 (emphasis on oughts). As expected, a one-way ANOVA showed that participants in the primed-oughts condition put relatively greater emphasis on oughts versus ideals ($M = 5.1$) than did participants in the primed-ideals condition ($M = 2.94$; $(F(1, 19) = 74.16; p < 0.001)$). Thus, the regulatory focus manipulation appeared to be successful.

3.2.3 Design

I used a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (evaluation mode: single versus joint) for my study 1 where the single mode of evaluation was like a between subject and the joint mode replicating a within subject design in which the order of presenting the ad was counterbalanced. Thus, in a joint mode, half of the subjects viewed the hedonic ad

followed by the utilitarian ad, and for the other half, this order was reversed. Such a design would help me to test my central hypotheses of the first study, which is establishing the fit effect and its boundary condition. Further, to compare between and within subjects presentation statistically, I treated the within condition valuation as independent observation, with each subject providing two observations. Such procedure provides a conservative test for between/within manipulation and has been used in extant literature (Ebert and Prelec 2007).

Participants were randomly allocated to the six conditions as specified above. The first four conditions are used to test the hypothesis for the fit effect. The fifth and sixth conditions represent the joint mode where the subjects view both the version of the ad side by side much like a within subjects design which allowed me to test my hypothesis for the boundary condition for the fit effect.

3.2.4 Procedure and Goal Priming.

The experiment was administered in two supposedly unrelated studies. In the first study, participants completed the priming task used to manipulate regulatory focus. In line with Pham and Avnet (2004), participants in the promotion-focus condition were asked to write about their hopes and aspirations while those in the prevention-focus condition were asked to write about their duties and responsibilities. Participants in the primed-ideals condition were thus asked to think about their past hopes, aspirations and dreams and to list two of them. They were then asked to think about their current hopes, aspirations and dreams, and again to list two of them. Similarly, in the primed-oughts condition, participants were asked to think about their past duties, obligations and responsibilities and to list two of them. They were then asked to think about their current duties, obligations and responsibilities, and to list

two of them. Pham and Avnet (2004) had confirmed this manipulation technique in a separate pretest based on a procedure developed by Higgins and his colleagues.

Then in an ostensibly different task, I told the participants that a manufacturer is in the process of developing an advertising campaign for a new brand of yoghurt. I presented the participants with the description of one yoghurt and asked them to evaluate the yoghurt on a three item seven point scale (1= “strongly disagree”, 7= “strongly agree”). I repeated the same procedure for the second yoghurt. The above procedure was followed in the single evaluation mode, meaning that participants either saw the hedonic or the utilitarian version of the yoghurt. In the joint evaluation mode, participants saw both the yoghurt versions side by side in a counterbalanced order following which they evaluated each of the yoghurt A and B.

3.2.5 Sample

177 undergraduate students (110 females) were recruited through the school website and were paid SGD 5 for participation. The participants were given the cover story that they were participating in a college student survey and were randomly assigned to one of the six conditions of a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (evaluation mode: single versus joint) design.

3.2.6 Manipulation of Independent Variables

The three independent variables used in this study are Regulatory focus, feature type and the evaluation mode. Regulatory focus and the feature type were manipulated. Regulatory focus was manipulated using Pham and Avnet’s (2004) procedure to prime ideal and ought selves (Table 2).

< Insert Table 2 here >

The ad type (Table 3) was manipulated by giving the participants descriptions of two different versions of the yoghurt, one hedonic and the other utilitarian which were developed based on the pre-test stimulus.

< Insert Table 3 here >

For evaluation mode, participants in the single mode either saw the hedonic or the utilitarian version of the yoghurt. In the joint mode, participants saw both the versions of the yoghurt side by side and this order was counterbalanced. The joint evaluation mode is presented below in Table 4.

< Insert Table 4 here >

3.2.7 Measurement of Dependent Variables

The main dependent variable was product evaluation (Table 5) which was measured by three seven-point items like “Overall, I like this yoghurt”, “I think this yoghurt is delightful” and “I am favourable towards this yoghurt” anchored at, 1 = “strongly disagree” and 7 = “strongly agree” ($\alpha = 0.830$)

< Insert Table 5 here >

3.2.8 Measurement of covariates

The covariates included in the study are mood and involvement. Mood is measured by 4 item Mood Short Form (MSF) scale anchored at “1 = strongly disagree” and “5 = strongly agree”, $\alpha = 0.769$ (Table 6). Involvement was measured by 4 item scale anchored at “1 = not at all involved, not at all interesting, skimmed it

quickly, strongly disagree” to “7 = very involved, very interesting, paid a lot of attention, strongly agree”, $\alpha = 0.689$ (Table 7).

< Insert Table 6 here >

< Insert Table 7 here >

3.3 ANALYSIS AND RESULTS

3.3.1 Fit Effect

I hypothesized that promotion-focused participants would evaluate the yoghurt with hedonic claims more favourably than the yoghurt with utilitarian claims, and similarly the prevention-focused participants will have a higher evaluation for the yoghurt with utilitarian claims as compared to the one with hedonic claims. In order to test this fit effect, the experimental analysis was run with the data from the study by selecting those cases in which the evaluation mode was single. This is very much like a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) between subjects design with participants viewing either the hedonic or the utilitarian version of the ad. This further allowed me to test my prediction for the fit effect in the single evaluation mode.

The means are reported across conditions in Table 8. All ANOVA tests were based on a full 2 x 2 model, with (1, 95) degrees of freedom.

< Insert Table 8 here >

3.3.2 Manipulation Check

A one-way ANOVA showed that participants in the primed-oughts condition put relatively greater emphasis on oughts versus ideals ($M = 4.24$) than did participants in the primed-ideals condition ($M = 3.97$). However, the difference was

not significant ($p = 0.082$; one tailed $p < 0.05$). The items used for manipulation check are described in Table 9.

< Insert Table 9 here >

3.3.3 Product Evaluation under Regulatory Fit

As per my prediction for the fit effect, I hypothesized that promotion-focused participants would evaluate the yoghurt with hedonic claims more favorably than the yoghurt with utilitarian claims, and similarly the prevention-focused participants will have a higher evaluation for the yoghurt with utilitarian claims as compared to the hedonic one. I analyzed participants product evaluation using a 2 (regulatory focus) \times 2 (yoghurt) ANOVA, in which both regulatory focus and the feature type was between subject.

Main effects of advertisement type ($F(1, 95) = 4.801, p < 0.05$) indicated that the product evaluations were more favourable in the hedonic condition ($M = 5.44$) than in the utilitarian condition ($M = 5.02$). No other main effects were found to be significant.

More central to my hypotheses, I observed the predicted two-way interaction between regulatory focus and the ad type ($F(1, 95) = 6.591; p < 0.05$; see figure 1).

A series of planned contrast analysis using coefficients (0, -1, 0, +1), (+1, 0, -1, 0), (+1, -1, 0, 0) and (0, 0, +1, -1) with LSD as post-hoc indeed found a significant mean difference between promotion-focused participants evaluations of the hedonic versus the utilitarian version of the yoghurt ($M = 5.67$ versus $M = 4.76, p < 0.05$). As predicted, promotion-focused subjects seem to have a significantly higher evaluation of the hedonic version of the yoghurt in comparison to the utilitarian version, thereby demonstrating the fit effect. As for prevention-focused participants, their evaluation

of the utilitarian version of the yoghurt was not significantly different from the hedonic version ($M = 5.28$ versus 5.21 , $p > 0.05$; one tailed $p > 0.05$). In addition, another mildly significant interaction was also observed. A mildly significant interaction ($p = 0.055$; one tailed $p < 0.05$) indicated that prevention-focused people had higher evaluation of the utilitarian version of the yoghurt ($M = 5.28$) as compared to the promotion-focused subjects ($M = 4.76$). Similarly, promotion-focused people had higher evaluation of the hedonic version of the yoghurt as compared to the prevention-focused people ($M = 5.67$ versus 5.21 ; one tailed $p < 0.05$).

In sum, the results provided support for the fit effect. This confirms both my hypotheses 1 and 2a regarding the fit effect and its observation in a stand alone or single evaluation mode.

< Insert Figure 1 here >

3.3.4 Boundary Condition for the Fit Effect

I ran a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (evaluation mode: single versus joint) ANOVA with involvement as the covariate.

The means are reported across conditions in Table 10. All ANOVA tests were based on a full 2 x 2 x 2 model, with (1, 168) degrees of freedom.

< Insert Table 10 here >

3.3.5 Role of Covariates

I averaged the four item mood scale to form a mood index. The results of a 2 (regulatory focus) x 2 (feature type) x 2 (evaluation mode) analysis of variance did not show any significant main effect. Mood was not found to be significantly

different in the two conditions of regulatory focus. Similarly, I also averaged the four involvement item to form an involvement index and subjected it to a 2 (regulatory focus) x 2 (feature type) x 2 (evaluation mode) analysis of variance. The results showed a main effect of evaluation mode. Subjects in the joint mode had significantly higher involvement ($M = 5.06$ versus 4.76 ; $F(1, 169) = 4.573$, $p < 0.05$) as compared to the subjects in the single evaluation mode. The above findings that both mood and involvement were not found to be significantly different across regulatory focus conditions mirrors the results of Pham and Avnet (2004).

The fact that involvement was significantly different across the two evaluation mode conditions might have theoretical implications for my results. It is possible that through my manipulation of single versus joint evaluation modes, subjects involvement level might have got manipulated which in turn might have driven the pattern of results. In other words, instead of the evaluation mode, involvement might have acted as the moderator for the fit effect on the evaluation mode. I further address this issue in my third study in order to rule out the potential confound between involvement and evaluation mode. Thus, for considerations as explained above, I hold involvement and mood as covariates in my analysis.

3.3.6 Product Evaluation

A $2 \times 2 \times 2$ ANOVA with involvement as the covariate showed a main effect for ad type ($F(1, 168) = 15.812$; $p < 0.05$). Participants evaluated the hedonic version of ad ($M = 5.46$) more favourably as compared to the utilitarian version ($M = 4.93$). As predicted involvement as a covariate turned out to be statistically significant ($F(1, 168) = 13.330$; $p < 0.05$). The role of involvement and other covariates like mood had

already been discussed under the role of covariates section. No other main effects were found to be significant.

More central to my hypotheses was the three-way interaction between regulatory focus, feature type and the evaluation mode. As predicted, there was a significant three-way interaction ($F(1, 168) = 4.290$; $p < 0.05$), see figure 2) which confirms my hypotheses, that under joint evaluation mode, the fit effect no longer existed. In order to rule out alternative explanations due to mood, I re-ran the analysis with both mood and involvement as the covariates. Once again, both involvement ($F(1, 167) = 13.230$, $p < 0.05$) and ad type ($F(1, 167) = 15.248$, $p < 0.05$) were statistically significant. However, as predicted the three-way interaction was still significant ($F(1, 167) = 4.038$, $p < 0.05$) thereby providing evidence that the fit effect is independent of the effect of mood and involvement.

A series of planned contrast analysis using coefficients (0, -1, 0, +1), (+1, 0, -1, 0), (+1, -1, 0, 0) and (0, 0, +1, -1) with LSD as post-hoc indeed found a significant mean difference between promotion-focused participants evaluations of the hedonic versus the utilitarian version of the yoghurt ($M = 5.67$ versus $M = 4.76$, $p < 0.05$) in the SE mode. As predicted, promotion-focused subjects seem to have a significantly higher evaluation of the hedonic version of the yoghurt in comparison to the utilitarian version in the SE mode, thereby demonstrating the fit effect. As for prevention-focused participants, their evaluation of the utilitarian version of the yoghurt in SE mode was indeed higher ($M = 5.28$) as compared to the hedonic version of the yoghurt ($M = 5.21$) but this difference was not statistically significant. In addition, two other mildly significant interactions were also observed in the SE mode. A mildly significant interaction ($p = 0.051$; one tailed $p < 0.05$) indicated that prevention-focused people had higher evaluation of the utilitarian version of the

yoghurt ($M = 5.28$) as compared to the promotion-focused subjects ($M = 4.76$). The second interaction ($p = 0.088$; one tailed $p < 0.05$) suggested that promotion-focused people had higher evaluation of the hedonic version of the yoghurt as compared to the prevention-focused people ($M = 5.67$ versus 5.21).

In the joint evaluation (JE) mode, I ran a 2 (regulatory focus) x 2 (feature type) ANOVA by selecting cases under joint evaluation mode only. Results showed a main effect of ad type ($F(1, 72) = 12.171, p < 0.05$). The two-way interaction between regulatory focus and feature type was however not significant ($F(1, 72) = 0.018, p > 0.05$). Further, results of contrast analysis showed that promotion-focused people had significantly higher evaluation of hedonic version of yoghurt compared to the utilitarian version ($M = 5.40$ versus $4.75, p < 0.05$). In case of prevention-focused people, evaluation of hedonic version of the yoghurt was found to be significantly higher than the utilitarian version ($M = 5.58$ versus $4.88, p < 0.05$). This shows that the fit effect vanishes in the joint evaluation mode in which both promotion-focused and prevention-focused subjects evaluated the hedonic information significantly higher in comparison to the utilitarian information irrespective of their regulatory focus condition. Further, whereas promotion-focused subjects have maintained their favourable evaluation of the hedonic version of the yoghurt as compared to the utilitarian version in the both single and joint evaluation mode, the prevention-focused subjects have in fact reversed their preferences in favour of the hedonic version. This confirms my hypotheses 2b.

< Insert Figure 2 here >

3.3.7 Process Data

I decided to code the thoughts data for a sub-sample of the participants ($N = 108$) in order to give me further insights into the actual process of the observed consumer behaviour. In line with extant literature, thoughts were coded as hedonic if they were found to be multisensory; fantasy related (day dreaming, imagery etc.), causes emotional arousal and invokes desire in an individual. Similarly, utilitarian thoughts were coded as task related, rational, cognitively driven and serving practical task. An example of hedonic thoughts may be described as in the subjects own words.

“I could already feel the yoghurt right in front of me. As I read on I was imagining myself eating it. Nice and yummy taste, rich and creamy. The real fruit chunks makes me happy and satisfied. Can be eaten when I am in a bad mood or watching TV.”

Similarly, subjects described utilitarian thoughts as “healthy”, “beneficial” etc.. A total of 241 hedonic ($M = 2.23$, $S.D = 1.532$) and 168 utilitarian thoughts ($M = 1.56$, $SD = 1.122$) were coded.

An independent sample “t” test confirmed that overall subjects had significantly higher hedonic thoughts in the joint evaluation condition (JE) as compared to the single evaluation condition (SE), ($M = 2.73$ versus 1.77 , $p < 0.05$). However, the two groups did not vary significantly in the number of utilitarian thoughts. More specifically, subjects in the prevention-focused group in the JE had significantly higher hedonic thoughts ($M = 2.77$ versus 1.75 , $p < 0.05$) as compared to subjects in the prevention-focused group in the single evaluation mode (SE). Similarly, subjects in the promotion-focused group in JE had significantly higher hedonic thoughts ($M = 2.69$ versus 1.79 , $p < 0.05$) as compared to the subjects in the promotion-focused group in SE. Again, the above groups did not vary significantly in terms of utilitarian thoughts.

An interesting pattern of results in the SE mode confirmed the process for my fit hypotheses. As expected, subjects in the promotion-hedonic group had

significantly higher hedonic thoughts as compared to subjects in the promotion-
utilitarian group ($M = 2.86$ versus 0.71 , $p < 0.05$). Similarly, subjects in the
prevention utilitarian group had higher utilitarian thoughts as compared to subjects in
the prevention hedonic group ($M = 2.21$ versus 1.50 , $p > 0.05$), although the
difference was not statistically significant. Overall, in single evaluation mode,
prevention-focused people had mildly significant higher utilitarian thoughts ($M = 1.86$
versus 1.29 , $p = 0.087$; one tailed $p < 0.05$) as compared to promotion-focused group.
There were no significant differences in hedonic thoughts between the two groups.
The above results show indeed that people in promotion group seemed to be more
persuaded by hedonic information than utilitarian information as evident from the
significantly larger number of hedonic thoughts elicited by them, whereas people in
the prevention group paid attention to the utilitarian information and was influenced
by it. In the joint evaluation condition, no significant differences were found in both
hedonic and utilitarian thoughts across the conditions as well as between the
promotion and prevention groups.

Together, the above evidence demonstrates that fit effect drives the pattern of
results in the single evaluation mode. However, for joint evaluation mode,
predominant hedonic thoughts influenced both the prevention-focused and promotion-
focused people (please note that in the single evaluation mode, prevention-focused
people had higher utilitarian thoughts as compared to promotion-focused group) to
prefer the hedonic version over the utilitarian version.

3.3.8 Discussion

The results of study 1 suggested that there is a fit between promotion
(prevention) and hedonism (utilitarianism). Subjects who were primed with

promotion focus had significantly higher evaluation of the hedonic version of the yoghurt as compared to the utilitarian version. Prevention-focused subjects on the other hand, had higher evaluation of the utilitarian version of the yoghurt as compared to the hedonic version. Further, prevention-focused people evaluated the utilitarian yoghurt significantly higher as compared to the hedonic version. Similarly, promotion-focused people had significantly higher evaluation of the hedonic yoghurt as compared to the prevention-focused group. In sum, I found evidence for the fit effect as predicted by me. In addition, I also found that the fit effect holds under single evaluation mode but not under joint evaluation mode. The fit effect was found to be driven not only by significant differences in promotion (prevention)-focused subjects evaluations of hedonic (utilitarian) versions of the yoghurt, but also to some extent to the differences in evaluations of the same yoghurt (e.g. hedonic or utilitarian version) between the promotion and prevention groups of people.

Alternative explanations due to role of involvement and mood were ruled out which is inline with the regulatory focus literature. The regulatory fit effect was found to be independent of the hedonic mood effect which supports the extant literature in this field. Further, the fit effect was also replicated even after statistically controlling for involvement. The significant three-way interaction also confirmed my hypotheses regarding the role of evaluation mode as a moderator of the effect of regulatory fit on product evaluation. Consumers may thus experience a fit effect in a stand alone evaluation. The fit effect, however, no longer existed in a joint evaluation when subjects view both the product versions in a joint mode and probably undertakes a comparison between the alternatives for a trade-off.

The results of contrast analysis in the joint evaluation mode showed that prevention-focused people evaluated the hedonic version of the yoghurt significantly

higher than the utilitarian version. This preference was similar to promotion-focused people who also had significantly higher evaluation of the hedonic version of the yoghurt in the joint evaluation mode. However, more interesting is the fact that there was a preference reversal for the prevention-focused people who had subsequently rated the hedonic version of the yoghurt significantly higher in the joint evaluation mode as compared to the stand alone mode. Thus, the three-way interaction was driven by the presence versus absence of fit effect in the SE versus JE mode. Promotion-focused people maintained their preferences for hedonic version of the yoghurt both in the single as well as the joint evaluation mode. A preference reversal occurred for the prevention-focused people who changed their preference from utilitarian version of the yoghurt to the hedonic version from a single to joint evaluation mode. The results were driven by the fact, that in a JE, the more difficult to evaluate hedonic features had a greater impact and as a result both promotion-focused and prevention-focused subjects had elaborated more on hedonic information and were persuaded by it.

4.0 Study 2

4.1 Objective

Study 2 was undertaken to address several issues. Firstly, the feature manipulation for study 1 had pure hedonic and utilitarian versions. It means that the hedonic ad comprised of strong hedonic features only and similarly the utilitarian ad had strong utilitarian features. It was however felt that in order to simulate real life feature, it is necessary to incorporate both hedonic and utilitarian features in the ad. Moreover, I tried to find out whether subjects would still demonstrate the fit effect if the feature contains both hedonic and utilitarian attributes. Therefore, in line with

research by Wang and Lee (2006), I decided to create two versions of the ad (Table 11). The first version had strong hedonic features and weak utilitarian features. The second ad had strong utilitarian features and weak hedonic features. This was also considered important in order to create roughly two equivalent ads which had both hedonic and utilitarian features albeit varying in strength of argument. Thus, the main objective was to see whether I can replicate the fit effect with the above features. Secondly, consumers' preferences have been shown to undergo reversal between direct choice and purchase likelihood ratings (Nowlis and Simonson 1997). Recent studies (Dhar and Wertenbroch 2000; Okada 2005) use consumer choice as the dependent variable to study how consumers choose between hedonic and utilitarian products depending on situational and decision context. In my studies, I present evidence that consumer's evaluation of hedonic (utilitarian) alternative of a product is dependent on their regulatory focus. However, an interesting question would be "Will consumers with promotion (prevention) focus prefer the hedonic (utilitarian) version of the product over the utilitarian (hedonic) version in a choice decision"? I am especially interested in this because hedonic consumption by nature is discretionary and difficult to justify (Okada 2005). Thus, I essentially tried to provide evidence in support of my hypotheses 3a and 3b. In order to test this, I included both choice and purchase intention as my dependent variable in addition to attitude. Study 2 was therefore designed in order to meet the above objectives.

< Insert Table 11 here >

4.2 METHODOLOGY

4.2.1 Design

The objectives of study 2 were explained as above. Similar to my previous study, I manipulated participants' regulatory focus by asking them to write about their hopes and aspirations versus duties and obligations. I then presented subjects with either of the two ads (A or B) in the single evaluation mode or both the ads (A and B) in a side by side mode in the joint evaluation condition. The order of presentation of the ads in the joint evaluation mode was counterbalanced. I thus used a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (evaluation mode: single versus joint) where the single mode of evaluation was like a between subject and the joint mode replicating a within subject design in which the order of presenting the ad was counterbalanced. The rest of the procedure was similar to experiment 1.

4.2.2 Sample

242 undergraduate students (145 females) were recruited through the school website and were paid SGD5 for participation. The participants were given the cover story that they were participating in a college student survey and were randomly assigned to one of the six conditions of a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (evaluation mode: single versus joint) design.

4.2.3 Manipulation of Independent Variables

The three independent variables used in this study are Regulatory focus, feature type and the evaluation mode. Regulatory focus was manipulated in the same way as in the first experiment. However the feature type used for this experiment had both hedonic and utilitarian claims. Thus, in one feature type, I coupled strong

hedonic claims with weak utilitarian claims while in the other I had strong utilitarian claims coupled with weak hedonic features. Evaluation mode was manipulated in a similar manner as in experiment 1. The joint evaluation mode is presented in Table 12.

< Insert Table 12 here >

4.2.4 Measurement of Dependent Variables

The main dependent variable was product evaluation (Table 5) which was measured by three seven-point items like “Overall, I like this yoghurt”, “I think this yoghurt is delightful” and “I am favourable towards this yoghurt” anchored at, 1 = “strongly disagree”, 7 = “strongly agree” ($\alpha = 0.915$). I also measured purchase intention by using a single item seven point scale i.e. “Please indicate how likely you are to purchase yoghurt A (B)” anchored at 1 = “not at all”, 7 = “very likely”.

In addition to the above, I also included choice as my dependent variable. In the single evaluation subjects were asked to indicate whether they will buy product A or B. In the joint evaluation, they were similarly asked to indicate their choices as:

- (A) Buy product A
- (B) Buy product B
- (C) Buy neither

4.2.5 Measurement of Covariates

Similar to experiment 1, the covariates included in the second study are mood and involvement. Mood was measured by 4 item Mood Short Form (MSF) scale anchored at “1 = strongly disagree” and “5 = strongly agree”, $\alpha = 0.732$.

Involvement was measured by 4 item scale anchored at “1 = not at all involved, not at all interesting, skimmed it quickly, strongly disagree” to “7 = very involved, very

interesting, paid a lot of attention, strongly agree”, $\alpha = 0.735$. The measures used for both mood and involvement are same as experiment 1.

4.3 ANALYSIS AND RESULTS

4.3.1 Manipulation Check

A one-way ANOVA showed that participants in the primed-oughts condition put relatively greater emphasis on oughts ($M = 4.31$) versus ideals than did participants in the primed-ideals ($M = 4.01$) condition. However, the difference was not significant ($p = 0.063$; one tailed $p < 0.05$).

4.3.2 Role of Covariates

I averaged the four item mood scale to form a mood index. The results of a 2 (regulatory focus) x 2 (feature type) x 2 (evaluation mode) analysis of variance did not show any significant main effect. Mood was not found to be significantly different in the two conditions of regulatory focus. Similarly, I also averaged the four involvement item to form an involvement index and subjected it to a 2 (regulatory focus) x 2 (feature type) x 2 (evaluation mode) analysis of variance. Involvement was not significantly different across regulatory focus conditions either. Finally, I conducted a one-way ANOVA with involvement as the dependent variable and evaluation mode as the independent variable. Unlike my experiment 1, where I found involvement to be significantly different across evaluation mode conditions, this time I found that the level of involvement across evaluation mode conditions was not statistically significant ($p > 0.05$). Subjects in both single and joint mode of evaluation had similar level of involvement.

Since both mood and involvement were not found to differ significantly across either regulatory focus or evaluation modes, they were dropped from further statistical analysis.

4.3.3 Product Evaluation

I analyzed participants product evaluation using a 2 (regulatory focus) x 2 (yoghurt) x 2 (evaluation mode) ANOVA. The means are reported across conditions in Table 13. All ANOVA tests were based on a full 2 x 2 x 2 model, with (1, 234) degrees of freedom.

< Insert Table 13 here >

None of the main effects were found to be significant. I found a two-way significant interaction between regulatory focus and ad type, $F(1, 234) = 8.424$, ($p < 0.01$). Promotion-focused people had significantly higher evaluation of the hedonic yoghurt over the utilitarian version (Mean = 5.56 versus 4.9, $p < 0.05$). Promotion-focused subjects also preferred the hedonic yoghurt as compared to the prevention-focused subjects (Mean = 5.56 versus 5.1, $p < 0.05$). Prevention-focused people's evaluation of utilitarian yoghurt was higher as compared to hedonic version but the difference was not significant (Mean = 5.34 versus 5.1, $p > 0.05$). Prevention-focused subjects however preferred the utilitarian yoghurt as compared to promotion-focused people (Mean = 5.34 versus 4.9, $p < 0.05$). Most importantly, as predicted by my hypotheses I observe a significant three-way interaction (Fig 3) between regulatory focus, ad type and the evaluation mode ($F(1, 234) = 29.397$, $p < 0.001$). This re-confirms my hypothesis 2.

< Insert Fig 3 here >

I further conducted a contrast analysis using (+1, -1, 0, 0) as the coefficient. Results of contrast analysis in the single evaluation mode confirmed my theoretical prediction. Promotion-focused subjects indeed had a higher evaluation of the hedonic version of the yoghurt as compared to the prevention-focused group ($M = 5.93$ versus 4.59 , $p < 0.001$). Prevention-focused subjects on the other hand evaluated the utilitarian version of the yoghurt more favourably in comparison to the hedonic version ($M = 5.74$ versus 4.79 , $p < 0.001$). In addition, promotion-focused group also had more favourable evaluation of the hedonic yoghurt in comparison to the prevention-focused people ($M = 5.93$ versus 4.79 , $p < 0.001$). As for prevention-focused people, they had significantly higher evaluation of the utilitarian yoghurt as compared to the promotion-focused people ($M = 5.74$ versus 4.59 , $p < 0.001$). In sum, contrast analysis presents strong evidence regarding my fit hypothesis and re-confirms hypotheses 1 and 2a.

I selected data from the joint evaluation mode and conducted a 2 (regulatory focus) x 2 (feature type) ANOVA with (1, 108) degrees of freedom. Results showed that the two-way interaction between regulatory focus and ad type turned out to be non significant ($F(1, 108) = 3.135$, $p > 0.05$). Further, results of contrast analysis in the joint evaluation mode showed that prevention-focused people had higher evaluation of hedonic yoghurt in comparison to the utilitarian version ($M = 5.45$ versus 4.88 , $p < 0.05$), thereby supporting our preference reversal hypotheses 2b. On the other hand, promotion-focused subject's evaluation between hedonic and utilitarian yoghurt did not differ significantly. In fact, promotion-focused group had slightly higher evaluation of utilitarian yoghurt as compared to the hedonic version ($M = 5.25$ versus 5.13 , $p > 0.05$).

4.3.4 Purchase Intention

I subjected one item purchase intention to a 2 x 2 x 2 ANOVA with (1, 234) degrees of freedom (Table 14).

< Insert Table 14 here >

Results showed a significant two-way interaction between ad type and evaluation mode ($F(1, 234) = 4.557, p < 0.05$). In the joint evaluation mode, subjects had a higher evaluation of the utilitarian version of the ad in comparison to the hedonic version ($M = 5.32$ versus $4.73, p < 0.05$). Participants evaluation of the hedonic and utilitarian version of the ad in single evaluation mode did not vary significantly ($M = 5.15$ versus $5.09, p > 0.05$). In addition, subjects evaluated the hedonic ad more favourably in the single evaluation mode as compared to the joint evaluation mode ($M = 5.15$ versus $4.73, p = 0.054$). The evaluation of the utilitarian version of ad in single and joint mode did not differ significantly ($M = 5.09$ versus $5.32, p > 0.05$). This shows that in general the utilitarian ad was preferred over hedonic ad in the joint mode. No such clear cut preferences were found in the single mode.

More importantly, I found the predicted three-way interaction (Fig 4) between regulatory focus, ad type and evaluation mode ($F(1, 234) = 8.503, p < 0.05$) supporting my Hypotheses 3. In order to rule out alternate results, I repeated the ANOVA with both mood and involvement as covariates. Results showed a main effect of involvement ($F(1, 232) = 8.955, p < 0.05$) and ad type ($F(1, 232) = 4.076, p < 0.05$). In general, when purchase intention was used as the dependent variable, the utilitarian ad was found to be more favourable in comparison to the hedonic ad but the

difference was very close to gaining significance ($M = 5.20$ versus 4.96 , $p = 0.122$). However, once again I found the three-way interaction to be significant ($F(1, 232) = 6.929$, $p < 0.05$). The previously significant two-way interaction between evaluation mode and ad type turned out to be mildly significant ($F(1, 232) = 3.683$, $p = 0.056$).

Results of my contrast analysis in the single evaluation mode presented interesting insights. In conformance with my fit hypothesis, promotion-focused people showed higher purchase intention for hedonic yoghurt as compared to the utilitarian yoghurt ($M = 5.55$ versus 4.91 , $p < 0.05$). Prevention-focused group on the other hand had higher intention to purchase utilitarian yoghurt over hedonic yoghurt but the difference was mildly significant ($M = 5.27$ versus 4.75 , $p = 0.075$; one tailed $p < 0.05$). Promotion-focused group when compared to the prevention-focused group exhibited higher purchase intention for the hedonic yoghurt ($M = 5.55$ versus 4.75 , $p < 0.05$). However, although prevention-focused group showed higher intention of purchase for the utilitarian yoghurt as compared to the promotion group, the difference was not statistically significant ($M = 5.27$ versus 4.91 , $p > 0.05$; one tailed $p > 0.05$). Overall results in the single evaluation mode support my fit hypothesis 3a.

In the joint evaluation mode, a 2 (regulatory focus) x 2 (feature type) ANOVA was conducted by selecting cases under joint evaluation mode only. Results showed a main effect for ad type ($F(1, 108) = 6.311$, $p < 0.05$). However, the two-way interaction between regulatory focus and ad type was insignificant ($F(1, 108) = 1.675$, $p > 0.05$). Interesting pattern of results was observed when I conducted contrast analysis in the joint evaluation mode. Promotion-focused people exhibited significantly higher intention of purchase for the utilitarian version of the yoghurt over the hedonic version ($M = 5.43$ versus 4.54 , $p < 0.05$). Similarly, higher purchase intentions for utilitarian version over hedonic version was observed for prevention

group although the difference was not statistically significant ($M = 5.21$ versus 4.93 , $p > 0.05$; one tailed $p > 0.05$). This can be further explained in terms of attribute task compatibility theory (Nowlis and Simonson 1997) which actually says that different attributes gain prominence under different task conditions. More enriched attributes (easy to compare attributes) gain prominence depending on the task e.g. evaluation (or a choice task). Since purchase intention is immediate antecedent of choice as compared to attitude, it can be argued that as per the attribute task theory, when product evaluation was used as the dependent variable consumers attitude was driven by hedonic (enriched) attributes which gain prominence over utilitarian attributes. Similarly, when purchase intention was used as the dependent variable, relatively more “easy to compare attributes” (e.g. the utilitarian) attributes gained prominence over hedonic attributes and was responsible for the pattern of results observed. Thus, hypotheses 3b was supported.

< Insert Fig 4 here >

4.3.5 Discussion

The results from study 2 have several interesting implications. In study 2, I was able to replicate the fit effect as evidenced in earlier study albeit with much stronger evidence. Results confirmed my fit hypothesis in the single evaluation mode. The three-way interaction suggested that subjects acted in conformance with the fit effect in the single evaluation mode but not in the joint evaluation mode. In fact, I found evidence that under joint evaluation mode people reverse their preferences. When attitude was used as the dependent variable, I observed same pattern of results as in experiment 1. I found that prevention-focused people had a preference reversal

in favour of hedonic yoghurt while at the same time promotion-focused group did not exhibit a significantly different preference between hedonic and utilitarian version.

The results were even more interesting when purchase intention was used as a dependent variable. While in the single evaluation mode, subjects showed same preferences in accordance with fit theory, the joint evaluation mode had different pattern of results. Unlike attitude, in the joint evaluation mode prevention-focused group significantly preferred the utilitarian version over the hedonic version. Similar preferential purchase intention was also observed for promotion-focused group for utilitarian over hedonic yoghurt although this difference was not statistically significant. This is in line with extant theory that preferences have been shown to undergo reversal between direct choice and purchase likelihood ratings (Nowlis and Simonson 1997). This also supports Okada's (2005) work which showed that for choices under joint evaluation, people actually prefer utilitarian over hedonic consumption since it is easier to justify.

5.0 Study 3

5.1 Objective

The main objective of study 3 was to replicate the fit effect for a different product category. For this study, I wanted to choose a product that will be both relevant for the undergraduate subjects and also have enough product features to manipulate a hedonic and utilitarian version of the advertisement. In addition, I also wanted to simulate a real life advertisement by creating a feature that will have a picture of the focal product along with a copy describing its features. I thus chose MP3 as my focal product and conducted a pretest to construct separate versions of the ad.

A second motivation behind conducting experiment 3 was the issue of involvement faced in study 1. I found involvement to vary significantly across evaluation mode conditions in my study 1. In study 1, subjects in the joint evaluation mode had significantly higher involvement as compared to subjects in the single evaluation mode. It is possible that, involvement instead of evaluation mode might be responsible for the pattern of results obtained. One way to solve this potential confound is to manipulate involvement in study 3 and observe whether I obtain the same pattern of results as in study 1. Especially, I would like to see whether the results obtained under both low and high involvement mode are comparable to the pattern of results obtained under single versus joint evaluation mode in study 1. The theoretical rationale for doing this is that if there is a potential confound between evaluation mode and involvement then similar pattern of results should be obtained in both studies 1 and 3.

The final motivation for conducting experiment 3 was to address a current issue in the extant literature. One of the current debates in the fit literature is whether fit effect is a result of motivated or unmotivated processing of information. For example, Wang and Lee (2006) found in their study that the fit effect takes place under low involvement when people are not motivated to process information. This in turn contradicted Aaker and Lee (2001) study wherein they find evidence that the fit effect is a result of more motivated processing. Thus, study 3 was designed in order to rule out potential confound, replicate fit effect in a different product category and address whether fit is a result of motivated information processing or not.

5.2 METHODOLOGY

5.2.1 Design

The objective of study 3 was thus as explained above. Similar to my earlier two experiments, I wanted to examine whether there is regulatory fit between promotion (prevention) and hedonic (utilitarian) information by using a different product category. I primed participants with either a promotion or a prevention focus and then presented them with print advertisements of two MP3 players (hedonic and utilitarian versions). I also manipulated participants' involvement level. I then asked the participants to evaluate the two MP3 players. I chose MP3 player as my subjects have high familiarity with the product category. Thus, I used a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (involvement: high versus low) between subjects design.

5.2.2 Stimuli Development

A total of 23 undergraduate students participated in a pretest. I gave the participants definition of hedonic and utilitarian products. I told participants that "Hedonic goods" are those whose consumption is based on feelings or emotions and sensory experiences of sensual pleasure, fantasy and fun whereas "Utilitarian goods" are ones whose consumption is driven by thoughts and helps one to accomplish a functional or practical task. I further gave them examples e.g. perfume for a hedonic good while a microwave for utilitarian product. I also told the participants that apart from hedonic and utilitarian products, there are also hybrid goods which contain both hedonic and utilitarian features e.g. a car. I presented them with a list of features related to my focal product "MP3" and asked them to classify each feature into three categories: hedonic, utilitarian or not sure. I selected target features based on frequency with which each feature was categorized across all participants. I retained only those features that at least 70% of the participants characterized as hedonic or

utilitarian (Table 15). Thus, I selected three hedonic features (available in bright range of colours, sleek and stylish design, makes a fashion statement) and four utilitarian features (long lasting rechargeable battery, thin and ultra light, easy touch and go control, onscreen display of songs) as the target features. I also decided to include “signature ear buds” under hedonic feature although only 52% categorized it as hedonic. This was done in order to give the MP3 player a more stylish image. I described each feature as a strong hedonic or utilitarian claim. I then developed two versions of print ad for MP3 in which the copy was either a hedonic or a utilitarian feature description (Table 16 and Table 17).

< Insert Table 15 here >

< Insert Table 16 here >

< Insert Table 17 here >

5.2.3 Sample

125 undergraduate students (83 females) were recruited through the school website and were paid SGD 5 for participation. The participants were given the cover story that they were participating in a college student survey and were randomly assigned to one of the eight conditions of a 2 (regulatory focus: promotion versus prevention) x 2 (feature type: hedonic versus utilitarian) x 2 (involvement: high versus low) design.

5.2.4 Manipulation of Independent Variables

The three independent variables used in this study are Regulatory focus, feature type and involvement. Regulatory focus was manipulated in the same way by asking participants in the promotion-focused group to write about their hopes and

aspirations while prevention-focused subjects wrote about their duties and obligations. Feature type was manipulated by creating two print ads for MP3, one with the copy describing hedonic features while the other with a copy describing utilitarian features. Finally involvement was also manipulated through the instructions given to the subjects. I told participants in the high involvement level that the MP3 was targeted at college students and will be soon available in the market; further more the study was conducted among a few selected groups to receive important feedback on the MP3 before launch. I told participants in the low involvement stage that the MP3 was still in the development stage and the manufacturer was conducting a survey on a huge sample to receive preliminary feedback.

5.2.5 Measurement of Dependent Variables

The main dependent variable used in this study was attitude towards the product which was measured by using a four item seven point scale (Table 18) anchored at 1 = “strongly disagree”, 7 = “strongly agree” ($\alpha = 0.856$).

< Insert Table 18 here >

5.3 ANALYSIS AND RESULTS

5.3.1 Manipulation Check

I decided to use different manipulation check items for regulatory focus in this study (Table 19). This was done since the manipulation check for experiments 1 and 2 were not statistically significant despite being very close to attaining significance. In fact, a one tailed test in both experiments 1 and 2 found the manipulation check to be significant. Although the manipulation check items in the first two experiments were taken from the extant literature and has been validated in other studies, I decided

to use different manipulation check items based on the existing literature on regulatory focus. A one-way ANOVA showed that participants in the primed-ought condition and the primed-ideal condition did not vary significantly (Mean = 4.27 versus 4.24, $p > 0.05$).

< Insert Table 19 here >

A one-way ANOVA conducted with average of involvement items as the dependent variable and involvement type as the independent variable turned out to be non significant. There was no significant difference in involvement level across low and high involvement groups (Mean = 4.39 versus 4.42, $p > 0.05$). Thus, as evident from the above, the manipulation check for both regulatory focus and involvement were not successful.

5.3.2 Product Evaluation

Since the manipulation of involvement failed, I decided to use self report measures of subjects' involvement level to categorize them into high and low involvement. I averaged the involvement items (Table 20) into an involvement scale ($\alpha = 0.684$). A median split was then performed to categorize subject into high and low involvement (Mean = 4.41). I ran a 2 (regulatory focus) x 2 (ad type) x 2 (involvement) ANOVA with product evaluation as the dependent variable. Results showed a main effect of the ad type ($F(1, 117) = 15.90, p < 0.05$). Subjects evaluated the utilitarian ad significantly higher as compared to the hedonic ad ($M = 4.72$ versus $4.09, p < 0.05$). No other main effect or interaction effect was significant. The three-way interaction between regulatory focus, ad type and evaluation mode nearly approached significance ($p = 0.08$). I also ran a 2 (regulatory focus) x 2 (ad type)

ANOVA with involvement as the covariate. Once again, the two-way interaction between regulatory focus and ad type nearly approached significance ($p = 0.067$).

In order to see whether the two-way interaction was significant in the different involvement conditions, I ran a 2 (regulatory focus) x 2 (ad type) ANOVA by selecting cases under high involvement only. The means of the analysis are reported in Table 21. Results showed a main effect of ad type ($F(1, 52) = 15.5, p < 0.05$). Once again, subjects evaluated the utilitarian ad more favourably as compared to the hedonic version ($M = 4.92$ versus $4.06, p < 0.05$). More importantly, I observe a two-way interaction (Fig 5) between regulatory focus and ad type ($F(1, 52) = 7.95, p < 0.05$). Results of contrast analysis showed that subjects in the prevention focus had higher evaluation of the utilitarian ad as compared to the hedonic ad ($M = 5.48$ versus $3.96, p < 0.001$). Prevention-focused people also had higher evaluation of the utilitarian ad as compared to promotion-focused subjects ($M = 5.48$ versus $4.53, p < 0.05$). There was no significant differences between promotion-focused subjects evaluation of hedonic and utilitarian ad ($M = 4.28$ versus $4.53, p > 0.05$; one tailed $p > 0.05$). Promotion-focused subjects however had higher evaluation of hedonic ad as compared to prevention-focused people but this difference was not significant either ($M = 4.28$ versus $3.96, p > 0.05$; one tailed $p > 0.05$).

< Insert Fig 5 here >

I ran the 2 x 2 ANOVA once again, but this time selecting cases under low involvement only. Results showed that neither the main effect of ad type ($F(1, 65) = 3.85, p > 0.05$) nor the two-way interaction between ad type and regulatory focus ($F(1, 65) = 0.01, p > 0.05$) was significant.

< Insert Table 20 here >

< Insert Table 21 here >

5.3.3 Discussion

Study 3 has several interesting implications. First of all, I was able to replicate the fit effect using a different product category. My results show that the fit effect takes place under conditions of high involvement only. Prevention-focused subjects in the high involvement condition had significantly higher evaluation of the utilitarian ad over the hedonic ad. Promotion-focused subjects on the other hand had higher evaluation of the hedonic ad as compared to the prevention-focused groups. Thus, the fit effect was found to take place under high involvement condition only and not under low involvement condition.

Secondly, my pattern of results when compared with results from study 1 rule out the potential confound between involvement and evaluation mode. In study 1, fit effect was found under single evaluation mode in which subjects were also found to have low involvement level as compared to subjects in the joint evaluation mode. On the contrary, in study 3, I found that the fit effect was replicated under high involvement condition. Further, the pattern of results obtained under joint evaluation mode in study 1 (which also had higher involvement level) and high involvement condition in study 3 are different. In study 1, both promotion and prevention-focused subjects preferred the hedonic version of the ad in the joint evaluation mode thereby defying the fit effect. In comparison, the high involvement mode in study 3 replicates the fit effect. In particular, prevention-focused subjects significantly preferred the utilitarian ad over the hedonic ad while promotion-focused subjects had higher evaluation of the hedonic ad over prevention-focused subjects in conformance with

the fit effect. Thus, from the pattern of results obtained, it seems that the fit effect in study 1 is moderated by evaluation mode rather than involvement level.

Finally, my findings that fit effect takes place under high involvement level is in conformance with existing research of Aaker and Lee (2001) and other researchers who have found evidence that the fit effect is a result of motivated information processing.

6.0 General Discussion

6.1 Overall Discussion

The current research shows that there is a natural fit between promotion (prevention) and hedonism (utilitarianism). Subjects primed with promotion (prevention) focus had a higher evaluation of the hedonic (utilitarian) alternative of a product. This is the proposed fit effect. The fit effect in this research seems to be driven by the fact that promotion (prevention) focus people select and base their product evaluation on information type that helps them to sustain their regulatory orientation. Promotion-focused people relatively prefers hedonic over utilitarian information since it is compatible with their affect driven information processing strategy. On the other hand, prevention-focused subjects relatively prefer utilitarian over hedonic information since it is compatible with their cognitively based information processing strategy. This matching of the regulatory orientation with particular information type leads to the fit effect. The fit effect was observed both for product evaluation and purchase intention especially under the single evaluation mode i.e. when product alternatives were viewed singularly.

The fit effect vanished under the conditions when subjects viewed both the hedonic and utilitarian version of the product side by side in a joint mode. In a joint

mode, both promotion and prevention-focused subjects preferred the hedonic version of the product when “evaluation” was used as the dependent variable. This is driven by the fact that under joint evaluation mode, hedonic features had a greater impact as compared to utilitarian features primarily due to the evaluability hypothesis and also because of greater elaboration of hedonic features. A separate preference reversal was obtained when the task was changed to purchase intention instead of the evaluation. Under such condition, the utilitarian attributes gained prominence as they are relatively more easy-to-compare attributes unlike hedonic attributes which are more enriched. Furthermore, it seems that although people prefer hedonic over utilitarian alternative in a rating situation, they might actually choose the more utilitarian version over the hedonic one in actual choice. It is possible that hedonic consumption being discretionary in nature is more difficult to justify when placed side by side to an utilitarian alternative (Okada 2005). Nevertheless, the fit effect was observed under both task conditions (i.e. “evaluation” and “purchase intention”) in the single evaluation mode but not under joint evaluation mode. Furthermore, I replicated the fit effect for a different product category in support of generalization of the fit theory across different products. The fit effect also seemed to raise motivation in subjects who as a result of feeling right experience seem to be more involved in the decision making process.

My research has important theoretical and managerial contributions. On the theoretical front, my research contributes to the existing fit literature. I show that consumers with certain regulatory orientation might experience the fit effect while evaluating hedonic and utilitarian product alternatives without being explicitly asked to adopt a strategy to induce fit. This is often the case in real life when consumers do have to evaluate product alternatives in a naturalistic setting. I further contribute to

the domain of the preference reversal literature by showing that the fit effect holds when consumers actually view the product alternatives singularly. In a joint mode of evaluation, the fit effect no longer exists and there can be actually a preference reversal depending upon which features gain relative prominence. For example, I found that in a joint evaluation mode, when attitude was used as the dependent variable, the hedonic features had greater impact and in turn drove consumers' preferences. A different story emerged when purchase intention was used as the dependent variable. This time I found that the utilitarian alternatives gained prominence and in turn drove consumers' preferences.

Through my current research, I therefore introduce a new moderator for the fit effect in the form of "evaluation mode". I also try and build interesting theoretical connections between two disparate fields in marketing literature i.e. regulatory fit and preference reversal. I also contribute to the existing attribute task compatibility theory by showing that the preference reversal between hedonic and utilitarian consumption can be further contingent on the type of task chosen i.e. whether consumers are only "evaluating" or expressing "purchase intention" for the product alternatives.

On the managerial front, my research has several important implications. Managers might gain useful insights from my work regarding product positioning. Given that products often have both hedonic and utilitarian benefits, the same product can be positioned in different ways. For example, an advertisement of "Mini Cooper" can highlight the hedonic benefits e.g. mini is so adorable, cute etc. or its utilitarian benefits like easy maneuverability etc. Such positioning will be even more effective if it is combined with elements to induce a certain regulatory focus in target consumers. In a similar notion, integrated marketing communication can also devise

advertising strategies to combine hedonic (utilitarian) product features with promotion (prevention) focus in order to influence consumers' attitude and purchase intentions.

My research has implications for product display too. If an automobile dealer wants to influence consumer's attitudes towards a trendy sports car (relatively more hedonic) as compared to a SUV (relatively more utilitarian), he may gain by displaying the hedonic car or the SUV in a stand alone mode. The dealer however has to devise strategies at the same time to induce a particular focus in the consumer in order to match regulatory concern with the product features to be evaluated. For example, a car salesman can actually point out that how rich and successful people drive the particular sports car or how men with large family prefer the safe and spacious SUV in order to induce a particular focus (promotion in the first case and prevention in the later). Displaying both the cars side by side may however have different implications. My research shows that if the cars are displayed side by side in order to influence consumers' attitudes, the hedonic car may benefit from joint display. However, given that in most cases attitudes need to be translated into action, a joint display may not benefit the hedonic car when it comes to purchase intention as current evidences show that people might actually prefer the utilitarian car when they make their purchase intention between the two cars. In sum, the current research can provide useful insights into areas like product display, positioning or marketing communications.

6.2 Limitations and Further Research

Several limitations can be outlined for this research. Firstly, the manipulation check items for regulatory focus failed to show the desired results. This may be due to the nature of the manipulation check questions which the subjects probably failed

to understand. It is also possible that given the subtle and transitory nature of the regulatory focus manipulation, the effect ceased to exist once the subjects have completed their lengthy dependent variable measures. However, several reasons can be cited to somewhat allay the concerns arising from the failure of manipulation check. To begin with, I had conducted a pretest for the regulatory focus manipulation in which the manipulation check was successful. Further, the manipulation for regulatory focus along with the manipulation check items has been straightaway adapted from Pham and Avnet (2004), and has been well validated in the extant research. Also, in both experiments 1 and 2, the manipulation check came very close to attaining significance indicating that this might be a problem of statistical power. Finally, a one tailed test found the manipulation check to be significant in both experiments 1 and 2. All these give me confidence that the regulatory focus manipulation had indeed worked in my research. However, future researchers may like to take note of this and may use other means to manipulate regulatory focus e.g. evaluations of scenarios portrayed in promotion (prevention) frame (Lee and Aaker 2001). For example, in their research, Lee and Aaker (2001) ask participants to evaluate information about grape juice which stresses either on energy creation (a promotion- focused condition) or on cancer or heart disease prevention (a prevention- focused condition).

Secondly, in the first study, the fit effect seemed to hold more strongly for promotion-focused people and partially for the prevention-focused group (although a one tailed test for prevention-focused group was significant). However, subsequently we found a stronger support for it in the second study. In study 3, we tried a more difficult ad manipulation to replicate the fit effect by designing a print version of a new brand of MP3 player to simulate real life advertisements. The results again

showed that the fit effect was supported strongly for prevention-focused subjects and not for the promotion-focused subjects. This may be due to the nature of advertisement designed for the study. It would be worthwhile to mention that the hedonic ad was more difficult to manipulate and overall subjects found the utilitarian ad as more convincing. However, across all the three studies the fit effect seemed to be a robust effect.

Thirdly, I do not have any process evidence for the fit effect. I, however, obtained some preliminary support that the fit effect might be driven by relative increase in preferences for the type of information that helps to sustain the regulatory orientation. This was mainly derived from the thoughts data in study 1 which seemed to support this contention. However, no actual process data was obtained to support this contention.

There can be avenues for further research for the fit effect. In the current research, mood was hold as a covariate in order to show that the fit effect is independent of the hedonic mood effect. Future studies can however study the interaction of the two variables i.e. how product evaluation can be influenced by interaction between hedonic mood and regulatory fit.

I also found some evidence in my research, that the fit effect is a result of motivated processing. This largely supports the extant literature which predicts that as a result of fit, individual's motivation should go up. However, in Wang and Lee (2006) study, the fit effect was observed under conditions of low involvement. Future studies can further inspect the boundary condition for the fit effect as to when it occurs under low involvement versus high involvement.

Finally, Pham and Avnet (2004) concluded from their research that regulatory focus is not related to mood, involvement and NFC, the so called antecedents for

heuristic/systematic information processing. The researchers therefore theorized that information processing under fit seems to be unrelated to current information processing models and the main issue is to the type of information selected and used under a particular regulatory focus orientation. Research in consumer behaviour can further address this issue by investigating what is the actual mode of information processing under fit effect.

7.0 APPENDIX

7.1 List of Tables

Table 1

No.	Product Feature	% considered as Hedonic or Utilitarian
1.	Creamy and delicious taste	73.9 % Hedonic
2.	Made from Calcium and vitamin fortified milk.	91.3 % Utilitarian
3.	Wide range of fruity flavours like apricot, strawberry, mango, kiwi.	91.3 % Hedonic
4.	Good source of bone nutrients like zinc, magnesium, vitamin D and K.	91.3 % Utilitarian
5.	Contains real fruit chunks for added taste.	91.3 % Hedonic
6.	97% fat free.	78.3 % Utilitarian
7.	Contains live cultures to maintain a healthy balance of good and bad bacteria in the gut.	78.3 % Utilitarian

Table 2

Regulatory Focus	Priming Instructions
Promotion	<p>This first study is about how people’s hopes and goals evolve over time.</p> <p>Think about the hopes and goals that you had in the <u>past</u> (e.g., as you were growing up). By hopes and goals, we mean the things you really wanted to achieve or obtain, your aspirations, your dreams.</p> <p>Please write <u>at least two</u> of these hopes and goals in the space below.</p> <p><u>An example:</u></p> <p>When I was 17 years old, I wanted to have fun and travel around the world.</p> <p>Now think about your hopes and goals as they are <u>today</u>. What are the things you really want to achieve now, the things you are aspiring to, dreaming of, for the future.</p> <p>Please write at <u>least</u> two of these <u>present</u> hopes and goals in the space below.</p> <p><u>An example:</u></p> <p>Today I am an undergrad business student and I hope to have a successful career in investment banking.</p>
Prevention	<p>This first study is about how people’s sense of duty and obligations evolve over time.</p> <p>Think about the duties and obligations that you had in the <u>past</u> (e.g., as you were growing up). By duties and obligations, we mean the things that you were expected or required to do, your responsibilities, the things you were trusted to do, the things you knew you ought to do.</p> <p>Please write <u>at least two</u> of these past duties and obligations.</p> <p><u>An example:</u></p> <p>When I was in junior high, my parents really expected me to have good grades in every single class. They also expected me to take care of my baby sister all the time.</p> <p>Now think about your duties and obligations as they are <u>today</u>. What are the things you expected to do now? What are your new responsibilities? What are your commitments, the things you know you ought to do?</p> <p>Please write <u>at least two</u> of these <u>present</u> duties and obligations.</p> <p><u>An example:</u></p> <p>Today, I need to get a job soon because I have to pay back loans and I also feel I need to make my Parents proud of me.</p>

Table 3

Feature type	Description
Hedonic (Yoghurt A)	<ul style="list-style-type: none"> • The yoghurt is especially manufactured to give a rich and creamy taste. The addition of several ingredients like creamy milk, thickeners, skim milk powder, etc. gives that delicious taste in your mouth. • The yoghurt comes in a wide range of fruity flavours like strawberry, apricot, mango and kiwi in addition to the original flavour. The wide range of fruity flavours makes our yoghurt a wonderful choice for every occasion. You just can't resist the temptation of its fruity taste. • In addition to the wide range of flavours mentioned above, the yoghurt actually contains real fruit chunks for added taste. You can actually see the chunks of fresh ripe strawberries or mangoes which have been added to the yoghurt to tingle your taste buds. The pieces of fruit have been especially added to blend with the original rich and creamy taste thereby delighting you gastronomically.
Utilitarian (Yoghurt B)	<ul style="list-style-type: none"> • The yoghurt is made from calcium and vitamin fortified milk. It is specially formulated to capture the goodness of high calcium yoghurt. In addition, its formulation also ensures that it has absolutely low levels of fat. It is in fact 97% fat free. • The yoghurt has essential bone nutrients like vitamin D & K in addition to other nutrients like zinc and magnesium. The presence of these nutrients helps you to maintain strong bones, especially in adults. • The yoghurt contains 2 live cultures, Streptococcus thermophilus and Lactobacillus bulgaricus. Consuming yoghurt with live cultures helps you to maintain a healthy balance of good and bad bacteria in the gut.

Table 4

Study1: Operationalization of Joint Mode of Evaluation

<u>Brand A</u>	<u>Brand B</u>
<ul style="list-style-type: none"> • The yoghurt is especially manufactured to give a rich and creamy taste. The addition of several ingredients like creamy milk, thickeners, skim milk powder, etc. gives that delicious taste in your mouth. • The yoghurt comes in a wide range of fruity flavours like strawberry, apricot, mango and kiwi in addition to the original flavour. The wide range of fruity flavours makes our yoghurt a wonderful choice for every occasion. You just can't resist the temptation of its fruity taste. • In addition to the wide range of flavours mentioned above, the yoghurt actually contains real fruit chunks for added taste. You can actually see the chunks of fresh ripe strawberries or mangoes which have been added to the yoghurt to tingle your taste buds. The pieces of fruit have been especially added to blend with the original rich and creamy taste thereby delighting you gastronomically. 	<ul style="list-style-type: none"> • The yoghurt is made from calcium and vitamin fortified milk. It is specially formulated to capture the goodness of high calcium yoghurt. In addition, its formulation also ensures that it has absolutely low levels of fat. It is in fact 97% fat free. • The yoghurt has essential bone nutrients like vitamin D & K in addition to other nutrients like zinc and magnesium. The presence of these nutrients helps you to maintain strong bones, especially in adults. • The yoghurt contains 2 live cultures, <i>Streptococcus thermophilus</i> and <i>Lactobacillus bulgaricus</i>. Consuming yoghurt with live cultures helps you to maintain a healthy balance of good and bad bacteria in the gut.

Table 5

Study 1: Measurement of Dependent Variable

Item	Description
1	Overall, I like this yoghurt.
2	I think this yoghurt is delightful.
3	I am favourable towards this yoghurt.

Table 6

Study 1: Measurement of Mood

Item	Description
1	Currently I am in a good mood.
2	As I answer these questions, I feel cheerful.
3	For some reasons, I am not very comfortable right now.*
4	At this moment I feel edgy or irritable.*

* Reverse coded

Table 7

Study 1: Measurement of Involvement

Item	Description
1	As you evaluate the product information you were.
2	To what extent you found the information presented to you interesting.
3	How did you consider the product claims about the yoghurt?
4	I paid close attention to the product description.

Table 8

STUDY 1: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS AND AD TYPE

Study 1	Yoghurt A	Yoghurt B
Promotion	5.67 n = 25	4.76 n = 25
Prevention	5.21 n = 24	5.28 n = 25

Notes: Yoghurt A has hedonic claims while Yoghurt B has utilitarian claims.

Table 9

Study 1: Manipulation Check for Regulatory Focus

If I had to choose right now ...		
I would prefer to do what is right.	○ ○ ○ ○ ○ ○ ○	I would prefer to do whatever I want.
I would prefer to take a trip around the world.	○ ○ ○ ○ ○ ○ ○	I would prefer to pay back my loans.
I would rather go wherever my heart takes me.	○ ○ ○ ○ ○ ○ ○	I would rather do whatever it takes to keep my promises.

Table 10

STUDY 1: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS, AD TYPE AND EVALUATION MODE

	SE		JE	
	Yoghurt A	Yoghurt B	Yoghurt A	Yoghurt B
Promotion	5.67 n = 25	4.76 n = 25	5.40 n = 20	4.75 n = 20
Prevention	5.21 n = 24	5.28 n = 25	5.58 n = 19	4.88 n = 19

Notes: Yoghurt A has hedonic claims while Yoghurt B has utilitarian claims.

Table 11**Study2: Feature Type Manipulation**

Feature type	Description
Hedonic (Yoghurt A)	<ul style="list-style-type: none"> • The yoghurt is especially manufactured to give a rich and creamy taste. The addition of several ingredients like creamy milk, thickeners, skim milk powder, etc. gives that delicious taste in your mouth. • The yoghurt comes in a wide range of fruity flavours like strawberry, apricot, mango and kiwi in addition to the original flavour. The wide range of fruity flavours makes our yoghurt a wonderful choice for every occasion. You just can't resist the temptation of its fruity taste. • In addition to the wide range of flavours mentioned above, the yoghurt actually contains real fruit chunks for added taste. You can see the chunks of fresh strawberries or mangoes which have been added to tingle your taste buds and delight you gastronomically. • It is made from calcium and vitamin fortified milk and is 97% fat free. • It contains essential vitamins and nutrients. • It contains live cultures.
Utilitarian (Yoghurt B)	<ul style="list-style-type: none"> • The yoghurt is made from calcium and vitamin fortified milk. It is specially formulated to capture the goodness of high calcium yoghurt. In addition, its formulation also ensures that it has absolutely low levels of fat. It is in fact 97% fat free. • The yoghurt has essential bone nutrients like vitamin D & K in addition to other nutrients like zinc and magnesium. The presence of these nutrients helps you to maintain strong bones, especially in adults. • The yoghurt contains 2 live cultures, Streptococcus thermophilus and Lactobacillus bulgaricus. Consuming yoghurt with live cultures helps you to maintain a healthy balance of good and bad bacteria in the gut. • It has rich and creamy taste. • It is available in wide range of fruity flavours. • It contains chunks of real fruits

Table 12

Study2: Operationalization of Joint Mode of Evaluation

<u>Brand A</u>	<u>Brand B</u>
<ul style="list-style-type: none"> • The yoghurt is especially manufactured to give a rich and creamy taste. The addition of several ingredients like creamy milk, thickeners, skim milk powder, etc. gives that delicious taste in your mouth. • The yoghurt comes in a wide range of fruity flavours like strawberry, apricot, mango and kiwi in addition to the original flavour. The wide range of fruity flavours makes our yoghurt a wonderful choice for every occasion. You just can't resist the temptation of its fruity taste. • In addition to the wide range of flavours mentioned above, the yoghurt actually contains real fruit chunks for added taste. You can see the chunks of fresh strawberries or mangoes which have been added to tingle your taste buds and delight you gastronomically. • It is made from calcium and vitamin fortified milk and is 97% fat free. • It contains essential vitamins and nutrients. • It contains live cultures. 	<ul style="list-style-type: none"> • The yoghurt is made from calcium and vitamin fortified milk. It is specially formulated to capture the goodness of high calcium yoghurt. In addition, its formulation also ensures that it has absolutely low levels of fat. It is in fact 97% fat free. • The yoghurt has essential bone nutrients like vitamin D & K in addition to other nutrients like zinc and magnesium. The presence of these nutrients helps you to maintain strong bones, especially in adults. • The yoghurt contains 2 live cultures, Streptococcus thermophilus and Lactobacillus bulgaricus. Consuming yoghurt with live cultures helps you to maintain a healthy balance of good and bad bacteria in the gut. • It has rich and creamy taste. • It is available in wide range of fruity flavours. • It contains chunks of real fruits.

Table 13

STUDY 2: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS, AD TYPE AND EVALUATION MODE

Study 2	SE		JE	
	Yoghurt A	Yoghurt B	Yoghurt A	Yoghurt B
Promotion	5.93 n = 33	4.59 n = 32	5.13 n = 28	5.25 n = 28
Prevention	4.79 n = 32	5.74 n = 33	5.45 n = 28	4.88 n = 28

Notes: Yoghurt A has strong hedonic claims while Yoghurt B has strong utilitarian claims.

Table 14

STUDY 2: PURCHASE INTENTION AS A FUNCTION OF REGULATORY FOCUS, AD TYPE AND EVALUATION MODE

Study 2	SE		JE	
	Yoghurt A	Yoghurt B	Yoghurt A	Yoghurt B
Promotion	5.55 n = 33	4.91 n = 32	4.54 n = 28	5.43 n = 28
Prevention	4.75 n = 32	5.27 n = 33	4.93 n = 28	5.21 n = 28

Notes: Yoghurt A has strong hedonic claims while Yoghurt B has strong utilitarian claims.

Table 15***Study 3: Description of Hedonic versus Utilitarian Feature Type***

No.	Product Feature	% considered as Hedonic or Utilitarian
1.	Available in bright range of colors.	76% Hedonic
2.	Sleek and stylish design.	92% Hedonic
3.	Makes a fashion statement.	100% Hedonic
4.	Signature ear buds to suit your style.	52 % Hedonic
5.	Long lasting rechargeable battery.	96% Utilitarian
6.	Thin and ultra light for easy portability.	80% Utilitarian
7.	On screen display of songs.	80 % Utilitarian
8.	Easy touch and go control.	88% Utilitarian

Table 16

Study3: Hedonic Feature Type Manipulation for MP3



Presenting LYRA

A stylish MP3 player with a sleek design and bright range of colors that is guaranteed to make a fashion statement for you. Just plug on those signature earbuds and get going.....

www.lyra.com

Table 17

Study 3: Utilitarian Feature Type Manipulation for MP3



Presenting LYRA

A thin and ultra light MP3 player with easy touch and go control. With long lasting rechargeable battery and onscreen display of songs, you are always tuned in.....

www.lyra.com

Table 18

Study 3: Measurement of Dependent Variable

Item	Description
1	As an overall evaluation of this particular MP3, I think I would.
2	I think the features offered as part of this particular MP3 are good.
3	I think that this MP3 is an excellent product.
4	I would like to use this MP3 on a regular basis.

Table 19

Study 3: Manipulation Check for Regulatory Focus

Item	Description
1	I receive an A because I pursue so many means for advancement.
2	I don't receive an A because I pursue too few means for advancement.
3	I receive an A because I am so careful.
4	I don't receive an A because I am too careless.

Table 20

Study 3: Measurement of Involvement

Item	Description
1	To what extent did you try to evaluate the information in the advertisement?
2	To what extent you found the information presented to you interesting?
3	How did you consider the product claims about the MP3?
4	I paid close attention to the advertisement.

Table 21

STUDY 3: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS AND AD TYPE UNDER HIGH INVOLVEMENT

Study 3	Hedonic MP3	Utilitarian MP3
Promotion	4.28 n = 9	4.53 n = 17
Prevention	3.96 n = 18	5.48 n = 12

7.2 List of Figures

Figure 1

STUDY 1: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS AND AD TYPE

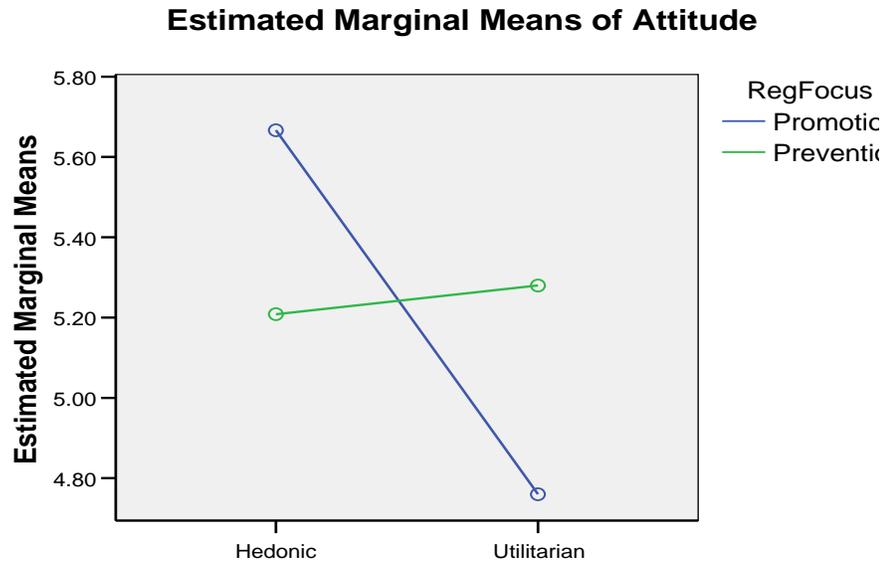
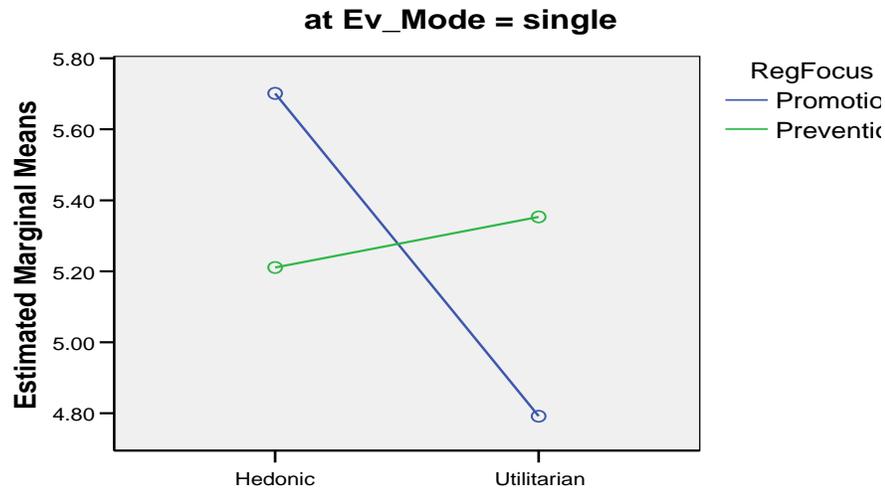


Figure 2

STUDY 1: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS, AD TYPE
AND EVALUATION MODE

Estimated Marginal Means of Attitude



Estimated Marginal Means of Attitude

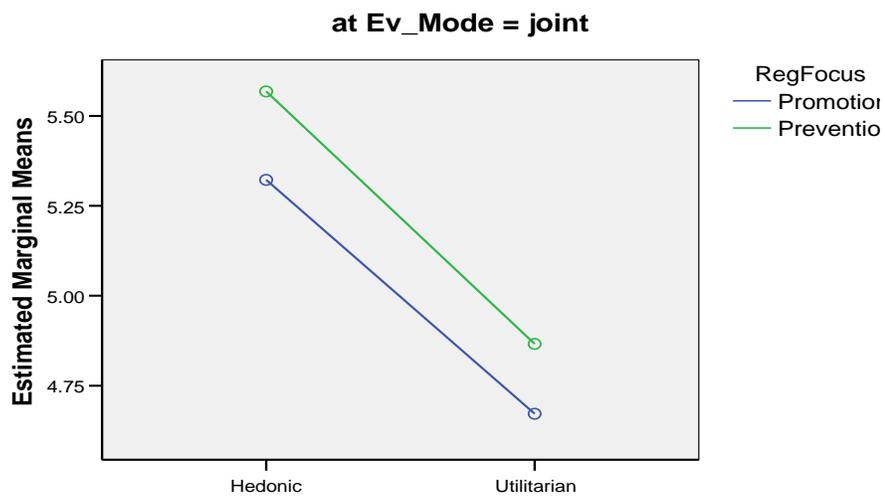
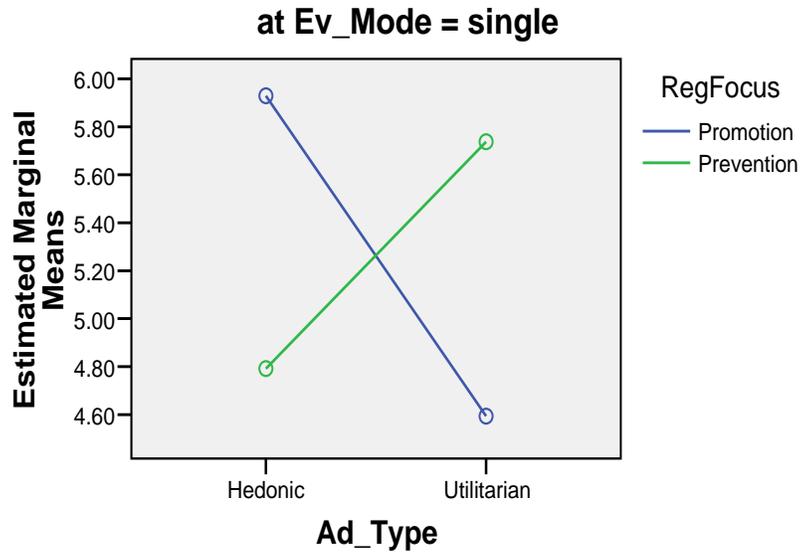


Figure 3

STUDY 2: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS, AD TYPE AND EVALUATION MODE

Estimated Marginal Means of Attitude



Estimated Marginal Means of Attitude

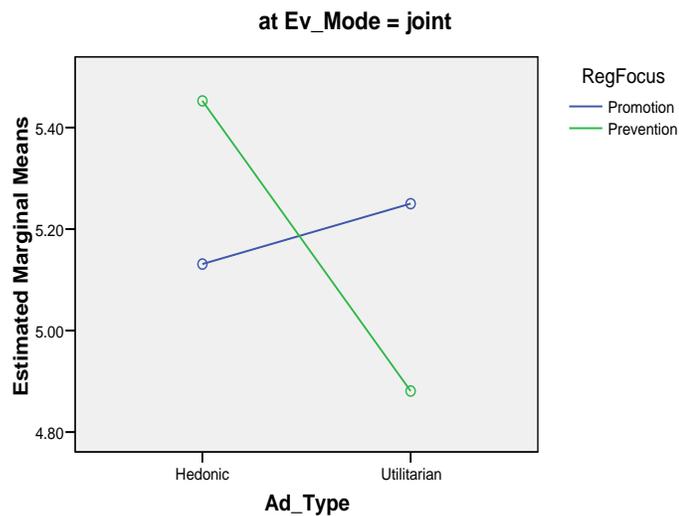
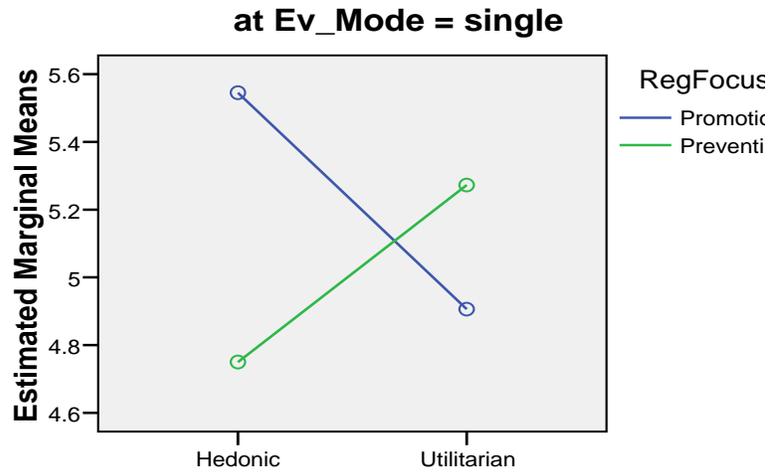


Figure 4

STUDY 2: PURCHASE INTENTION AS A FUNCTION OF REGULATORY FOCUS, AD TYPE AND EVALUATION MODE

Estimated Marginal Means of Pur_Int



Estimated Marginal Means of Pur_Int

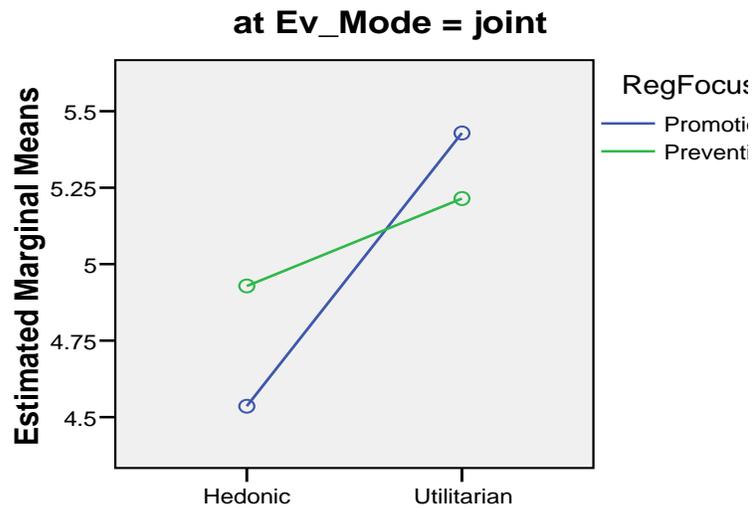
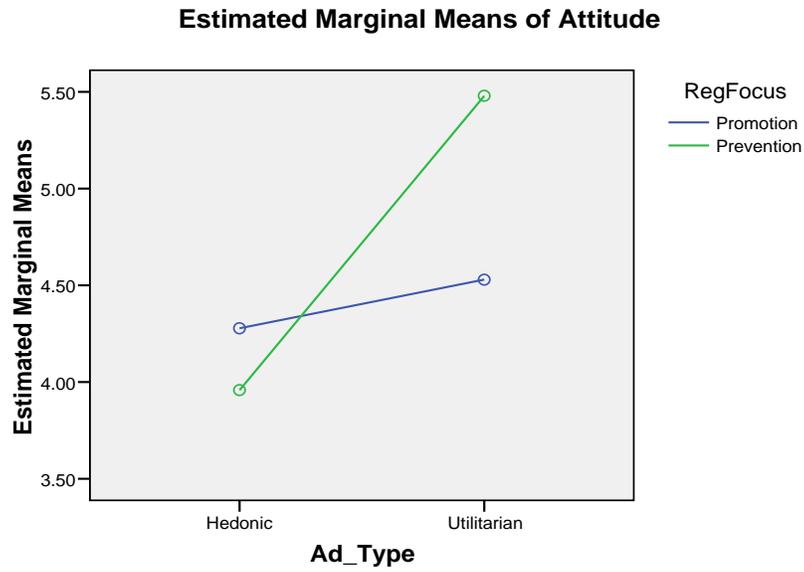


Figure 5

STUDY 3: ATTITUDE AS A FUNCTION OF REGULATORY FOCUS, AD TYPE
UNDER HIGH INVOLVEMENT



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