

國立台灣大學商學研究所博士班入學考試試卷 (101 學年度)

科目 消費者行為文獻評析

/ 共 15 頁

(考試時間 3 小時)

文獻 - (P1-9)

芝兩篇文章均需作答

文獻 = (P10-15)

1. Please read the following article and answer the questions (50%)

- (a) Please write down the abstract for this study
- (b) Please write down the hypotheses for this study
- (c) Please write down the possible procedure for Study 2
- (d) Please write down the managerial implications resulted from the findings

With increasing globalization, many consumers are becoming members of multiple sociocultural milieus and hold multiple social identities, which in turn influence their judgments and decisions (Arnett 2002). For instance, because of a rise in migrations and interracial marriages within European Union countries, it is increasingly common for European consumers to identify with multiple European cultural memberships (Wildemeersch, Stroobants, and Bron 2005). Arnett (2002) suggests that consumers today exhibit characteristics of both local and global identities. Being local means identifying with people in one's local community, whereas being global means identifying with people around the world.

How will local and global identities affect consumers' product evaluations? In this research, based on Arnett's (2002) conceptualization of local and global identities, we attempt to answer this question by studying the effects of accessible local and global identities in the context of con-

sumers' evaluation of local versus global products. Due to rapid globalization, local products such as Mecca Cola (France) and Fei-Chang Cola (China), and global products such as Pepsi and Coke, are routinely pitted against each other (Alden, Steenkamp, and Batra 1999; Parmar 2004; Rigby and Vishwanath 2006). Local products are made with specifications and packaging tailored for local markets, while global products are made with similar specifications and packaging for consumers from around the world (Steenkamp, Batra, and Alden 2003; Zhang, Feick, and Mittal 2005).

We propose that an accessible global (local) identity, relative to a local (global) identity, tends to induce more positive evaluations of global (local) products. More importantly, we examine the roles of high versus low diagnosticity in inducing product evaluations consistent with (assimilative) or opposite to (contrastive) the implications of the accessible identities. We first demonstrate the identity-accessibility effects by measuring chronic local-global identity with a recently developed preliminary scale (Zhang and Khare 2008). This confirms that it is appropriate to investigate the identity-accessibility effect in the context of evaluating local versus global products. We then examine boundary conditions of the identity-accessibility effect. In study 1, we show an assimilative evaluation effect when the accessible local-global identity is manipulated to be diagnostic for a product evaluation task, and a contrastive evaluation effect when the accessible local-global identity is manipulated to be nondiagnostic for the same task. In study 2, we show that when participants are in an integrative processing mode, the accessible local-global identity produces an assimilative evaluation effect, but when participants are in a differentiation processing mode, the accessible local-global identity produces a contrastive evaluation effect. Finally, in

study 3, we compare the accessibility effects of local and global identities to a control identity.

We believe that our research makes several important theoretical contributions. First, we contribute to the social identity literature by examining the conditions under which assimilative versus contrastive evaluation effects take place. Previous literature has focused primarily on the assimilative effect of priming a social identity (Srull and Wyer 1980); our results indicate that the contrastive effect of priming a social identity should also be given due attention. Second, we contribute to the accessibility-diagnostics framework by showing that nondiagnostic information is not just ignored and not used in later evaluation as the framework suggests; it can in fact produce contrastive effects. Third, we contribute to the assimilation/contrast literature by studying a new moderator, processing mode. Study 1 indicates that processing governed by a desire to rely on diagnostic information, versus a desire to correct for nondiagnostic information, activates assimilative versus contrastive effects respectively. Study 2 indicates that processing motivations such as a desire to be inclusive with some social groups versus a desire to be exclusive from some social groups also stimulate assimilative versus contrastive effects respectively. Fourth, although prior research indicates that contrastive priming effects occur because people, being aware of the influence of a nondiagnostic prime, seek to correct its influence, our debriefing results reveal that awareness of nondiagnosticity is not a prerequisite for a contrastive effect to occur. We found that our study participants were unaware of the connection between the processing mode manipulation and their subsequent product evaluations. To the best of our knowledge, our demonstration of an implicit contrastive identity-priming effect is new to the literature.

In the next section, we develop our hypotheses based on the accessibility-diagnostics framework (Feldman and Lynch 1988; Lynch 2006) and research on social identities (Brewer 1991) and assimilative versus contrastive effects (Martin 1986; Martin, Seta, and Crelia 1990; Martin and Shirk 2007; Stapel 2007). Subsequent to that, we present three studies to test the hypotheses. We conclude with a summary of our results, theoretical contributions, limitations, and future research directions.

HYPOTHESIS DEVELOPMENT

Identity-Accessibility Effect

Research in social identities indicates that when an identity is accessible (i.e., its mental representations are salient), individuals tend to respond favorably to stimuli consistent with the identity. For instance, when Hong Kong residents' Chinese identity was made accessible by showing symbols of Chinese culture (the Great Wall), they agreed with statements endorsing collectivistic values, as these were consistent with their Chinese identity. However, when such residents' Western identity was made accessible by showing them symbols of Western culture (Mickey Mouse), they agreed with statements endorsing individualistic values, as

these were consistent with their Western identity (Hong et al. 2000). Other researchers have confirmed such bi-identity-accessibility effects in the contexts of ethnicity (Deshpandé and Stayman 1994; Forehand and Deshpandé 2001; Forehand, Deshpandé, and Reed 2002) and brand evaluations (Aaker 2000; Aaker, Benet-Martinez, and Garolera 2001; Benet-Martinez et al. 2002; Haritatos and Benet-Martinez 2002; Lau-Gesk 2003).

Overall, identity-accessibility effects occur because consumers like to hold positive self-views, and thus identity-consistent information is judged as more relevant for processing objectives than identity-inconsistent information (Wheeler, Petty, and Bizer 2005). Further, when an identity becomes accessible, individuals' different identities are reorganized to the extent that the accessible identity becomes more prominent than other identities, inducing responses consistent with its characteristics (Brewer 1991).

Will enhancing the accessibility of local versus global identities lead to favorable evaluations of local versus global products? Due to the rise in globalization, there is a greater awareness of the need to understand the consequences of consumers' identification with localization or globalization (Alden et al. 1999; Parmar 2004; Rigby and Vishwanath 2006; Steenkamp et al. 2003). However, it is surprising that theoretical and empirical research on the psychology of globalization has not kept pace with globalization itself. Although the psychology of globalization has been discussed in earlier research on biculturalism (Aaker 2000; Benet-Martinez et al. 2002; Haritatos and Benet-Martinez 2002; Lau-Gesk 2003) and country-of-origin effects (Hong and Wyer 1989; Maheswaran and Chen 2006), a systematic articulation of the construct has been provided only recently by Arnett (2002).

Arnett (2002) argues that most consumers today tend to have both local and global identities. A local identity consists of mental representations in which consumers have faith in and respect for local traditions and customs, are interested in local events, and recognize the uniqueness of local communities; broadly, being local means identifying with people in one's local community. A global identity consists of mental representations in which consumers believe in the positive effects of globalization, recognize the commonalities rather than dissimilarities among people around the world, and are interested in global events; broadly, being global means identifying with people around the world. Conceptually, local and global identities need not be at odds with one other; a person can have both identities available. However, most people are not comfortable with a state of identity confusion in which both identities are equally strong. The result is the tendency to lean toward one identity; therefore, one identity is often stronger and more accessible than the other (Arnett 2002; across all participants whose chronic local-global identity we measured, we found that only one participant had equally strong local and global identities).

Based on the research in social identities, we propose that the more accessible of consumers' local versus global iden-

tities will influence their preferences for local versus global products. A product that is positioned as a global product will appeal more to consumers whose global identity is more accessible. This is because an accessible global identity will make the consumers weigh the global positioning information more heavily and favorably than an accessible local identity. In contrast, a product that is positioned as a local product will appeal more to consumers whose local identity is more accessible. This is because an accessible local identity will make the consumers weigh the local positioning information more heavily and favorably than an accessible global identity (Wheeler et al. 2005).

An extensive amount of research has shown that a construct can be accessible as a result of either chronic identification or being situationally primed. For example, using cultural orientation as a chronic measure of self-construal, independent (interdependent) self-construals have been shown to be more accessible among people from individualistic (collectivistic) cultures (Aaker 2000). Independent (interdependent) self-construals have also been shown to be made accessible by event framing (reading about decisions that benefit "I" vs. "My Family"; Trafimow, Triandis, and Goto 1991) and cultural priming (using symbols such as "the Great Wall" vs. "Statue of Liberty"; Briley and Wyer 2001). Analogous to the self-construal example, we propose that the identity-accessibility effect of the local-global construct can be assessed by measuring it as a chronic construct, as well as through situational priming. Thus:

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Based on the accessibility-diagnostics framework (Reed and Forehand 2009), we next propose that the impact of an accessible identity, such as the local-global identity, on product evaluations is moderated by the diagnosticity of the identity for the evaluations.

Moderating Role of Diagnosticity: Explicit Instruction

Reed and Forehand (2009) indicate that an accessible self-identity will induce stronger identity-consistent responses for attitude objects when the self-identity is more diagnostic for the task than when it is less diagnostic. Diagnosticity is greater when the meanings of an identity are more useful for discerning among decision options. If an identity is ac-

cessible but not highly diagnostic for the attitude task, then it is likely to have little or no influence on consumers' judgments (Reed 2004; Wheeler et al. 2005). Martin's set/reset framework (Martin 1986; Martin and Shirk 2007; Martin et al. 1990) further indicates that when an accessible construct's nondiagnosticity is explicit, people seek to correct for the accessible construct's influence and provide contrastive evaluations, which are opposite to the implications of the accessible construct. For example, in the domain of social persuasion, an accessible social identity tended to induce an assimilative priming effect on attitudes when the accessible identity provided a diagnostic cue (e.g., a Bill Clinton prime for a Democrat voter) but induced a contrastive priming effect when the accessible identity provided a nondiagnostic cue (e.g., a Bill Clinton prime for a Republican voter; Ledgerwood and Chaiken 2007).

The accessibility-diagnostics and set/reset frameworks thus suggest that when consumers deem that they are being unduly influenced by nondiagnostic information, they seek to correct such influences, thereby generating contrastive priming effects. As Priester, Dholakia, and Fleming (2004) indicate, the nondiagnosticity of an accessible construct can be induced via an explicit instruction. Priester et al. (2004), in the context of trade-off evaluations, observe that when participants are told that a contextually accessible construct is nondiagnostic for a decision task, they provide responses exactly opposite to the implications of the accessible construct. Therefore:

H3:

Moderating Role of Diagnosticity: Implicit Processing Mode

The optimal distinctiveness theory suggests that the diagnosticity of a primed identity can be implicitly affected by whether people engage in integrative versus differentiative processing (Brewer 1991). As per this theory, the impact of social identities on information processing is the consequence of two opposing motivational forces: a desire to be

inclusive with some social groups (the need to integrate) and a desire to be exclusive from some social groups (the need to differentiate). The need to integrate tends to enhance consumers' perceived coherence with groups they are being associated with, whereas the need to differentiate tends to enhance consumers' perceived distinctiveness from groups they are being contrasted with (Brewer and Hewstone 2004; Pickett, Silver, and Brewer 2002).

Applied to our context, the optimal distinctiveness theory suggests that an assimilative priming effect of an accessible local-global identity on product evaluations will take place under the integration mode, as then consumers' need to belong to a salient group will have been strengthened, and the salient identity (local or global) will be diagnostic, as consumers will seek to integrate with this identity's characteristics. Conversely, the optimal distinctiveness theory suggests that a contrastive priming effect of an accessible local-global identity on product evaluations will take place under the differentiation mode, as then consumers' need to stand apart from a salient group has been strengthened, and the salient identity (local or global) will be nondiagnostic, as the consumers will seek to differentiate from this identity's characteristics. The expectation of such a differentiation-based contrastive priming effect is consistent with the thesis that decision makers tend to engage in contrastive processing when they are motivated by social differentiation (Stapel 2007). Therefore:

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In figure 1, we have illustrated the conditions under which high diagnosticity produces assimilative effects and low diagnosticity produces contrastive effects. Before we present the tests of our hypotheses, we begin with demonstrating the identity-accessibility effect in the context of local-global identity.

PILOT STUDY: IDENTITY-ACCESSIBILITY EFFECT OF LOCAL-GLOBAL IDENTITY

In this study, we test hypothesis 1 by measuring consumers' chronic local-global identity. To measure the identity, we use a recently developed preliminary scale (Zhang and Khare 2008), which shows sufficient evidence of reliability (internal and temporal) and difference from related constructs such as consumer ethnocentrism (Shimp and Sharma 1987) and self-construal (individualism vs. collectivism; Singelis 1994).

Method

Procedure. Ninety-seven undergraduate students from the University of Texas at San Antonio and Quinnipiac University participated in this study for extra course credit. Results from the two samples were not significantly different and therefore were combined. Participants were asked to complete two separate tasks. First, they were asked to indicate their preference for concepts of a palm-pilot-type product. Second, in an allegedly unrelated task, they were asked to rate a 19-item local-global identity scale.

For the product preference task, participants were asked to evaluate a global and a local version of a palm-pilot-type product. For the global version, participants were told that the manufacturer plans to emphasize that the product is pro-

duced and marketed by a global company for global consumers (i.e., U.S. consumers will get the same product as consumers from other parts of the world). For the local version, participants were told that the manufacturer plans to stress that the product is produced and marketed specifically for the local U.S. market (i.e., that the specifications and packaging are tailored for the U.S. market only and that consumers from other parts of the world will not see this version of the product). Such a depiction of local and global products is consistent with the pioneering research of Steenkamp et al. (2003). After reading the product concepts and answering questions, participants were debriefed and dismissed. None of the participants correctly deduced the research's purpose.

Measures. The 19-item scale for measuring local-global identity is presented in table A1. Participants were asked to evaluate the global product version on the following three items (1 = strongly disagree; 7 = strongly agree): "The global version is attractive to me," "I like the global version," and "I would buy the global version." The three separate items for the local product version were analogous. The global items were averaged to form a global attitude measure ($\alpha = .89$), and the local items were averaged to form a local attitude measure ($\alpha = .88$).

Results and Discussion

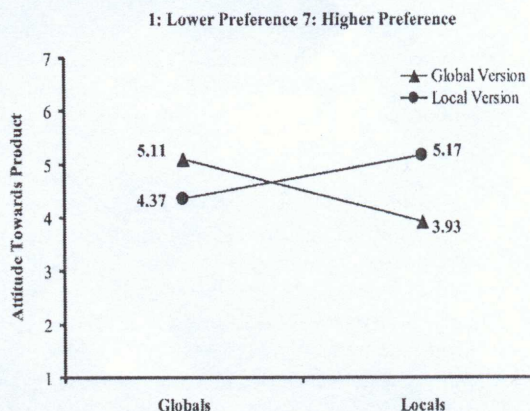
Tests of Hypotheses. The 9 global identity and the 10 local identity scale items were averaged to form composite scores ($\alpha_{\text{Global}} = .70$, $\alpha_{\text{Local}} = .63$). Based on these scores, participants whose local (global) score was larger than their global (local) score were labeled as locals (globals) on chronic identity. This information was used to create a nominal independent variable, chronic identity (local vs. global). Our results are unchanged when a continuous difference score between the local and global averages is used instead of the nominal variable.

To test hypothesis 1, we conducted a MANOVA with attitude toward the global version and attitude toward the local version as the dependent variables, and chronic identity as the independent variable. Chronic identity had a significant effect on attitude toward the global version ($F(1, 95) = 17.99$, $p < .05$), attitude toward the local version ($F(1, 95) = 7.43$, $p < .05$), and a contrast-coded difference score between attitudes toward the two versions ($F(1, 95) = 18.68$, $p < .05$). As predicted, planned contrasts show that globals prefer the global version to the local version ($M_{\text{Globals} - \text{Global Version}} = 5.11$ vs. $M_{\text{Globals} - \text{Local Version}} = 4.37$; $F(1, 95) = 5.61$, $p < .05$), and locals prefer the local version to the global version ($M_{\text{Locals} - \text{Global Version}} = 3.93$ vs. $M_{\text{Locals} - \text{Local Version}} = 5.17$; $F(1, 95) = 13.68$, $p < .05$). The four means are shown in figure 2.

Moreover, the global version is preferred more by the identity-consistent globals than the identity-inconsistent locals ($M_{\text{Globals} - \text{Global Version}} = 5.11$ vs. $M_{\text{Locals} - \text{Global Version}} = 3.93$; $F(1, 95) = 17.98$, $p < .05$), and, similarly, the local version is preferred more by the identity-consistent locals

FIGURE 2

PILOT STUDY: ASSIMILATIVE IDENTITY-ACCESSIBILITY EFFECT DUE TO CHRONIC LOCAL-GLOBAL IDENTITY



than the identity-inconsistent globals ($M_{\text{Globals} - \text{Local Version}} = 4.37$ vs. $M_{\text{Locals} - \text{Local Version}} = 5.17$; $F(1, 95) = 7.45$, $p < .05$). These results support hypothesis 1 and indicate that the identity-accessibility effect is symmetric between global and local products (Arnett 2002).

Discussion. By measuring consumers' chronically accessible local-global identity, we show that identity accessibility results in a higher preference for an identity-consistent product, indicating that it is appropriate to use the identity-accessibility framework to study consumers' preference for local and global products. However, this study is quasi-experimental in nature, and, therefore, alternative interpretations are possible. Next, using true experiments, we investigate the moderators that are predicted to produce assimilative versus contrastive evaluation effects.

STUDY 1: MODERATING ROLE OF DIAGNOSTICITY

Method

Design. One hundred and sixty-seven undergraduate students from the University of Texas at San Antonio participated in an identity prime (local vs. global) \times diagnosticity (low vs. high) \times product version (local vs. global) mixed design study for extra course credit. The first two factors were manipulated between-subjects, and the third factor was manipulated within-subjects.

Procedure. Participants were randomly assigned to the four between-subjects conditions. After completing the identity-priming tasks, participants read descriptions of local and global versions of an agricultural product (the tone of the local and global descriptions was very similar to the one in the pilot study, except that the context was agriculture. Stimuli are available upon request). Next, participants completed

a self-description task in which they were asked to describe themselves in their own words (e.g., "I am from a cosmopolitan area where people care about global events," "I am from a small border town"). After the self-description task, the diagnosticity manipulation was implemented. In the high-diagnosticity condition, participants were told, "When consumers make decisions, their self-descriptions sometimes influence current product evaluations and this is normal." In the low-diagnosticity condition, participants were told, "When consumers make decisions, their self-descriptions sometimes influence current product evaluations and can lead to a bad decision. Please make sure that your product evaluation in the current situation is not influenced by your self-descriptions." This diagnosticity manipulation is taken directly from study 4 in Priester et al. (2004). Next, participants completed four dependent variable items for measuring attitudes toward the product versions and three manipulation check items for identity priming. None of the participants correctly stated the study's purpose.

Identity Priming. We developed our priming manipulations by adapting Srull and Wyer's (1980) sentence-completion task for our context (table A2). Participants were asked to form meaningful sentences from sets of scrambled words. In the global priming condition, participants completed 25 sentences related to global identity; those in the local priming condition completed 25 sentences related to local identity.

Measures. Based on the symmetric, crossover results for preference toward the local and global versions in our pilot study, we decided to simplify our dependent variable and asked participants to evaluate the global and local versions in a relative manner with four items: "Global version is more attractive than the local version," "Global version is more useful than the local version," "I like the global version more than the local version," and "I would rather buy the global version than the local version." These items (1 = strongly disagree; 7 = strongly agree) were averaged to form a composite dependent variable, relative attitude ($\alpha = .90$). A higher relative attitude score indicates that the global product is preferred over the local product.

Three items were used for checking the priming manipulation: "For the time being, I mainly identify myself as a," "At this moment, I feel I am a," and "On top of my mind right now are thoughts of being a." Each item was rated on a 7-point scale (1 = global citizen; 7 = local citizen). The items were averaged to form a composite score ($\alpha = .91$). A higher manipulation check composite score indicates greater identification with being local.

Manipulation Check. The manipulation check composite shows that the local-global identity priming was successful. Participants in the local condition had more momentarily accessible local identity than did participants in the global condition ($M_{\text{Local Prime}} = 4.58$, $M_{\text{Global Prime}} = 4.01$; $F(1, 163) = 6.44$, $p < .05$). This identity-priming manip-

ulation was not affected by the diagnosticity manipulation or the two-way interaction (both $p > .08$).

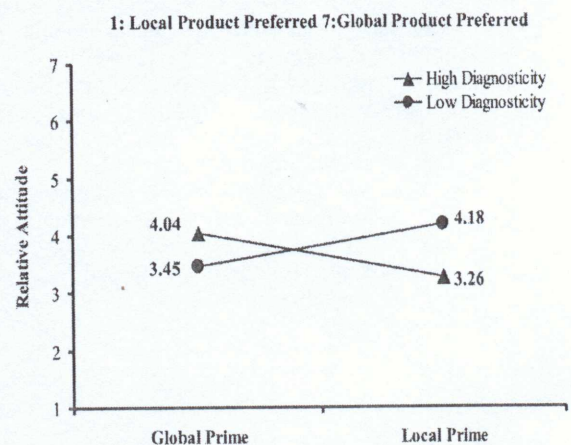
Results and Discussion

Tests of Hypotheses. We expected that those under the local identity prime would evaluate the local product more favorably when the identity is perceived to be diagnostic but would evaluate the global product more favorably when the identity is perceived to be nondiagnostic. Similarly, we expected that those under the global identity prime would evaluate the global product more favorably when the identity is perceived to be diagnostic but would evaluate the local product more favorably when the identity is perceived to be nondiagnostic. To test these predictions made in hypothesis 3, we conducted a full factorial ANOVA on relative attitude with identity prime, diagnosticity, and their interaction as the independent variables. The main effect of identity prime was not significant ($F(1, 163) = 0.02$, $p > .90$), the main effect of diagnosticity was not significant ($F(1, 163) = 0.74$, $p > .39$), but the interaction between identity prime and diagnosticity was significant ($F(1, 163) = 14.30$, $p < .05$).

Planned contrasts reveal that within high diagnosticity, the global prime induced a more favorable evaluation of the global product than did the local prime ($M_{\text{Global Prime}} = 4.04$, $M_{\text{Local Prime}} = 3.26$; $t(163) = 2.77$, $p < .05$), indicating an assimilative identity-accessibility effect. However, within low-diagnosticity condition, the global prime induced a less favorable evaluation of the global product than did the local prime ($M_{\text{Global Prime}} = 3.45$, $M_{\text{Local Prime}} = 4.18$; $t(163) = -2.58$, $p < .05$), indicating a contrastive identity-accessibility effect (fig. 3). These assimilative and contrastive patterns are as predicted, and therefore hypothesis 3 is supported.

FIGURE 3

STUDY 1: MODERATING ROLE OF DIAGNOSTICITY



Discussion. Although prior studies demonstrate that information that is not diagnostic of an accessible identity tends to be discounted and is therefore not influential in decision making (see Reed and Forehand [2009] for related review), our contrastive results indicate that nondiagnostic information can be influential and, in fact, lead to responses that are opposite to those of an accessible identity's characteristics. A contrastive effect has also been observed in Priester et al. (2004), the source of our diagnosticity manipulation, and therefore conveys the strength of the manipulation.

In this study, the diagnosticity of the identity prime was achieved through explicit instructions. Based on the optimal distinctiveness theory, the diagnosticity of the identity prime can also be achieved through implicitly inducing participants to engage in integration or differentiation processing. When in an integration-processing mode, people prefer to stay connected with some social groups; thus, an accessible social identity might serve as a group with which they want to associate and thereby appear to be diagnostic. In contrast, when in a differentiation processing mode, people prefer to stay distinct from some social groups; thus, an accessible social identity might serve as a group from which they want to disassociate and thereby appear to be nondiagnostic.

STUDY 2: THE MODERATING ROLE OF INTEGRATION VERSUS DIFFERENTIATION PROCESSING MODES

Method

Design. One hundred and twenty-four undergraduate students from the University of Houston and University of Texas at San Antonio took part in this identity prime (local vs. global) \times processing mode (integration vs. differentiation) \times product version (local vs. global) mixed design study for extra course credit. The first two factors were manipulated between subjects, and the third was manipulated within subjects.

Procedure. I

Pretesting the Processing Mode Manipulation and Distinguishing It from Self-Construal Priming. We conducted a pretest to confirm that Pickett et al.'s (2002) manipulation does prime integration and differentiation processing modes. A second and equally important objective of the pretest was to disentangle the Pickett et al. (2002) manipulation from the self-construal prime used by Trafimow et al. (1991), as it could be argued that they share some similarities.

Fifty-six participants from the same participant pool used in the main study, but who did not participate in the main study, took the pretest. Participants first completed the processing mode task described in the previous section and then completed a 3-item scale (1 = strongly disagree; 7 = strongly agree) to measure the need to integrate ("I feel the need to be similar to others," "I feel I need to fit in with others," and "I feel I have many things in common with others") and a 3-item scale (1 = strongly disagree; 7 = strongly agree) to measure the need to differentiate ("I feel the need to be different from others," "I feel I need to stand apart from others," and "I feel I am quite distinctive from others"). The need-to-integrate items were averaged ($\alpha = .68$), as were the items for need to differentiate ($\alpha = .70$). These six items are based on the conceptual framework of Brewer (1991). The integration average score, minus the differentiation average score, formed the manipulation check measure for processing mode. Next, participants completed two items from the perceived gender scale ("I like to do things that boys and men do" and "I like to do things that girls and women do" [reverse coded]; $r = .60$) to serve as baseline control (women formed 54% of the sample). Finally, participants completed six items from a self-construal scale (Hamilton and Biehal 2005; Zhang and Shrum 2009), in which three items measured independent cognitions ("This task encouraged me to think of myself," "At this moment, I am focused on myself," and "Right now, a sense of 'I' is at the top of my mind") and the other three items measured interdependent cognitions ("This task encouraged me to think of others I care about," "At this moment, I am focused on others I care about," and "Right now, a sense of 'We' is at the top of my mind"). The independent-cognitions items were averaged ($\alpha = .77$), as were the items for interdependent cognitions ($\alpha = .77$). The independent average score, minus the interdependent average score, formed the manipulation check measure for self-construal.

An analysis of variance (ANOVA) indicates that, as expected, the groups differed significantly on the processing

mode manipulation check measure ($M_{\text{Integration}} = 0.57$, $M_{\text{Differentiation}} = -0.68$; $F(1, 54) = 4.89$, $p < .05$) but not on the perceived gender ($F(1, 54) = .25$, $p > .62$) and self-construal ($M_{\text{Integration}} = 1.19$, $M_{\text{Differentiation}} = 0.77$; $F(1, 54) = 0.55$, $p > .46$) measures. In addition, the integration measure did not significantly relate to the independent ($r = .13$, $p > .35$) and interdependent self-construal ($r = .14$, $p > .30$) measures; further, the differentiation measure did not significantly relate to the independent ($r = -.03$, $p > .82$) and interdependent self-construal ($r = -.15$, $p > .28$) measures. These results indicate that the processing mode manipulation was effective and distinct from self-construal.

Measures. The priming manipulation check items were averaged to form a composite score ($\alpha = .90$). A higher score on the manipulation check means greater identification with being local. The relative attitude items were averaged to form a composite score ($\alpha = .89$). A higher relative attitude score means that the global product is preferred to the local product.

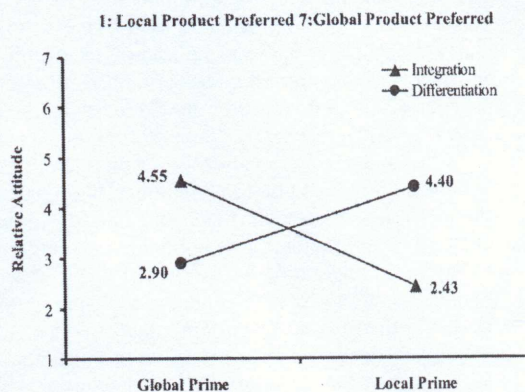
Manipulation Checks. We conducted an ANOVA on the identity-priming manipulation check composite score with identity prime, processing mode, and their interaction as the independent variables. The main effect of processing mode was not significant ($F(1, 120) = 2.98$, $p > .08$). The main effect of identity prime was significant ($F(1, 120) = 14.88$, $p < .05$); participants in the local (global) priming condition had more momentarily accessible local (global) identity than did participants in the global (local) priming condition ($M_{\text{Local Prime}} = 4.26$, $M_{\text{Global Prime}} = 3.43$). This indicates that the identity prime worked as expected.

Results and Discussion

Tests of Hypotheses. We expected that those under the local identity prime would evaluate the local product more favorably when in an integration mode but would evaluate the global product more favorably when in a differentiation mode. Similarly, we expected that those under the global identity prime would evaluate the global product more favorably when in an integration mode but would evaluate the local product more favorably when in a differentiation mode. To test these predictions made in hypothesis 4, we conducted a full factorial ANOVA on relative attitude with identity prime, processing mode, and their interaction as the independent variables. The main effects of identity prime ($F(1, 120) = 2.38$, $p > .11$) and processing mode ($F(1, 120) = 0.61$, $p > .43$) were not significant, but the interaction between the two (fig. 4) was significant ($F(1, 120) = 81.13$, $p < .05$).

Planned contrasts show that under the integration mode, an assimilative identity-accessibility effect was obtained. Preference for the global product was stronger under the global prime than under the local prime ($M_{\text{Global}} = 4.55$, $M_{\text{Local}} = 2.43$; $t(120) = 8.02$, $p < .05$). However, under the differentiation mode, the identity-accessibility effect was reversed ($M_{\text{Global}} = 2.90$, $M_{\text{Local}} = 4.40$; $t(120) = -4.95$,

FIGURE 4
STUDY 2: MODERATING ROLE OF PROCESSING MODE:
INTEGRATION VERSUS DIFFERENTIATION



$p < .05$), indicating a contrastive identity effect. These results support hypothesis 4.

Discussion. The demonstration of an assimilative evaluation effect when participants are in an integration-processing mode and of a contrastive evaluation effect when participants are in a differentiation processing mode provides support for Brewer's (1991) optimal distinctiveness theory and its applicability to the social identity domain. None of the study participants showed cognizance of the fact that the processing mode manipulation affected their responses, suggesting that perhaps contrastive priming effects could occur even without a conscious corrective effort. Our results are consistent with Stapel's (2007) thesis that if people are in a comparative (e.g., due to differentiative thinking) processing mode, they can provide contrastive priming effects. In the next study, we further examine the global and local identity-accessibility effects by priming these two identities as well as a control identity.

STUDY 3

Method

Design. Seventy-four undergraduate students from the University of Texas at San Antonio took part in this identity primed (local vs. global vs. control) \times product version (local vs. global) mixed design study for extra course credit. The first factor was manipulated between subjects, and the second was manipulated within subjects.

Procedure. Participants were randomly assigned to the three between-subjects conditions. After completing the sentence-completion priming task (table A3), participants provided cognitive responses to describe their thoughts while evaluating the products and then completed the manipulation check and relative attitude measures.

Measures. The three priming manipulation check items (same as in studies 1 and 2) were averaged to form a composite score ($\alpha = .91$). As before, our dependent variable, relative attitude, was a composite of four items ($\alpha = .91$). A higher relative attitude score indicates that the global product is preferred to the local product.

Manipulation Check. As before, the manipulation check was a relative measure, on which a "1" indicates that participants felt being a global rather than a local citizen, and a "7" indicates that participants felt being a local rather than a global citizen. Participants in the local prime condition ($M_{\text{Local Prime}} = 4.92$) had a more momentarily accessible local identity than did participants in the control condition ($M_{\text{Control}} = 4.22$), and the latter had a more momentarily accessible local identity than those in the global prime condition ($M_{\text{Global Prime}} = 3.47$, $F(2, 71) = 7.44$, $p < .05$). Thus, our identity-priming manipulation was successful.

Results and Discussion

Tests of Hypotheses. To test hypothesis 2, we conducted an ANOVA on relative attitude with identity prime as the independent variable. The main effect of identity prime was significant ($F(2, 71) = 17.51$, $p < .05$). Planned contrasts show that participants in the global priming condition found the global product ($M = 4.64$) to be more attractive than the local product, compared to those under local priming ($M = 2.58$; $t(71) = 5.78$, $p < .05$) and control conditions ($M = 3.27$; $t(71) = 3.80$, $p < .05$). The difference between the local and control condition means was nearly significant ($t(71) = -1.86$, $p < .06$), indicating that the participants in the local priming condition found the local product ($M = 2.58$) to be more attractive than the global product, compared to those in the control condition ($M = 3.27$). These results support hypothesis 2.

Discussion. In study 3, we replicated the identity-accessibility effect shown in the pilot study by directly priming identity and showed that preferences for local and global products are divergent, not only when comparing the two identities directly, but also versus a control identity.

2. Please read the excerpt of the article "Goal-Attribute Compatibility in Consumer Choice" and answer the following questions:

- (a) Please specify H3. (10%)
- (b) Please design an experiment to test H3. (20%)
- (c) Suppose H3 is also confirmed, how does this article contribute to the literatures of consumer choice and goal orientation? (20%)

Goal-Attribute Compatibility in Consumer Choice

The notion of compatibility has been introduced to account for the violations of the principle of procedure invariance in choice (Tversky, Sattath, & Slovic, 1988). Several types of compatibility have been discussed in the decision literature. Scale compatibility has been introduced to account for the finding that an attribute measured in units similar to those of the response scale will tend to receive more weight in judgment (Slovic, Griffin, & Tversky, 1990; Tversky et al., 1988). Strategy compatibility, on the other hand, relates the nature of the decision task (e.g., quantitative vs. qualitative) to the type of decision strategy evoked (Fischer & Hawkins, 1993).

The notion of compatibility has been further applied to the relation between the nature of the choice task and the type of attributes describing choice alternatives—the relation referred to as attribute-task compatibility (Nowlis & Simonson, 1997). Most recently, the notion of compatibility has been extended to the relation between the decision goals and the nature of the choice task (goal-task compatibility), whereby the most prominent attribute tends to receive more weight in tasks that require differentiating between the alternatives than in tasks that require equating these alternatives (Fischer, Carmon, Ariely, & Zaubergerman, 1999).

Building on the prior research, this article extends the notion of compatibility to the relation between consumers' goals and the nature of the attributes describing choice alternatives. Unlike most of the prior decision research, in which goals are determined by the specifics of the choice task given to the decision makers (e.g., differentiating vs. equating choice alternatives), here goals are viewed in a more global context that goes beyond the specifics of the choice task at hand. In this context, current research focuses on goals related to consumers' self-regulatory mechanisms.

Two types of regulatory orientation have been prominently featured in the literature: promotion focus, aimed at achieving positive outcomes, and prevention focus, concerned with minimizing negative outcomes (Higgins, 1997). These two types of regulatory orientation and their impact on consumer choice are the center of this research. Specifically, this research examines the impact of goal orientation on consumer evaluations of three types of attributes: (a) hedonic versus utilitarian attributes, (b) performance versus reliability attributes, and (c) attractive versus unattractive (good vs. bad) attributes. These three attribute types are then used as a context to examine the validity of goal-attribute compatibility hypothesis.

The rest of the article is organized as follows. First, it offers a discussion on the role of self-regulation and goal-attribute compatibility in consumer decision making and choice. The goal-attribute compatibility is then tested in

three attribute contexts: Experiment 1 focuses on goal compatibility in the case of hedonic versus utilitarian attributes; the focus of Experiment 2 is on performance versus reliability features; and finally Experiment 3 tests the goal–attribute compatibility in the context of attractive versus unattractive features. The article concludes with a discussion of the experimental findings and the theoretical contributions and offers directions for further research.

GOAL ORIENTATION AND GOAL–ATTRIBUTE COMPATIBILITY IN CONSUMER CHOICE

The concept of regulatory orientation is based on the general notion that people are motivated to approach pleasure and avoid pain (Higgins, 1997). Thus, it is argued that motivation operates differently when serving fundamentally different needs, such as needs associated with advancement, achievement, and aspirations (promotion needs); and needs associated with safety, security, and responsibilities (prevention needs). Individuals with salient promotion needs are said to have promotional regulatory focus, whereas individuals with salient prevention needs are said to have prevention regulatory focus. Extant research in social psychology has further shown that regulatory focus moderates the strategy individuals use to achieve their goals. Thus, individuals with a promotional focus are shown to be strategically inclined to approach matches with the desired end state; hence, they are likely to focus on achievement and on maximizing gains. In contrast, individuals with a prevention focus are shown to be strategically inclined to avoid mismatches with the desired end state; hence, they are likely to focus on safety and minimizing losses (Brockner & Higgins, 2001; Crowe & Higgins, 1997; Freitas & Higgins, 2002; Higgins, Shah, & Friedman, 1997).

In general, promotion goals are argued to regulate behavior in reference to positive outcomes, either by maximizing the presence of positive outcomes or minimizing their absence. In contrast, prevention goals regulate behavior in reference to negative outcomes, either by minimizing the presence of negative outcomes or by maximizing the absence of negative outcomes (Brockner, Paruchuri, Idson, & Higgins, 2002; Freitas & Higgins, 2002; Higgins & Silberman, 1998; Idson, Liberman, & Higgins, 2000). Thus, both promotion-focused and prevention-focused self-regulatory strategies aim at achieving a desired endpoint, although the nature of this endpoint varies: In the context of a promotion focus, the desired endpoint is the presence of positive outcomes, whereas under a prevention focus the desired endpoint is the absence of negative outcomes.

Of particular relevance to this research is the concept of *regulatory fit*, which suggests that individuals derive additional utility from the degree to which the means used to pursue a particular goal are compatible with these individuals' regulatory focus (Higgins, 2000; Higgins & Silberman, 1998). In this context, the goal–attribute compatibility hy-

pothesis can be derived by applying the regulatory fit principle to choice. Thus, the regulatory fit principle yields the prediction that outcomes consistent with individuals' self-regulatory orientation are likely to be viewed as relatively more important than outcomes that are inconsistent with the goal. The goal–attribute compatibility further conceptualizes the relative importance of the weight given to these attributes in choice, thus allowing direct prediction of the choice outcome.

This compatibility prediction is consistent with the research reported by Aaker and Lee (2001), who demonstrate that attitude change and recall are higher when regulatory focus is compatible with the message content than when it is not. In one of their experiments, prevention and promotion-focused participants were presented with a persuasive message for a fruit juice that promised energy creation in the promotion benefit condition and heart disease reduction in the prevention benefit condition. The message was more persuasive when it was compatible with the participants' regulatory focus: Promotion-focused participants were more persuaded by the appeal-promoting energy creation, and prevention-focused participants were more persuaded by the appeal promising the prevention of clogged arteries. Participants were also found to be more discerning between strong versus weak arguments when the appeal was compatible with their regulatory focus than when it was incompatible.

The notion that consumers tend to overweight goal-consistent information can also be linked to the data reported by Bettman and Sujan (1987). They show that priming respondents with a decision criterion for either reliability or creativity leads not only to a higher number of reliability and creativity-related thoughts but also to higher importance scores for corresponding attributes and a choice for the alternative superior on the corresponding attribute. Although this experiment did not directly manipulate respondents' regulatory orientation, the priming manipulation used there is conceptually similar to a manipulation used to make a particular self-regulatory state more salient (Friedman & Forster, 2001).

Building on prior research, this article examines the impact of consumers' goal orientation on their attribute evaluations and choice. Three types of attributes are considered: hedonic versus utilitarian attributes, performance versus reliability attributes, and attractive versus unattractive attributes. The impact of goal orientation on consumer evaluations of hedonic and utilitarian attributes is discussed in the next section, followed by discussions of the other two attribute types and their goal compatibility.

GOAL ORIENTATION AND CONSUMER EVALUATIONS OF HEDONIC AND UTILITARIAN ATTRIBUTES

Prior research suggests that hedonic and utilitarian aspects of products and product features can play an important role in

consumer choice. Hedonic products are typically linked to more experiential consumption, whereas utilitarian products are viewed as more functional and instrumental (Hirschman & Holbrook, 1982; see also Babin, Darden, & Griffin, 1994; Childers, Carr, Peck, & Carson, 2001). Thus, hedonic products, such as sports cars, designer clothes, and luxury items, are often defined as "frivolous" and associated with pleasure-oriented, fun, and experiential consumption. In contrast, utilitarian products such as microwaves, telephones, textbooks, have been described as "practical" and are associated with necessary functions in life (Strahilevitz & Myers, 1998).

The hedonic and utilitarian characteristics of a consumer's experience can also be defined on an attribute-specific level (Adaval, 2001; Dhar & Wertenbroch, 2000; Kivetz & Simonson, 2002). In this context, the classification of a product as "hedonic" or "utilitarian" is, in effect, a function of the relative salience of its hedonic and utilitarian attributes. To illustrate, even though ice cream can generally be viewed as a hedonic product, on an attribute level it comprises both hedonic and utilitarian dimensions. Thus, the taste of ice cream can be viewed as a hedonic attribute, whereas its calorie content scores high on the utilitarian dimension. Consistent with this view, research presented in this article focuses on hedonic and utilitarian aspects of product evaluation on an attribute-specific level and, in this context, examines the impact of goal orientation on consumer evaluations of hedonic and utilitarian attributes.

Building on prior research, it is argued that the compatibility principle can be extended to link consumers' goal orientation with the hedonic and utilitarian nature of the attributes describing choice alternatives. Specifically, it is proposed that promotion focus offers a better fit with hedonic attributes, whereas prevention focus is likely to be more compatible with the more practical and conservative utilitarian attributes. This prediction follows from the hedonic principle of approaching pleasure and avoiding pain that underlies the concept of regulatory focus (Higgins, 1997). Consistent with this principle, it is argued that because promotion-focused individuals are more likely to focus on achieving pleasure, they will also be more likely to pay greater attention to hedonic attributes. Following the same logic, because prevention-focused individuals are more likely to focus on avoiding undesired outcomes, they are also more likely to focus on utilitarian attributes. It is further proposed that these differences in individuals' focus on either hedonic or utilitarian attributes translate into differences in weights associated with these attributes. Therefore, it is predicted that promotion-oriented consumers will tend to overweight hedonic (relative to utilitarian) attributes, and vice versa for prevention-focused consumers. This prediction can be expressed more formally as follows:

- H1: Product evaluations are a function of the degree of compatibility between attribute type (hedonic vs. utilitarian) and consumers' goal orientation. Specifically, promotion-focused consumers are more

likely to overweight hedonic (relative to utilitarian) attributes than are prevention-focused consumers and vice versa.

This hypothesis is tested in the following experiment.

EXPERIMENT 1

The goal of this experiment is to test the prediction that goal orientation affects consumer evaluations of hedonic and utilitarian attributes and, specifically, to show that promotion-focused consumers are more likely than prevention-focused consumers to select the option that is superior on hedonic attributes.

Method

Two hundred eighteen Northwestern University undergraduates were enrolled as participants in a study on consumer preferences. Respondents were randomly assigned to either the promotion or prevention goal orientation condition. They were presented with a binary choice set and asked to select one of the alternatives. On completing the experiment, they were debriefed and compensated for participating in the study.

Goal orientation was manipulated by combining two traditionally used procedures: reporting duties and obligations (e.g., Higgins, Roney, Crowe, & Hymes, 1994) and completing a paper-and-pencil maze (e.g., Friedman & Forster, 2001). Respondents were first asked to write down either their hopes and aspirations or their duties and obligations. Consistent with prior research, the former manipulation is likely to prime a promotional orientation, whereas the latter manipulation is likely to prime a prevention orientation (Higgins, 1997; Higgins et al., 1994). Next, respondents were asked to complete an ostensibly unrelated paper-and-pencil maze task. In both experimental conditions the task depicted a cartoon mouse trapped inside a maze. In the promotion condition, a piece of Swiss cheese was depicted lying outside the maze in front of a brick wall with a mouse hole in it. Subjects were instructed to guide the mouse through the maze toward the cheese. In the prevention condition, instead of Swiss cheese, a snake was depicted presumably ready to swallow the mouse unless it could escape through the maze. Subjects were instructed to guide the mouse through the maze, away from the snake, toward the mouse hole. The rationale for this manipulation is that the completion of the maze in the promotion-cue condition activates the procedural representation of moving toward a desired state (the cheese), whereas in the prevention-cue condition, completion of the maze activates the semantic concept of "seeking security," as well as the procedural representation of moving toward the desired end state of safety (Friedman & Forster, 2001).

On completion of the maze task, respondents were presented with a binary set in which alternatives were described

on two attributes: one hedonic and one utilitarian. The choice set was designed so that one of the alternatives is superior on the hedonic attribute and the other is superior on the utilitarian attribute. Four product categories were used: lunch destination, group member selection, toothpaste, and shampoo. The attributes and attribute values for each of the categories are given in Table 1. These product categories and attributes have been used in a similar context in prior research (e.g., Dhar & Wertenbroch, 2000; Shafir, 1993).

Results and Discussion

It was predicted that goal orientation moderates consumer preferences for hedonic and utilitarian attributes and that individuals in the promotion-focus condition are more likely to select the hedonic brand than individuals in the prevention-focus condition. The data show an effect that is directionally consistent with the experimental predictions in both product categories. Thus, when choosing a lunch destination, 59% of the respondents in the promotion-focus condition selected the hedonic option (dessert menu) compared to 45% of respondents in the prevention-focus condition. Similarly, when choosing a team member, 31% of respondents in the promotion-focus condition selected the hedonic option (fun to work with) compared to only 6% of respondents in the prevention-focus condition. In the toothpaste category, 39% of the respondents in the promotion-focus condition selected the hedonic option (teeth whitening) compared to only 17% in the prevention-focus condition. Similarly, when choosing a shampoo, 83% of respondents in the promotion-focus condition selected the hedonic option (hair softness) compared to 65% of respondents in the prevention-focus condition.

Categorical data analysis of these directional effects reveals that the effect of goal orientation on consumer preference for hedonic and utilitarian attributes is significant, $\chi^2(1) = 10.58, p = .001$. The data further show that although the main effect of product category is significant, $\chi^2(3) = 33.92, p < .001$, this effect is consistent across both categories, as

evidenced by the nonsignificant (category) \times (goal orientation) interaction, $\chi^2(3) = 1.89, ns$.

These data support the experimental predictions that regulatory orientation moderates individuals' evaluations of hedonic and utilitarian attributes, and that promotion-focused consumers are more likely to overweight hedonic (rather than utilitarian) attributes relative to prevention-focused individuals. More generally, these findings support the notion of goal-attribute compatibility, whereby consumers tend to overweight attributes that are compatible with their active goals.

The goal orientation dependency of product evaluations can be extended beyond the hedonic and utilitarian attribute typology. Based on their goal-relevance, product attributes can be further classified into two distinct categories: attributes related to performance and attributes related to reliability. This attribute typology and its implications with respect to goal orientation are discussed in more detail in the next section.

GOAL ORIENTATION AND CONSUMER EVALUATIONS OF PERFORMANCE AND RELIABILITY ATTRIBUTES

Consider attributes such as the speed and power of a car, picture clarity of a TV, or memory size of a computer. All of these attributes are associated with how well a product will perform a given task. Now consider attributes such as warranty, maintenance cost, and repair record. Unlike the previous set, these attributes are associated with the product's reliability rather than performance. This distinction is important because, conceptually, these two types of attributes are likely to be associated with different goals. Specifically, performance attributes are more likely to be associated with accomplishment, advancement, and achieving maximal goals, whereas reliability attributes are likely to be associated with security, safety, and the absence of negative outcomes.

TABLE 1
Choice Shares of the Alternatives as a Function of Goal Orientation and Feature Type (Experiment 1)

Product Category	Option Superior On	Goal Orientation	
		Promotion	Prevention
Lunch (N = 63)			
Option A	Dessert menu (hedonic)	59%	45%
Option B	Walking distance (utilitarian)	41%	55%
Group member (N = 63)			
Option A	Fun to work with (hedonic)	31%	6%
Option B	Reliability (utilitarian)	69%	94%
Toothpaste (N = 46)			
Option A	Teeth whitening (hedonic)	39%	17%
Option B	Decay prevention (utilitarian)	61%	83%
Shampoo (N = 46)			
Option A	Hair softness (hedonic)	83%	65%
Option B	Cleaning effectiveness (utilitarian)	17%	35%

Note also that classifying attributes as either performance or reliability attributes differs from the hedonic and utilitarian classification. Indeed, although performance attributes appear to be more similar to hedonic than utilitarian attributes and reliability attributes appear to be closer to utilitarian than performance attributes, this is not necessarily the case. To illustrate, the speed and engine performance of a car can be viewed as performance attributes, whereas attributes such as gas mileage, safety, and reliability score heavily on the reliability dimension. Yet, all of these attributes could be classified as utilitarian because they are functional, practical, and instrumental.

How does goal orientation moderate consumer evaluations of performance and reliability attributes? Because a promotional focus is concerned with advancement and with the presence of positive outcomes, it is argued that performance attributes are likely to be more compatible with a promotion orientation. In contrast, prevention focus is concerned with safety and with the absence of negative outcomes; therefore, reliability attributes are predicted to be more compatible with a prevention orientation. More formally, this prediction can be stated as follows:

- H2: Product evaluations are a function of the degree of compatibility between attribute type (performance vs. reliability) and consumers' goal orientation. Specifically, promotion-focused consumers are more likely to overweight performance (relative to reliability) attributes than are prevention-focused consumers and vice versa.

This hypothesis is tested in the following experiment.

EXPERIMENT 2

Method

Sixty-three Northwestern University undergraduates were presented with two binary choice sets and asked to select one of the available alternatives. Each individual was presented with three choice sets from different categories (TV, com-

puter monitor, and car) and was asked to choose one of the options in each set. On completing the experiment, respondents were debriefed and paid for participating in the study.

The goal orientation manipulation was identical to the one used in Experiment 1. Choice sets consisted of two options, each described on two attributes (except for the car category, in which each option was described on four attributes: two performance-related and two reliability-related). The attributes and attribute values for each of the categories are given in Table 2. The stimuli were designed so that one of the options is superior on the performance attribute or attributes and the other one superior on the reliability attribute or attributes. As in the first experiment, the dependent variable was the dispersion of respondents' choice shares across the two regulatory focus conditions.

Results and Discussion

Hypothesis 2 predicts that the impact of goal orientation on attribute evaluations is moderated by the nature of the choice task and, specifically, that promotion-focused respondents are more likely (relative to prevention-focused respondents) to select the option superior on performance attributes. Data presented in Table 2 are consistent with this prediction. Each of the 63 respondents made three choice decisions, yielding 189 observations in total. All three categories display a similar pattern of results, whereby respondents' preference for performance features is more pronounced for promotion-focused than for prevention-focused individuals. To illustrate, in the TV scenario, 59% of the respondents in the promotion-focus condition chose the option superior on performance attributes, compared to only 48% of the prevention-focused respondents.

Categorical analysis of the data shows that the impact of regulatory focus on choice was significant, $\chi^2(1) = 4.38; p < .05$. As in the first experiment, the main effect of the product category was also significant, $\chi^2(2) = 10.99; p < .005$. The (regulatory focus) \times (product category) interaction, however, was nonsignificant, $\chi^2(1) < 1, ns$, indicating that the observed effect is consistent across the product categories tested.

TABLE 2
Choice Shares of the Alternatives as a Function of Goal Orientation and Feature Type (Experiment 2)

Product Category	Option Superior on	Goal Orientation	
		Promotion (N = 32)	Prevention (N = 31)
TV Set			
Option A	Picture clarity (performance)	59%	48%
Option B	Reliability (reliability)	41%	52%
Computer monitor			
Option A	Display resolution (performance)	62%	52%
Option B	Warranty (reliability)	38%	48%
Car			
Option A	Speed, power (performance)	41%	19%
Option B	Warranty, maintenance (reliability)	59%	81%

Overall, the data support the notion that attribute evaluations are a function of goal-attribute compatibility and that promotion-focused consumers are more likely to overweight performance (relative to reliability) attributes than are prevention-focused consumers. These data are consistent with the idea of goal-attribute compatibility, whereby consumers tend to overweight attributes that are compatible with their salient goals.

The research presented so far examined the impact of goal compatibility on consumer preference for hedonic and utilitarian and performance and reliability attributes. The concept of goal-attribute compatibility can be further extended to consumer evaluations of attractive and unattractive product features. The impact of goal orientation on evaluations of attractive and unattractive features is examined in more detail in the next section.

GOAL ORIENTATION AND CONSUMER EVALUATIONS OF ATTRACTIVE AND UNATTRACTIVE FEATURES

Prior research has documented that evaluating attributes with varying degrees of attractiveness can evoke different processing strategies and lead to alternative choice patterns (Chernev, 2001; Dhar & Sherman, 1996; Houston, Sherman, & Baker, 1989; Nowlis & Simonson, 1996; Shafir, 1993). Most of this research, however, has examined the impact of the feature valence on choice in a more local context without necessarily relating it to decision makers' regulatory goals. Thus, one of the goals of this article is to examine the moderating role of goal orientation on evaluating attractive and unattractive features.

The proposition advanced in this research is that attractive features are more compatible with a promotion regulatory orientation, whereas unattractive features are more compatible with a prevention regulatory orientation. This proposition follows from the notion that promotion-oriented individuals tend to focus on positive outcomes, whereas prevention-oriented individuals tend to focus on (the absence of) negative outcomes. Building on the regulatory fit idea that individuals derive additional (dis)utility from the degree to which product attributes are compatible with their regulatory focus, the goal-attribute compatibility hypothesis predicts that the relative importance of a given attribute is likely to be a function of the degree of compatibility between its perceived attractiveness and individuals' goal orientation. Specifically, it is argued that prevention-focused consumers are more likely to overweight (in relative terms) bad features than are promotion-focused consumers.

The proposition that goal orientation moderates consumer evaluations of attractive and unattractive features is tested in the context of the experimental paradigm introduced by Houston et al. (1989). This research paradigm was adopted

by Dhar and Sherman (1996) to examine the relative impact of attribute valence on consumer preference for the no-choice option. Of particular relevance to this research is the finding that manipulations of the uniqueness of the good or bad features can influence the likelihood of not choosing either option. Specifically, it has been shown that the likelihood of choosing from a given set is greater when the good features are shared and the bad features are unique than when the good features are unique and the bad features are shared by all alternatives.

Building on the notion that consumer valuations of attractive and unattractive features are a function of the consumers' regulatory orientation, it is proposed that the differential impact of attractive and unattractive features on consumer preferences for the no-choice option is moderated by individuals' self-regulatory mechanisms. Specifically, it is argued that prevention-focused individuals are more likely (relative to promotion-focused individuals) to select the no-choice option when deciding among alternatives with unique bad and common good features than when choosing among alternatives with common bad and unique good features.

The rationale for this prediction is that in a scenario where features differentiating choice alternatives are unattractive, prevention-focused consumers, who tend to overweight bad features, will find it more difficult to decide among the available choice alternatives and will be more likely to prefer the no-choice option. In contrast, when features differentiating choice alternatives are attractive and bad features are common to all alternatives, the choice task is relatively less difficult because the commonality of the bad features allows consumers to discount these features and focus on the attractive attributes. This proposition can be summarized as follows:

H3:

This hypothesis is tested in the following experiment.

EXPERIMENT 3

Method