Will Future Orientation Make People Socially Expansive?
Haejoo Han, Yonsei University, Republic of Korea
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Across two experiments, we find that future orientation can influence the extent to which consumers would like to expand their social networks. This research suggests that both individual differences in future orientation and the temporally activated future focus can make consumers socially expansive, and the regulatory focus moderates this effect.

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19-C: Physical Activity and Food Consumption: The Moderating Role of Dieting Tendency

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This research examines the impact of physical activity on dieters’ and nondieters’ food consumption. The empirical findings show that only dieters’ food consumption and choice are significantly affected by physical activity, which is construed as an entitlement justification. Framing physical activity as fun (vs. work) reverses dieters’ food compensation.

19-D: Motivation Matters: Choice Confidence as a Function of Information Diagnosticity and NFCC

Demetra Andrews, IU Northwest, USA

Marketplace information plays a key role in generating consumer confidence. However, consumers do not respond uniformly to encountered information. This research demonstrates how Need for Cognitive Closure, a dispositional factor that alters information processing, moderates the relationship between information diagnosticity and choice confidence.

19-E: Exploring the Psychological Mechanism Behind Exclusionary Reactions to Foreign Companies: The Questions of Who and Why

Shirley Y. Y. Cheng, Hong Kong Baptist University, Hong Kong, China
Melody M. Chao, Hong Kong University of Science and Technology, Hong Kong, China
Franki Kung, University of Waterloo, Canada
Jessica Y. Y. Kwong, Chinese University of Hong Kong, Hong Kong, China

Two studies show that international conflict events lead to exclusionary reactions toward foreign companies only among consumers with high social essentialism. This contributes to the animosity literature by showing the social-cognitive underpinning of animosity and contributes to ongoing debate in social psychology as on whether essentialist belief influences intergroup relations.

19-F: Will Future Orientation Make People Socially Expansive?

Haejoo Han, Yonsei University, Republic of Korea
Heeyoung Yoon, Yonsei University, Republic of Korea
Kyoungmi Lee, Seoul National University, Republic of Korea

Across two experiments, we find that future orientation can influence the extent to which consumers would like to expand their social networks. This research suggests that both individual differences in future orientation and the temporally activated future focus can make consumers socially expansive, and the regulatory focus moderates this effect.


Yoon-Na Cho, Villanova University, USA
Robin L. Soster, University of Arkansas, USA

We demonstrate the effect of perceived sustainability (dis)utility based on consumers’ category-level sustainability expectations, which influence consumer evaluations of brands within the category. Our findings also reveal that these effects arise independent of 1) a consumer’s tendency to self-enhance and 2) perceived consumer effectiveness.