

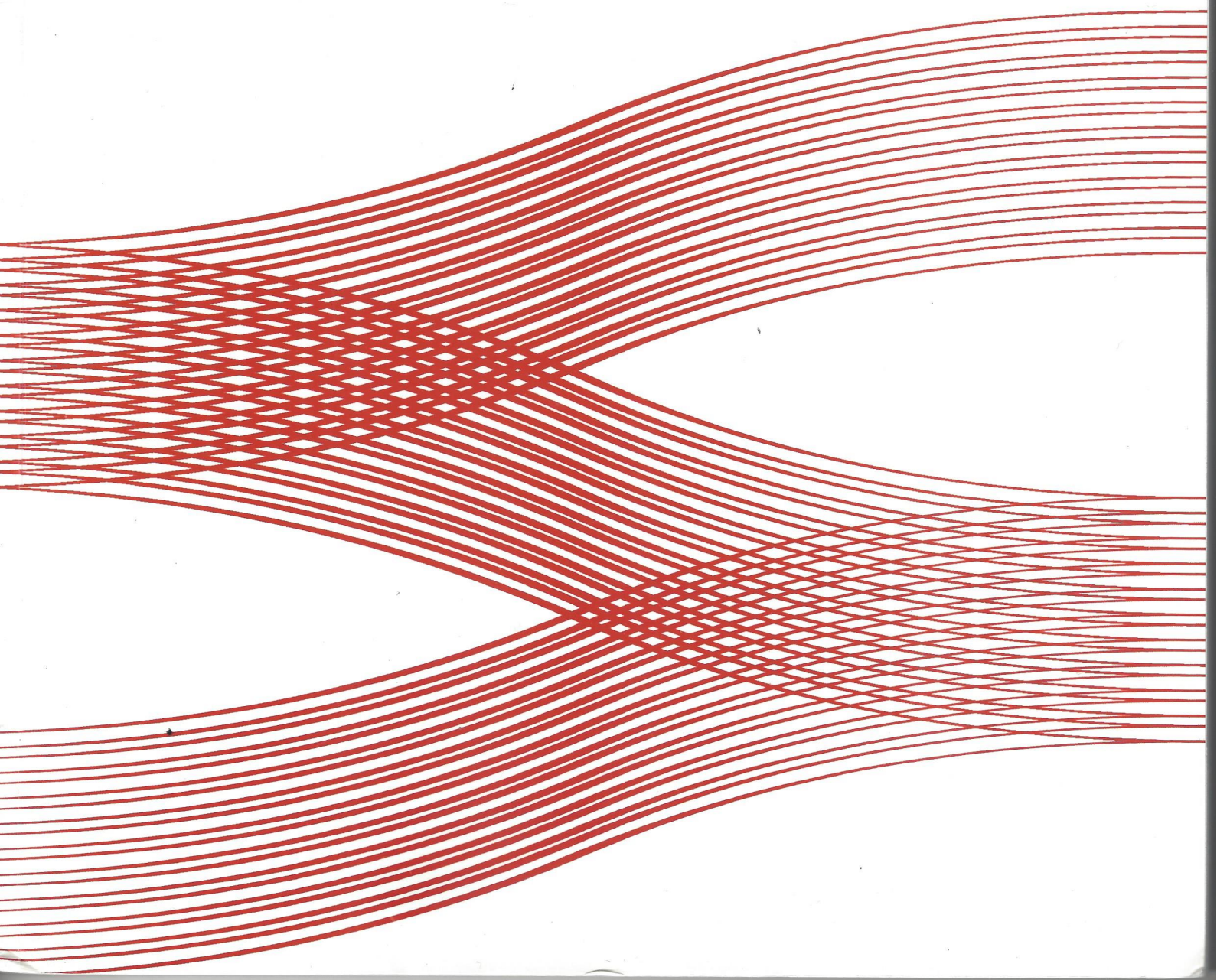


IJCR

ISSN 1179-8785

Volume 3 Number 1 2015

International Journal *of* Consumer Research



Don't Give Up Hope: The Role of Hope in the Effect of Product Attributes On Consumer Attitudes

Inbal Segal

Ben-Gurion University of the Negev, Israel

Hila Riemer

Ben-Gurion University of the Negev, Israel

Abstract

This research explores the effect of product attributes at focus in marketing communication on brand evaluation, as well as the emotional mechanism underlying this effect. We first examine products that can be equally associated with prevention and promotion (as opposed to products that are inherently associated with either prevention or promotion). We propose that for products that can be associated with both prevention and promotion, brand positioning that emphasizes prevention leads to a more favorable evaluation than brand positioning that emphasizes promotion. This is true when the prevention attributes and the promotion attributes are equally important to consumers. Further, we propose that feelings of hope mediate this effect, such that prevention attributes elicit more intense feelings of hope than promotion attributes; these intense feelings of hope in turn lead to a more favorable attitude toward brand. Secondly, we examine products that can be associated with either prevention or promotion. Consistent with past studies, we show that fit between the type of product and the type of attribute at focus will lead to a more favorable evaluation than non-fit. We further suggest and demonstrate that feelings of hope mediate the effect in the case of product-attribute fit. More specifically, prevention hope mediates the effect in the case of prevention fit, and promotion hope in the case of promotion fit. In the case of product-attribute non-fit, various negative emotions mediate the effect. Five studies support our propositions. Studies 1-3 focus on products associated with both prevention and promotion (cars); studies 4 and 5 focuses of products associated with either promotion (cheesecake) or prevention (sunscreen). Practical implications for brand positioning and marketing communication are discussed, along with theoretical implications for the study of regulatory focus and emotions.

Keywords: hope, emotion, regulatory focus, regulatory fit, prevention, promotion.

Introduction

John needs to buy a new car. While searching for information about the purchase, he is exposed to a wide variety of cars, each of which is superior in different attributes. For example, one car is considered fuel efficient, while another is fun to drive. What

This scenario raises questions that marketers often deal with when considering brand positioning and marketing communication strategies. Despite the existing knowledge on product attributes (e.g., Adaval, 2003; Chitturi and Mahajan, 2007; Luce et al., 1999; Werth and Foerster, 2007; Yeung and Wyer, 2004), researchers have not yet fully uncovered the relationship between product attributes and consumer judgment. The mechanism underlying the effect of attribute on judgment is also unclear.

We distinguish between prevention attributes (e.g., safety, fuel efficiency, environmentally friendly) and promotion attributes (e.g., luxury, fun) (Chernev, 2004). This is in line with regulatory focus theory (Higgins, 1997; Higgins et al., 1994; Higgins et al., 1997; Pham and Chang, 2010), which distinguishes between two different motivations: promotion and prevention. Promotion focus involves gains, ideals, hopes, and aspirations, and is associated with attaining positive outcomes. Prevention focus involves obligations, responsibilities, and safety-related regulations, and is associated with preventing negative outcomes (Higgins, 1997). Research shows that individuals who are promotion-oriented (i.e., have more accessible promotion goals) relate more to attributes such as luxury or fun, whereas individuals who are prevention-oriented (i.e., have more accessible prevention goals) relate more to attributes such as safety or reliability (see Chernev, 2004; Safer, 1998; Werth and Foerster, 2007). Thus, certain attributes assist in fulfilling promotion goals (hereafter: promotion attributes), whereas other attributes assist in fulfilling prevention goals (hereafter: prevention attributes). Chitturi et al. (2007) proposed an analogy between promotion versus prevention attributes and hedonic versus utilitarian attributes. Hedonic attributes are associated with achieving pleasure, having fun, and experiential consumption – similar to promotion attributes; utilitarian attributes, on the other hand, are linked to functionality, practicality, and "shoulds" – similar to prevention attributes and goals (Hirschman and Holbrook, 1982). In line with this analogy, hedonic products aimed at fulfilling promotion goals will be termed promotion products; utilitarian products aimed at fulfilling prevention goals will be termed prevention products.

The goal of this research is to explore the effect of attributes on product evaluation, and to uncover the underlying *emotional* mechanism of this effect. Initially, we limit our discussion to cases in which the product can be equally associated with prevention and promotion motivations (e.g., cars, as will be empirically supported in our research). We suggest and show that brands associated with prevention attributes are more favorably evaluated than those associated with equally important promotion attributes. Examination of the emotional mechanism for this effect shows that feelings of hope mediate the effect, with prevention attributes evoking more intense feelings of hope than promotion attributes (Studies 1 and 2). To reinforce the role of hope in the effect of attribute on judgment, in Study 3 we manipulate the intensity of feelings of hope (independent of the product attributes). We show that only when consumers are led to feeling hopeful about achieving their goals, will the effect of attribute on judgment occur; when consumers feel hopeless about achieving their goals, the effect diminishes. This evidence strengthens the proposition of hope as the underlying mechanism of the effect of prevention versus promotion attributes on judgment. Next, we extend our examination to cases in which the products are associated with either

prevention or promotion (e.g., sunscreen or cheesecake, respectively, as will be empirically shown in our research). In Study 4 we show that for both types of products, fit between the product and the attribute is evaluated more favorably than non-fit. Interestingly, here again hope mediates the effect of those fit conditions on evaluation—different types of hope play in different types of fit: prevention hope plays a role in the case of prevention fit, and promotion hope plays a role in the case of promotion fit. In cases of non-fit, various negative emotions mediate the effect of attribute on judgment. Finally, in Study 5, we demonstrate the generalizability of the role of hope in regulatory orientation when a manipulation of the participants' regulatory goals is included. The development of our hypotheses is described in detail next, and that is followed by descriptions of the five studies and a discussion of their implications and limitations, as well as of future research directions.

Regulatory focus, judgment, and emotions

Researchers have shown that regulatory focus influences consumers in various ways (e.g., Crowe and Higgins, 1997; Lin et al., 2012; Pham and Avnet, 2004; Pham and Chang, 2010; Zhu and Meyers-Levy, 2007). According to Crowe and Higgins (1997), the various regulatory foci create different psychological states: promotion-focused individuals experience eagerness, and prevention-focused individuals experience vigilance. These psychological states, according to Crowe and Higgins, impact the individual's strategic inclination in decision making. Other researchers examined the effect of regulatory focus on information processing. For example, Pham and Avnet (2004) found that different regulatory foci lead consumers to rely on distinct types of information – substantive information when prevention-focused versus affective information when promotion-focused. Zhu and Meyers-Levy (2007) showed that promotion focus leads to relational elaboration, and prevention focus to item-specific elaboration. Altogether, these researchers suggest that regulatory focus influences judgment through either a motivational or a cognitive mechanism.

The emotional effects of regulatory focus have received some attention as well. According to Brockner and Higgins (Brockner and Higgins, 2001; Higgins, 1987, 1997), regulatory focus determines the nature of the emotions individual experience. Brockner and Higgins (2001) suggest that promotion-focused individuals experience emotions along the cheerful-dejected dimension, and prevention-focused individuals experience emotions along the quiescent-agitated dimension. Yet, it is noteworthy that the majority of this research has focused on emotional responses to goal attainment outcomes, while research is lacking on regulatory focus and emotions when goal attainment is still uncertain.

One specific emotion that has been strongly linked to motivation in uncertain situations is hope. According to Lazarus (1991, 1999), the desire to fulfill goals elicits feelings of hope. Hope is viewed as a positive emotion associated with uncertain, but possible, goal-congruent outcomes (see Frijda, 1986, 1993; MacInnis and de Mello, 2005; Roseman, 1991; Smith and Ellsworth, 1985). In other words, hope is elicited in situations that may lead to goal fulfillment.

Prevention versus promotion attributes and hopes

Regulatory focus theory links promotion goals to hope (Higgins, 1997). Nonetheless, other researchers suggest that feelings of hope can be associated with other goals. Rossiter and Percy (1991) suggest that hope can be evoked when there is a desire to achieve positive outcomes *or* when there is a desire to avoid negative ones.

We propose that hope associated with prevention goals is a more intense form of hope than hope associated with promotion goals. Excitation transfer theory (Schachter and Singer, 1962; Zillmann, 1978) can account for this proposition, as follows. According to Crowe and Higgins (1997), prevention orientation is associated with vigilance, whereas promotion orientation is associated with eagerness. Vigilance, a stress-related emotion, is considered to be one of the most intense emotions (Plutchik and Conte, 1997), and is accompanied by a high level of arousal. Excitation transfer theory posits that arousal is non-specific, and thus people may misattribute arousal originating in one source to a different source (Schachter and Singer, 1962; Zillmann, 1978). This is true for various types of arousal, including emotional, motivational, or physiological arousal. Such misattribution of arousal may occur in the case of regulatory focus as well. Prevention orientated people, who experience vigilance (Crowe and Higgins, 1997), may misattribute the high level of arousal due to vigilance to another source – to feelings of hope that accompany the uncertain goal-oriented situation. When high arousal is added to feelings of hope, the result is a more intense hope. Promotion orientated people, on the other hand, do not experience such high arousal (because eagerness, which is related to promotion, is not as arousing as vigilance; Plutchik and Conte, 1997). Thus, we argue, prevention orientation evokes more intense feelings of hope as compared to promotion orientation.

Our proposition is in accordance with other studies. A study by Poels and Dewitte (2008) suggests that hoping to avoid an undesirable outcome leads to more goal-directed behavior and a greater focus on product information, compared to hoping to achieve a desirable outcome. Other research has shown that people tend to prefer avoiding losses as compared to achieving gains (Kahneman and Tversky, 1979). Finally, the principle of precedence (Berry, 1994) suggests that satisfying “needs” (viewed as necessities, which can be also perceived as prevention goals) precedes satisfying “wants” (viewed as hedonic desires, which can also be perceived as promotion goals). Altogether, these studies strengthen our proposition that prevention focus will result in more intense feelings of hope than promotion focus. The consequences of the more intense feelings of hope are discussed next.

Hope and Judgment

A number of researchers have dealt with the role of hope in consumers’ judgment and choice (e.g., de Mello et al., 2007; MacInnis and Chun, 2007; MacInnis and de Mello, 2005; Madrigal and Bee, 2005; Poels and Dewitte, 2008; Winterich and Haws, 2011). Tiedens and Linton (2001) demonstrate that hope enhances systematic processing. In this vein, Poels and Dewitte (2008) showed that the experience of hope enhances consumers’ focus on product information. This suggests that when judging products, the more intense the feelings of hope, the more attention will be paid to the attributes. Assuming that marketers mostly emphasize positive attributes in marketing

communications, it is possible to argue that the enhanced attention focused on these positive aspects of the product may, in turn, lead to a more favorable evaluation.

Hope may lead to more favorable judgment even when consumers are exposed to mixed information (i.e., to information relating to both positive and negative aspects of the product). MacInnis and de Mello (2005) propose that the hope for a goal-congruent outcome leads consumers to process information in a way that suggests that the outcome is indeed possible (i.e., motivated processing, referring to situations where there is motivational pressure to arrive at a certain judgmental outcome; see also Forgas, 1995). As a result, when consumers feel hopeful about achieving their goals, they will pay more attention to information suggesting that the outcome is indeed possible (i.e., to positive product information), and will tend to ignore any information that may interfere with their goal attainment (i.e., negative product information). Thus, intense hope leads to motivated processing, which may result in a more favorable evaluation. Altogether, research on the effect of hope suggests that (1) hope leads to a focus on product information, which is usually positive in marketing communication, and (2) hope leads to motivated processing, leading consumers to perceive their goals as attainable. When taken together, they suggest that the more intense the feelings of hope, the more favorable the evaluation. In sum, when integrating research on regulatory focus, emotions, hope, and judgment, we suggest that prevention focus will evoke more intense feeling of hope than promotion focus. The intense feelings of hope will, in turn, lead to a more favorable judgment.

In the context of our paper, to uncover the effect of prevention versus promotion attributes on judgment, we first deal with products that are associated equally with prevention and promotion. In such cases, exposure to attribute information is expected to create a certain goal orientation, because the attribute information makes the goals (or outcomes) more accessible. A prevention attribute will thus create a prevention orientation, and a promotion attribute will create a promotion orientation. Based on our earlier discussion, these orientations will lead to hope of various intensities, which will in turn influence judgment. Thus:

***H1:** When the product is equally associated with prevention and promotion, prevention attributes will lead to a more favorable evaluation compared to promotion attributes.*

***H2:** Intensity of hope will mediate the effect of the type of product attribute on judgment.*

Regulatory fit and type of product

Our focus so far has been on products that can be equally associated with both prevention and promotion. Relying on regulatory fit theory (Higgins, 2000), we now extend the discussion to other types of products, which can be associated with either prevention or promotion.

Regulatory fit theory (Higgins, 2000) posits that experiencing compatibility between self-goals (i.e., the individual's prevention vs. promotion mode) and the object orientation (i.e., the object's prevention orientation vs. promotion orientation) leads to increased motivation and to more favorable evaluation (Avnet and Higgins, 2006; Labroo and Lee, 2006; Lee and Aaker, 2004). Fit between self-goals and the judgment

object induces an "it-just-feels-right" experience, which in turn evokes positive emotions and a more favorable attitude (Aaker and Lee, 2006; Kees et al., 2010). This is in line with functional theory, stating that attitude towards a particular object (e.g., products) may serve functions that are contingent with the type of object. An appeal will be more persuasive and more favorably evaluated when there is a match between the type of object (e.g., prevention product) and the type of appeal (e.g., prevention attribute), since they both serve the same function. Hence, when there is a match between a product and the attribute at focus in marketing communication, a more persuasive and favorable judgment will be evoked (Shavitt 1990; Shavitt et al., 1992).

Indeed, Werth and Foerster (2007) found that consumers had more favorable attitudes toward products that were compatible with their self-goals. In other words, prevention-oriented consumers had more favorable attitudes toward prevention-related products than toward promotion-related products. Similarly, promotion-oriented consumers had more favorable attitudes toward promotion-related products than toward prevention-related products. Analogously, it may be suggested that the type of product should be compatible not only with the individual's self-goals, but also with the types of attributes emphasized in the marketing communication.

Another line of research may also lead to the same conclusion. Prevention products create the expectation that they will assist in achieving prevention goals, and promotion products create the expectation that they will assist in achieving promotion goals. Thus, prevention products are expected to possess prevention attributes, and promotion products are expected to possess promotion attributes. When a product is presented as possessing a different attribute (i.e., prevention product possessing promotion attributes or vice versa), even though the alternative attribute is a positive one, consumers may feel they are trading the expected attribute for the alternative one. Having to make a trade-off may lead to negative emotions (Luce et al., 1999), which in turn will result in a less favorable evaluation. It turns out, then, that consumers will more favorably evaluate products that are presented as possessing attributes that are compatible with their product orientation. Combined, this discussion leads us to hypothesize:

***H3:** Prevention and promotion attributes will influence judgment differently in cases of prevention versus promotion products, as follows:*

***H3a:** Prevention products associated with prevention attributes will be evaluated more favorably than prevention products associated with promotion attributes.*

***H3b:** Promotion products associated with promotion attributes will be evaluated more favorably than promotion products associated with prevention attributes.*

Based on past research (Avnet and Higgins, 2006; Labroo and Lee, 2006; Lee and Aaker, 2004), our previous discussion suggested that compatible product-attribute combinations (i.e., fit) will be more favorably evaluated than non-compatible combinations (i.e., non-fit), since they maintain the same goal-orientation (i.e., prevention or promotion). However, past research did not deal with the *emotional* mechanism underlying the effect of fit on evaluation. Lee and Aaker (2004) suggested that a *cognitive* processing fluency mechanism mediates these fit effects. The "feel-right" experience when processing fit combinations (Higgins, 2000) is more fluent

and simple to process. Nonetheless, such a "feel-right" experience can have additional effect, due to the positive emotion they evoke (Lee and Aaker, 2004).

Earlier we posited that prevention attributes elicit more intense emotions of hope than promotion attributes, which elicit milder feelings of hope. Poels and Dewitte (2008) termed hope related to prevention goals "prevention hope", and hope related to promotion goals "promotion hope". In this vein, we suggest that product-attribute combinations will differ in the hope they elicit: prevention fit combination will elicit prevention hope, and promotion fit combination will elicit promotion hope. Furthermore, as shown by MacInnis and de Mello (2005), and proposed earlier in the current paper, intense feelings of hope will lead to favorable evaluation. Therefore, we hypothesize that in various product-attribute fit conditions, distinct types of hope will mediate the effect of product-attribute fit on judgment, as follows:

***H4a:** Prevention products associated with prevention attributes will evoke more prevention hope; promotion products associated with promotion attributes will evoke more promotion hope.*

***H4b:** Prevention (promotion) hope will mediate the effect of prevention (promotion) product-attribute fit on judgment.*

Non-fits and the emotions they evoke

Situations in which the product and the attribute are not compatible (i.e., non-fit conditions) force compromises in salient goals. Consequently such situations can also evoke feelings, which in turn influence judgment. Researchers argue that failing to achieve prevention goals evokes agitation-related emotions, whereas failing to attain promotion goals evokes feelings of dejection (Brockner and Higgins, 2001; Higgins 1987, 1997). Chitturi et al. (2007) suggested that in consumption situations, consumers who compromise prevention goals tend to feel guilt and anxiety (i.e., negative promotion-related emotions). Similarly, when compromising promotion goals, consumers feel sadness and disappointment (i.e., negative prevention-related emotions; Chitturi et al., 2007). Thus, various negative emotions will mediate the effect of different product-attribute non-fits on judgment, as follows:

***H5a:** Prevention products associated with promotion attributes will evoke agitation, guilt, and anxiety.*

***H5b:** Promotion products associated with prevention attributes will evoke dejection and disappointment.*

***H5c:** Agitation, guilt, and anxiety (dejection and disappointment) will mediate the effect of prevention-promotion (promotion-prevention) product-attribute non-fit on judgment.*

In sum, our conceptualization suggests that promotion and prevention product attributes differ in the emotions they elicit, which in turn results in different product evaluations. For products that can be associated with both prevention and promotion (e.g., cars), prevention attributes will elicit more intense hope than promotion attributes, which in turn result in a more favorable evaluation (see Hypotheses 1 and 2). For products that can be associated with either prevention or promotion, an attribute that fits the product orientation will lead to a more favorable judgment than an attribute that does not fit the product (Hypothesis 3). Different types of hope will

mediate the effects of various types of fit (Hypothesis 4). Further, different types of negative emotions will mediate the effect of various types of non-fit (Hypothesis 5). In the following, we present five studies which test these hypotheses. Studies 1-3 focus on products that can be associated with both prevention and promotion (Hypotheses 1 and 2), and Studies 4 and 5 are extended to products that are associated with either prevention or promotion (Hypotheses 3-5).

Study 1

Overview

Participants read a description of a car – a product that has been predetermined as associated equally with prevention and promotion (see pretest in the next section). The description focused on either prevention or promotion attributes. Participants then completed measures of their emotional response and product evaluations.

Method

Participants and design

Fifty-three undergraduate students participated in the study in exchange for extra credit points for their courses. They were randomly assigned to one of two conditions: environmentally friendly (a prevention attribute) or fun driving experience (a promotion attribute). Participants read a description of a car brand – either one that presented the car as environmentally friendly or one that presented the car as fun to drive.

Stimuli development

The car was chosen to be the product at focus in this study, based on a pretest. The goal of the pretest was to select a product that is relevant to students, and that is equally associated with prevention (utilitarian; Chernev, 2004) and promotion (hedonic; Chernev, 2004). Seventeen undergraduate students who participated in the pretest classified 24 products on a utilitarian-hedonic scale (Dhar and Wertenbroch, 2000). Participants classified products as related to one of the following categories: utilitarian (defined as useful, practical, and functional), hedonic (defined as pleasant, fun, and enjoyable), both utilitarian and hedonic, or as neither utilitarian nor hedonic. Results of the pretest showed that cars were classified as both utilitarian and hedonic by the majority of the participants (13 out of 17 respondents, $\chi^2 = 14.58$, $p < .01$). Relevance of cars to the students was tested using the seven-point Personal Involvement Inventory scale (Zaichkowsky, 1985). Results showed that cars are highly relevant to students ($M_{\text{car}} = 5.04$; $\alpha = .91$).

An additional pretest was conducted to select car attributes that would be considered as either prevention or promotion, and that would be equally important to the participants. In the pretest 19 participants were given a list of 14 attributes, and were asked to indicate on a seven-point scale, “When buying a car, to what extent are you interested in the following product attribute?” (Werth and Foerster, 2007; $\alpha = .87$). Results of this pretest showed that the attributes “environmentally friendly” and “fun

driving experience" were equally important to participants ($M_{\text{environment}} = 4.94$, $M_{\text{fun}} = 5.12$; $t(16) = .42$, $p = .67$, NS).

An additional manipulation check also confirmed students' views about the goals associated with these attributes. Twenty student participants were asked to indicate whether each attribute, when associated with a car, is mainly associated with "avoiding a negative outcome" (i.e., prevention) or with "achieving a positive outcome" (i.e., promotion). Environmentally friendly was indeed viewed as a prevention attribute by a great majority of the student participant (90%), and fun driving was viewed as a promotion attribute by all of the student participants (100%). These manipulation and confounding checks confirmed that the attributes are suitable for manipulating on a prevention-promotion dimension without confounding for attribute importance. The descriptions of the car brands in both conditions mentioned the same brand name and country of origin, and were of equal length (see Appendix 1).

Measures

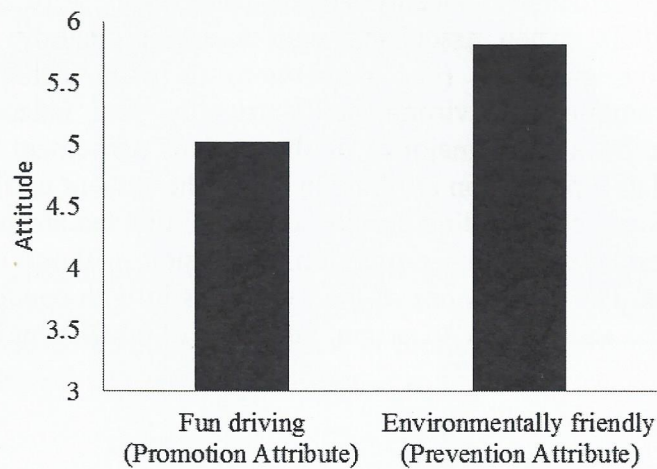
In the main study, participants completed a scale that measured their emotions after reading the descriptions. The scale used 25 items referring to various emotions (anger, eagerness, agitation, guilt, joy, surprise, anxiety, fear, interest, shame, quiescence, frustration, relief, contempt, pride, sadness, happiness, hope, disgust, contentment, dejection, elation, gratitude, guilt, and cheerfulness; Higgins, 1987; Laros and Steenkamp, 2005; Richins, 1997; Smith and Ellsworth, 1985). Participants were asked to indicate on a seven-point scale the extent to which the product description made them feel each of the emotions listed (1 = not at all; 7 = very much). They then completed a scale that measured their attitudes toward the brand. The attitude measure used six semantic differential items (hate-love; bad-good; negative-positive; not wanted-wanted; bad choice-good choice; I would not buy-I would buy), each of which was rated on a seven-point scale.

Results

Participants' responses to the six items of the attitude scale were averaged to express their overall attitude toward the brand ($\alpha = .87$). Consistent with Hypothesis 1, the environmentally-friendly (prevention) car was more favorably evaluated than the fun (promotion) car ($Att_{\text{environmental}} = 5.81$, $Att_{\text{fun}} = 5.02$; $F(1, 52) = 8.78$, $p < .05$; see Figure 1).

Baron and Kenny's (1986) mediation test revealed: (1) attribute was a significant predictor of attitude ($\beta = -.38$, $t(52) = -2.96$, $p < .05$); (2) attribute was also a significant predictor of hope ($\beta = -.61$, $t(52) = -5.53$, $p < .05$; $Hope_{\text{environmental}} = 4.69$, $Hope_{\text{fun}} = 2.61$, $p < .05$; $\alpha = .9$); and (3) hope was a significant predictor of attitude ($\beta = -.62$, $t(52) = -5.72$, $p < .05$). Finally, when attitude was regressed on hope and the attributes, there was a reduction in the effect of attributes on attitude ($t(52) = -.005$, NS); only hope continued to be a significant predictor of the attributes ($\beta = .62$, $t(52) = 4.47$, $p < .05$, VIF = 1.6). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = -2.51$, $p < .05$). None of the other measured emotions was shown to mediate the effect of attribute on judgment.

Figure 1: Study 1 results - The effect of product attributes on attitude toward the brand



Discussion

The car brand associated with a prevention attribute was more favorably evaluated than the car brand associated with a promotion attribute. The more favorable evaluations were due to the more intense feelings of hope evoked when participants read the descriptions containing the prevention attribute compared to the promotion attribute.

In this study we presented participants with a description of a car associated with only one attribute – either prevention or promotion. One may suggest that merely referring to the attribute in the description increases the accessibility of the respective goal, which elicits hope and improves judgment, and that this would occur regardless of whether the car is superior or inferior with respect to this attribute. Yet, we suggest that only when the brand is superior in a certain attribute will the effect occur. While mentioning the attribute (regardless of whether or not it is superior) would increase accessibility of the goal; mentioning a superior attribute would increase the accessibility of both the goal and the outcome. The increased accessibility of the outcome is what leads to the more intense feeling of hope and to a more favorable judgment. Study 2 was designed to test this. In Study 2 each description mentions two types of attributes (a prevention and a promotion attribute), and the car brands are presented as superior in only one of the attributes, and inferior in the other attribute. This is expected to lead to differences in outcome accessibility and thus to similar effects as reported in Study 1.

Study 2

Method

Participants, design, and procedure

Thirty-five undergraduate students participated in the study in exchange for extra credit points for their courses. They were randomly assigned to one of two conditions: a "prevention-superior condition" or a "promotion-superior condition". In each condition participants read a description of a car brand, and then completed one scale measuring their emotions and a second scale measuring their attitudes toward the brand ($\alpha = .92$). The scales were identical to those used in Study 1.

Stimuli

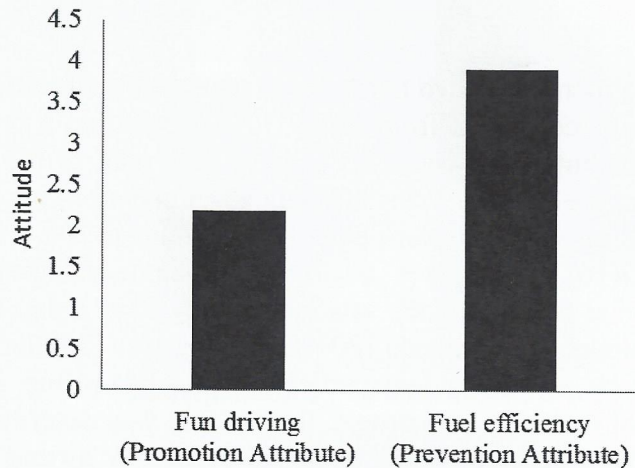
The car descriptions mentioned two attributes: a prevention attribute and a promotion attribute. Using the same pretest from Study 1, we identified a prevention attribute and a promotion attribute that would be equally important to the participants. The results indicated that the attribute "fuel efficiency" (prevention) and the attribute "fun driving experience" (promotion) were equally important to the participants ($M_{\text{fuel}} = 5.29$, $M_{\text{fun}} = 5.12$; $t(16) = .469$, $p = .64$, NS). The same manipulation check from Study 1 confirmed that fuel efficiency was indeed viewed as a prevention attribute by a majority of the student participants (80%), and that fun driving was viewed as a promotion attribute by all the student participants (100%). Thus, in the prevention-superior condition of the main experiment, the product was described as having "low fuel consumption, high efficiency" but with "an unsmooth stirring wheel grip, not a fun drive"; in the promotion-superior condition, the product was described as having a "smooth steering wheel grip, a fun drive", but with "high fuel consumption, low efficiency". The order of the attributes in the descriptions was counterbalanced. All descriptions were of equal length (see Appendix 2).

Results

ANOVA revealed that when the prevention attribute was superior, participants expressed a more favorable attitude toward the car compared to when the promotion attribute was superior ($\text{Att}_{\text{prevention}} = 3.91$, $\text{Att}_{\text{promotion}} = 2.18$; $F(1, 35) = 38.07$, $p < .01$; see Figure 2). These results are consistent with Hypothesis 1 and with the results of Study 1.

Baron and Kenny's (1986) mediation test showed that (1) the superior attributes were significant predictors of attitude ($\beta = -.72$, $t(35) = -6.17$, $p < .01$); (2) the superior attributes were also predictors of hope ($\beta = -.73$, $t(35) = -6.49$, $p < .01$; $\text{Hope}_{\text{prevention}} = 3.56$, $\text{Hope}_{\text{promotion}} = 1.81$, $p < .01$); and (3) when attitude was regressed on hope and the superior attributes, there was a reduction in the direct effect ($t(35) = -2.6$, $\beta = -.42$), and hope remained a significant predictor for the attitude ($\beta = .4$, $t(35) = 2.49$, $p < .05$, $\text{VIF} = 2.2$). Thus, hope mediated the effect of type of attribute on attitude. A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 2.32$, $p < .05$). None of the other measured emotions was shown to mediate the effect of the superior attribute on judgment.

Figure 2: Study 2 results - The effect of superior product attributes on attitude toward the brand



Discussion

Study 2 provides further evidence for Hypotheses 1 and 2. Results indicate that a brand that is superior in a prevention attribute (fuel efficiency) elicits more intense feelings of hope than one that is superior in a promotion attribute (fun driving). These intense feelings of hope, in turn, lead to a more favorable attitude. In the next study we provide further support for the mediating role of hope by manipulating hope, and showing how more intense versus milder feelings of hope can modify the pattern of results.

Study 3

Overview

The goal of this study was to provide further evidence for the role of hope in the effect of attributes on judgment. So far we have shown via mediation analysis that prevention (promotion) attributes will evoke more (less) intense feelings of hope, which in turn lead to a more (less) favorable evaluation. To further support our premise about the role of hope, in this study we manipulated the intensity of the feelings of hope that participants experience when exposed to the brand description, independently of the product attribute. Our prediction was that if hope indeed drives the relationship between attributes and judgment, then only when participants feel hopeful about achieving their goals will the effects on judgment persist; when participants feel hopeless about achieving their goals, the effect of the attributes on evaluation will diminish.

Thus, in this study we manipulated the participants' level of hope to either low or high levels of hope in regard to achieving outcomes using the product. Following the manipulation, the same method as in Study 2 was used: participants were presented

with one of two descriptions of a car brand – either a prevention-superior brand (fuel efficient but not fun to drive) or a promotion-superior brand (fun to drive but fuel inefficient). They then completed a scale to measure brand evaluation.

Method

Design and participants

A 2 (low vs. high hope) \times 2 (type of superior attribute: prevention vs. promotion) between-subjects design was employed. Seventy-one undergraduate students, who participated in the study in exchange for extra credit points for their courses, were randomly assigned to one of the four conditions. In each condition participants read the material intended to manipulate their level of hope, then read one of the car descriptions used in Study 2, and then completed the attitude toward the brand scale ($\alpha = .92$).

Hope manipulation

Participants' level of hope was manipulated to be either low or high, based on a suggestion by MacInnis and de Mello (2005) relying on an emotional appraisal perspective. Emotional appraisal theories suggest that emotions are caused by an interpretation of the situation (e.g., Frijda, 1986; Smith and Ellsworth, 1985). Different appraisal theories suggest somewhat different factors by which emotions are appraised. One common approach specifies the following factors: goal relevance, personal agency, certainty, normative/moral compatibility, and importance (Johnson and Stewart, 2004). Hope is viewed as a positive emotion that is evoked in situations in which a goal-relevant outcome is uncertain but possible. Based on this approach, MacInnis and de Mello argue that marketing activities (e.g., ads) can be used to impact the emotional appraisals, in order to evoke or to diminish feelings of hope. One of these appraisals is the perception of possibility. MacInnis and de Mello rely on past research (e.g., Curry et al., 1997; Snyder, 2000; Tversky and Fox, 1995) to suggest that hope can be enhanced in situations where a goal-congruent outcome is possible.

In line with this view, to create different levels of hope in our study, we manipulated the extent to which it would be feasible for participants to purchase a car. In the high hope condition, participants were informed that *"The car will be available soon in a large number of showrooms. Moreover, as a student, you are closer to having a degree, hence closer to affording things you have always wanted, such as this type of product"*. In the low hope condition, participants were informed that *"The car will not be available in this country. Moreover, we are aware that as a student, you probably can't afford things you have always wanted, such as this type of product"*.

A hope manipulation check was performed on a pretest. In the pretest, thirty-two undergraduate students were randomly assigned to one of two conditions. They read one of the two hope manipulation scenarios, and then completed the State Hope Scale (a six-item measure that rates people's hope in a present situation, relating to two dimensions termed "agency" and "pathways"; all items are rated on a seven-point scale; Snyder et al., 1996). Results showed that the hope manipulation was effective

($M_{\text{low-hope}} = 4.75$, $M_{\text{high-hope}} = 6.04$; $t(30) = 2.91$, $p < .01$; $\alpha_{\text{overall scale}} = .86$; $\alpha_{\text{agency}} = .75$; $\alpha_{\text{overall scale}} = .86$).

One may suggest that this manipulation may confound with other factors, such as involvement. Yet it is important to note that involvement, although conceptually distinct from hope, may be empirically related to hope (MacInnis and de Mello, 2005). Sometimes hope may lead to involvement (e.g., high hopes to achieve a goal may lead to involvement with activities that may assist in achieving it), and other times involvement may lead to hope (e.g., high involvement may increase goal relevance). The manipulation of hope may be related to other factors, but it is important to note that such factors may be considered related to the appraisal of hope. Yet, when individuals are involved in an activity and are certain they will achieve their goals, feelings of hope will not be evoked. Thus, factors such as involvement are necessary but not sufficient for eliciting hope, and the manipulation check supported the premise that hope was indeed manipulated.¹

Results

Results revealed a significant interaction between the participants' level of hope and the type of attribute in influencing attitudes toward the brand ($F(3, 67) = 7.19$, $p < .01$). Under the high hope condition, when the car was superior in the prevention attribute, attitudes were more favorable, compared to when the car was superior in the promotion attribute ($\text{Att}_{\text{prevention}} = 4.27$, $\text{Att}_{\text{promotion}} = 3.22$; $t(34) = 2.75$, $p < .01$). However, under the low hope condition, this effect did not appear; there was no significant difference between the two attribute conditions in the influence on attitudes ($\text{Att}_{\text{prevention}} = 2.72$, $\text{Att}_{\text{promotion}} = 2.77$; $t(33) = -.13$, $p = .89$, NS; see Figure 3)

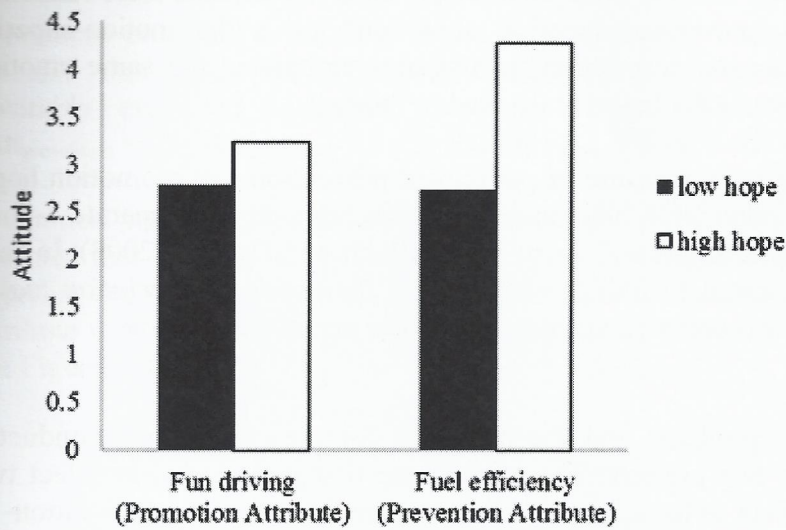
Discussion

When participants were hopeful about achieving their goals using the product, the positive effect of type of attribute on evaluation occurred. In contrast, when participants felt less hopeful about achieving their goals using the product, the effect of type of attribute on evaluation was absent. In other words, when participants did not experience feelings of hope, there was no effect of product attribute on judgment. These results reinforce the role of hope in the effect of attribute on judgment.

So far, we have dealt with the effect of prevention versus promotion attribute on judgment, where the product can be equally associated with prevention and promotion (a car). The next two studies deal with products associated with either prevention (sunscreen) or promotion (cheesecake).

¹ It is also important to note that the hope manipulation may not affect regulatory focus. Similar to Study 2, under all conditions, the descriptions of the car deal presented two attributes: prevention and promotion. Consequently, both types of goals (prevention and promotion) were accessible to participants. However, regardless of the hope manipulation, when a certain attribute is superior, the respective outcome is more accessible. The hope manipulation would make the goals (or the outcomes) more possible without affecting their accessibility.

Figure 3: Study 3 results - The effect of attribute on attitude toward the brand under low and high hope conditions



Study 4

Overview

In this study, we focus on Hypotheses 3-5, which deal with the effect of fit (vs. non-fit) between the type of product and the type of attribute on judgment and with the emotions that mediate these effects. We will examine the different types of hope (prevention hope and promotion hope) that play a role in different types of fit, and various negative emotions that play a role in different types of non-fit.

Method

Participants, design, and measures

Participants were 93 undergraduate students who received extra credit points for a business course as compensation for their participation. To be able to assess the role of fit between the type of product and the attribute at focus, we chose products in this study that were either prevention or promotion products. Thus, to compare the pattern of results for the different products, two replications of this study were conducted: first with a prevention product (sunscreen) and then another with a promotion product (cheesecake); choice of product was based on a pretest, which will be described later in this section. We therefore had two replications of a study in which the type of superior attribute (prevention vs. promotion) was manipulated in a between-subjects setting. Each replication related to a different type of product.²

² We chose to conduct two replications of a study in which the type of superior attribute was manipulated in a between-subjects setting rather than one 2 (product) \times 2 (attribute) experiment. This is because in the studies dealing with different types of products, we were interested in comparing promotion and prevention products in terms of the *pattern* of results. We were not interested in comparing the *actual judgments* in different types of product (because differences in the evaluation of different products may be due to numerous reasons, including – but not limited to – totally different

The procedure was similar to that of Study 2. For each product, participants read the product description, which described both the prevention attribute and the promotion attribute – one as superior and the other as inferior. Thus participants were randomly assigned to either a "prevention-superior condition" or a "promotion-superior condition". After reading the description, participants completed the same emotion scale and the attitude toward the brand scale used in Study 2.

In this study we also added a measure of participant prevention and promotion hope. Participants rated their prevention hope and promotion hope on two separate 7-point scales, ranging from 1 (not at all) to 7 (very much) (Poels and Dewitte, 2008). In each item participants were asked to indicate *"the extent the product description makes them hope for preventing a negative outcome/achieving a positive outcome"*.

Stimuli

In order to choose the products and the attributes for the stimuli, we conducted manipulation checks in two pretests. The goal of the first pretest was to select two products that were relevant to the students and were perceived as either prevention- or promotion-oriented. In this pretest, 19 participants rated 24 products on a scale similar to the one used in the pretest for Study 1. Pretest results showed that sunscreen was rated as a prevention product by the majority of the participants (18 of 19 subjects, $\chi^2 = 15.21, p < .01$), and cheesecake was rated as a promotion product by the majority of participants (17 of 19 subjects, $\chi^2 = 26.94, p < .01$). Relevance of the products was tested using the PII scale (adapted from Zaichkowsky, 1985; $\alpha = .96$). To confirm that both products were equally relevant to participants, as well as of the same relevance as the product used in Study 2 (used as a baseline), an ANOVA was performed ($M_{\text{prevention}} = 5.38, M_{\text{promotion}} = 5.12; F(2, 52) = 1.484, p = .23, \text{NS}$), and it was established that all products were of high relevance, and were equally relevant.

A second pretest was conducted to select attributes that would be perceived as either prevention or promotion, but equally important to the consumer. Eighteen undergraduate students were asked to rate the importance of various attributes (using the same 7-point scale from pretest to Study 1; Werth and Foerster, 2007). Results indicated that for the sunscreen, the attribute "wrinkle prevention" (prevention) and the attribute "moisturize/nourishment of the skin" (promotion) were both equally important to participants ($M_{\text{wrinkle}} = 4.32, M_{\text{moisturize}} = 4.26; t(18) = .18, p = .85, \text{NS}; \alpha = .92$); for cheesecake, the attribute "calorie content" (prevention) and the attribute "texture/richness of the cheese" (promotion) were both equally important to participants ($M_{\text{calorie}} = 3.79, M_{\text{richness}} = 4.42; t(18) = -1.02, p = .32, \text{NS}; \alpha = .79$). In sum, based on the two pretests, we selected sunscreen to be the prevention product, introducing the attributes "wrinkle prevention" (prevention focus) and "moisturize/nourishment of the skin" (promotion focus); cheesecake was selected as the promotion product, introducing the attributes "calorie content" (prevention focus) and "texture/richness of the cheese" (promotion focus).

reference points. The procedure and the analysis employed in these studies correspond with this decision.

Results

The effect of product attribute on attitude.

Prevention product (sunscreen). In the case of the prevention product, an ANOVA revealed that when the prevention attribute was superior, attitudes were more favorably evaluated compared to when the promotion attribute was superior ($Att_{\text{prevention}} = 4.6$, $Att_{\text{promotion}} = 3.13$; $F(1, 89) = 23.49$, $p < .01$; see Figure 4a).

Promotion product (cheesecake). In the case of the promotion product, an ANOVA revealed that contrary to the prevention product, when the promotion attribute was superior, attitudes were more favorably evaluated compared to when the prevention attribute was superior ($Att_{\text{promotion}} = 4.67$, $Att_{\text{prevention}} = 4.04$; $F(1, 90) = 4.33$, $p < .05$; see Figure 4b).

Figure 4a: Study 4 results- Prevention product
The effect of product attributes on attitude

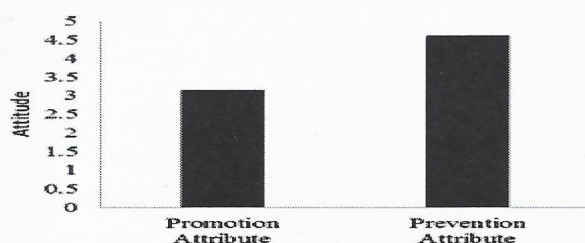
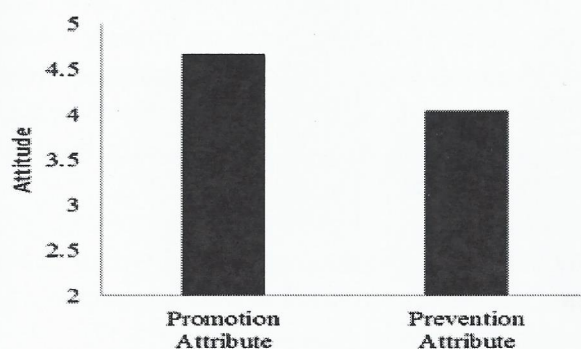


Figure 4b: Study 4 results - Promotion product
The effect of product attributes on attitude



Prevention product (sunscreen). First, the prevention-superior attribute and the promotion-superior attribute were significant predictors of attitude ($\beta = -.45$, $t(90) = -4.84$, $p < .01$). Second, the two attribute conditions were also predictors of hope ($\beta = -.42$, $t(90) = -4.48$, $p < .01$; $Hope_{\text{prevention}} = 3.49$, $Hope_{\text{promotion}} = 1.98$, $p < .01$). Finally, when attitude towards the brand was regressed simultaneously on hope and the attributes, there was a reduction in the effect of the attributes on attitude toward the

brand ($t(90) = -3.4$, $\beta = -.36$), and hope remained a significant predictor for the attributes ($\beta = .24$, $t(90) = 2.4$, $p < .05$, $VIF = 1.22$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 2.11$, $p < .05$). No other emotion was a significant mediator (except for specific types of hope and negative emotions, as described later in this section).

Promotion product (cheesecake). First, the promotion-superior attribute and the prevention-superior attribute were significant predictors of attitude ($\beta = .21$, $t(90) = 2.08$, $p < .05$). Second, the two attribute conditions were also predictors of hope ($\beta = .29$, $t(90) = 2.88$, $p < .01$; $Hope_{prevention} = 2.02$, $Hope_{promotion} = 3.02$, $p < .01$). Finally, when attitude towards the brand was regressed simultaneously on hope and the attributes, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = 1.1$, NS), and only hope remained a significant predictor for the attributes ($\beta = .35$, $t(90) = 3.45$, $p < .01$, $VIF = 1.09$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 2.01$, $p < .05$). No other emotion was a significant mediator (except for specific types of hope and negative emotions, as described later in this section).

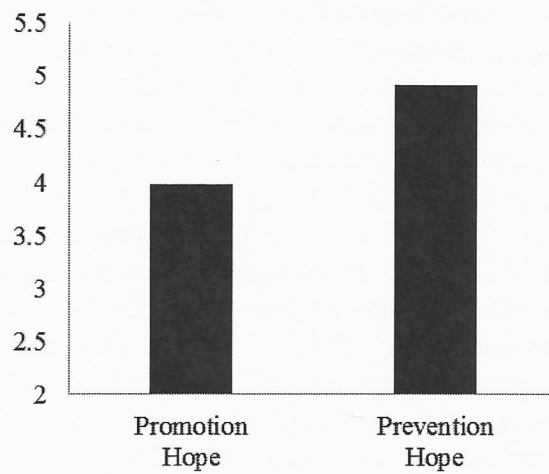
These results provide further support for Hypothesis 2 regarding the mediating role of hope in the effect of product attribute on judgment.

Prevention hope versus promotion hope

Prevention product (sunscreen). An ANOVA confirmed that the prevention product associated with a prevention-superior attribute evoked more prevention hope compared to when associated with a promotion-superior attribute ($M_{prevention} = 4.91$, $M_{promotion} = 3.98$; $F(1, 90) = 5.68$, $p < .05$; see Figure 5a). To examine the mediating role of prevention hope in the effect of attribute on consumers' evaluations, a mediation test was conducted (Baron and Kenny, 1986). First, as has been shown earlier here the prevention-superior attribute and the promotion-superior attribute were significant predictors of attitude ($\beta = -.45$, $t(90) = -4.84$, $p < .01$). Second, the two attribute conditions were also predictors of prevention hope ($\beta = -.24$, $t(90) = -2.38$, $p < .05$; $Hope_{prevention} = 4.91$, $Hope_{promotion} = 3.98$, $p < .05$). Finally, when attitude towards the brand was regressed simultaneously on prevention hope and the attributes, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = -4.12$, $\beta = -.37$), and prevention hope remained a significant predictor for the attributes ($\beta = .33$, $t(90) = 3.62$, $p < .01$, $VIF = 1.06$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 1.98$, $p < .05$). Promotion hope had no mediation role in the effect of attribute on attitude.

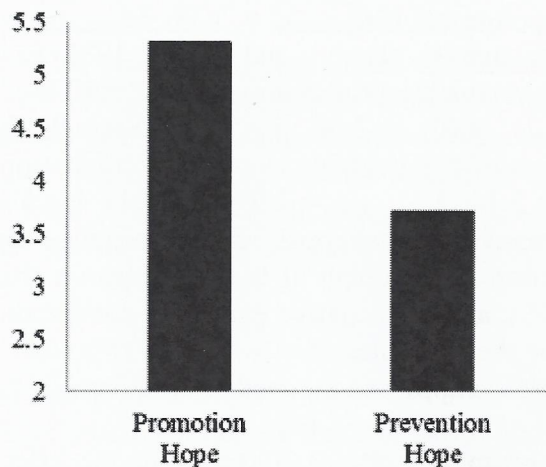
Promotion product (cheesecake). The promotion product associated with a promotion superior attribute evoked more promotion hope compared to when associated with a prevention superior attribute ($M_{prevention\ hope} = 3.71$, $M_{promotion\ hope} = 5.32$; $F(1, 90) = 19.14$, $p < .01$; see Figure 5b). According to the mediation test (Baron & Kenny 1986): First, the promotion-superior attribute and the prevention-superior attribute were significant predictors of attitude ($\beta = .21$, $t(90) = 2.08$, $p < .05$). Second, the two attribute conditions were also predictors of promotion hope ($\beta = .41$, $t(90) = 4.37$, $p < .01$; $Hope_{prevention} = 3.71$, $Hope_{promotion} = 5.32$, $p < .01$). Finally, when attitude towards the brand was regressed simultaneously on promotion hope and the attributes, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = -.15$, NS), and only promotion hope remained a significant predictor for the attributes

Figure 5a: Study 4 results - Prevention product
Prevention hope vs. Promotion hope



($\beta = .54$ $t(90) = 5.57$, $p < .01$, VIF = 1.21). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 3.43$, $p < .01$). In the promotion product, prevention hope had no mediating role in the effect of attribute on attitude.

Figure 5b: Study 4 results - Promotion product
Prevention hope vs. Promotion hope



Thus, in both types of products results of the analysis of the effect of attribute on the different types of hope, as well as the mediating role of different types of hope, are consistent with Hypotheses 4a and b.

The mediating role of negative emotions

Prevention product (sunscreen). To test whether the prevention product associated with promotion-superior attribute evoked more agitation, guilt, and anxiety compared to the prevention-superior attribute condition, a MANOVA analysis was conducted. The results of this analysis showed that attribute type (prevention superior vs. promotion superior) had a significant effect on these negative emotions ($F(3, 88) = 8.03, p < .01$). Moreover, there were significant main effects on the three emotions in question: agitation ($M_{\text{promotion}} = 3.49, M_{\text{prevention}} = 2.4; F(1, 90) = 10.2, p < .01$), guilt ($M_{\text{promotion}} = 2.26, M_{\text{prevention}} = 1.27; F(1, 90) = 20.27, p < .01$), and anxiety ($M_{\text{promotion}} = 2.83, M_{\text{prevention}} = 1.76; F(1, 90) = 11.1, p < .01$). To examine the mediating role of these emotions (the variable included in the analysis was a combination of agitation, guilt, and anxiety) on the effect of attribute on consumers' evaluations, a mediation test was conducted (Baron and Kenny, 1986). First, the prevention-superior attribute and the promotion-superior attribute were significant predictors of attitude ($\beta = -.45, t(90) = -4.84, p < .01$). Second, the two attribute conditions were also predictors of this negative emotions' combination ($\beta = .46, t(90) = 4.94, p < .01; M_{\text{promotion}} = 2.85, M_{\text{prevention}} = 1.71, p < .01$). Finally, when attitude towards the brand was regressed simultaneously on the negative emotions and the attributes, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = -3.9, \beta = -.33$), and the negative emotions remained significant predictors for the attributes ($\beta = .24, t(90) = 2.17, p < .05, \text{VIF} = 1.27$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 1.98, p < .05$).

Promotion product (cheesecake). MANOVA results show that attribute type (prevention-superior vs. promotion-superior) had a significant effect on dejection and disappointment ($F(2, 89) = 11.08, p < .01$). Moreover, there were significant main effects on these two emotions: dejection ($M_{\text{prevention}} = 2.91, M_{\text{promotion}} = 1.55; F(1, 90) = 19.74, p < .01$) and disappointment ($M_{\text{prevention}} = 3.38, M_{\text{promotion}} = 2.4; F(1, 90) = 6.81, p < .05$). The mediation analysis (Baron and Kenny, 1986) revealed: First, the prevention-superior attribute versus the promotion-superior attribute were significant predictors of attitude ($\beta = .21, t(90) = 2.08, p < .05$). Second, the two attribute conditions were also predictors of this negative emotions combination ($\beta = -.41, t(90) = -4.36, p < .01; M_{\text{prevention}} = 3.14, M_{\text{promotion}} = 1.97, p < .01$). Finally, when attitude towards the brand was regressed simultaneously on the negative emotions and the attributes, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = .15, \beta = .01, \text{NS}$), and the negative emotions' combination remained the only significant predictor for the attributes ($\beta = -.47, t(90) = -4.64, p < .01, \text{VIF} = 1.21$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 3.17, p < .01$).

Altogether, these results confirm Hypothesis 5 regarding the effect of non-fit on negative emotions, and the mediating role of negative emotions on judgment.

Discussion

Considering two types of products, Study 4 provided evidence for Hypotheses 3-5. First, product-attribute fits were more favorably evaluated than non-fits. Second, we identified two forms of hope, which differed in their intensity. Results showed that the prevention fit (i.e., prevention product with a prevention-superior attribute) evoked

prevention hope – a more intense form of hope, which mediates the prevention-fit effect on attitudes; the promotion fit (i.e., promotion product with a promotion-superior attribute) evoked promotion hope, a milder form of hope, which mediates the promotion-fit effect on attitudes. Third, the study extended the knowledge of regulatory non-fit effects and specific negative emotions.

In this study, the types of product (prevention or promotion) were assumed to determine self-goals. These goals were either compatible or not compatible with the superior attribute. In the next study we replicate our results in the more traditional context of self-goals, through inducing situational regulatory focus.

Study 5

Overview

The aim of this study was to reinforce our conceptual argument and to be able to generalize our premise about the role of hope on regulatory focus and on regulatory fit in general. Thus, in this study regulatory focus was manipulated not only using the product and/or type of attribute at focus, but also by manipulating participants' self-goals. Thus, we added a manipulation in which we primed participants to be either prevention- or promotion-focused. In line with regulatory fit theory, regulatory focus plays a role in the effect of attributes on judgment, such that situations in which attributes are compatible with self-goals will be more favorably evaluated. Moreover, consistent with our extension, the effect of regulatory fit should be mediated by feelings of hope.

Method

Design and participants

A 2 (regulatory focus orientation: prevention vs. promotion) \times 2 (type of attribute: prevention-superior vs. promotion-superior) between subjects design was employed. Similar to Study 4, two replications of this study were conducted: first with a prevention product (sunscreen) and another with a promotion product (cheesecake). Ninety undergraduate students were randomly assigned to one of four conditions. They participated in the study in exchange for course credit in their introductory business courses.

Procedure and stimuli

Participants were first primed with regulatory focus orientation. To prime participants to be prevention oriented, we asked them to write about their responsibilities and obligations; to prime participants to be promotion oriented, we asked them to write about their ideals and aspirations (see Chernev, 2004; Pham and Avnet, 2004). Participants spent a total of five minutes on writing. To test the effectiveness of the regulatory focus manipulation, a manipulation check was performed on a pretest. Pretest participants were 31 undergraduate students. They completed the priming task, and then were asked to indicate their "state of mind and focus", using a 7-point semantic differential scale ranging from 1 (avoiding/prevention) to 7 (pursuing/promotion) (Roese et al., 1999). Results of the pretest show that participants in the prevention-priming condition scored significantly closer to avoiding, and in contrast, participants in the promotion-priming condition scored significantly closer to

pursuing ($M_{\text{prevention}} = 4.63$, $M_{\text{promotion}} = 6.27$; $t(29) = -3.012$, $p < .01$; on a scale from 1 to 7 where the higher the score, the closer it is to pursuing). Thus, the pretest results showed that the priming task was effective in manipulating participants' regulatory focus.

In the main study, following the regulatory focus priming task, participants read a description of a brand. The descriptions were identical to those in Study 4. The order of the attributes in the descriptions was counterbalanced. After reading the descriptions, participants completed a scale to measure their emotions. Finally, participants completed a 6-item scale to measure their attitudes toward the brand ($\alpha = .96$). Both measures were similar to those used in the previous studies.

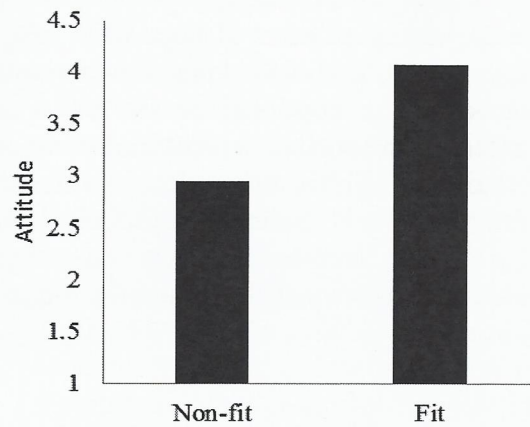
Results

The effect of fit versus non-fit on attitude

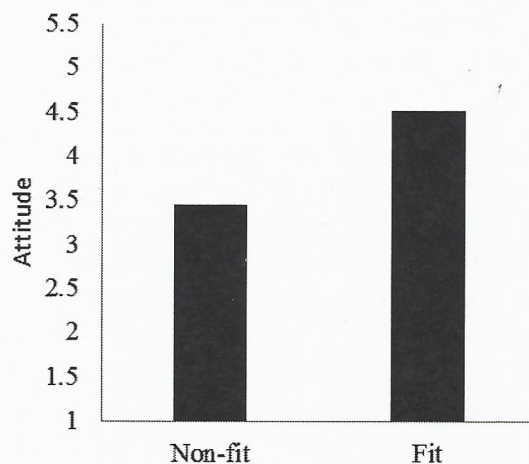
Prevention product (sunscreen). In order to conduct the analysis, we aggregated the two fit conditions (i.e., prevention orientation condition with a prevention superior attribute, and promotion orientation condition with a promotion-superior attribute) to one condition: the "fit condition". We further aggregated the two non-fit conditions (i.e., prevention orientation condition with a promotion-superior attribute, and a promotion-orientation condition with a prevention superior attribute) to a second condition: the "non-fit condition". Consistent with our prediction, an ANOVA revealed that in the fit condition, attitudes were more favorably evaluated compared to the non-fit condition ($\text{Att}_{\text{fit}} = 4.07$, $\text{Att}_{\text{non-fit}} = 2.94$; $F(1, 91) = 13.51$, $p < .01$; see Figure 6a).

Promotion product (cheesecake). Similar to the prevention product, to conduct the analysis we aggregated the two fit conditions (i.e., prevention-orientation condition with a prevention-superior attribute, and promotion-orientation condition with a promotion-superior attribute) to one condition: the "fit condition". We further aggregated the two non-fit conditions (i.e., prevention-orientation condition with a promotion-superior attribute, and promotion-orientation condition with a prevention-superior attribute) to a second condition: the "non-fit condition". An ANOVA revealed that in the fit condition, attitudes were more favorably evaluated compared to the non-fit condition ($\text{Att}_{\text{fit}} = 4.51$, $\text{Att}_{\text{non-fit}} = 3.44$; $F(1, 91) = 8.49$, $p < .01$; see Figure 6b). These results are of an identical pattern to the results in the prevention product, thus reinforcing them.

**Figure 6a: Study 5 results - Prevention product
fit vs. non-fit**



**Figure 6b: Study 5 results - Prevention product
Fit vs. Non-fit**



The mediating role of hope in the effect of fit versus non-fit on attitude

Prevention product (sunscreen). Baron and Kenny's (1986) mediation tests revealed the following: First, the fit condition and the non-fit condition were significant predictors of attitude ($\beta = -.36$, $t(91) = -3.67$, $p < .01$). Second, the two conditions were also predictors of hope ($\beta = -.38$, $t(91) = -3.97$, $p < .01$; $\text{Hope}_{\text{fit}} = 3.39$, $\text{Hope}_{\text{non-fit}} = 2.17$, $p < .01$). Finally, when attitude towards the brand was regressed simultaneously on hope and on fit versus non-fit conditions, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = -2.66$, $\beta = -.27$), and hope remained a significant predictor for the conditions ($\beta = .21$, $t(90) = 2.03$, $p < .05$,

VIF = 1.17). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 1.81, p < .07$, marginally significant). No other emotion was a significant mediator.³

Promotion product (cheesecake). Here again, the fit condition versus the non-fit condition was a significant predictor of attitude ($\beta = -.29, t(91) = -2.91, p < .01$). Second, the two conditions were also predictors of hope ($\beta = -.26, t(91) = -2.6, p < .05$; $\text{Hope}_{\text{fit}} = 2.77, \text{Hope}_{\text{non-fit}} = 1.89, p < .05$). Finally, when attitude towards the brand was regressed simultaneously on hope and on fit versus non-fit conditions, there was a reduction in the effect of the attributes on attitude toward the brand ($t(90) = -2.03, \beta = -.19$), and hope remained a significant predictor for the conditions ($\beta = .35, t(90) = 3.64, p < .01, \text{VIF} = 1.07$). A Sobel test (Sobel, 1982) confirmed the mediation effects ($Z = 2.11, p < .05$). No other emotion was a significant mediator. Again, these results are of identical pattern as the results in the prevention product, thus reinforcing them.

Discussion

Our main goal in this study was to reinforce our conceptual argument about the role of hope in the effect of regulatory focus on judgment. In the study we demonstrated that regulatory focus, as related to type or product and to self-goals, plays a role in the effect of attribute on judgment. We further showed that hope mediates the effect of fit (vs. non-fit) on attitude in the current context of self-goals. As such, this study suggests that the role of hope in the effect of regulatory focus on judgment can be extended beyond the context of products and their attributes to self-goals in general.

General Discussion

In five studies, we examined the differences between prevention and promotion product attributes in their effect on product evaluation, as well as the underlying emotional mechanism of this effect. In the context of products that can be associated with both prevention and promotion, the results show that prevention-oriented attributes evoke more intense hope, than promotion-oriented attributes, which evoke milder hope. Feelings of hope, in turn, influence consumers' evaluations, such that prevention-oriented attributes are more favorably evaluated compared to promotion-oriented attributes. In the context of products that can be associated with either prevention or promotion, we demonstrate that fit between the type or product and the type of attribute leads to a more favorable evaluation compared to non-fit. This fit effect is also mediated by hope. On the other hand, in non-fit situations, negative feelings are evoked, which in turn affect evaluation.

Implications

This research offers both practical and theoretical implications. Practically, it suggests that for products that can be viewed as both prevention- and promotion-oriented (e.g., cars), emphasizing prevention attributes when positioning the product may lead to

³ It is noteworthy that as opposed to the previous study, in this study negative emotions were not shown as mediators. This may be because there was no "complete non-fit" in this study, as three factors could be either prevention- or promotion- orientated (the product, the attribute, and the self-goals). Consequently in each case there should be at least one pair of factors that has a similar orientation.

more favorable evaluations, and thus should be favored over highlighting promotion attributes. Our research also demonstrates that evoking hope in marketing communication can lead to more favorable evaluations by potential consumers, which in turn should affect decisions and choices. Marketers can induce hope by making the product as accessible to the consumer as possible (e.g., "The car is available in showrooms near you now!"), or by encouraging a yearning for the product (e.g., "Imagine yourself driving this car..."). Although these tactics are well known among marketers, they are not always utilized (see additional examples in MacInnis and de Mello, 2005). Our study reinforces the benefits of using these tactics. Further, our research shows that for products that can be associated with either prevention or promotion (e.g., sunscreen or cheesecake), the type of attribute should match the type of product. Our research shows that when non-fit between the product and the attribute occurs, negative emotions arise, which lead to a less favorable judgment. This should be a warning to marketers not to compromise consumers' salient goals when advertising products. Thus, it is important for marketers to know whether consumers perceive a certain product or attribute as fulfilling prevention or promotion goals. This will assist in creating the best offering to the consumer, properly positioning the brand, and preventing negative emotions and attitudes towards the brand.

The current research contributes to theories of emotions and their effect on judgment. It especially adds to our knowledge regarding the effects of specific emotions. Most prior research has dealt with the valence of affect (i.e., positive or negative) (e.g., Adaval, 2003; Nyer, 1997). A number of studies investigated specific emotions and attempted to determine responses of various emotional dimensions "beyond valence" (e.g., Lazarus, 1991; Lerner and Keltner, 2000). Yet recent studies have mostly focused on negative (rather than positive) emotions, partly due to the fact that positive specific emotions are less distinctive and more difficult to measure than specific negative emotions (Fredrickson, 2001). Hope is a relatively new research topic in the consumer literature (but see MacInnis and de Mello, 2005). Thus our research extends the emotions research by examining the role of hope and its effect on judgment.

In this light, a second theoretical contribution of our research is the evidence we provide supporting the distinction between prevention hope and promotion hope, as was suggested recently by Poels and Dewitte (2008). In Study 4 we disentangle these two forms of hope and demonstrate that they differ in their intensities, such that prevention hope (promotion hope) is more (less) intense, evoking more (less) favorable product evaluations.

A third theoretical contribution of the current research is that it extends regulatory focus and fit theories (Higgins, 1997). Several researchers have provided different explanations for the mechanism underlying the effect of regulatory orientation patterns (prevention vs. promotion) on consumers' responses (e.g., Aaker and Lee, 2001; Avnet and Higgins, 2006; Hong and Lee, 2008; Lee and Aaker, 2004; Lee et al., 2010). The role of emotional processes in regulatory focus and fit effects has been proposed by these researchers, but this role is yet to be specified. This is a unique contribution of our research; we demonstrate that hope is the mediator between the prevention versus promotion product attribute and product evaluation, as well as between product-attribute fit and product evaluation, thus introducing to the theory a powerful mechanism that can be a new domain for future research. Relatedly, Higgins

and Scholer (2009) also dealt with the mechanism underlying regulatory fit effects. They proposed that fit leads to intensified engagement, which in turn leads to increased value (e.g., favorable evaluations). Combining our proposed mechanism with that of Higgins and Scholer, it is possible that hope accompanies the engagement mechanism in one of two ways: either hope can be a consequence of the intensified engagement, or engagement can be evoked as a result of feelings hope. Specifying the link between hope and the engagement mechanisms should be examined in future research, providing a more complete explanation for the influence of self-goals on consumer judgment.

Finally, this research also deals with regulatory non-fit effects – a domain that has received less attention so far compared to that of fit effects (but see Chitturi et al., 2007; Hong and Lee, 2008; Vaughn et al., 2006). Non-fit situations involve the failure to achieve certain goals (prevention or promotion). As a result, the consumer is forced to compromise a desired goal, and subsequently experiences negative emotions (Brockner and Higgins, 2001). A number of researchers have investigated non-fit effects, but only in choice situations, where the compromising of goals is required by the choice task itself (either compromising a hedonic goal or a utilitarian goal; Chitturi et al., 2007; Dhar and Wertenbroch, 2000). We extend these findings by establishing that a similar effect occurs when the compromise is within the product itself, namely between the nature of the product and its superior attribute. This type of compromise influences consumers' emotions and judgment. Our research shows that certain specific emotions mediate the effects of product-attribute non-fit on product evaluation: prevention-compromising involves agitation, guilt, and anxiety, and promotion compromising involves dejection and disappointment. Results of the non-fit also reinforce our proposition regarding the emotional processes that are involved in the effect of regulatory fit on judgment.

Limitations and Future Research Directions

This research has a few limitations that merit attention, and includes directions for future research. First, our research deals with only one product and attribute classification: prevention versus promotion. It would be beneficial for future research to explore other kinds of classifications, such as functional, experiential, and symbolic benefit types (Keller, 1993), and to assess how they would interact with our classification.

Second, additional processes may co-occur when considering product judgment. For example, in all of our studies we present the products as possessing one superior attribute of one type (with or without an additional inferior attribute of a different type). It is possible that possessing multiple attributes can diminish or modify this effect. It has been shown that in certain cases, an increased amount of attribute information can weaken consumers' beliefs in the product's ability to deliver the desired benefits. This dilution effect occurs because consumers search for information that supports their desired goal or benefit. Irrelevant product information can be classified as not supporting their desired benefit, hence weakening their judgment (Meyvis and Janiszewski, 2002; Simonson et al., 1994). It is also known that other conditions may affect the type of attribute that consumers will attend to (e.g., involvement, cognitive load; e.g., Petty and Cacioppo, 1983). Further, in some instances, consumers may be satisfied with an acceptable level of a prevention (or

promotion) attribute, when combined with other attributes. The phenomenon of product evaluation is indeed complex. The current research focuses on the role of prevention versus prevention and promotion attributes and in the emotional mechanism that underlies this effect. It would be constructive to expand future research to a combination of processes that remain beyond the scope of the current research.

Third, we have explored the emotional mechanism underlying regulatory focus and fit effects. Several researchers have suggested other mechanisms, such as processing fluency (Lee and Aaker, 2004; Pham and Avnet, 2004). A future conceptualization should incorporate cognitive and emotional mechanisms into one model, and examine the interactions between these processes.

Finally, another line of research that merits further investigation is discovering the boundary conditions for the favorability of prevention goals over promotion goals. In line with other studies (Chernev, 2004; Chitturi et al., 2007, 2008), we found that prevention evokes more intense emotions, which in turn lead to more favorable evaluations, compared to promotion. It would be beneficial to discover situations where this favorability is reversed, so that promotion attributes would be more favorably evaluated. Past research has shown that consumers favor promotion goals (or hedonic options) when the promotion option is easily justifiable, and when they feel they have "permission to indulge" (Okada, 2005; see also Shafir et al., 1993). In these situations, different specific emotions might be evoked by the consumers – for example positive emotions that are associated with prevention orientation (e.g., cheerfulness, eagerness, and elation). The mediation of emotions in this context also merits further investigation.

References

- Aaker, J. L., and Lee, A. Y. (2001), "'I' seek pleasures and 'we' avoid pains: The role of self-regulatory goals in information processing and persuasion", *Journal of Consumer Research*, vol. 28, pp. 33-49.
- Aaker, J. L., and Lee, A. Y. (2006), "Understanding regulatory fit", *Journal of Marketing Research*, vol. 43, pp. 15-19.
- Adaval, R. (2003), "How good gets better and bad gets worse: Understanding the impact of affect on evaluations of known brands", *Journal of Consumer Research*, vol. 30, pp. 352-367.
- Avnet, T., and Higgins, E. T. (2006), "How regulatory fit affects value in consumer choices and opinions", *Journal of Marketing Research*, vol. 43, pp. 1-10.
- Baron, R. M., and Kenny, D. A. (1986), "The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations", *Journal of Personality and Social Psychology*, vol. 51, pp. 1173-1182.
- Berry, C. J. (1994), *The idea of luxury*, Cambridge University Press, Cambridge, UK.
- Brockner, J., and Higgins, E. T. (2001), "Regulatory focus theory: Implications for the study of emotions at work", *Organizational Behavior and Human Decision Processes*, vol. 86, pp. 35-66.
- Chernev, A. (2004), "Goal-attribute compatibility in consumer choice", *Journal of Consumer Psychology*, vol. 14, pp. 141-150.
- Chitturi, R., Raghunathan R., and Mahajan, V. (2007), "Form versus function: How the intensities of specific emotions evoked in functional versus hedonic trade-offs

- mediate product preferences", *Journal of Marketing Research*, vol. 44, pp. 702-714.
- Chitturi, R., Raghunathan, R., and Mahajan, V. (2008), "Delight by design: The role of hedonic versus utilitarian benefits", *Journal of Marketing*, vol. 72, pp. 48-63.
- Crowe, E., and Higgins, E. T. (1997), "Regulatory focus and strategic inclinations: Promotion and prevention in decision making", *Organizational Behavior and Human Decision Processes*, vol. 69, pp. 117-132.
- Curry, L. A., Snyder, C. R., Cook, D. L., Ruby, B. C., and Rehm, M. (1997), "Role of hope in academic and sport achievement", *Journal of Personality and Social Psychology*, vol. 73, pp. 1257-1267.
- de Mello, G., MacInnis, D. J., and Stewart, D. W. (2007), "Threats to hope: Effects on reasoning about product information", *Journal of Consumer Research*, vol. 34, pp. 153-161.
- Dhar, R., and Wertenbroch, K. (2000), "Consumer choice between hedonic and utilitarian goods", *Journal of Marketing Research*, vol. 37, pp. 60-71.
- Forgas, J. P. (1995), "Mood and judgment: The Affect Infusion Model (AIM)", *Psychological Bulletin*, vol. 117, pp. 39-66.
- Fredrickson, B. L. (2001), "The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions", *American Psychologist*, vol. 56, pp. 218-226.
- Frijda, N. H. (1986), *The emotions*, Cambridge University Press, Cambridge, UK.
- Frijda, N. H. (1993), "The place of appraisal in emotion", *Cognition and Emotion*, vol. 7, pp. 357-387.
- Higgins, E. T. (1987), "Self-discrepancy: A theory relating self and affect", *Psychological Review*, vol. 94, pp. 319-340.
- Higgins, E. T. (1997), "Beyond pleasure and pain", *American Psychologist*, vol. 52, pp. 1280-1300.
- Higgins, E. T. (2000), "Making a good decision: Value from fit", *American Psychologist*, vol. 55, pp. 1217-1230.
- Higgins, E. T., Roney, C. J. R., Crowe, E., and Hymes, C. (1994), "Ideal versus ought predilections for approach and avoidance: Distinct self-regulatory systems", *Journal of Personality and Social Psychology*, vol. 66, pp. 276-286.
- Higgins, E. T., and Scholer, A. A. (2009), "Engaging the consumer: The science and art of the value creation process", *Journal of Consumer Psychology*, vol. 19, pp. 100-114.
- Higgins, E. T., Shah, J., and Friedman, R. (1997), "Emotional responses to goal attainment: Strength of regulatory focus as moderator", *Journal of Personality and Social Psychology*, vol. 72, pp. 515-525.
- Hirschman, E. C., and Holbrook, M. B. (1982), "Hedonic consumption: Emerging concepts, methods and propositions", *Journal of Marketing*, vol. 46, pp. 92-101.
- Hong, J., and Lee, A. Y. (2008), "Be fit and be strong: Mastering self-regulation through regulatory fit", *Journal of Consumer Research*, vol. 34, pp. 682-695.
- Johnson, A. R. and David W. Stewart (2004), "A re-appraisal of the role of emotion in consumer behavior: Traditional and contemporary approaches", In N. K. Malhotra (Ed.), *Review of marketing research*, Armonk, NY: M.E. Sharpe, vol.1, pp. 1-33.
- Kahneman, D., and Tversky, A. (1979), "Prospect theory: An analysis of decision under risk", *Econometrica*, vol. 47, pp. 263-291.

- Kees, J., Burton, S., and Tangari, A. H. (2010), "The impact of regulatory focus, temporal orientation, and fit on consumer responses to health-related advertising", *Journal of Advertising*, vol. 39, pp. 19-34.
- Keller, K. L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, vol. 57, pp. 1-22.
- Labroo, A. A., and Lee, A. Y. (2006), "Between two brands: A goal fluency account of brand evaluation", *Journal of Marketing Research*, vol. 43, pp. 374-385.
- Laros, F. J. M., and Steenkamp, J-B. E. M. (2005), "Emotion in consumer behavior: A hierarchical approach", *Journal of Business Research*, vol. 58, pp. 1437-1445.
- Lazarus, R. S. (1991), *Emotion and adaptation*, Oxford University Press, New York, NY.
- Lazarus, R. S. (1999), "Hope: An emotion and vital coping resource against despair", *Social Research*, vol. 66, pp. 653-660.
- Lee, A. Y., and Aaker, J. L. (2004), "Bringing the frame into focus: The influence of regulatory fit on processing fluency and persuasion", *Journal of Personality and Social Psychology*, vol. 86, pp. 205-218.
- Lee, A. Y., Keller, P. A., and Sternthal B. (2010), "Value from regulatory construal fit: The persuasive impact of fit between consumer goals and message concreteness", *Journal of Consumer Research*, vol. 36, pp. 735-747.
- Lerner, J. S., and Keltner, D. (2000), "Beyond valence: Toward a model of emotion-specific influences on judgment and choice", *Cognition and Emotion*, vol. 14, pp. 473-493.
- Lin, Y-C., Chang, C-C A., and Lin, Y-F. (2012), "Self-construal and regulatory focus influences on persuasion: The moderating role of perceived risk", *Journal of Business Research*, vol. 65, pp. 1152-1159.
- Luce, M. F., Payne, J. W., and Bettman, J. R. (1999), "Emotional trade-off difficulty and choice", *Journal of Marketing Research*, vol. 36, pp. 143-159.
- MacInnis, D. J., and Chun, H. E. (2007), "I hope therefore I consume: Understanding hope and its implications for consumer behavior", *Foundations and Trends in Marketing*, vol. 1, pp. 97-189.
- MacInnis, D. J., and de Mello, G. (2005), "The concept of hope and its relevance to product evaluation and choice", *Journal of Marketing*, vol. 69, pp. 1-14.
- Madrigal, R., and Bee, C. (2005), "Suspense as an experience of mixed emotions: Feeling of hope and fear while watching suspenseful commercials", In G. Menon and A. Rao (Eds.), *Advances in consumer research*, Duluth, MN: Association for Consumer Research, vol. 32, pp. 561-567.
- Meyvis, T., and Janiszewski, C. (2002), "Consumers' beliefs about product benefits: The effect of obviously irrelevant product information", *Journal of Consumer Research*, vol. 28, pp. 618-635.
- Nyer, P. U. (1997), "Study of the relationships between cognitive appraisals and consumption emotions", *Academy of Marketing Science*, vol. 25, pp. 296-304.
- Okada, E. M. (2005), "Justification effects on consumer choice of hedonic and utilitarian goods", *Journal of Marketing Research*, vol. 42, pp. 43-53.
- Petty, R., and Cacioppo, J. (1983), "Central and peripheral routes to persuasion: Application to advertising", In L. Percy and A. Woodside (Eds.), *Advertising and consumer psychology*. Lexington, MA: Lexington Books.
- Pham, M. T., and Avnet, T. (2004), "Ideals and oughts and the reliance on affect versus substance", *Journal of Consumer Research*, vol. 30, pp. 503-518.

- Pham, M. T., and Chang, H. H. (2010), "Regulatory focus, regulatory fit, and the search and consideration of choice alternatives", *Journal of Consumer Research*, vol. 37, pp. 626-640.
- Plutchik, R., and Conte, H. R. (1997), *Circumplex models of personality and emotions*, American Psychological Association, Washington, DC.
- Poels, K., and Dewitte, S. (2008), "Hope and self-regulatory goals applied to an advertising context: Promoting prevention stimulates goal-directed behavior", *Journal of Business Research*, vol. 61, pp. 1030-1040.
- Richins, M. L. (1997), "Measuring emotions in the consumption experience", *Journal of Consumer Research*, vol. 24, pp. 127-147.
- Roese, N. J., Hur, T., and Pennington, G. L. (1999), "Counterfactual thinking and regulatory focus: Implications for action versus inaction and sufficiency versus necessity", *Journal of Personality and Social Psychology*, vol. 77, pp. 1109-1123.
- Roseman, I. J. (1991), "Appraisal determinants of discrete emotions", *Cognition and Emotion*, vol. 5, pp. 161-200.
- Rossiter, J. R., and Percy, L. (1991), "Emotions and motivations in advertising", In R. H. Holman and M. R. Solomon (Eds.), *Advances in consumer research*, Provo, UT: Association for Consumer Research, vol. 18, pp. 100-110.
- Safer, D. A. (1998), "Preference for luxurious or reliable products: Promotion and prevention focus as moderators", Unpublished dissertation, NY, Columbia University, Department of Psychology.
- Schachter, S., and Singer J. E. (1962), "Cognitive, social, and psychological determinants of emotional state", *Psychological Review*, vol. 69, pp. 379-399.
- Shafir, E., Simonson, I., and Tversky, A. (1993), "Reason-based choice", *Cognition*, vol. 49, pp. 11-36.
- Shavitt, S. (1990), "The role of attitude objects in attitude functions", *Journal of Experimental Social Psychology*, vol. 26, pp. 124-148.
- Shavitt, S., Lowrey, T. M., and Han, S-P. (1992), "Attitude functions in advertising: The interactive role of products and self-monitoring", *Journal of Consumer Psychology*, vol. 1, pp. 337-364.
- Simonson, I., Carmon, Z., and O' Curry, S. (1994), "Experimental evidence on the negative effect of product features and sales promotions on brand choice", *Marketing Science*, vol. 13 (Winter), pp. 23-41.
- Smith, C. A., and Ellsworth, P. C. (1985), "Patterns of cognitive appraisal in emotion", *Journal of Personality and Social Psychology*, vol. 48, pp. 813-838.
- Snyder, C. R. (2000), "The past and possible futures of hope", *Journal of Social and Clinical Psychology*, vol. 19, pp. 11-28.
- Snyder, C. R., Sympson, S. C., Ybasco, F. C., Borders, T. F., Babyak, M. A., and Higgins, R. L. (1996), "Development and validation of the State Hope Scale", *Journal of Personality and Social Psychology*, vol. 70, pp. 321-355.
- Sobel, M. E. (1982), "Asymptotic confidence intervals for indirect effects in structural equation models", In S. Leinhardt (Ed.), *Sociological methodology*, Washington, DC: American Sociological Association, vol. 13, pp. 290-312.
- Tiedens, L. Z., and Linton, S. (2001), "Judgment under emotional certainty and uncertainty: The effects of specific emotions on information processing", *Journal of Personality and Social Psychology*, vol. 81, pp. 973-988.
- Tversky, A., and Fox, C. R. (1995), "Weighing risk and uncertainty", *Psychological Review*, vol. 102, pp. 269-283.

- Vaughn, L. A., O'Rourke, T., Schwartz, S., Malik, J., Petkova, Z., and Trudeau, L. (2006), "When two wrongs can make a right: Regulatory nonfit, bias, and correction of judgments", *Journal of Experimental Social Psychology*, vol. 42, pp. 654-661.
- Werth, L., and Foerster, J. (2007), "How regulatory focus influences consumer behavior", *European Journal of Social Psychology*, vol. 37, pp. 33-51.
- Winterich, K. P., and Haws, K. L. (2011), "Helpful hopefulness: The effect of future positive emotions on consumption", *Journal of Consumer Research*, vol. 38, pp. 505-524.
- Yeung, C. W. M., and Wyer, R. S., Jr. (2004), "Affect, appraisal, and consumer judgments", *Journal of Consumer Research*, vol. 31, pp. 412-424.
- Zaichkowsky, J. L. (1985), "Measuring the involvement construct", *Journal of Consumer Research*, vol. 12, pp. 341-352.
- Zeelenberg, M., Nelissen, R. M. A., Seger, M., Breugelmans, S. M. and Pieters, R. (2008), "On emotion specificity in decision making: why feeling is for doing", *Judgment and Decision Making*, vol. 3, no. 1, pp. 18-27.
- Zeelenberg, M., and Pieters, R. (2007), "A theory of regret regulation 1.0", *Journal of Consumer Psychology*, vol. 17, pp. 3-18.
- Zhu, R., and Meyers-Levy, J. (2007), "Exploring the cognitive mechanism that underlies regulatory focus effects", *Journal of Consumer Research*, vol. 34, pp. 89-96.
- Zillmann, D. (1978). "Attribution and misattribution of excitatory reactions", In J. H. Harvey, W. J. Ickes and R. F. Kidd (Eds.), *New directions in attribution research*, Hillsdale, NJ: Erlbaum, vol. 2, pp. 335-368.

Appendix 1: Study 1 stimuli⁴

Prevention (environmentally friendly) car description

In the "Automotor 2009" car exhibition a new car, the Balna F-475, was introduced. This "green" model demonstrates a major improvement in pollution prevention and protecting the environment [...] The Balna F-475 was ranked first in the "environmental protection" index of the automotive industry. This unique model will be available in the country in a few months, and will allow us to protect ourselves and the environment from pollution in the most innovative and updated way.

Promotion (fun) car description

In the "Automotor 2009" car exhibition a new car, the Balna F-475, was introduced. This model demonstrates a major improvement in driving experience, and includes [...] The Balna F-475 was ranked first in "overall driving experience". This unique model will be available in the country in a few months, and will allow a comfortable, smooth, and enjoyable drive at any speed.

⁴ Due to manuscript length considerations, some information was eliminated from the descriptions. The full version is available from the authors upon request.

Appendix 2: Study 2 and Study 3 sample stimuli

This car has been in daily use for a month by 100 female and male consumers. Several features of the car were examined, and the consumers provided scores on those features. In most features the car received a score that was close to the average score of other car brands in the market. In two features the car received a significantly different score from other car brands.

The first feature was fuel consumption. This feature is related to volume, engine usage, and the internal combustion of the engine. In an economical car, there will be reduced fuel consumption in each mile, and the car will give high performance and maximum utilization of energy sources. An economical car will have a double bolted engine, as well as a computer system to manage the engine's fuel consumption, maximize utilization of fuel, and provide maximum savings. According to survey results, the car received high scores in the fuel consumption feature, and was described as having an engine that reduces fuel consumption, provides effective engine efficiency for maximum output, and is significantly fuel-efficient.

The second feature is driving experience. This feature is related to driving comfort and to the road grip of the vehicle, and the general feeling during the drive. Cars that are considered to provide an enjoyable driving experience should be very comfortable, with a spacious interior and a high level of extra features. They also have a stable road grip – smooth and free of bumps. All of these lead to a quiet ride and an easy and effortless driving experience. According to the survey results, the car received low scores in the driving experience feature, and was described as not having a smooth road grip, not being comfortable, and not providing a fun driving experience.

Appendix 3: Study 4 and Study 5 sample stimuli

Prevention product (sunscreen) description

This sunscreen brand was in a daily use for a month by 100 consumers, men and women. Several typical attributes for a sunscreen were tested, and these attributes were rated by the consumers.

In most attributes the sunscreen was rated close to the average score of other sunscreen brands in the market. However, in two attributes, this sunscreen brand was rated significantly different than other brands:

The first attribute is wrinkle prevention. This attribute is related to the exposure to UVA radiation, which penetrates deep into the skin and causes it to age after exposure to the sun. Sunscreen products are meant to assist in preventing wrinkles, reduce the skin's fragility, and decrease the depth of existing age and sun wrinkles. These skin products are capable of amplifying the resistance of the skin, preventing future wrinkles. According to the test results, this sunscreen brand was rated very high in the wrinkle prevention attribute, and was found to prevent wrinkle formation and aging of the skin, reduce skin fragility, and obscure existing wrinkles.

The second attribute is skin nourishment and moisturizing. This attribute is related to the presence of nourishing substances in the sunscreen. Sunscreen products enrich the skin, making it moist, and supply it with ingredients such as Jojoba oil and green tea,

which nourish, invigorate, and soften the skin. Various plant and mineral extracts rejuvenate and nourish the skin and make it look fresh, glowing, and vital. According to the test results, in the skin nourishment and moisturizing attribute, this sunscreen brand was rated very low, and it was found that it did not nourish or moisturize the skin, did not enrich it, and did not make it look fresh and vital.

Promotion product (cheesecake) description

This cheesecake brand was tasted by 100 consumers, men and women. Several typical attributes for a cheesecake were tested, and these attributes were rated by the consumers. In most attributes, the cheesecake was rated close to an average score of other cheesecake brands in the market. However, in two attributes, this cheesecake brand was rated significantly different than the other brands:

The first attribute is the calorie and nutrition content of the cheesecake. This attribute is related to the nutrient components of the cheesecake. Cheesecake with a high nutrient value will have a high percentage of protein, low fat rates, and whole carbohydrates. The calorie content is a result of disassembling the nutrition values of the food. Reducing the calorie content is done by replacing the sugar with natural substances and using low-fat cheese. A high nutrient value of the cheesecake assists in preventing illness and obesity, and is recommended to those who are interested in dieting and having a healthy lifestyle. According to the test results, this cheesecake brand was rated very high in the calorie and nutrition content attribute, and was described as having a high nutrient value and a low calorie value, which prevent weight gain and contribute to a proper diet and a healthy lifestyle.

The second attribute is the texture and richness of the cheese. This attribute is related to the quality of ingredients and richness of the cheese in the cheesecake. This attribute focuses on how rich and soft the cheese is, how thick it is, and how it "melts in one's mouth". A smooth texture of the cheese transforms the cheesecake to a creamy, soft, richer, and tastier cake. According to the test results, this cheesecake brand was rated very low in the texture and richness of the cheese attribute, and was described as having a texture that is not rich, not smooth and soft, and not "melting in one's mouth".

Inbal Segal, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, P.O. Box 653, Beer-Sheva 84105, Israel, Phone: 972-8-6477909, Fax: 972-8-6477697, E-mail: inbalsegal@gmail.com

Hila Riemer⁵, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, P.O. Box 653, Beer-Sheva 84105, Israel, Phone: 972-8-6477909, Fax: 972-8-6477697, E-mail: hriemer@bgu.ac.il

⁵ Corresponding author