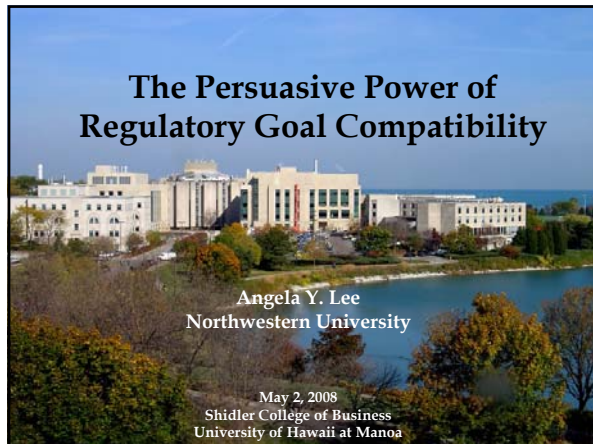


The Persuasive Power of Regulatory Goal Compatibility



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May 2, 2008
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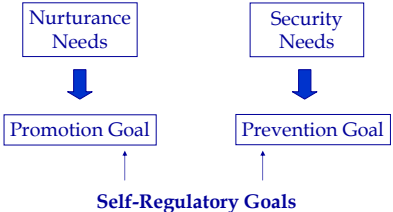
What is Regulatory Goal Compatibility?

- People experience an increase in motivational intensity when their manner of goal pursuit matches their self-regulatory orientation → *regulatory fit*
- When this happens...
 - more intense reactions are experienced
 - the goal pursuit activity “feels right”
 - people become more engaged
- This “feeling right” experience generates value and leads to greater persuasion




Self-Regulatory Orientation

- Self-regulatory orientation are goals that guide people’s behaviors to serve fundamental needs




```

graph TD
    A[Nurturance Needs] --> B[Promotion Goal]
    C[Security Needs] --> D[Prevention Goal]
    B --> E[Self-Regulatory Goals]
    D --> E
  
```

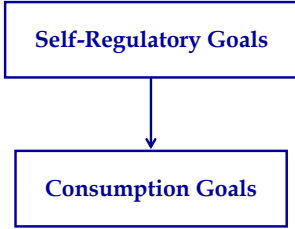


Self-Regulatory Goals

- **Promotion Focus** (*serves nurturance needs*)
 - Strive toward achievements and growth
 - Sensitive to positive outcomes (gains & nongains)
 - Focus on ideals, hopes and aspirations
- **Prevention Focus** (*serves security needs*)
 - Strive toward safety and security
 - Sensitive to negative outcomes (nonlosses & losses)
 - Focus on duties, obligations and responsibilities




Hierarchy of Goals



```

graph TD
    A[Self-Regulatory Goals] --> B[Consumption Goals]
  
```



Hierarchy of Goals - Buying a Car



Hierarchy of Goals - Buying a Car



Hierarchy of Goals - Buying a Car



Hierarchy of Goals



Research Questions

- How is regulatory fit effected?
- What are the effects of regulatory fit on persuasion?
- What mechanism underlies this regulatory fit effect?
- What are the boundary conditions of this effect?
- Is Promotion-Prevention the same as Approach-Avoidance?
- What are the broader implications of regulatory fit?

Experiencing Regulatory Fit

Two ways to operationalize regulatory fit

- Process-based
- Outcome-based

Experiencing Regulatory Fit

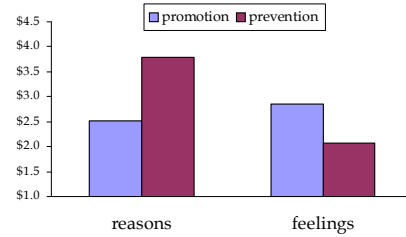
- Process-based
 - Employing decision strategies that are consistent vs. inconsistent with their regulatory orientation
 - Example:
 - Participants asked to evaluate two brands of correction fluid based on affective vs. cognitive response (Avnet & Higgins 2006)



Process-based Regulatory Fit

Avnet & Higgins 2006

Willingness to Pay



Experiencing Regulatory Fit

- Outcome-based
 - Leveraging the outcomes to which people with distinct regulatory goals are sensitive
 - Example:
 - Participants presented with gain vs. loss framed messages that address promotion or prevention concerns (Lee & Aaker 2004)



Gain-framed Promotion Appeal



Loss-framed Promotion Appeal



Gain-framed Prevention Appeal



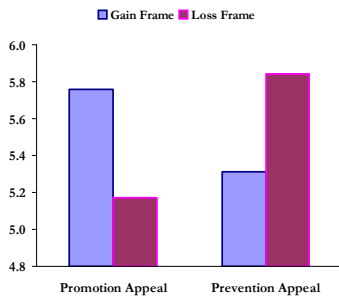
Loss-framed Prevention Appeal



Regulatory Focus x Frame

- Promotion focus
 - Get energized (gain)
 - Don't miss out on getting energized (nongain)
- Prevention focus
 - Prevent clogged arteries (nonloss)
 - Don't miss out on preventing clogged arteries (loss)

Attitude toward Welch's Grape Juice



Potential Matches for Regulatory Fit

Promotion System

- Growth needs
- Ideal Self-Standards
- Independent Self-Construal
- Cheerfulness/Dejection
- Gain/Non-Gain Incentives
- Eagerness strategies
- Abstract, Distant-Future
- Creativity
- Affect-based processing
- Change
- Locomotion mode
- Additive Counterfactuals

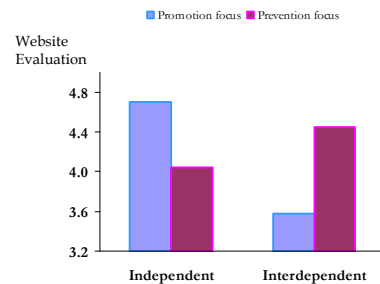
Prevention System

- Security needs
- Ought Self-Standards
- Interdependent Self-Construal
- Calm/Agitation
- Non-Loss/Loss Incentives
- Vigilance strategies
- Concrete, Near-Future
- Self Control
- Reason-based processing
- Stability
- Assessment mode
- Subtractive Counterfactuals

Self Construal x Regulatory Focus




Self Construal x Regulatory Focus



Regulatory Focus x Level of Construal

Think about your hopes and aspirations

The Ultimate Aerobic Machine For A Great Workout!



Samsa's new elliptical trainer gives your body complete conditioning while you achieve cardiovascular training.

Samsa has a stride and arm path that mimics cross-country skiing, walking, running and climbing. The precise, patented geometry of the stride ensures that you get buff.

Samsa - in a class all its own!



Regulatory Focus x Level of Construal

Think about your duties and obligations

The Ultimate Aerobic Machine With the Right Features!



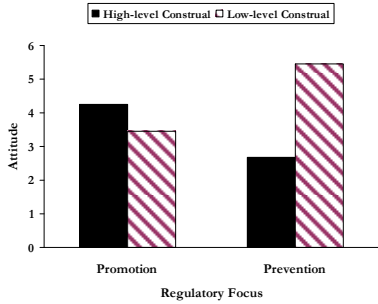
Samsa's new elliptical trainer is equipped with a patented no-impact stepper designed to cushion each step.

Samsa has a stride and arm path that mimics cross-country skiing, walking, running and climbing. A multiple incline setting complements the precise, patented geometry of the stride.

Samsa - in a class all its own!



Regulatory Focus x Level of Construal



Keller, Lee & Sternthal 2006



Self Construal x Temporal Distance

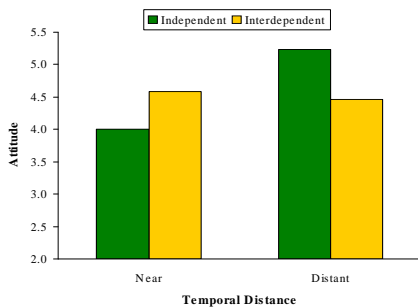
"Please imagine that you have been assigned to work on a big project (as part of a team).

At an initial meeting, the allocation of task responsibility, collection of relevant data, and progress update were discussed. The date for the presentation of key findings and recommendations has also been scheduled, and you have two more weeks (days) before this deadline."

Lee & Lee, 2006



Self Construal x Temporal Distance

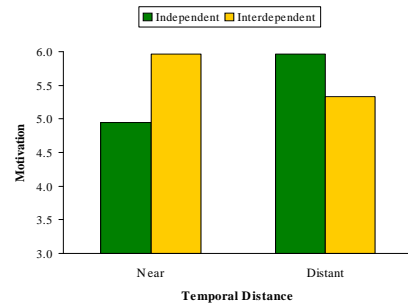


Lee & Lee, 2006

DV: What did you think of the situation?
very bad - very good, unfavorable - favorable



Self Construal x Temporal Distance



Lee & Lee, 2006

DV: How motivated would you be to take on the responsibilities assigned?
Not at all motivated - very motivated



What is the mechanism underlying the regulatory fit effect on persuasion?

- Consistent vs. inconsistent information is conceptually more fluent
 - Fiske & Neuberg 1990
 - Macrae, Milne, & Bodenhausen 1994
 - Processing fluency leads to more favorable attitudes
 - Lee 2001
 - Mandler, Nakamura, & Van Zandt 1987
 - Reber, Winkielman, & Schwarz 1998
- Hypothesis: Goal-compatible messages are easier to process. Fluent processing leads to enhanced evaluation.



Mechanism underlying Regulatory Fit

Design:

- 2 Regulatory Focus (Promotion vs. Prevention)
- x 2 Frame (Gain vs. Loss)

DV(1): Perceived ease of processing

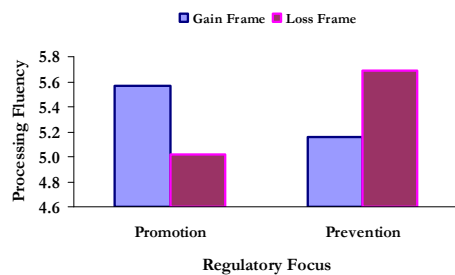
- 1 = difficult to process, understand
- 7 = easy to process, understand

DV(2): Perceptual identification

(8 target words presented at 50msec interval)



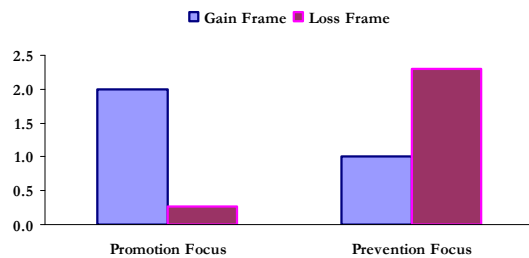
Processing Fluency (self-report)



Lee & Aaker, Study 4b, 2004 JPSP



Perceptual Identification at 50 msec



Lee & Aaker, Study 4a, 2004 JPSP



Uncovering Mechanism Underlying Fit ~ Implications of Processing Fluency?

Design:

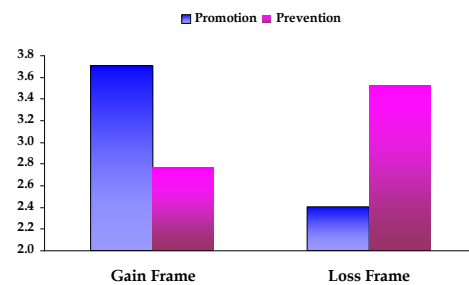
- 2 Regulatory Focus (Promotion vs. Prevention)
- x 2 Frame (Gain vs. Loss)

DV: Attitude toward the brand

- # Support Reasons
- Effectiveness of the Ad



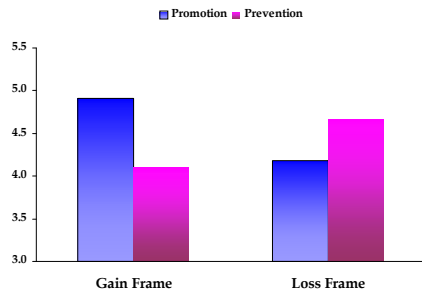
Number of Support Reasons



Lee & Aaker, 2004 JPSP



Effectiveness of the Ad



Lee & Aaker, 2004 *JSPS*



Underlying Mechanism

- # of Support reasons was NOT a mediator of the fit effect
- Persuasion effect was mediated by perceived effectiveness of the ad
- Processing fluency underlies the effect of regulatory fit on persuasion



Boundary Conditions of Fit Effects

- When do people not rely on fluency effects?
- When does regulatory fit/fluency lead to less favorable attitudes?



Boundary Condition of Fit Effects I

Design:

- 2 regulatory focus (promotion, prevention)
- x 2 involvement (high, low)
- x 2 feature types (promotion, prevention)

DV: Type of feature selected

Involvement:

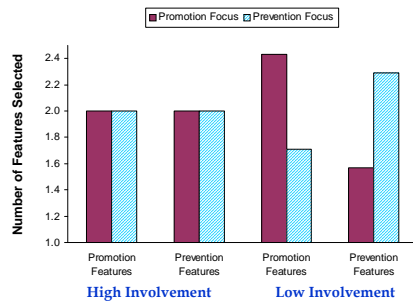
- Select vs. huge sample
- Product launch vs. preliminary testing

Features:

- Teeth whitening, breath freshening, enamel strengthening
- Cavity prevention, plaque prevention, gingivitis prevention



Involvement x Fit on Information Search



Wang & Lee, 2006 *JMR*



Involvement x Fit on Persuasion

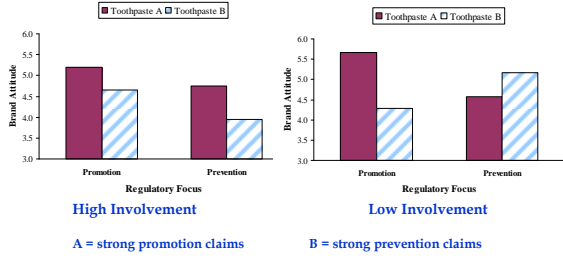
Design:

- 2 regulatory focus (promotion, prevention)
- x 2 involvement (high, low)
- x 2 product (Brand A: strong promotion claims, Brand B: strong prevention claims)

- **Strong claim:** it freshens your breath with perilla seed extract, grapefruit seed extract, and natural essential oils of orange and mint
- **Weak claim:** it freshens your breath



Involvement x Fit on Persuasion



Wang & Lee, 2006 *JMR*



Boundary Condition of Fit Effects II

- Fit intensifies reactions
 - Positive reactions become more positive
 - Negative reactions become more negative

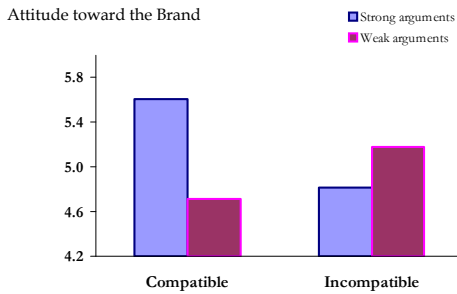
Design:

- 2 Self Construal (Independent vs. Interdependent)
- x 2 Frame (Promotion vs. Prevention)
- x 2 Argument Strength (Strong vs. Weak)

DV: Attitude towards the Brand



Argument Strength on Fit Effects



Aaker & Lee, 2001 *JCR*



Intensified Reactions from Regulatory Fit

Design

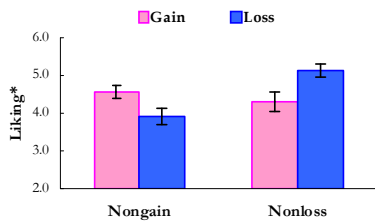
- 2 (Dieting goal: Dieters vs. Non-dieters)
- x 2 (Prime: Promotion vs. Prevention)
- x 2 (Target: Nongain vs. Nonloss)



- DV: Brand evaluation
- Processing fluency



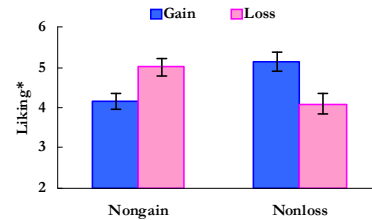
Evaluation by Non-dieters



Koo, Labroo & Lee, 2006

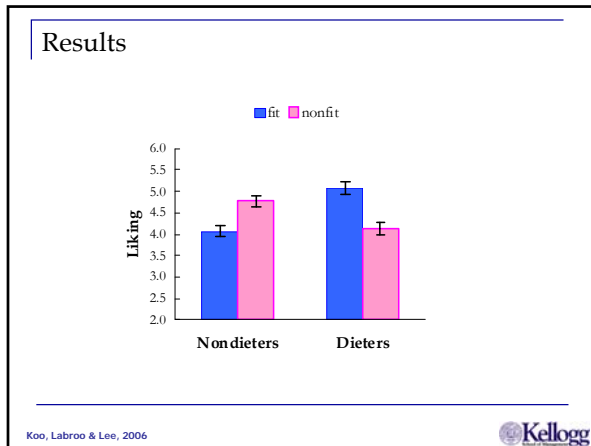


Evaluation by Dieters



Koo, Labroo & Lee, 2006



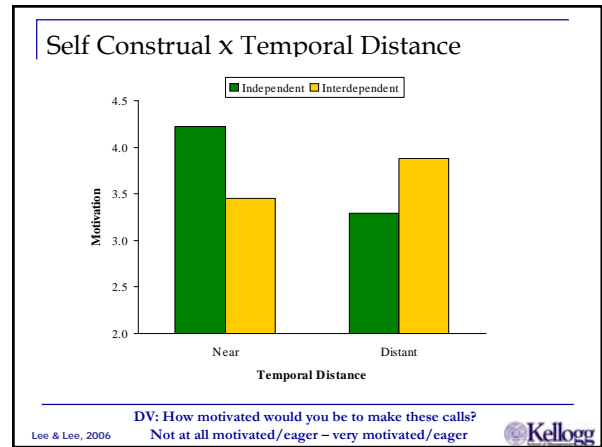
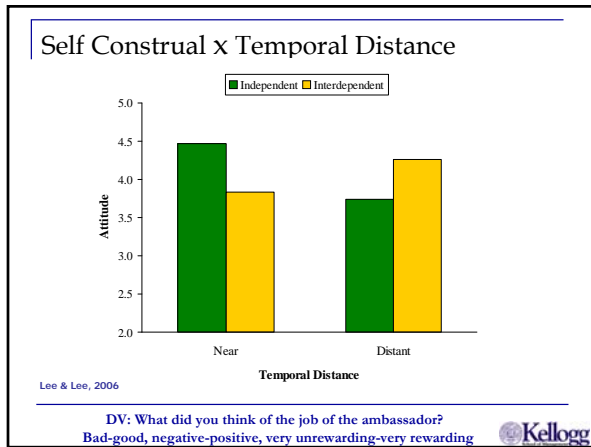


Self-Construal x Temporal Construal on An Unpleasant Task

Imagine that *you (you and your two friends)* are a volunteer at the Summer Jobs for Youths Bureau. Every year the bureau makes telephone calls to local companies listed in the Yellow Pages to explain to management the mission of the bureau and to solicit their support by hiring summer interns. *Every* volunteer takes turns (*All volunteers take turns*) being the 'ambassador on duty' for a day to make these calls. Although *you (the three of you)* are committed to advancing the cause of the bureau, *you (you three)* have never made cold calls before. Some experienced callers have said that it is often difficult to get through to the right person and that some people can be very rude.

You (the three of you) have been assigned to be the 'ambassador on duty' in *two days (three weeks)*. Now please imagine what it is like in *two days (three weeks)*, when *you (you and your friends)* are about to make your first call.

Lee & Lee, 2006



Cognitive Structure of Goals in Memory

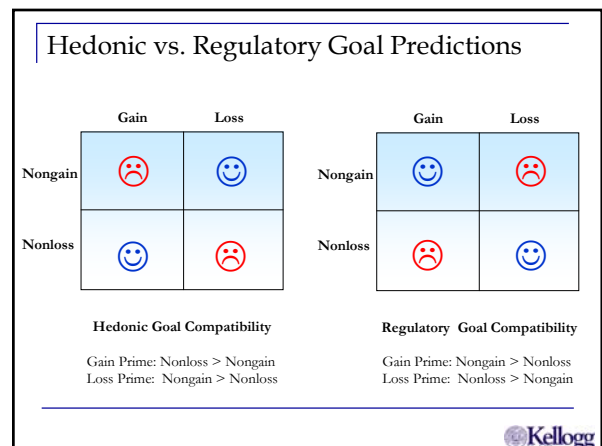
Is the goal compatibility effect the result of...

- a match between the **hedonic goal** of approach and avoidance (i.e., positive vs. negative valence)?

or

- compatibility between **regulatory goal** (i.e., promotion vs. prevention focus)?

Kellogg



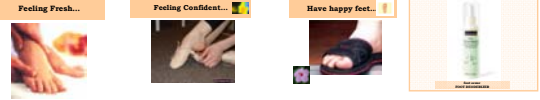
Cognitive Structure of Goals in Memory

- Design:
 - 2 (prime: gain vs. loss)
 - x 2 (target: nongain vs. nonloss)
- DV:
 - Attitude toward the brand
 - Processing Fluency
 - Perceptual Identification

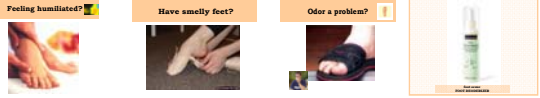


Priming Stimuli

Gain Prime



Loss Prime



Target Stimuli

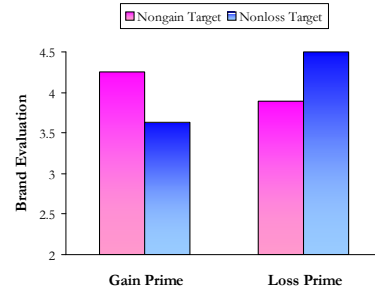
Nonloss Target



Nongain Target



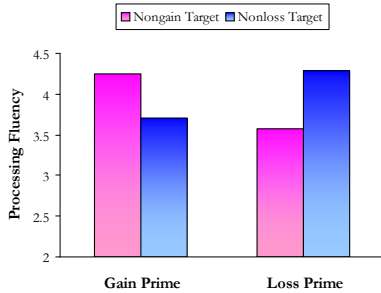
Brand evaluation reflects regulatory goals structure in memory



Labroo & Lee 2006 JMR



Processing fluency reflects regulatory goals structure in memory



Labroo & Lee 2006 JMR



Broader Implications of Regulatory Fit

- *When people experience regulatory fit...*
 - more intense reactions are experienced
 - the goal pursuit activity "feels right"
 - people become more engaged
- ➔ Regulatory fit facilitates self-regulation
Regulatory nonfit impairs self-regulation



Fit vs. Nonfit on Self-Regulation



Manipulation of Regulatory Fit

- Tell us about one of your dreams/aspirations
 - What are some of the things you can do to make sure everything would go right with achieving this aspiration? Please list at least 3 of them.
- Tell us about one of your duties/obligations
 - What are some of the things you can do to avoid anything that could go wrong with fulfilling this obligation? Please list at least 3 of them.

Regulatory Fit Manipulation

Tell us about your dream and aspiration

Tell us about your duty and obligation

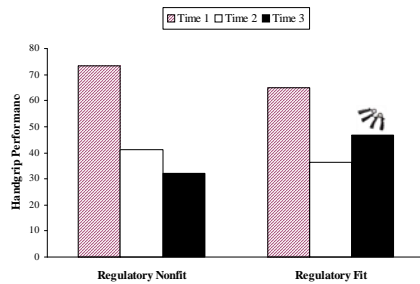
Things you can do to make sure everything goes right.

Things you can do to avoid anything that could go wrong.

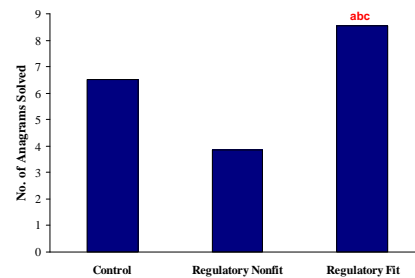
Fit vs. Nonfit on Self-Regulation

- Design
 - 2 (regulatory fit: fit, nonfit)
 - x 3 (handgrip task: time1, time2, time3)
- Procedure
 - Handgrip (time1: baseline measure)
 - Thought listing *but do not think of "white bears"*
 - Handgrip (time2)
 - Fit manipulation
 - Handgrip (time3)

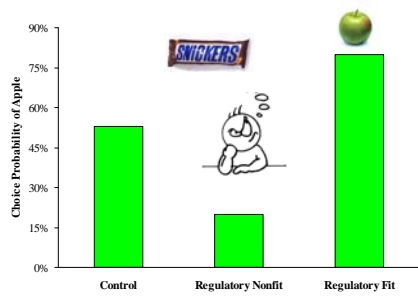
Fit vs. Nonfit on Self-Regulation (Hand grip - physical endurance)



Fit vs. Nonfit on Self-Regulation (Anagram - cognitive persistence)



Fit vs. Nonfit on Self-Regulation (Temptation - will power)



Hong & Lee 2008



Prescriptive Implications

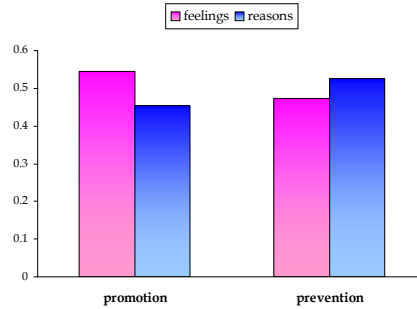
~ Do people voluntarily adopt fit strategies?

- Design
 - 2 (regulatory focus: promotion, prevention)
 - × 2 (ad critique strategy: feelings, reasons)
 - × 2 (assignment: assigned, self-select)
- DV
 - choice of strategy in the free choice condition
 - apple vs. chocolate bar

Hong & Lee 2008



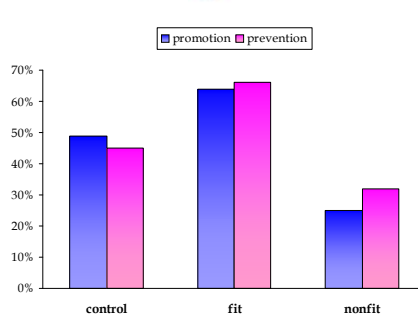
Choice of Strategy



Hong & Lee 2008



Choice of Snack



Hong & Lee 2008



How about getting tested for hepatitis?



Fit Effect on Getting Tested for Hepatitis

- Design
 - 2 regulatory focus
 - x 2 strategy
 - x 2 perceived risk (low vs. high frequency behavior)
- Procedure
 - Read message on getting tested for hepatitis
 - Fit manipulation
 - DV = Likelihood of getting tested

Hong & Lee 2008



Fit vs. Nonfit on Self-regulation

Hepatitis is a liver disease caused by virus infections...
Early detection of hepatitis is critical...

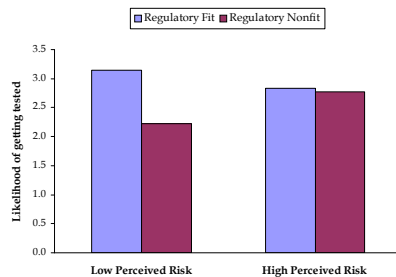
You are at high risk if you...

- | | |
|--|--|
| Low frequency behaviors | High frequency behaviors |
| ■ received blood transfusions; | ■ shared a toothbrush; |
| ■ shared drug needles; | ■ shared a razor; |
| ■ had organ transplants; | ■ had unprotected sex; |
| ■ engaged in homosexual intercourse; | ■ engaged in oral sex; |
| ■ had multiple sex partners during the same time period; | ■ shared bottles of water or soda; |
| ■ were subject to the use of unsterilized equipment in your doctor's office. | ■ ate uncooked food (such as unpeeled fruits or vegetables). |

Hong & Lee 2008



Fit vs. Nonfit on getting tested for Hepatitis



Hong & Lee 2008



Implications of Regulatory Fit on Health and Subjective Well-being

- Subjective well-being
 - Feeling right
- Health-related issues
 - Persuasion and will power
 - Compliance
 - Preventative actions
 - Self-control



Get Fit and be Happy



Thank You

