

How Considering Future Consequences of Purchase Decisions Relates to Beliefs About the Utility of Money Through Rational Decision Making

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Introduction

- ❖ **Considering Future Consequences (CFC):** Personality trait defined as the extent to which temporally distant outcomes of potential decisions are considered by an individual before committing to action¹
- ❖ **Present Studies:** Examined CFC and correlates of CFC in relation to imagined future purchase decisions (Study 1) and to purchases made in the recent past (Study 2).

Study 1

Research Questions:

1. How does CFC relate to beliefs about money?
2. Does CFC predict how people plan to make future purchase decisions?

Study 1 Methods

- ❖ **N = 255** undergraduate participants asked to imagine a possible future purchase ranging from **\$100 - \$2000**
- ❖ **Self-Report Measures:** Trait CFC² | Automatic Processing³ | Decisional Rationality³ | Money-as-Resource Beliefs⁴
- ❖ **Decisional Rationality Subscales:** Decomposing the Decision | Procedural Rationality

Study 1 Results

| | Trait CFC | Automatic Processing | Rationality | Money-as-Resource |
|----------------------|-----------|----------------------|-------------|-------------------|
| Trait CFC | - | .117 | .381** | .308** |
| Automatic Processing | .117 | - | .090 | .177** |
| Rationality | .381** | .090 | - | .495** |
| Money-as-Resource | .308** | .177** | .495** | - |

** = Correlation is significant $p < 0.01$

Study 2

- ❖ Examination of CFC at the state level is an emergent area of research.^{5,6}

Research Question:

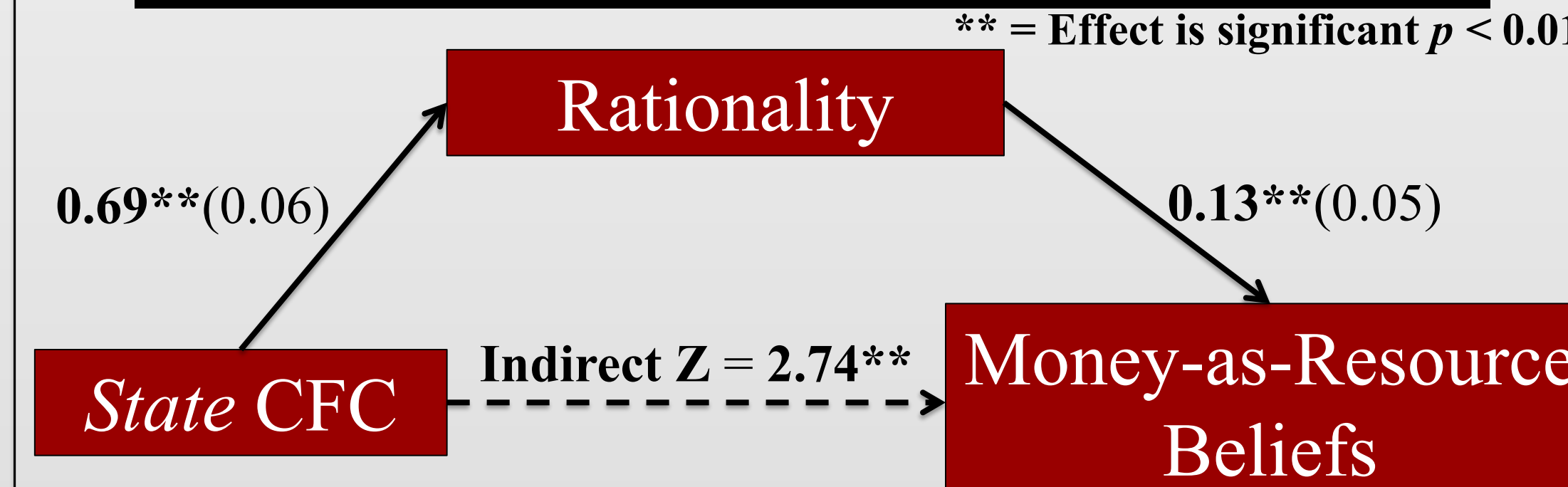
1. Can effects from Study 1 be replicated for recent past purchases and with CFC measured at the state level?

Preregistration link: https://aspredicted.org/4Y9_URF

Study 2 Methods

- ❖ **N = 257** undergraduate participants reported on two recent past purchases which had either **positive** or **negative** outcomes (prices ranged from **\$1 - \$1,400**)
- ❖ **Self-Report Measures:** Trait CFC² | State CFC⁵ | Automaticity⁷ | Decisional Rationality³ | Money-as-Resource Beliefs⁴
- ❖ **State CFC:** Measure adapted from trait-level CFC-14 Scale²
- Trait CFC positively related to State CFC
($\beta = 0.15, SE = 0.05, t(495) = 2.77, p < .01$)
*Controlling for valence of purchase outcome

Study 2 Results

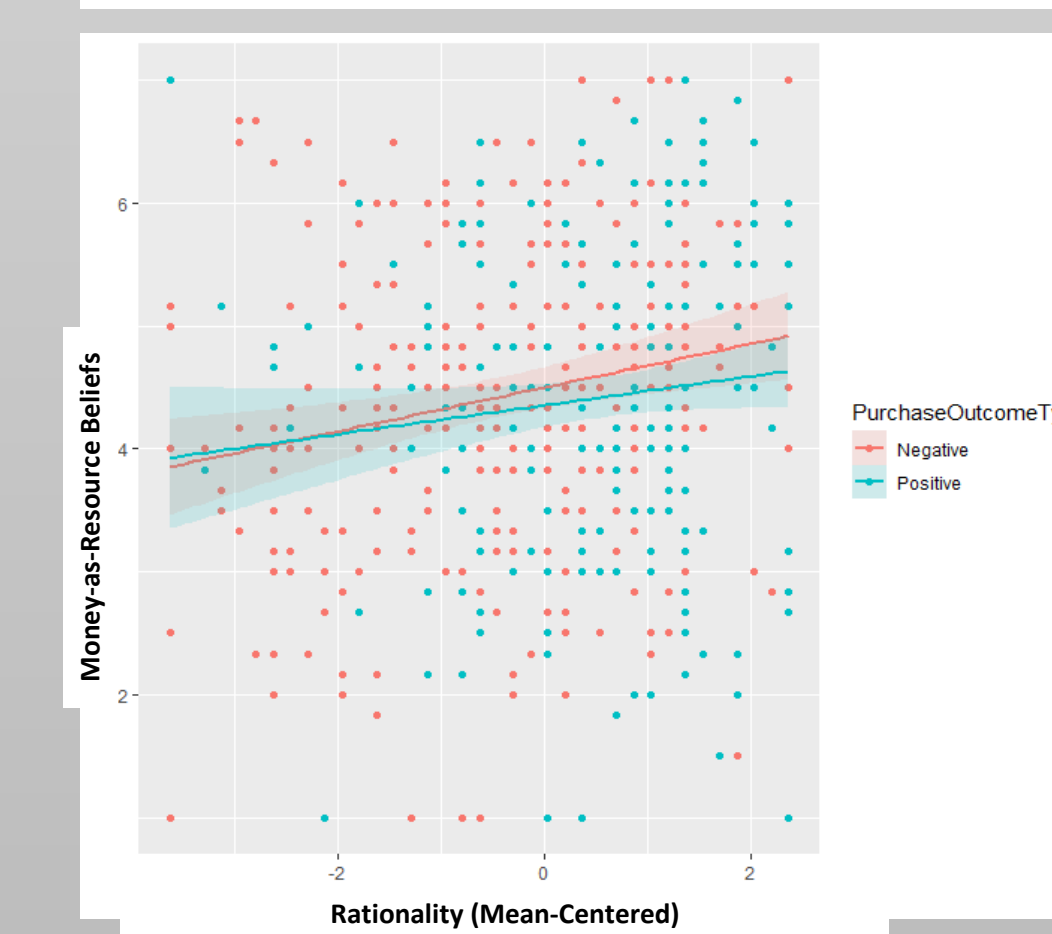
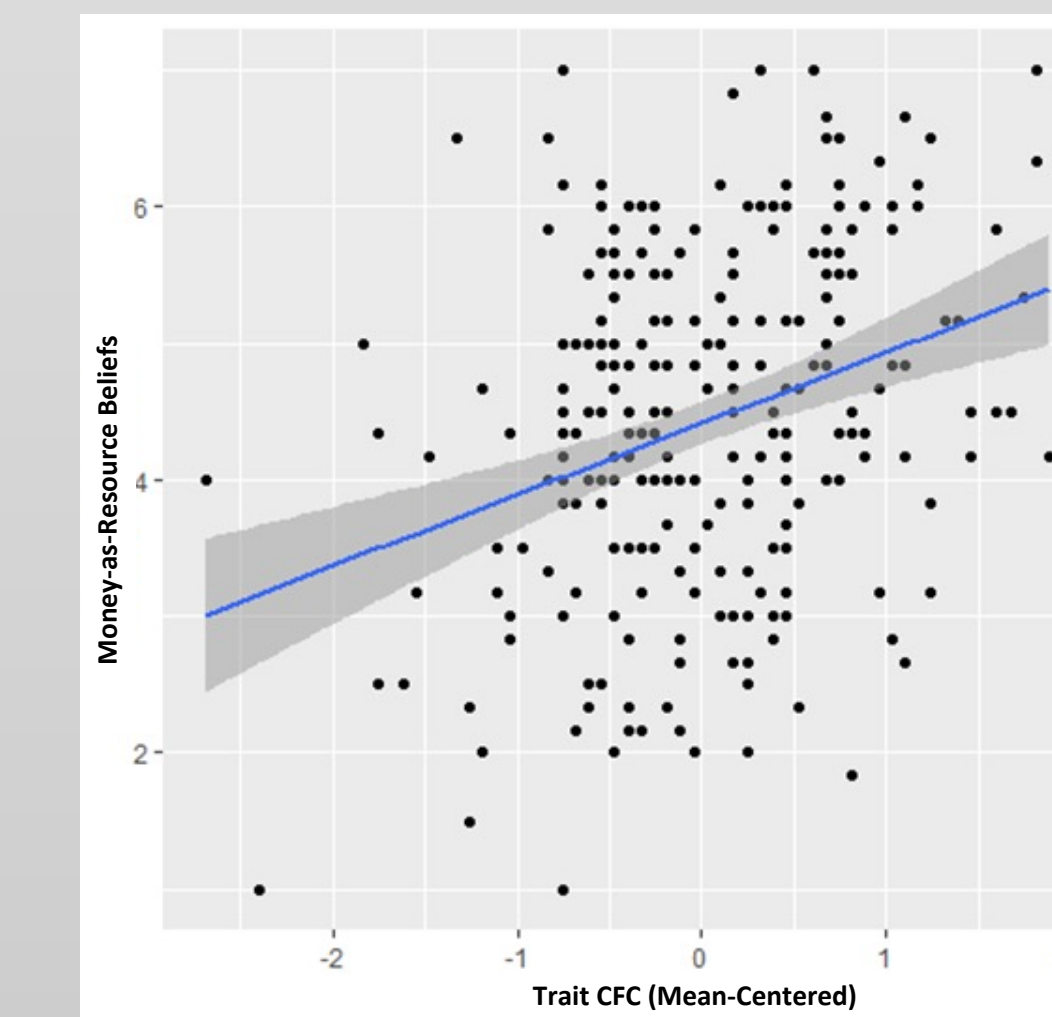


- ❖ **Significant indirect effect of State CFC on Money-as-Resource Beliefs through Rationality**

- ❖ Trait CFC positively related to Money-as-Resource Beliefs
($\beta = 0.52, SE = 0.1, t(247) = 5.13, p < .0001$)

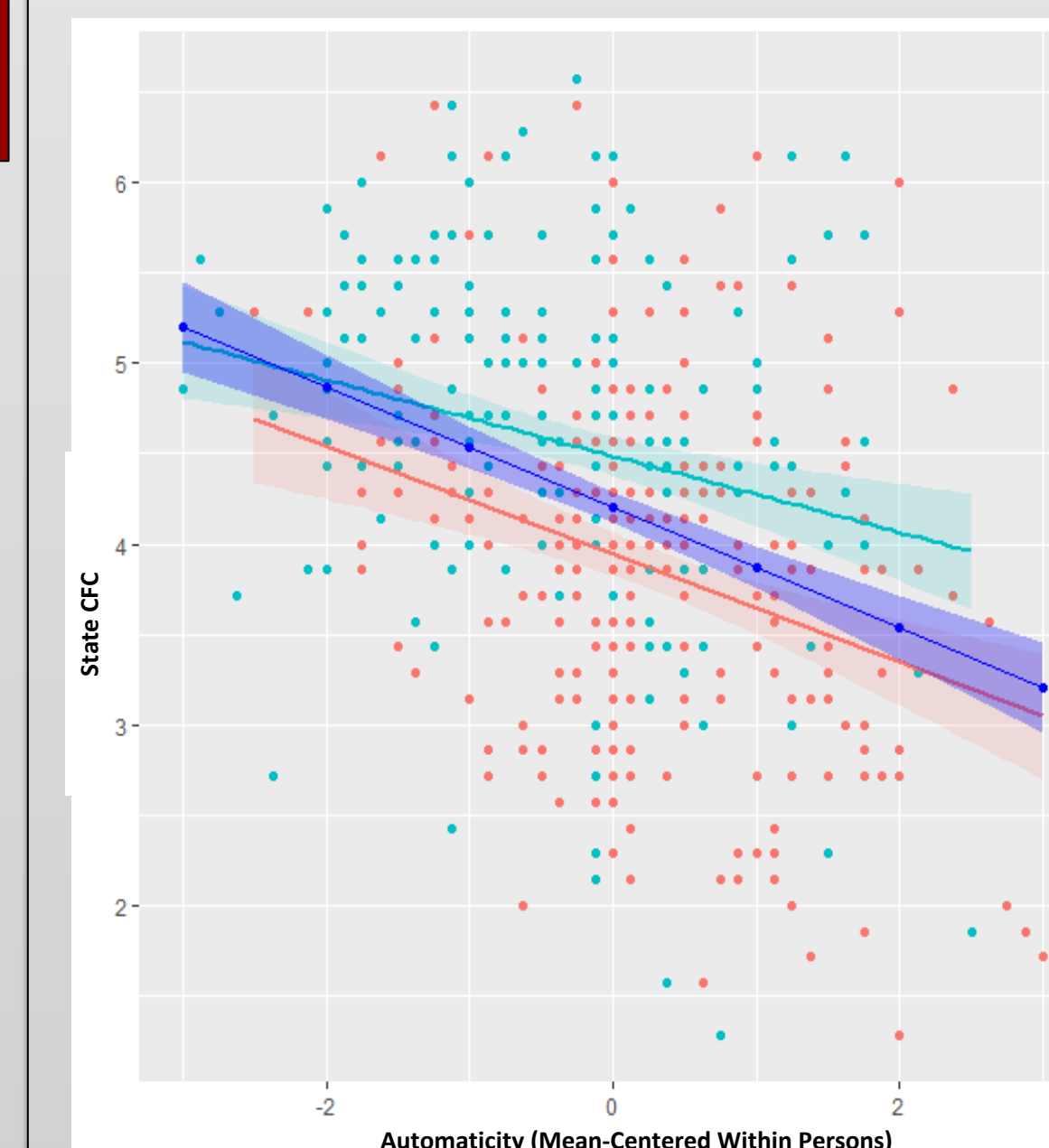
- ❖ Decisional Rationality positively related to Money-as-Resource Beliefs

Positive Outcomes: ($\beta = 0.12, SE = 0.07, t(247) = 1.74, p = .08$)
Negative Outcomes: ($\beta = 0.18, SE = 0.06, t(247) = 3.11, p < .01$)



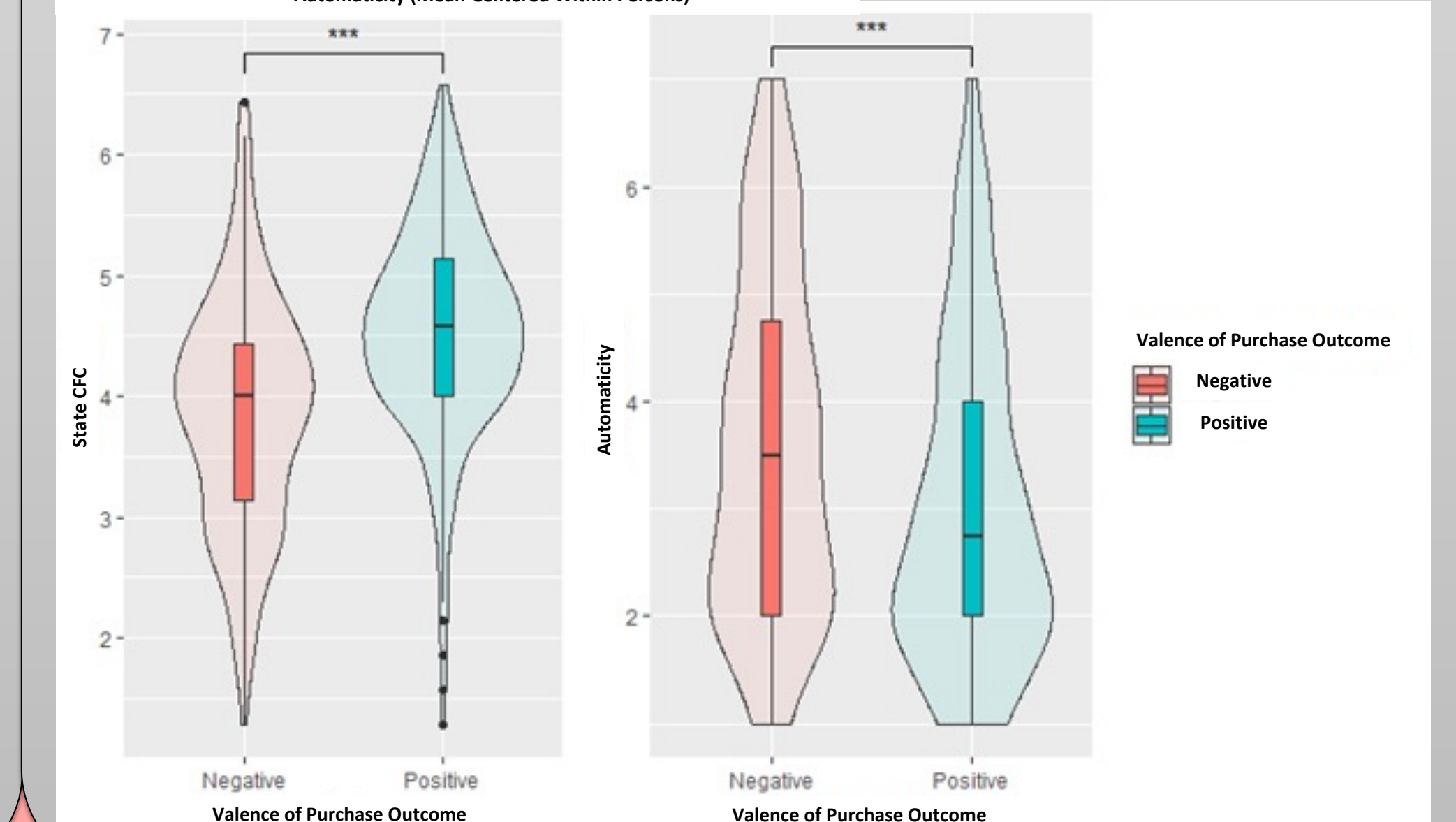
State CFC and Automaticity

- ❖ Purchases which were made more automatically were made with less consideration of distant outcomes ($\beta = -0.33, SE = 0.04, t(495) = -8.23, p < .001$) *Controlling for valence of purchase outcome

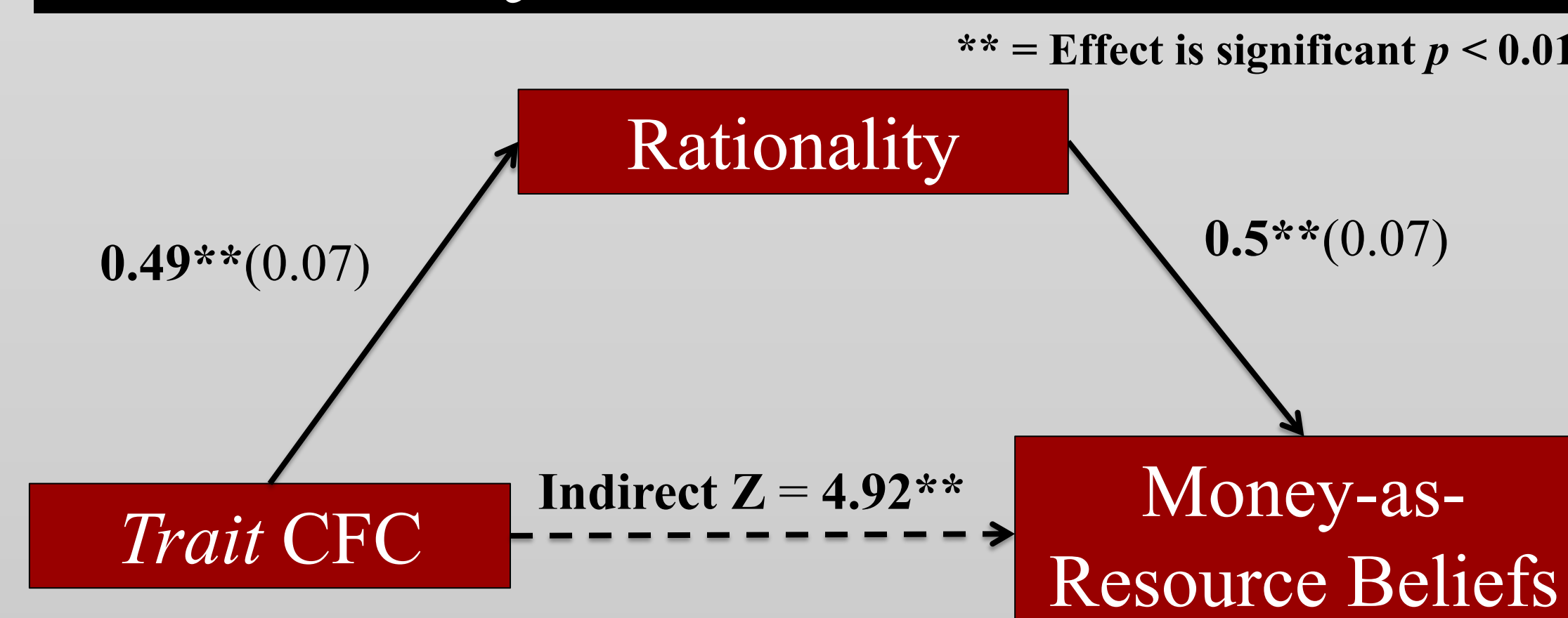


- ❖ Greater CFC ($t(248) = 8.26, p < .001$) when purchase outcome was positive ($M = 4.55, SD = 0.85$) than when it was negative ($M = 3.86, SD = 0.97$)

- ❖ Greater Automaticity ($t(248) = 4.62, p < .001$) when purchase outcome was negative ($M = 3.59, SD = 1.61$) than when it was positive ($M = 3.03, SD = 1.48$)



Study 1 Results Cont.



- ❖ Significant indirect effect of Trait CFC on Money-as-Resource Beliefs through Rationality

- ❖ Results suggest that high CFC people tend to view money as a resource and this is explained by the rationality with which they expect to make future purchases.

Sample Characteristics

- ❖ **Study 1** (N = 255 undergraduates)
 - Age: Range = 17-33 | Median = 20
 - Gender: 172 - Identified as women | 82 - Identified as men | 1 - Chose not to indicate gender or was nonbinary
 - Race: Asian or Asian American (55.29%), European American or White (27.45%), Hispanic or Latino American (7.45%), Black or African American (6.67%), other (1.57%), or more than one race (1.18%)

- ❖ **Study 2** (N = 257 undergraduates)
 - Age: Range = 17-27 | Median = 19
 - Gender: 175 - Identified as women | 81 - Identified as men | 1 - Chose not to indicate gender or was nonbinary
 - Race: Asian or Asian American (50.58%), European American or White (27.24%), Black or African American (9.34%), Hispanic or Latino American (7.78%), more than one race (2.72%), or other (2.34%)

Conclusion

- ❖ Increases in Trait CFC (Study 1) and in State CFC (Study 2) are related to viewing money as a resource through engagement in rational decision-making.
- ❖ Findings demonstrate inverse relationship between automaticity and state CFC, replicating prior work.
- ❖ Future research may seek to examine this pattern of results in a controlled experiment, varying purchase outcomes and price.

References

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- ³ Joireman, J., Shaffer, M. J., Balliet, D., & Strathman, A. (2012). Promotion orientation explains why future-oriented people exercise and eat healthy: Evidence from the two-factor consideration of future consequences-14 scale. *Personality and Social Psychology Bulletin*, 38(10), 1272-1287. <https://doi.org/10.1177/0146167212449362>
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- ⁷ Wiedemann, C. J., & Freitas, A. L. (Unpublished Manuscript). Within-person fluctuations in considering future consequences and their relation to subjective experiences of automaticity.