

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_QRF

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

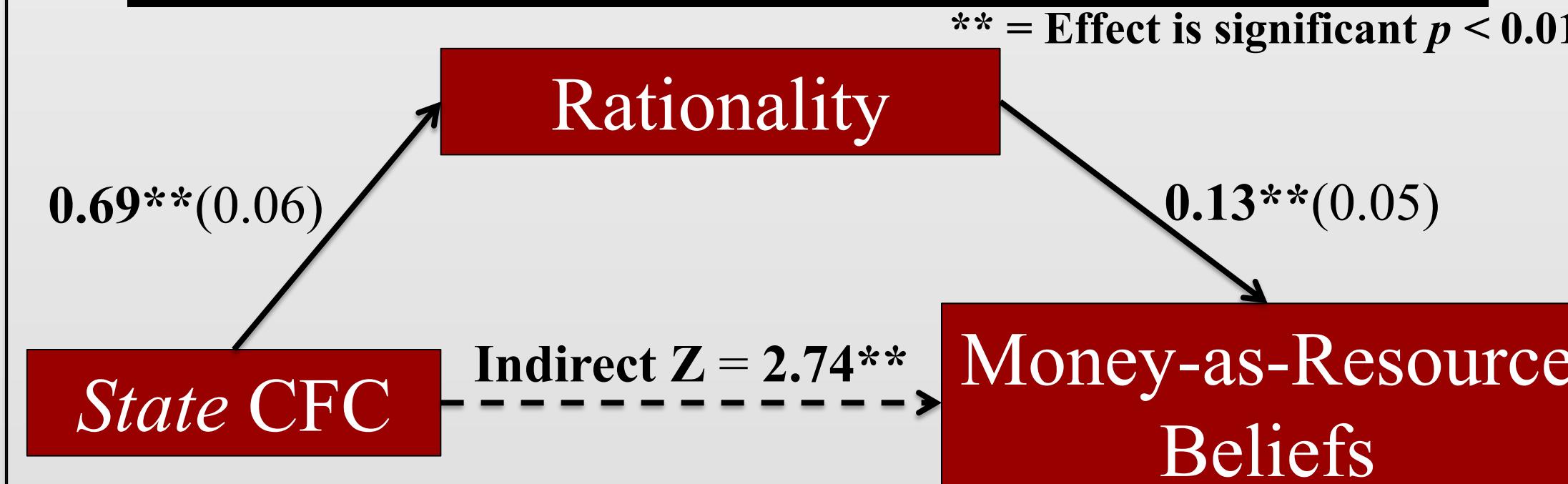
- ❖ State CFC: Measure adapted from trait-level CFC-14 Scale²

- 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

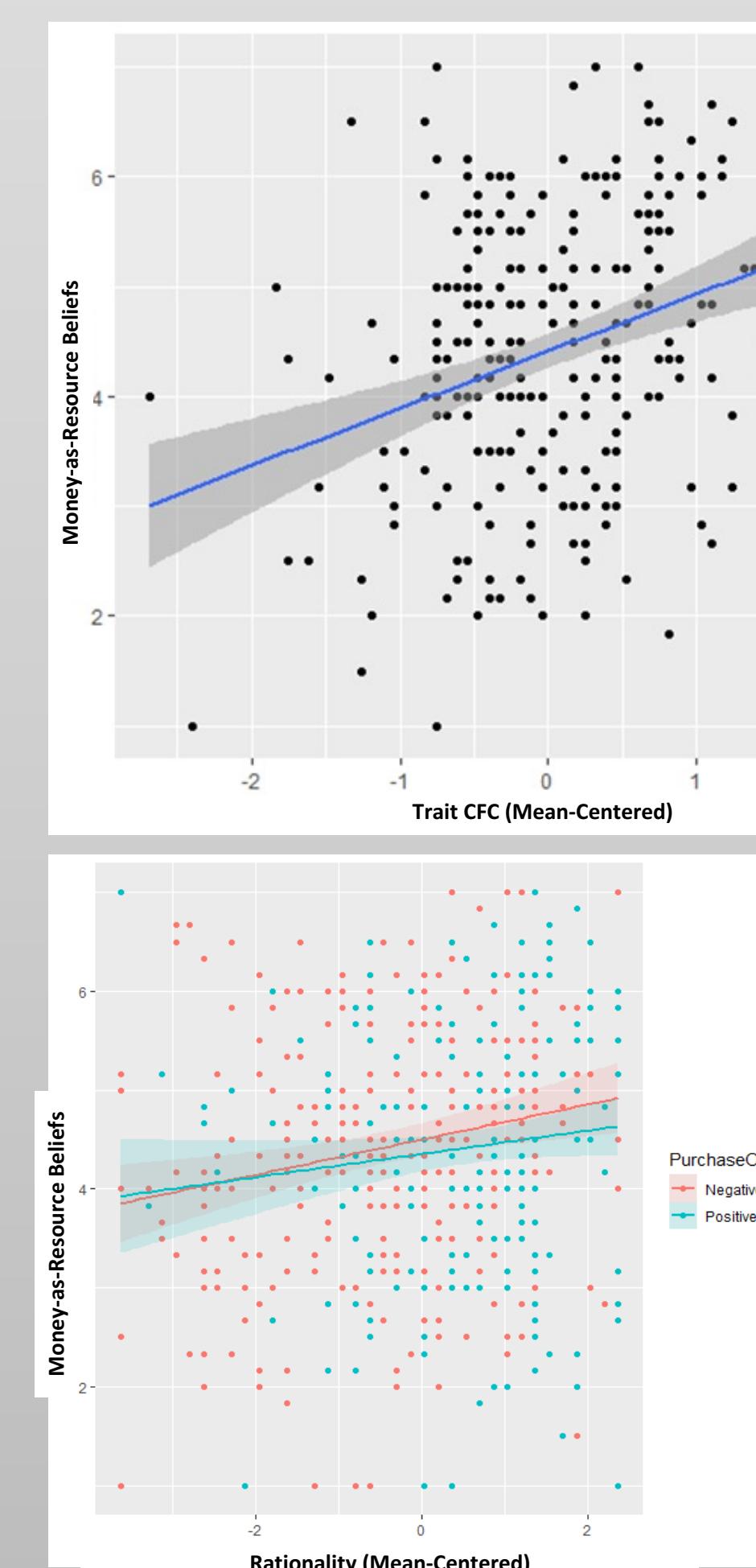
- ❖ Trait CFC positively related to Money-as-Resource Beliefs

($\beta = 0.52$, $SE = 0.1$, $t(247) = 5.13$, $p < .0001$)

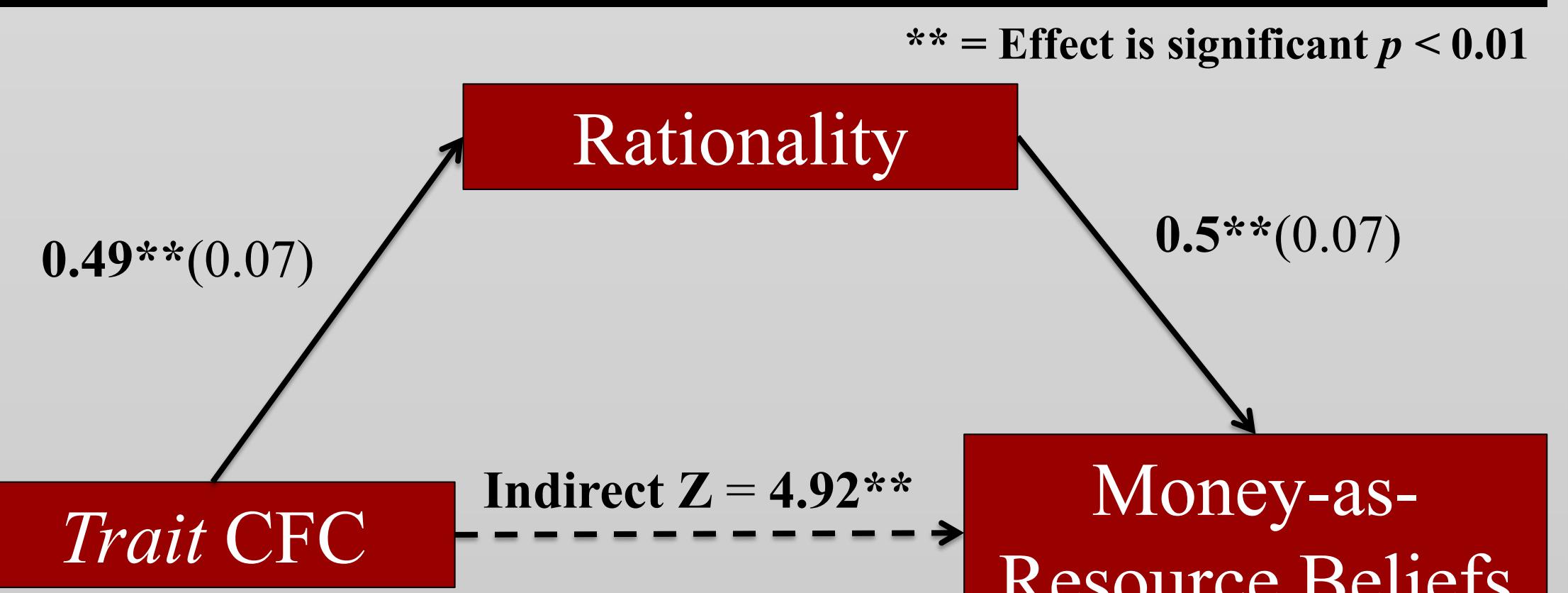
- ❖ Decisional Rationality positively related to Money-as-Resource Beliefs

Positive Outcomes: ($\beta = 0.12$, $SE = 0.07$, $t(247) = 1.74$, $p = .08$)

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



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%)

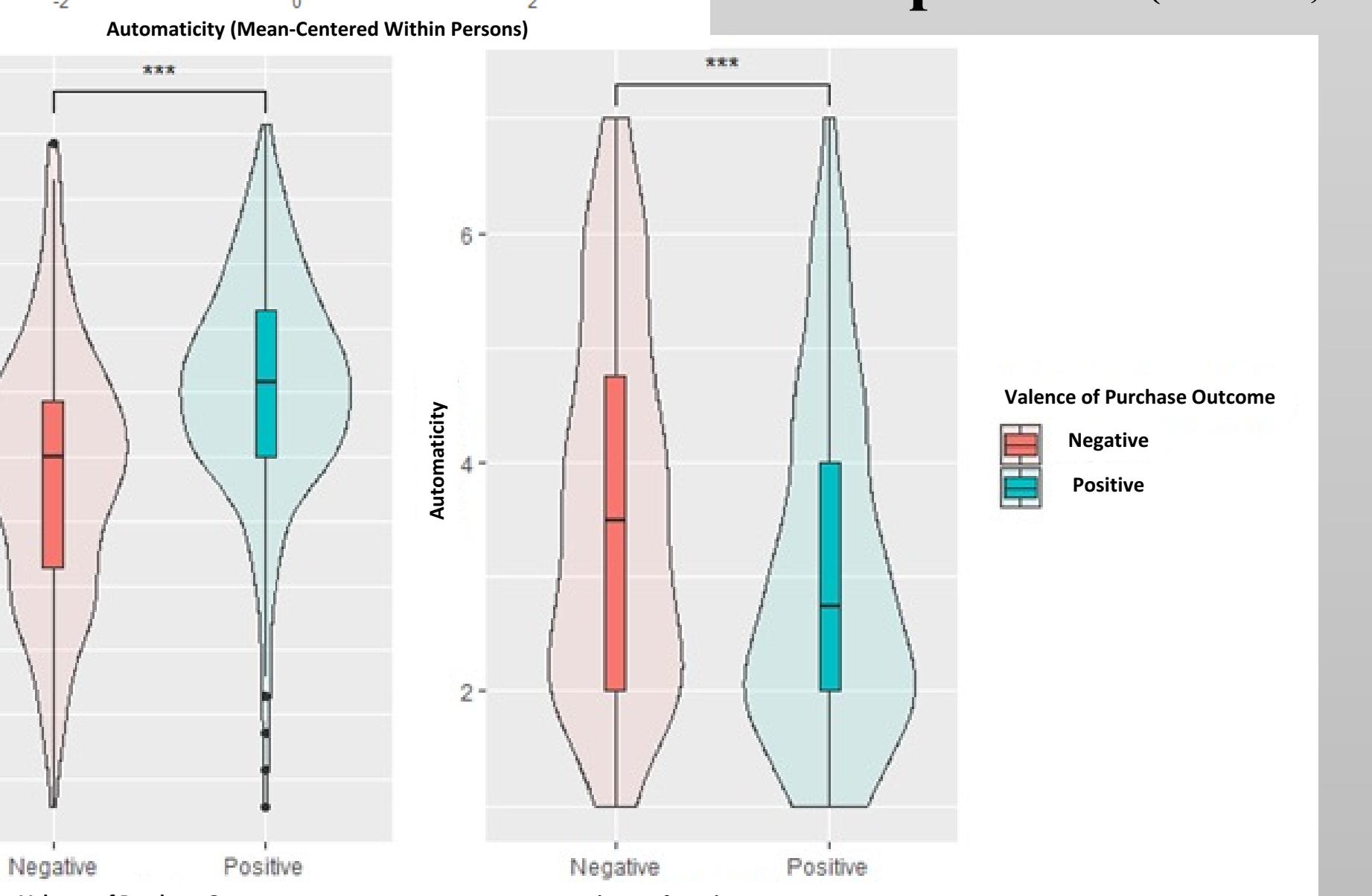
Sample Characteristics

- ❖ 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%)

- ❖ 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 ($M = 3.03$, $SD = 1.48$)



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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