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Urbanized young Indians: are they goal oriented?

A scale-validation study of the regulatory focus questionnaire in the Indian context

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Abstract

Purpose – The purpose of this paper is to validate the Higgins regulatory focus/goal orientation questionnaire (RFQ) in the Indian context on a sample of urbanized young Indians: one of the most important consumer segments in India.

Design/methodology/approach – Items were validated using exploratory and confirmatory factor analyses, through both parametric and non parametric approaches to estimation.

Findings – Scale validity and reliability was established in the Indian context.

Research limitations/implications – A sample of 152 final year students enrolled in professional courses, conforming to the characteristics of urbanized young Indians, was used. Consumers' goal orientation may now be successfully measured in the Indian context.

Practical implications – Marketers may use the questionnaire to measure consumers' goal orientation and design products and advertisements catering specifically to promotion and prevention oriented customers. According to Cesario, Grant, and Hissing and Avnet and Higgins, this is important as message persuasiveness and product evaluation is dependent on consumer's goal orientation.

Originality/value – Given the aspirational and goal directed nature of the dominant consumer segment of young Indians in India, it is essential that regulatory focus is measured well. This study establishes the validity of the scale for young Indians whose chronic regulatory focus can now be measured effectively.

Keywords Urbanized young Indian, Yulic, Regulatory focus, Goal orientation, Promotion orientation, Prevention orientation, Lifestyle consumption, India, Consumer behaviour

Paper type Research paper

1. Introduction

India is emerging as one of the economic superpowers of the world (Vietor, 2007; Wilson and Purushothaman, 2003) with an expected real GDP growth rate of around 9 percent in the year 2011 (Shukla, 2011). India is also one of the youngest nations of the world with half of its population below the age of 24 and two-thirds under the age of 35 (Mishra, 2011). About 30 percent of these young Indians live in urban areas and are responsible for about 45 percent of the total private consumption in the country (Zaveri and Garg, 2005). Further, the urban population of young Indians is increasing at a rate of approximately six-and-a-half percent per annum and is estimated to constitute about 45 percent of the country's population by 2016 (Zaveri and Garg, 2005).

Increased exposure to Western lifestyle due to higher penetration of the internet, television and other media has shaped the preferences of the urbanized young Indians or Yulics[1] to form a segment of consumers unique in needs and consumption behavior. These consumers do not have any guilt of consumption and about 45 percent of their income is discretionary (Zaveri and Garg, 2005). They indulge in products mostly from lifestyle categories like leisure, convenience and comfort, and wellness and other aspirational categories that help them to satisfy their aspirational needs. This fact is reflected in the Indian context, which is changing from a needs based market to a wants based one (Gopal and Srinivasan, 2006). As a result of this change, for instance, traditional grocery stores or "kiranas" have started losing sales to the organized modern retail stores despite having almost 95 percent share of the market (Goswami and Mishra, 2008). Thus, the pattern of consumption has become more materialistic and has changed towards consumption as a means of maintaining a better lifestyle from merely being an end in itself (Gopal and Srinivasan, 2006; Gupta, 2011; Mishra, 2011). This nature of consumption is goal oriented wherein consumption serves as a means of attaining a better lifestyle which is aspired for Ratneshwar *et al.* (2000). Consequently, it is imperative that the goal directed consumption behavior of young Indians is well understood. Specifically, measuring their approach and avoidance tendencies (goal orientation) in attaining end states or goals is instrumental in understanding their preferences in various contexts, and across different product categories. Thus, the instrument measuring consumers' chronic goal orientation: the regulatory focused questionnaire (RFQ), developed by Higgins *et al.* (2001) is validated in the Indian context.

Goal directed consumption necessitates, self-regulation to facilitate goal attainment. For instance consumers who aspire to identify themselves with their reference group will direct their consumption behavior in accordance to the characteristic consumption patterns of the reference group, thereby creating their aspired self-concept and personal identity (Englis and Solomon, 1995). Similarly consumers may choose not to consume certain products which may identify them as belonging to a social group of which they do not want to become a member to Englis and Solomon (1995) and Turner (1991). The burgeoning and aspiring middle class segment in India is an example of one such dominant reference group to which consumers want to conform to Zaveri and Garg (2006).

Fundamental to this changing consumer behavior in India driven by aspirational referents, is an underlying approach and avoidance strategy in goal directed consumption. In this context measuring consumers' goal orientation or regulatory focus becomes important. Located at the triple interface domain of motivation/emotion and judgement, regulatory focus theory (Higgins, 2000, 2002), explains how approach (promotion) and avoidance (prevention) orientation in self regulation affect the way consumers value their final choice of product or service (Avnet and Higgins, 2006). For instance, an approach strategy of searching from among various product alternatives to find the best product (an avoidance strategy of not choosing a product which will be unsuitable) is consistent with a promotion orientation (prevention orientation). Following a successful search based on the approach strategy, a promotion oriented consumer is observed to ascribe a higher value to their final choice as compared to when the choice is made following a search strategy inconsistent with his or her goal orientation (vigilantly for a promotion orientation and vice versa) (Avnet and Higgins, 2006; Wang and Lee, 2006). The match between the strategy for goal attainment, and consumers' goal orientation constitutes regulatory fit (fit conditions: promotion orientation and approach; prevention orientation and avoidance) which generates a sense of 'feeling right' about how the goal is being achieved. This sense of feeling right may transfer to an object of evaluation due to value confusion and result in the final choice or decision outcome being evaluated more favourably (Higgins *et al.*, 2003).

Thus, consumers' goal orientation, which determines their predisposition towards self-regulation (Kruglanski, 2006), is a fundamental construct understanding of which is crucial to successful managerial decision making having tremendous strategic marketing implications. Goal orientation affects their choice as their evaluation of products and brands depend on their goal orientation (Higgins, 2002; Wang and Lee, 2006). For instance promotion oriented consumers evaluated a brand of grape juice more favourably when the product benefits highlighted the gains vs prevention of losses associated with consuming the product (Aaker and Lee, 2001). The reverse was true for prevention oriented consumers (Aaker and Lee, 2001). Further, promotion (prevention) framed messages were observed to be more effective for hedonic vs utilitarian (utilitarian vs hedonic) products (Micu and Chowdhury, 2010). Consequently, products employing a straddle positioning strategy may choose to highlight and suppress certain information in their communication to address consumers differing in their regulatory focus.

Given the aspirational goal driven consumption of young Indians and the importance of regulatory focus in understanding consumer psychology, validation of the RFQ is emphasized in the Indian context.

2. Consumers' goal orientation and its effects on preferences

The rational choice theory posits that consumers have stable and ordered preferences (Sen, 1999; Pindyck and Rubinfeld, 2007). However, in reality consumer preferences are highly unstable and preference reversals occur depending on changes in reference points from which a choice set is evaluated (Tversky and Kahneman, 1991). Being inherently loss averse, consumers stick to their initial point of reference or the product currently in their possession (Tversky and Kahneman, 1991). The choice problem, however, remains the same for both the consumer groups involved in the exchange. Bettman *et al.* (1998) have attributed this susceptibility to changes in reference points to the constructive nature of consumer preferences. The idea of constructive consumer preferences posits that given a choice problem consumers develop their preferences on the spot rather than retrieve the same from their mind (Bettman *et al.*, 1998). Bettman *et al.* (1998) also mention that the constructive nature of consumer preferences can also be attributed to the multiple goals that they try to attain through decision making. Goal oriented decision making inherently involves self-regulation or self-control that directs consumer behavior towards attaining the desired goal (Bagozzi and Dholakia, 1999). For instance consumers' self-regulation in goal pursuit affects consideration set formation (Paulssen and Bagozzi, 2005). Thus, consumer preferences depend on the way they approach a decision problem or the self-regulation mechanism that they employ in decision making.

Process dependence of consumer preferences has also been highlighted by Avnet and Higgins (2006). The authors highlight that consumers' valuation of a product depends on how the process of goal pursuit matches their current concerns and interests or their goal orientation or their strategy for self-regulation. Higgins (1997, 1998) characterized consumers on two types of goal orientation: promotion orientation and prevention orientation. Promotion oriented consumers adopt an eager strategy in making decisions, focusing on the benefits that buying the product might accrue to them (Avnet and Higgins, 2006). In contrast prevention oriented consumers resort to vigilance in decision making wherein they strive to avoid any losses that might be incurred in buying a product (Avnet and Higgins, 2006). Higgins *et al.* (2003) found evidence of consumers assigning a price of up to 40 percent higher for the same product when they chose it using a strategy that fit or matched their goal orientation (eagerly for promotion orientation and vigilantly for prevention orientation). Florack and Scarabis (2006) found that fit between consumers' goal orientation and advertising claims affected their preferences and consumers' goal orientation had an impact on category brand associations. Alternatively goal orientation can affect preferences through a process called regulatory relevance (Aaker and Lee, 2001; Bettman and Sujan, 1987; Hong and Zinkhan, 1995; Maheswaran and Sternthal, 1990). Regulatory relevance refers to the relevance of product attribute to consumers' regulatory focus or goal orientation. While products with creativity features are more relevant to promotion oriented consumers, products with reliability features are more relevant to prevention oriented consumers (Aaker and Lee, 2001).

Wang and Lee (2006) investigated the role of goal orientation on information search for goal orientation consistent information as mentioned earlier. This approach is consistent with the tenets of motivated reasoning which highlights the role of motivation in determining the process individuals (consumers) choose in arriving at their final conclusion (product evaluation) (Kunda, 1990). However, Wang and Lee (2006) found the effect of fit between consumers' goal orientation and goal orientation consistent information under the condition of low involvement, wherein consumers are not motivated to expend much cognitive resources in decision making. Given that consumers with low involvement spend less effort in trying to identify the source of positive affect or the sense of feeling right about the way a decision is made, the effects of fit is sustained. Highly involved consumers, in turn, are more likely to correctly identify the source of their feeling right and thus this positive affect does not transfer to their evaluation of products (Higgins *et al.*, 2003).

Consumers' goal orientation can either be situationally induced or can be chronic in nature (Cesario *et al.*, 2004). Higgins *et al.* (2001) operationalized consumers' chronic goal orientation as a consumers' subjective history of promotion success and prevention success. The authors argued that subjective history of success will result in anticipatory goal reactions in the form of pride, which will drive consumers to approach a decision task with eagerness. Similarly for prevention oriented consumers having a subjective history of failures, a decision task will elicit a feeling of shame which in turn will drive them to be vigilant and consequently resort to avoidance of failure in decision making (Higgins *et al.*, 2001). Higgins *et al.* (2001) developed the 11 item RFQ based on the work scale by Harlow *et al.* (1997) and validated it on undergraduate students from two private urban universities. Lastly the efficacy of Higgins's RFQ was compared to that of other measures of chronic regulatory focus by Haws *et al.* (2010), based on which they recommended the Higgins *et al.* (2001) RFQ as the most generally applicable measure of regulatory focus. Hence the RFQ was chosen for our study.

Given the goal directed aspirational nature of consumption among the urbanized young Indians, a finer understanding of the goal oriented nature of consumption of these young consumers is re-emphasized keeping in mind the significant implications on consumer preferences and product evaluation. Consequently, the veracity of the Higgin's RFQ is assessed in this study on a sample of urbanized young Indians.

In the following section the scale validation study is presented. Implications, limitations and directions for future research are discussed in the final section of this paper.

3. Method

3.1 Respondents

Respondents comprised of postgraduate students enrolled in professional courses, in the final stages of their coursework and about to graduate. These students fit the profile of Yulics. The sample comprised of 152 respondents with an average age of 23 years which was comparable to the median age of 24 years for the Yulics (Zaveri and Garg, 2005). The minimum age in the sample was 21 years and the maximum age was 32. This range was within the age group of 19-39 years to which Yulics typically belong (Mishra, 2011; Zaveri and Garg, 2005). 27 percent were females and the average work experience was eight months.

3.2 Procedure

The RFQ developed by Higgins *et al.* (2001) (please refer Appendix I for the items), which measures consumers' goal orientation (promotion or prevention focus) in decision making, was validated following the well established procedure for scale validation laid out by Gerbing and Anderson (1988). SPSS version 16.0 and AMOS version 4.01 was used for data analysis.

The RFQ consists of two parts; six items measure consumers' promotion orientation and the remaining measure consumers' prevention orientation. The RFQ is presented as part of Appendix 1. The theoretical factor structure of the RFQ is shown in Figure 1.

Before proceeding with the process of establishing scale validity the sufficiency of correlation between the items was checked as a precondition to factor analysis using the Kaiser-Meyer-Oklin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity. The χ^2 statistic pertaining to the Bartlett's test of sphericity was significantly different from the χ^2 value at the 5 percent level of significance data ($\chi^2 = 315.435$ (df $= 55$); $p = 0.000$). Thus, the null hypothesis that none of the variables or items in the scale are sufficiently correlated was rejected and the data was deemed fit for factor analysis. Moreover, the KMO value was 0.735 which was greater than the lower threshold of 0.5 (Malhotra and Dash, 2010). This implied that the correlations

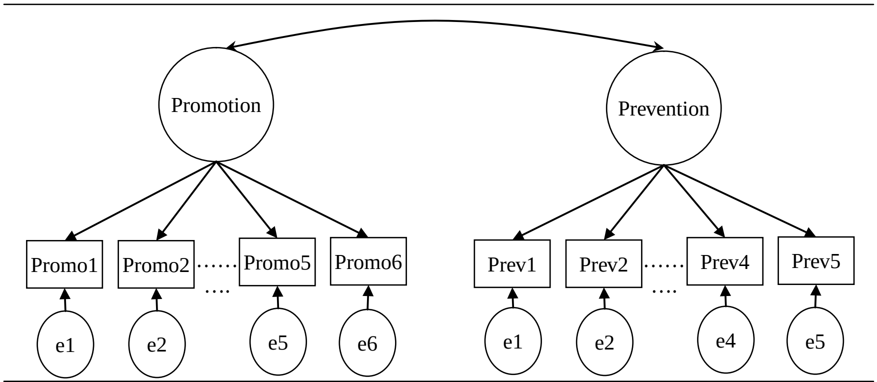

Figure 1.
Consumers goal orientation factor structure

among the variables are adequate for factor analysis. The Pearson correlation between the items of the scale is presented as part of Appendix 2. The correlations indicate a two factor structure (promotion and prevention).

Scale validation began with an exploratory factor analysis. This analysis generated two factors with eigenvalues greater than one which collectively accounted for almost 45 percent of the variance in the data. As observed in the original study by Higgins and colleagues, all the items loaded onto their theoretically determined factors, with none loading onto the other factor. Simply stated, items measuring promotion orientation loaded onto the same factor as other items measuring promotion orientation and not loading onto the factor formed by all the items measuring prevention orientation and vice versa.

3.2.1 Unidimensionality and convergent validity. One of the prerequisites of validity is unidimensionality of the items hypothesized to reflect a construct or latent variable (Gerbing and Anderson, 1988). Unidimensionality refers to the existence of a single trait or construct underlying a set of measures (Hattie, 1985; McDonald, 1981). If an item or an observed variable is not unidimensional, it is an impure measure of the construct of interest (Gerbing and Anderson, 1988). Establishing unidimensionality is consequently an essential prerequisite of construct validity. The one factor promotion and the prevention focus models are separately tested using confirmatory factor analysis (CFA) to see whether the factor structure conforms to the data. A good fit of the models will confirm that the indicators adequately represent their factor structures and that the items converged or loaded adequately on their respective factors. The one factors models fit the data very well, as is evident by the fit measures presented in Table I. These fit measures when compared with the thresholds presented subsequently in Table II indicate the nature or the goodness of the hypothesized theoretical model with the data.

Comparing the values for the fit measures from Table I with the thresholds from Table II it can be seen that the hypothesized one factor models corresponding to promotion and prevention orientations fit the data well. Convergent validity of the items in the subscales was established hence.

Model	CMIN	CMINDF	RMSEA	GFI
CFA with only six items of promotion orientation	14.376 (df = 9) $p = 0.111$	1.597	0.063	0.968
CFA with only five items of prevention orientation	4.546 (df = 5) $p = 0.474$	0.909	0.000	0.988

Table I. Fit statistics: CFA on promotion and prevention orientation subscales

	CMIN[a]	CMINDF[b]	RMSEA[c]	GFI[d]
Threshold	$p = 0.05$	> 3.0	< 0.1	> 0.9

Notes: [a]A non-significant CMIN implies a good fit of the data with the hypothesized model; the CMIN is essentially a Chi-square value; the CMIN values are thus used subsequently for the difference in χ^2-tests; [b]a CMINDF > 3.0 implies an unacceptable model; [c]a values of less than 0.1 implies a good fit of the data with the hypothesized model; [d]a GFI value greater than 0.9 implies a good fit of the data with the hypothesized model

Table II. Fit statistics: threshold levels

Further the fit of the hypothesized two factor uncorrelated (correlation between the promotion and prevention factors restricted to zero) model with the data was assessed. Again, a good fit implies that the data conforms well to the hypothesized factor structure with the applied restriction. This signifies that the items do not correlate with the factor which it does not measure, from a theoretical perspective. Had the items not been unidimensional, substantial correlation would have been observed between the two factors; the imposed restriction of zero correlation on the model would have been indeed restrictive and the fit coefficients would not meet the threshold values. The hypothesized two factor restricted model is shown in Figure 2. The fit coefficients for the restricted two factor model are presented in Table III subsequently.

Comparing the values for the fit measures with respect to the values in Table II it is seen that the data fit well will the hypothesized two factor restricted model. Unidimensionality was thus established.

3.2.2 Discriminant validity. Discriminant validity refers to the ability of the items to discriminate or distinguish between related factors (Cronbach and Meehl, 1955). Following Gerbing and Anderson (1988) the correlation coefficient between the promotion factor and the prevention factor is restricted to one. This implies that the constructs are perfectly correlated and that the items are unable to distinguish or discriminate between promotion orientation and prevention orientation. The fit measures for this hypothesized model are presented as follows.

From Table IV it is observed that the fit measures suggest a very poor fit as all the indicators do not meet the minimum or the maximum threshold as applicable

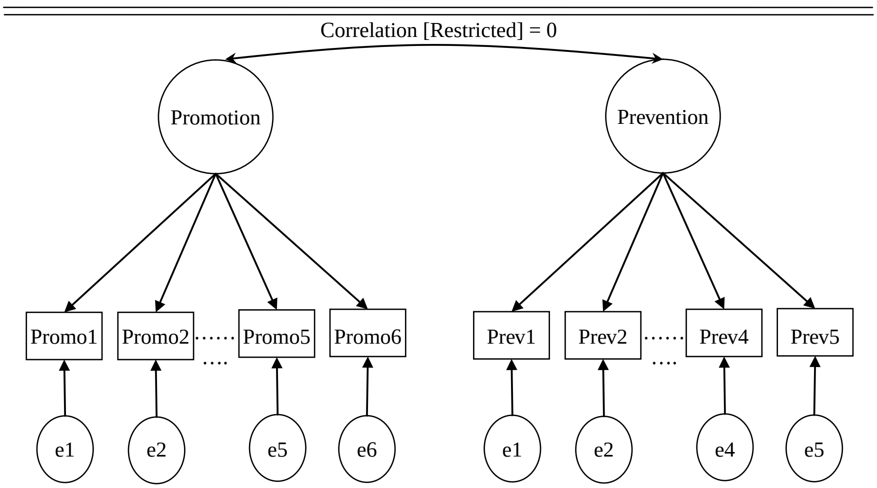

Figure 2.
Two factor restricted model: correlation restricted to "0"

Table III.
Fit statistics: CFA on two factor uncorrelated model

Model	CMIN	CMINDF	RMSEA	GFI
Hypothesized two factor uncorrelated model (correlations between factors being restricted to "0")	52.537 (df = 44) $p = 0.177$	1.194	0.036	0.942

(from Table II). A two factor unrestricted model, allowing for natural correlation between the factors (i.e. correlation between the factors is not restricted), is tested for model fit. The fit measures for this model are also presented in Table IV. The fit measures for this model were compared with those from the hypothesized model having inter factor correlation restricted to one, using the difference in χ^2-test ($\Delta\chi^2$). They were found to be significantly different. The difference in χ^2-test statistic between the hypothesized two factor restricted model and the two factor unrestricted model from Table III is equal to 96.627 (df = 1) and the difference is highly significant at the 5 percent level of significance ($p = 0.000$). This implies that the two factor unrestricted model fit the data significantly better that the two factor restricted model; in other words, the items, in fact, discriminate between promotion orientation and prevention orientation. Discriminant validity was thus established.

A further test of discriminant validity was conducted by comparing the fit measures of a one factor model with all the items of the RFQ loaded onto one factor and the fit measures from the two factor unrestricted model. A significant difference in the fit measures would imply that the items significantly discriminate between the promotion and the prevention factors.

The fit measures corresponding to the one factor model is presented in Table V as follows.

The difference in χ^2-test statistic ($\Delta(^2$) between the hypothesized one factor model and two factor unrestricted model from Tables IV and V, respectively, was equal to 125.229 (df = 1) and was highly significant at the 5 percent level of significance ($p = 0.000$). This implies that the two factor unrestricted model fit the data significantly better that the two factor restricted model. Discriminant validity was thus re-established.

Following the parametric method of model estimation, the non-parametric method of model estimation was used to test the validity of the structural models for consumers' goal orientation. Specifically the Bollen Stine's Bootstrapping method was used. Non-parametric methods of estimation are distribution free, i.e. they do not assume that the data comes for any specific distribution. Though our data met the necessary condition for normality, i.e. univariate normality, it did not meet the multivatriate condition of normality. The parametric method used for model estimation was the maximum likelihood (ML). ML method is however, sensitive to departures

Model	CMIN	CMINDF	RMSEA	GFI
Hypothesized two factor restricted model (correlations between factors being restricted to "1")	148.810 (df = 44) $p = 0.000$	3.382	0.126	0.870
Hypothesized two factor unrestricted model	52.183 (df = 43) $p = 0.159$	1.214	0.942	0.038

Table IV. Fit statistics: two factor restricted and unrestricted models

Model	CMIN	CMINDF	RMSEA	GFI
Hypothesized one factor model with all items loading onto a single factor	177.412 (df = 44) $p = 0.000$	4.032	0.142	0.782

Table V. Fit statistics: one factor 11 item model from normality; hence the non-parametric method of estimation was also resorted to for estimation. The results are as follows.

The p-value pertaining to the one factor prevention and promotion orientation scales were 0.53 and 0.11, respectively. Thus, the hypotheses that the structural models fit the data well was not rejected for the $p = 0.05$ level of significance. Again the two factor model with unrestricted correlation was used to test the efficacy of the overall factor structure. The p-value corresponding to this test was 0.27. Therefore, the null hypothesis that the unrestricted factor structure did not conform to the data was not rejected. Following this the correlation between the promotion orientation one factor model and the prevention orientation one factor model was restricted to "0". The p-value for this restricted model was 0.30. Thus, the hypothesis that the restricted model with "0" correlation between the factors fit the data well was not rejected. Further the one factor 11 item model was tested and the corresponding p-value was 0.0005. In this case the hypothesis that the model fit the data well was rejected and it was inferred that the one factor 11 item model did not represent consumers' goal orientation well enough. These arguments in conjunction establish the convergent and the discriminant validity of the structural model for consumers' goal orientation. Further the reliability scores (Cronbach's α) for the promotion and the prevention orientation scales were 0.720 and 0.719, respectively. These were greater than the threshold of 0.7 (Bagozzi and Yi, 1988; Fornell and Larcker, 1981; Meyers *et al.*, 2006). Thus, the scales were reliable.

Unidimensionality, convergent validity, discriminant validity, and reliability are prerequisites of a valid measure. Our results indicate that the RFQ fulfills each one of the aforementioned requirements. Consequently, the validity or the efficacy of the RFQ is established in the Indian context.

4. Discussion

Marketers appeal to the real or the desired self-image of consumers (Dichter, 1986). In the current context the desired self-image is in terms of a better lifestyle that the Yulics aspire for. Chronic promotion orientation is also a reflection of the degree of congruency between consumers' actual self and their ideal or aspired for self (Avnet and Higgins, 2006). Similarly chronic prevention orientation is a reflection of the degree of congruency between consumers' actual self and their ought self (Avnet and Higgins, 2006). Given the aspirational nature of consumption and the dependence of preferences on consumers' goal orientation, it is essential for managers to look at goal orientation as a means of finer segmentation. For instance the same product may be represented or pitched differently to consumers depending upon their goal orientation. Further managers train sales people to gauge consumers' goal orientation by taking note of their preferred product features or concerns about a product. This follows from the principle of regulatory relevance, as mentioned in Section 2, which indicates that certain product features are relevant, while others are irrelevant to consumers' goal orientation. For instance more concern with warranty which is linked to product reliability may denote prevention orientation or a focus on all possible usage benefits and lifestyle changes as a consequence of product usage may denote a promotion orientation.

If consumers experience regulatory fit, the subjective experience of "feeling right" which consumers experience as a consequence of fit, may amplify the perceived persuasiveness of a message, for instance, and advertising message (Cesario *et al.*, 2004). Consumers may experience regulatory fit if their way of approaching the goal matches their regulatory focus (Avnet and Higgins, 2006). Further under conditions of low involvement consumers are selectively attentive to information which is relevant to their goal orientation (Wang and Lee, 2006). Advertisers may use these notions to design advertisements conforming to consumers' regulatory focus. Given that promotion and prevention oriented consumers are differentially persuaded by goal relevant messages, goal relevant advertising may serve to segment the consumers based on their regulatory focus. Based on their finding (Chung and Tsai, 2008) suggest that by priming consumers with the appropriate regulatory focus or goal orientation, companies may solicit more word of mouth (WOM) under circumstances when consumers communicate with others from different social ties. Future research should focus on eliciting and testing strategies across consumers' goal orientation in the context of advertisement persuasiveness. Given the apparently small sample size of 152, generalizability of our results may be questioned. However, from the point of view of sampling adequacy, our data meets the necessary requirement (Meyers *et al.*, 2006). Finally our student sample meets the demographic profile of the Yulics and we considered postgraduate students only in their senior years for this research. Finally the nomological validity of the scale is not established in this study. This may be taken up as a future study.

Note

1. This term is adapted from the Edelweiss Securities Pvt. Ltd on lifestyle consumption by Zaveri and Garg (2005).

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(The Appendix follows overleaf.)

Appendix 1

This set of questions asks you about specific events in your life. Please indicate your answer to each question by circling the appropriate number below it.

Promotion Focus Subscale

PM_1*: Compared to most people, are you typically unable to get what you want out of life?

PM_3: How often have you accomplished things that got you ``psyched" to work even harder?

PM_7: Do you often do well at different things that you try?

PM_9: When it comes to achieving things that are important to me, I find that I don't perform as well as I ideally would like to do.

PM_10: I feel like I have made progress toward being successful in my life.

PM_11: I have found very few hobbies or activities in my life that capture my interest or motivate me to put effort into them.

Prevention Focus Subscale

PV_2#: Growing up, would you ever ``cross the line" by doing things that your parents would not tolerate?

PV_4: Did you get on your parents' nerves often when you were growing up?

PV_5: How often did you obey rules and regulations that were established by your parents?

PV_6: Growing up, did you ever act in ways that your parents thought were objectionable?

PV_8: Not being careful enough has gotten me into trouble at times.

*PM_ represents the SPSS variable name for promotion focus items. The numbers indicate the sequence in the original scale.
#PV_ represents the SPSS variable name for prevention focus items. The numbers indicate the sequence in the original scale.

Figure A1.
Regulatory focus questionnaire

Appendix 2

	PM_1	PM_3	PM_7	PM_9	PM_10	PM_11	PV_2	PV_4	PV_5	PV_6	PV_8
PM_1	1	0.177*	0.227**	0.404**	0.311**	0.198*	0.105	0.111	0.133	0.080	0.159
		0.029	0.005	0.000	0.000	0.015	0.198	0.175	0.101	0.325	0.051
PM_3	0.177*	1	0.398**	0.272**	0.393**	0.295**	−0.014	−0.107	0.067	0.006	0.009
	0.029		0.000	0.001	0.000	0.000	0.863	0.191	0.409	0.946	0.913
PM_7	0.227**	0.398**	1	0.337**	0.418**	0.172*	−0.081	−0.047	0.098	−0.104	−0.072
	0.005	0.000		0.000	0.000	0.034	0.319	0.565	0.230	0.202	0.380
PM_9	0.404**	0.272**	0.337**	1	0.419**	0.306**	0.157	−0.006	0.047	0.041	0.144
	0.000	0.001	0.000		0.000	0.000	0.053	0.945	0.564	0.612	0.076
PM_10	0.311**	0.393**	0.418**	0.419**	1	0.233**	0.021	−0.063	0.075	0.019	0.011
	0.000	0.000	0.000	0.000		0.004	0.798	0.440	0.356	0.815	0.890
PM_11	0.198*	0.295**	0.172*	0.306**	0.233**	1	−0.068	−0.075	−0.009	0.069	−0.008
	0.015	0.000	0.034	0.000	0.004		0.405	0.358	0.915	0.398	0.921
PV_2	0.105	−0.014	−0.081	0.157	0.021	−0.068	1	0.409**	0.464**	0.335**	0.238**
	0.198	0.863	0.319	0.053	0.798	0.405		0.000	0.000	0.000	0.003
PV_4	0.111	−0.107	−0.047	−0.006	−0.063	−0.075	0.409**	1	0.356**	0.406**	0.264**
	0.175	0.191	0.565	0.945	0.440	0.358	0.000		0.000	0.000	0.001
PV_5	0.133	0.067	0.098	0.047	0.075	−0.009	0.464**	0.356**	1	0.353**	0.301**
	0.101	0.409	0.230	0.564	0.356	0.915	0.000	0.000		0.000	0.000
PV_6	0.080	0.006	−0.104	0.041	0.019	0.069	0.335**	0.406**	0.353**	1	0.292**
	0.325	0.946	0.202	0.612	0.815	0.398	0.000	0.000	0.000		0.000
PV_8	0.159	0.009	−0.072	0.144	0.011	−0.008	0.238**	0.264**	0.301**	0.292**	1
	0.051	0.913	0.380	0.076	0.890	0.921	0.003	0.001	0.000	0.000	

Notes: Correlation is significant at: *0.05 and **0.01 level (two-tailed)

Table AI.
Correlation table

About the author

Rahul Kumar Sett is an Assistant Professor of Marketing at the Indian Institute of Management Kozhikode. He has done his FPM (PhD equivalent) in Marketing from the Indian Institute of Management Ahmedabad. He holds a B-Tech (2004) in Electronics and Telecommunications from Bengal Institute of Technology. He has worked with Microsoft Corporation as an Engineer in the Windows Performance group (2004-2005). His current research is on understanding how consumers choose and evaluate product bundles. Specifically, he is investigating how certain design changes aimed at increasing the desirability or the reservation price of the product bundle work vis-à-vis direct price incentives. He is also investigating the effects of differences in consumers' goal orientation on choice and evaluation of product bundles. His work is grounded in the prospect theory and the regulatory fit theory. He has presented a paper on consumer evaluation of product bundle images at the INFORMS Marketing Science Conference at the Lee Kong Chian School of Business, Singapore (2007). His paper on bidder behavior in online auctions under fraudulence had been accepted by the Doctoral Colloquium of the Academy of Marketing Conference held at the Aberdeen Business School, Kingston University (2007). He has presented a paper based on his dissertation at the 2009 INFORMS Marketing Science Conference held at the Ross School of Business, University of Michigan at Ann Arbor. Rahul Kumar Sett can be contacted at: rahul.sett@gmail.com