

# 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 action<sup>1</sup>
- ❖ **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 CFC<sup>2</sup> | Automatic Processing<sup>3</sup> | Decisional Rationality<sup>3</sup> | Money-as-Resource Beliefs<sup>4</sup>
- ❖ **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.<sup>5,6</sup>

### Research Question:

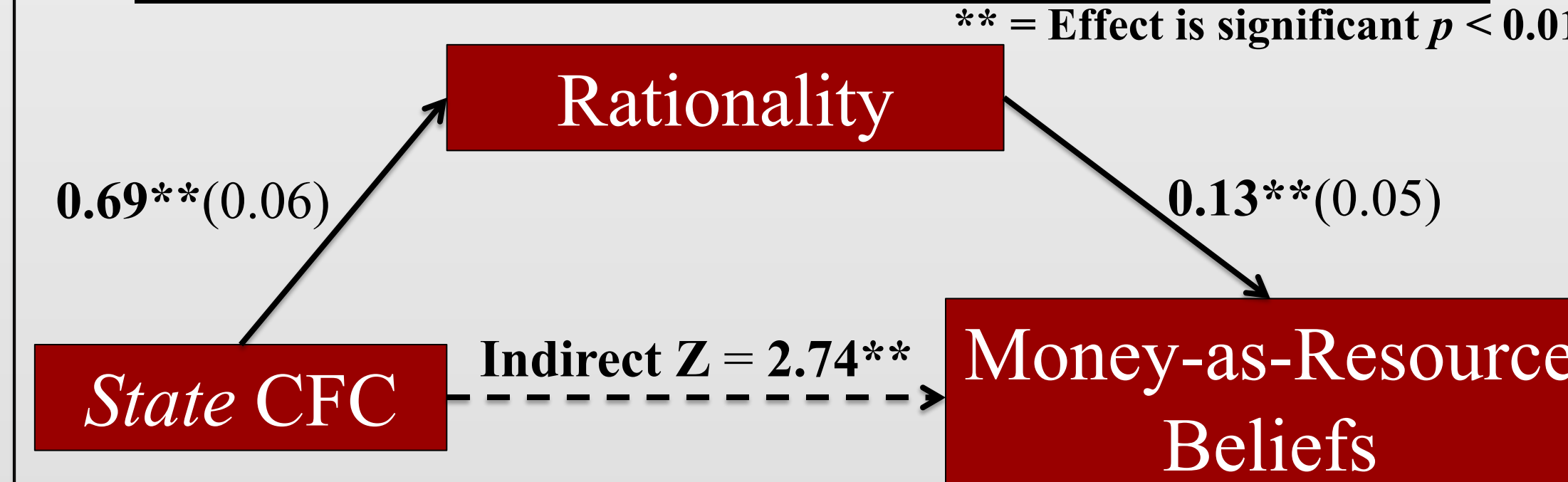
1. Can effects from Study 1 be replicated for recent past purchases and with CFC measured at the state level?

Preregistration link: [https://aspredicted.org/4Y9\\_ORF](https://aspredicted.org/4Y9_ORF)

## 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 CFC<sup>2</sup> | State CFC<sup>5</sup> | Automaticity<sup>7</sup> | Decisional Rationality<sup>3</sup> | Money-as-Resource Beliefs<sup>4</sup>
- ❖ **State CFC:** Measure adapted from trait-level CFC-14 Scale<sup>2</sup>
- 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

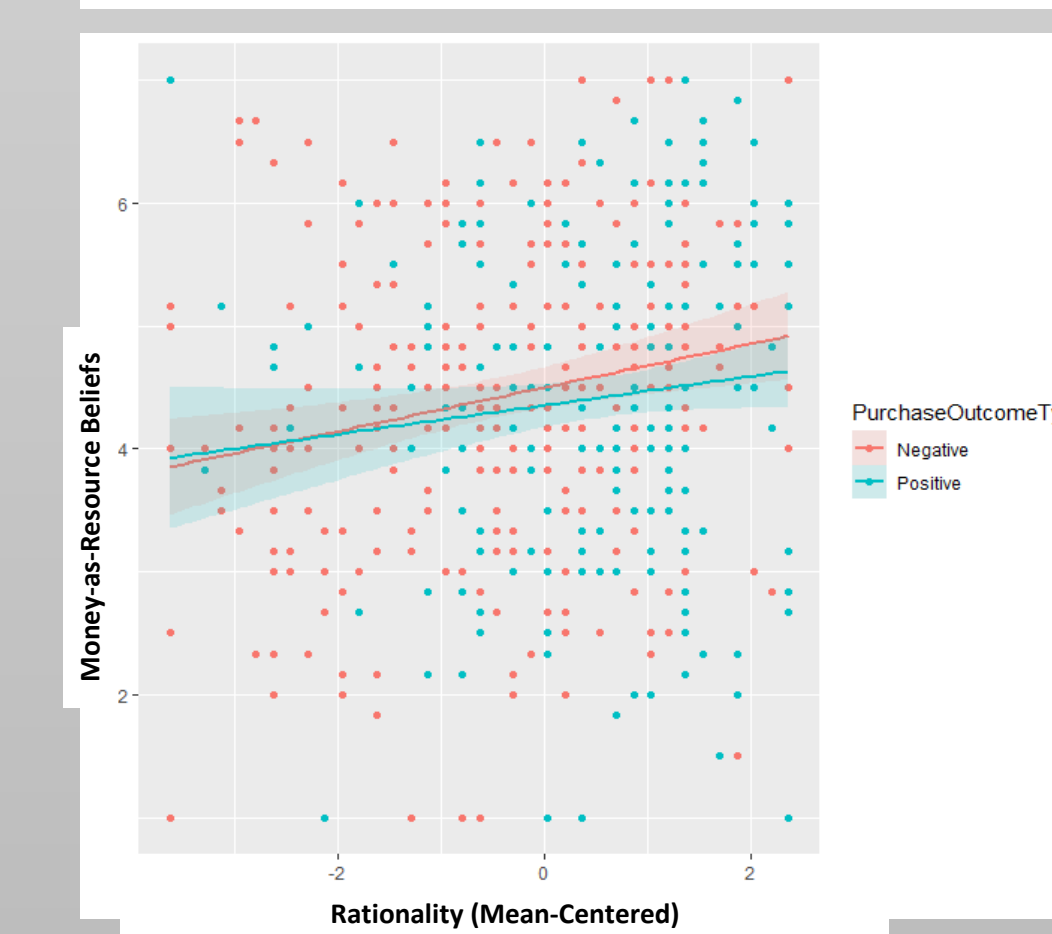
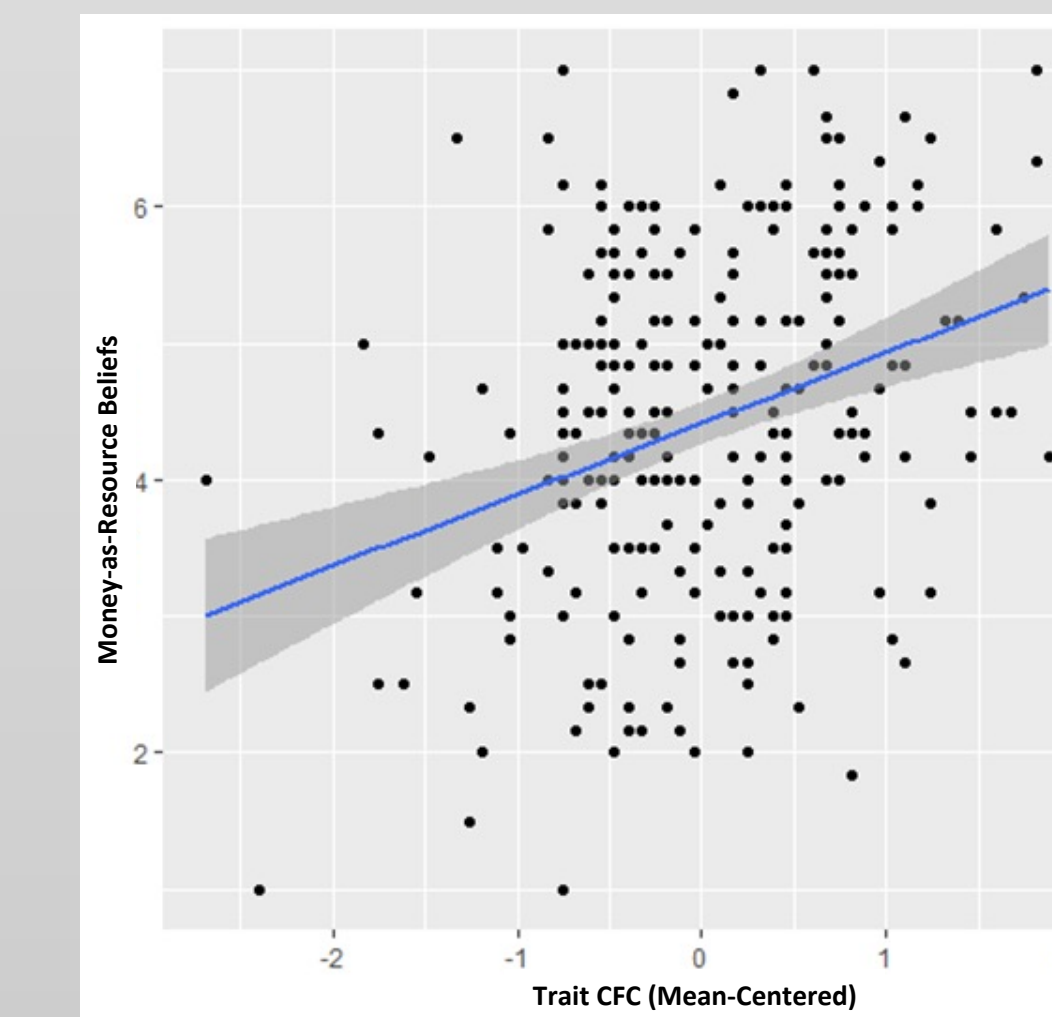


- ❖ **Significant indirect effect of State CFC on Money-as-Resource Beliefs through Rationality**

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

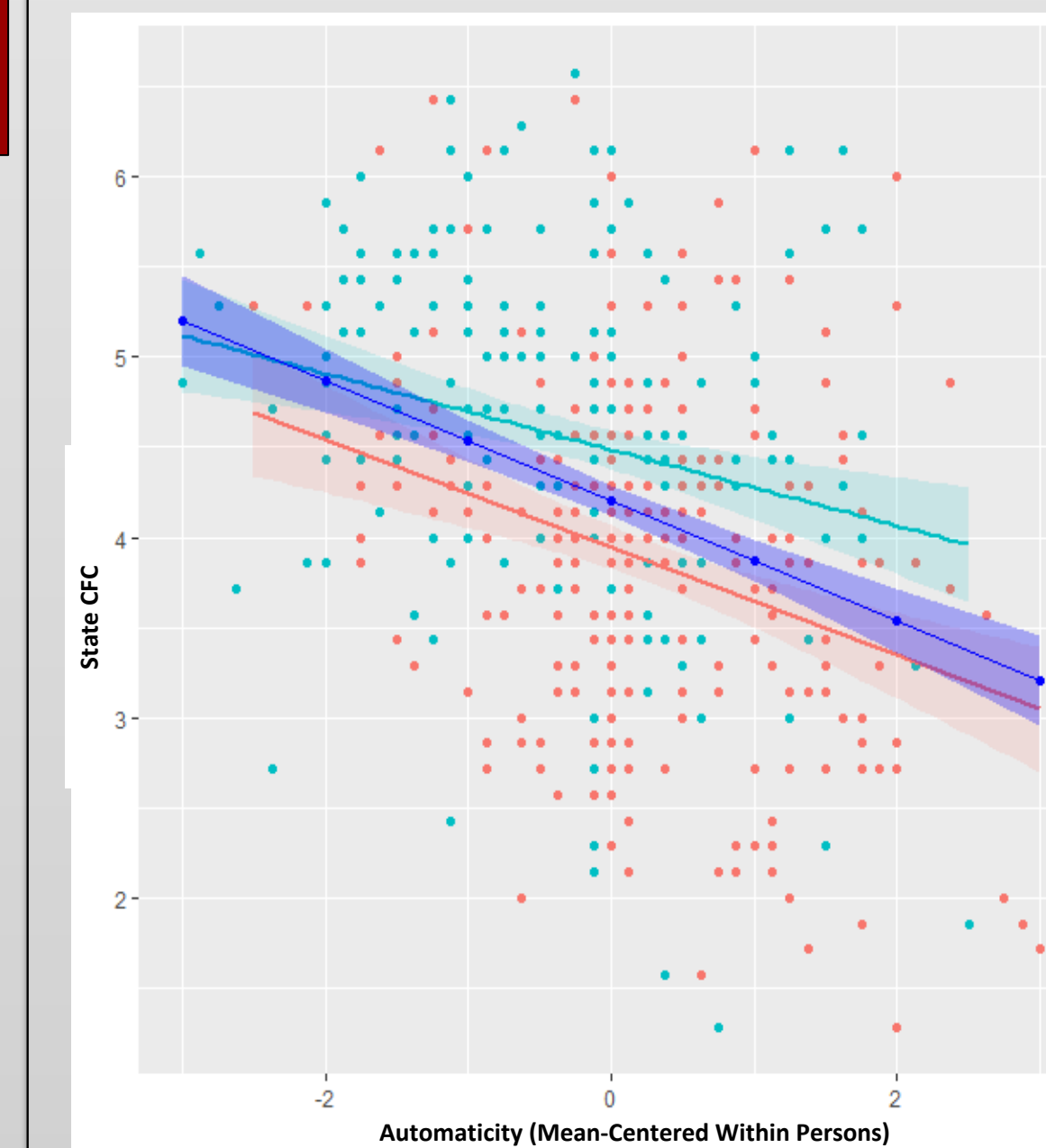
- ❖ Decisional Rationality positively related to Money-as-Resource Beliefs

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



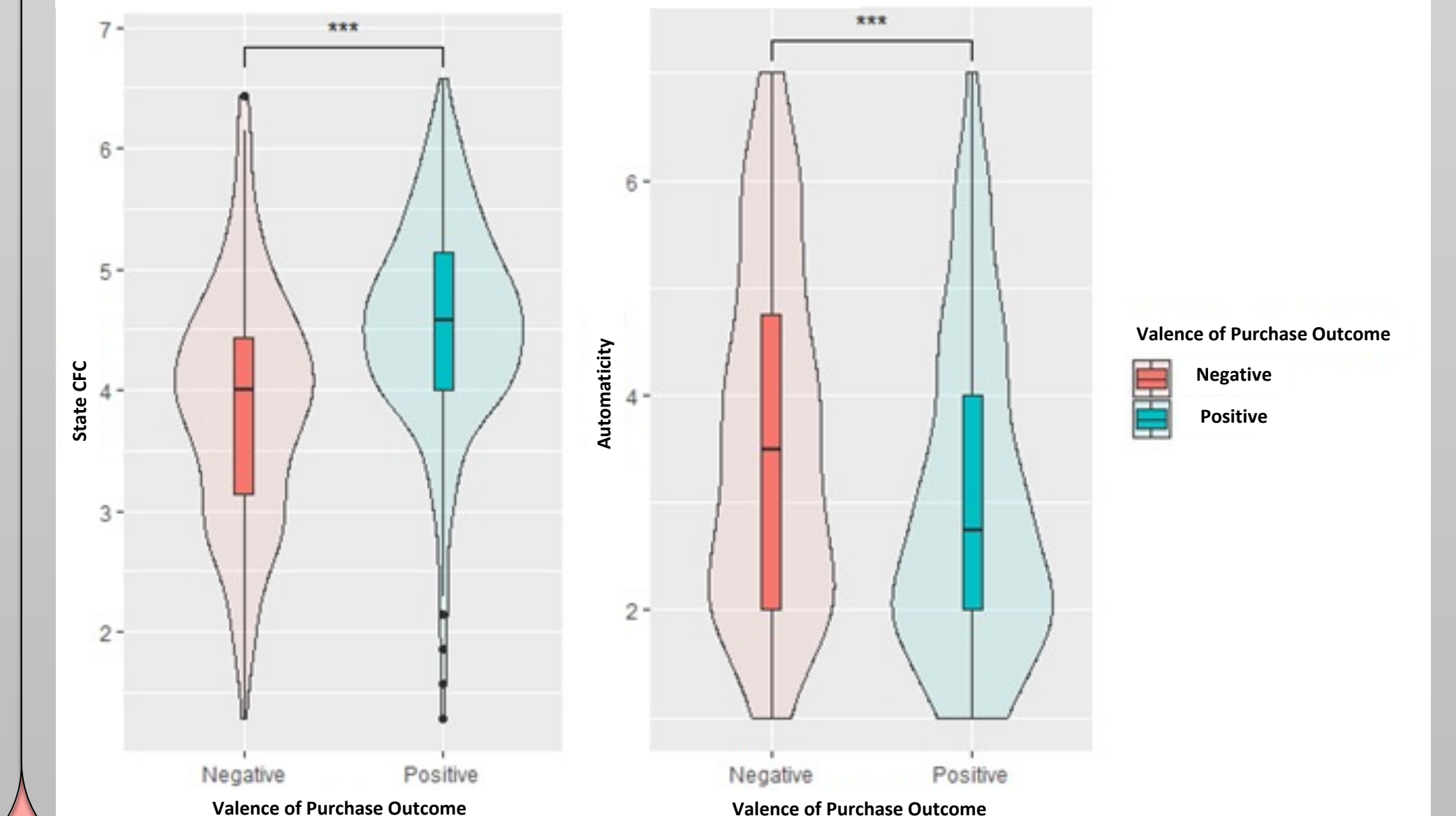
## State CFC and Automaticity

- ❖ 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

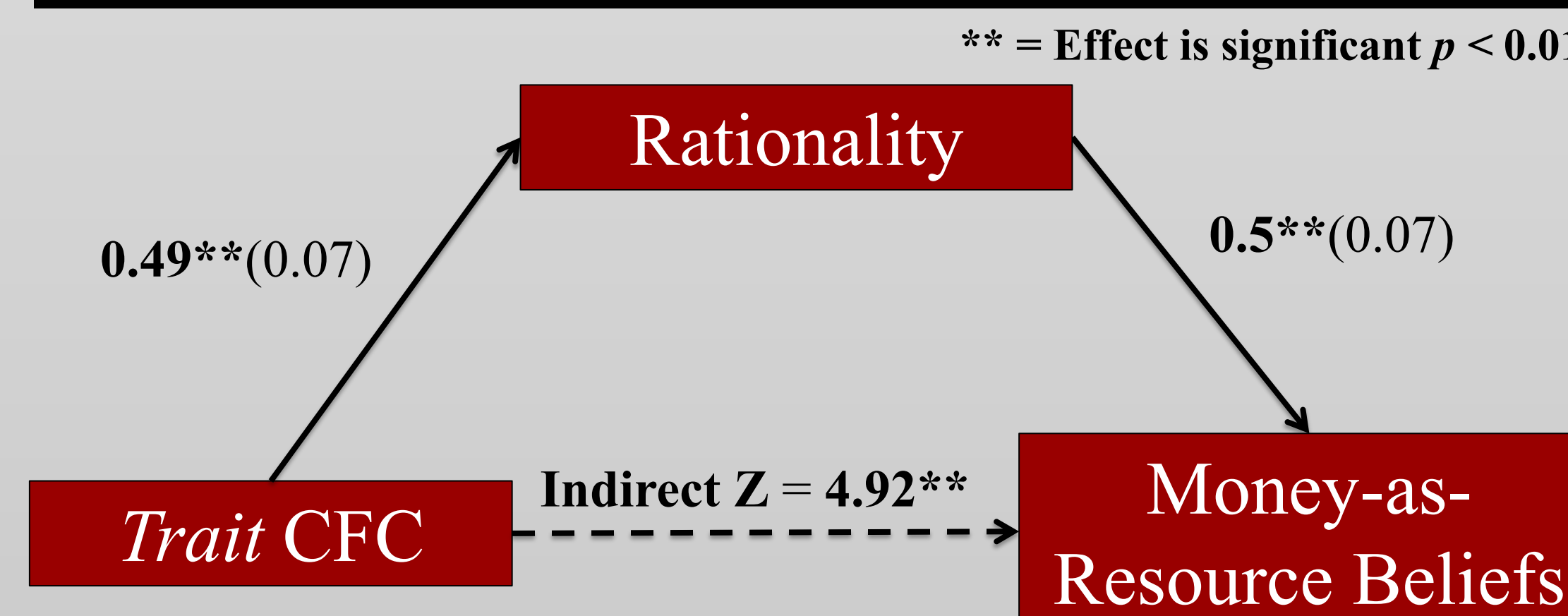


- ❖ Greater CFC ( $t(248) = 8.26, p < .001$ ) when purchase outcome was positive ( $M = 4.55, SD = 0.85$ ) than when it was negative ( $M = 3.86, SD = 0.97$ )

- ❖ 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

- <sup>1</sup> Gardner, B., Abraham, C., Lally, P., & de Bruijn, G.-J. (2012). Towards parsimony in habit measurement: Testing the convergent and predictive validity of an automaticity subscale of the Self-Report Habit Index. *The International Journal of Behavioral Nutrition and Physical Activity*, 9. <https://doi.org/10.1186/1479-2875-9-102>
- <sup>2</sup> Joireman, J., & King, S. (2016). Individual differences in the consideration of future and (more) immediate consequences: A review and directions for future research. *Social and Personality Psychology Compass*, 10(5), 313-326. <https://doi.org/10.1111/spc3.12252>
- <sup>3</sup> 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>
- <sup>4</sup> Kaufmann, L., Meschnig, G., Reimann, F. (2014). Rational and intuitive decision-making in sourcing teams: Effects on decision outcomes. *Journal of Purchasing and Supply Management*, 20(2), 104-112. <https://doi.org/10.1016/j.pursup.2014.03.003>
- <sup>5</sup> Lay, A., & Furnham, A. (2019). A new money attitudes questionnaire. *European Journal of Psychological Assessment*, 35(6), 813-822. <https://doi.org/10.1027/1015-5759.a000474>
- <sup>6</sup> Strathman, A., Gleicher, F., Boninger, D. S., & Edwards, C. S. (1994). The consideration of future consequences: Weighing immediate and distant outcomes of behavior. *Journal of Personality and Social Psychology*, 66, 742-752. <https://doi.org/10.1037/0022-3514.66.4.742>
- <sup>7</sup> Wiedemann, C. J., & Freitas, A. L. (Unpublished Manuscript). Within-person fluctuations in considering future consequences and their relation to subjective experiences of automaticity.