

# The Influence of Regulatory Focus on Consumer Information Processing

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## EXTENDED ABSTRACT

Regulatory-focus theory (Higgins, 1987) considers the different approaches people use to attain goals. This theory posits that there are two distinct regulatory systems for achieving desired end

states, one concerned with acquiring nurturance and the other with acquiring security. Individuals who pursue what is termed a promotion regulatory focus concentrate on achieving their hopes, ideals, and nurturance needs by approaching matches to desired end states, whereas those who pursue a so-called prevention regulatory focus concentrate on satisfying their duties, obligations, and security

which more forcefully encourage all people to engage in effortful retrieval of specific information included in an ad. However, other tasks, such as rendering overall affective judgments, can be performed in simple, relatively uneffortful ways

states, one concerned with acquiring nurturance and the other with acquiring security. Individuals who pursue what is termed a promotion regulatory focus concentrate on achieving their hopes, ideals, and nurturance needs by approaching matches to desired end states, whereas those who pursue a so-called prevention regulatory focus concentrate on satisfying their duties, obligations, and security

that do not require consideration or retrieval of detailed information. For these tasks, individuals' chronic inclination to engage in effortful cognition may determine whether specific information is retrieved from memory and considered. Therefore, we predict that three-way interactions of individuals' Need for Cognition (NFC), regulatory focus and the complexity of ad visuals should emerge on

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