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研究課題名(和文) Hedonic Choice, Abstract Thinking, and Context Familiarity

研究課題名(英文) Hedonic Choice, Abstract Thinking, and Context Familiarity

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研究成果の概要(和文)：コロナとそれに伴う旅行制限が、この研究の進行の妨げになりました。この研究は二年前の2022年7月の国際学会での発表に選ばれて、その発表に基づいて研究を次の段階に進ませて、更なるデータを収集して、学術誌に提出する論文を書き上げる計画でしたが、その学会が二度延長になり、ようやく2022年7月に発表出来ることになりました。旅行制限の間は、アメリカに渡航して、予定していたデータ収集も実行できませんでした。2022年2月末に、アメリカに渡航して、帰国後の自粛がなくなったので、今後は元の予定通り、データ収集を実行して、2022年12月には論文をトップの学術誌に提出する計画です。

研究成果の学術的意義や社会的意義

当初の理論の枠組みは「慣れた選択状況は高い解釈レベルを活性化し、同じく高いレベルで解釈される快楽品選択を促す」でした。成果を上げるとともに理論も進化し(1)慣れたvs.新鮮な選択状況をより論理的に図りやすい品の希少性対豊富性に置き換え(2)比較商品も快楽品対実用品を、より社会貢献度の高い持続可能商品対一般商品に変えました。元々の状況で活性化される解釈のレベルと、その品の本来解釈されるレベルと合致するときに、選択が促される、という基本は同じです。学術的意義は、既存の研究で示されている、希少性は選択を促す、という結果の例外を発見することです。社会的意義は消費者に持続性可能商品の選択を促すことです。

研究成果の概要(英文)：The covid pandemic and the associated travel restrictions severely impeded the progress of my research project. The work was accepted for presentation at a top tier international academic conference two years ago in July 2020, based on which I had planned to develop the project further, collect additional data, and prepare a manuscript for submission to a top tier journal. However, the conference was rescheduled twice, and I will finally be able to present at said conference this coming July. During the travel restrictions, I was also unable to travel to the US for data collection, which I had planned to conduct as a part of the research project. Regretfully this project is two years behind schedule, and I was unable to achieve completion within the time frame of the Kakenhi.

Now with the travel restrictions partially relaxed I will be able to conduct the rest of the data collection as planned, and prepare a manuscript for submission to a top tier academic journal by December 2022.

研究分野：マーケティング

キーワード：解釈レベル 選択 消費者

1 . 研究開始当初の背景

We conceptualize luxury as an indulgence in something that brings *joy*. Based on the literature that links positive affect to abstract thinking (Labroo and Patrick 2008), we theoretically propose that activating abstract (versus concrete) thinking styles (Vallacher and Wegner 1987, 1989) should promote luxury consumption. Our first motivation was to understand luxury through the lens of a well-established and generalizable cognitive model.

Our conceptualization of luxury overlaps with “hedonicity” (Batra and Ahtola 1991), and the literature is divided on whether abstract thinking would promote (Kivetz and Keinan 2006) or hinder (Fujita et al. 2006) hedonic choice. Our second motivation was to introduce “guilt” as a moderator, to reconcile this gap. When a luxury becomes primarily a source of guilt rather than joy, abstract thinking should hinder rather than promote luxury consumption.

2 . 研究の目的

The purpose of the research was twofold: (1) to present a theoretical framework to suggest that when a hedonic luxury good is primarily a source of joy for the consumer, choice contexts that activate abstract thinking promotes choice, but when a hedonic luxury good is primarily a source of guilt, the directionality reverses, and choice contexts that activate concrete thinking promotes choice, and (2) to provide empirical support for

our proposed framework.

3 . 研究の方法

Study One was an online survey of 327 participants, who first imagined and wrote short passages about a hypothetical scenario in which they were traveling out of town to attend a conference. Half of the participants were then randomly assigned to the “abstract” (“concrete”) thinking condition in which they further described *why* (how) they would travel to the conference. Then they chose between a luxury hotel and a business hotel for their accommodation.

Study Two was a behavioral lab experiment with 120 participants, who indicated their preferences for a luxury ice cream versus a low fat yogurt. Based on the literature linking [abstract] (concrete) thinking to [greater] (closer) psychological distances (Liberman and Trope 1998), we activated [“abstract”] (“concrete”) thinking in a randomly selected half of the participants by presenting the luxury item as [an import from a far-away European country] (being locally sourced from a nearby farm). Among those participants who were (not) trying to lose weight, there would presumably be heightened (little) guilt associated with the luxury ice cream.

Study Three was an observational study of over 300 actual consumers at a campus coffee shop conducted over five days.

4 . 研究成果

In Study One, a logistic regression of hotel choice (1 = luxury; 0 = business) on thinking style (0 = “concrete”; 1 = “abstract”) uncovered that the luxury choice was more likely when abstract thinking was activated ($\beta = 2.608$, Wald $\chi^2 = 4.737$, $p = .03$).

In Study Two, an ANOVA of preferences (1 = “definitely yogurt” to 6 = “definitely luxury”) on thinking style (0 = “concrete”; 1 = “abstract”) and guilt (0 = “not on diet”; 1 = “on diet”) showed that in the absence of guilt the luxury ice cream was more preferred as a Swiss import, but when guilt was heightened the luxury ice cream was more preferred when it was locally sourced ($t = 2.37$, $p < .01$).

Study Three showed that larger groups tended to order more luxurious items ($t = 2.26$, $p < .01$) with more sugar, cream, and/or flavor, which is consistent with our framework that links abstract thinking and thus greater social distances to luxury consumption. Furthermore, on rainy versus sunny days when guilt would be mitigated (“I *deserve* a break on a nasty day!”), smaller groups ordered more luxury items.

The studies aggregately showed support for our theoretical predictions, that when hedonic luxury items are primarily a source of joy for the consumer, choice is promoted when the context activates abstract thinking, but when hedonic luxury items are primarily a source of guilt rather than joy, the directionality reverses, and choice is promoted when the context activates concrete thinking.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計2件（うち招待講演 0件 / うち国際学会 2件）

1. 発表者名 Erica Mina Okada
2. 発表標題 Luxury, Abstract Thinking and Guilt
3. 学会等名 Society for Consumer Psychology (国際学会)
4. 発表年 2022年

1. 発表者名 Erica Mina Okada
2. 発表標題 Luxury, Abstract Thinking and Guilt
3. 学会等名 Society of Consumer Psychology (国際学会)
4. 発表年 2020年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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