

**Sociability and Interdependent Self-construal on Consumer Choice for Group: A  
Moderated Mediation Model<sup>1</sup>**

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## Biographical Notes

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**Soochan Choi** is a Ph.D. student with a major in marketing at the University of Texas at El Paso. His primary research interest includes consumer behavior, particularly in the area of cultural diversity and identity. Soochan Choi earned a bachelor's degree in operations management from Ohio state university, a master's degree in management from middle Tennessee state university.

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# **Sociability and Interdependent Self-construal on Consumer Choice for Group: A Moderated Mediation Model**

## **Abstract**

In joint consumptions, people often make consumption decisions for their respective groups, where chosen products or services are jointly shared by the members of their groups. Although the phenomena of joint consumptions appear commonly in real life, the literature of consumer behaviors has mainly focused on choices for the self instead of choices for others. This paper focuses on identifying the influence of personality on consumer choices for others. Specifically, it studies the relationship between sociability and consumption choice for a group by examining the mediation role of sensemaking process (i.e., information and feedback seeking) and the moderated mediation role of interdependent self-construal. Our results show that individuals high on sociability are more likely to engage in group-oriented consumption decision making, while obtaining social satisfaction; such effects tend to be achieved via information and feedback seeking, as a channel of sensemaking. And, the influence of sensemaking is stronger for individuals who are low in interdependent self-construal. This research contributes to the consumer-behavior literature by examining individual differences and provides practical insights for managers, decision makers and marketers.

**Keywords:** Sociability, Interdependent self-construal, Sense-making, Consumer choice for others, Joint consumption

# **Sociability and Interdependent Self-construal on Consumer Choice for Group: A Moderated Mediation Model**

## **1. Introduction**

In social lives, people often make consumption decisions or consumer choices for their respective groups, where chosen products or services are jointly consumed by all members within their individual groups. Examples include selecting uniforms for a team to celebrate an annual event, choosing a sport activity to play with friends, and ordering foods for a lunch meeting. Joint consumptions are also commonly observed with leisure activities involving families and friends (e.g., restaurant visits, movie watching), community activities, and job-related events with coworkers.

Contrary to this recognized importance and wide-ranging appearance, the literature of consumer behaviors mainly focuses on choices for the self, rather than choices for groups (Liu, Dallas, & Fitzsimons, 2019; Polman & Emich, 2011; Wu, Moore, & Fitzsimons, 2019). Unlike consumption choices for the self, making decisions for groups is more complicated due to potential preference conflicts between the chooser (the consumption decision maker) and other group members. For example, when deciding on a field trip, the chooser needs to balance his own preference (e.g., an adventure at a national park) with those of his peers (e.g., a sightseeing tour in a big city). The shared nature of the eventually chosen product in such a joint consumption highlights the strong “social focus” and “relationship focus” (Wu, Moore, & Fitzsimons, 2019; Liu, Dallas, & Fitzsimons, 2019). As a simple way to achieve a sense of happiness and satisfaction, consumers have a cooperative orientation by nature (Fisher, Grégoire, & Murray, 2011; Staple & Koomen, 2005), and are willing to show care about others. Because joint consumptions affect interpersonal relationships (Fisher, Grégoire, & Murray, 2011) and shared consumption experiences (Deutsch,

1949), this study aims at two relationship-focused outcomes of joint consumptions: group-oriented consumer choices and social satisfaction.

Relating to these aims, personality psychology has found to be useful in explaining the heterogeneity in consumer preferences and predicting consumer choices (Boyce, Czajkowski, & Hanley, 2019). That is consistent with the prevalent themes in behavioral economics regarding non-rational decision making (Etzioni, 2011; Frederiks, Stenner, & Hobman, 2015; Ifcher & Zarghmamee, 2020; Thorgeirsson & Kawachi, 2013). It is also true for situations of joint consumptions, where individuals generally deviate from the assumptions of traditional economic theories with weighted costs, benefits, utilities, and payoffs as objectives. Indeed, psychology plays an important role in decision-making, such as normative social influences, concerns for others, intuitions, traits, among others (Frederiks, Stenner, & Hobman, 2015; Kahneman, 2003a, 2003b). As a result, psychological sources have been explored; new variables have been identified in behavioral economics in order to explain individual choices and motives underlying the choices (Pesendorfer, 2006).

On these considerations, we focus on two socially-focused personality dispositions: sociability and interdependent self-construal (a component of self-construal), to explain consumer social behaviors. This research proposes that these dispositions could jointly predict how group consumption choices are made by a few decision makers on behalf of others. In particular, sociability represents a person's motivation and ability to be with others (Asendorpf, 1990; Chen et al., 2019); whereas self-construal defines how individuals view themselves within contexts of their respective societies (i.e., the purpose of being with others), including both independent and interdependent self-construal (Markus & Kitayama, 1991). The former views self as an autonomous entity, targets at independent success, and needs to express one's own thoughts, which, in return, promote self-focused behaviors. As for the latter, it views self as an entity socially embedded in

groups. It gives rise to other-focused emotions and blurs the boundary between private interest and group interest, leading to group identity and other-focused behaviors (Xin, Yang, & Ling, 2017). The literature shows that each individual possesses both of these self-construal. For example, a person could be high in both independent and interdependent self-construal (Cross, Hardin, & Gercek-Swing, 2009, 2011; Gudykunst et al., 1996; Ren, Wesselmann, & Williams, 2013; Oetzel, 1998; Singelis, 1994; Xin, Yang, & Ling, 2017). In other words, these two types of self-construal lead respectively to different behaviors in social communities. That is, independent self-construal does not mean avoiding social behaviors and group-oriented decisions, but seeks to maintain individuality and possession of unique self-defining traits (Cross & Madson, 1997; Ren, Wesselmann, & Williams, 2013). Thus, this research limits its focus on interdependent self-construal only, and on the question of how interdependent self-construal affects group-focused behaviors in the context of joint consumptions.

We also propose that sensemaking serves as a channel to understand how individual differences shape consumption behaviors. Sensemaking represents “a process of social construction where individuals attempt to interpret and explain sets of cues from their environment” (Mattlis, 2005, p. 21). It includes two important elements: information- and feedback-seeking (Ashford & Black, 1996; Wanberg & Kammeyer-Mueller, 2000). They organically facility an individual’s learning and cognition. By exchanging information and making adjustments through feedback, an individual deals with uncertainty by forming social network(s), makes consumption decisions through rationality, and directs social behaviors toward his desired goals.

This study investigates how sociability and interdependent self-construal could simultaneously explain the decision-making process of a joint consumption and predict behaviors towards achieving more elevated social wellbeing. It offers two contributions. First, the literature pays little attention to an individual’s decision-making behavior of joint consumption on behalf of

others (Laran, 2010; Marchand, 2014; Wu, Moore, & Fitzsimons, 2019). To enrich this scant knowledge, this study serves as a springboard and sheds some light on understanding the complexity of group-consumption choices. Second, although there is a growing interest in understanding consumer behaviors from psychological perspective, research, specifically those on the combined role of varied individual characteristics, is still lacking with many theoretically and practically important questions unanswered (Huynh & Olsen, 2015).

The remainder of this paper is organized as follows. Section 2 presents the relevant literature and develops hypotheses. An overview of the studies is then introduced in the following section. Sections 4 and 5 describe the design of the survey, data collection procedure, validation of measures and hypothesis-test results of Studies 1 and 2. The paper is concluded in Section 6 with a summary, theoretical and practical implications, and a discussion on the limitations of current work and future research questions.

## **2. Theoretical Background and Hypotheses Development**

### **2.1 Sociability, group-oriented consumer choice, and social satisfaction**

There has been a growing interest in understanding personality mechanisms that shape social judgments (Brambilla, Rusconi, Sacchi, & Cherubini, 2011). Sociability has been identified as an important factor that affects individual behaviors in the social world (Leach, Ellemers, & Barreto, 2007). It concerns with the motivation and capability to initiate a social interaction, and pertains to personality traits, like friendliness, likeability, extraversion, that corporate and form social connections with others (Asendorpf, 1990; Brambilla, Rusconi, Sacchi, & Cherubini, 2011).

Sociability is an indicator of an individual's social warmth towards his groups (Aaker, Vohs, & Mogilner, 2010; Fiske, Cuddy, & Glick, 2007; Judd et al., 2005; Kervyn, Yzerbyt, Judd, & Nunes, 2009; Scott, Mende, & Bolton, 2013). It leads an individual to change behavior in order to

fit into his adopted group identity. When choosing products for a group consumption, the decision maker, who is high on sociability, is more likely to consider implications of his choices on others in order to attain recognition and popularity. That is, sociability is associated with a high level of social impact and social status in a peer group (Rubin et al., 1995). The need and wish of social identity influence the decision maker's thought and behavior when his self-interests are against those of others in the group. As a result, extensive social contact encourages such decision makers to make psychological adjustments to bring about positive outcome(s) even if it only favors their peers. These individuals may engage in informal and unstructured peer activities (Anderson & Hughes, 2009) to create a sense of interpersonal similarity. Thus, we expect that individuals with high sociability would have a greater propensity to engage in group-oriented consumption decision making.

H1a: Sociability is positively related to group-oriented consumer intention.

Unlike individual consumptions, evaluating a joint consumption involves a greater complexity with expected values determined by not only the consumed products but also the joint experience of the decision-making process. For example, even when the chosen product(s) for a group were not preferred by the selector, the enjoyable consumption experience of others might well invoke different feelings and assessments than consuming the product(s) alone (Marchand, 2014). Due to the emotional contagion effect, it is important to understand the social value of a joint consumption, stemming from a need to belong and desire to rate the consumed product(s) as the correct choice in the group (Raghunathan & Corfman, 2006).

Social satisfaction refers to the psychosocial aspects of a relationship and an evaluation of the experience with interaction peers (Geyskens & Steenkamp, 2000). The group an individual belongs to gives the person a sense of social belonging, pride and self-esteem (Tajfel & Turner,



1979). However, a relationship without frequent interaction may lead to partial, incomplete satisfaction (Baumeister & Leary, 1995). In choosing products for his group, the decision maker who is high on sociability is expected to exhibit a stronger motivation and ability to initiate social interaction with group members and engage in strengthening interpersonal relationships. He strives to be attentive to the consumption preferences of others, makes good impressions and obtains social acceptance from peers. Such efforts reduce the risk of problematic or unhappy consequences. This conclusion is consistent with Becchetti, Corrado, and Conzo (2017): sociability remarkably increases impact by around 12% probability of declaring a level of life satisfaction above the median. These arguments assist us to propose the following hypothesis:

H1b: Sociability is positively related to socially-focused satisfaction.

## **2.2 The mediation role of sensemaking**

Sensemaking is a critical organizational activity that influences an individual's identity, organizational decisions, and strategic changes (Pratt, 2000; Samdanis & Lee, 2019). It allows individuals to deal with uncertainty and ambiguity by creating rational accounts that feed decision making (Maitlis, 2005). Thus, sensemaking is not about evaluating the choice after a decision has been made; indeed, it is about the interplay between action and interpretation so that individuals can extract cues and make plausible senses (Weick, Sutcliffe, & Obstfeld, 2005). Therefore, we propose that sensemaking serves as a mechanism to link sociability and consumption choices for others.

As suggested by Ashford and Black (1996) and Wanberg and Kammeyer-Mueller (2000), the process of sensemaking involves both information and feedback seeking. The former results from actively acquiring information about a specific commodity for the purpose of developing the necessary knowledge. And, the latter originates from an intrinsic motivation to affiliate and to identify with peers, and to be socially accepted.

Different opinions from peers create uncertainties about what product represents the group preference. These uncertainties encourage decision makers to engage in sensemaking through understanding and structuring the unknown (Weick, Sutcliffe, & Obstfeld, 2005). Individuals who are high on sociability are publicly self-conscious and self-esteemed. They prefer to affiliate with others (Cheek & Buss, 1981). They are eager to develop relationships in order to acquire a sense of social belonging. A desire for interpersonal attachments is a fundamental human motivation and influences emotional patterns and cognitive processes of people. Hence, information and feedback provided by peers convey implicit messages that shape the social identity of those decision makers involved in group consumptions (Baumeister & Leary, 1995). Accordingly, these decision makers are more likely to initiate the acquisition of information and feedback to reduce uncertainties (Wanberg & Kammeyer-Mueller, 2000). Acquired information helps them know the commodities better in terms of their functionalities, prices, brands, transaction processes, after-sale services, and others. As a result, it reduces risks associated with the purchased items. At the same time, feedback tells the decision makers how they are viewed by their group members and leaders, while informing them about how to alter their decision behaviors in order to increase the chances of obtaining rewards. Hence, we propose that individuals who are high on sociability are more likely to seek information and feedback proactively.

After having sought the necessary information and feedback, the decision makers in situations of group consumption develop *cognitive control* (Bell & Staw, 1989). Such control allows these individuals to adaptively vary their consumption behaviors through appropriate perceptual adjustments, response biasing and the maintenance of contextual information (Ashford & Black, 1996; Botvinivk et al., 2001). By using cybernetic principles and information-feedback loops, decision makers scan the state of the environment and adjust accordingly depending on their goals in order to reduce potential mismatches (Inzlicht, Legault, & Teper, 2014). The decision makers

who are high on sociability are motivated to pursue after the goals of developing social connections with others, enhancing their images in their respective groups, and obtaining social approvals. Acquiring information and seeking feedback provide cues to direct their behaviors toward these desired goals (Payne & Hauty, 1955). Thus, these people are more inclined to harmonize different opinions and gain control over others by conforming to the expectations of peers and engaging in group-oriented purchasing behaviors.

Information- and feedback-seeking also have an inherently social nature because involved interaction with others and relational considerations might affect how individuals utilize the acquired information and feedback to improve future evaluations (Ashford & Cummings, 1983; Ashford & Tsui, 1991; Whitaker & Levy, 2012). Especially, in the context of team-work environment, such as joint consumptions, relational dispositions play an important role in that individuals keen to social interaction are more likely to inquire information and feedback, accept opinions from others, and apply them to improve performance (Wu, Parker, & de Jong, 2014). The social component in this sensemaking process encourages individuals to improve their socially-oriented self-evaluations and gain higher levels of socially-focused satisfaction.

The above arguments suggest that individuals who are high on sociability have more intention to seek feedback and information; so, they are more likely to engage in group-oriented purchases and achieve higher levels of social satisfaction. That is, we propose the following hypotheses:

H2: Information seeking mediates the relationship between sociability and (a) group-oriented consumer intention and (b) socially-focused satisfaction.

H3: Feedback seeking mediates the relationship between sociability and (a) group-oriented consumer intention and (b) socially-focused satisfaction.

### **2.3 The moderated mediation role of interdependent self-construal**

Interdependent self-construal refers to ways in which individuals define themselves in terms of relationship and think of themselves as embedded in the larger social world (Cross & Madson, 1997). We propose that interdependent self-construal affects the strength of positive relationship between sociability and sensemaking in such a way that a low (or high) level of interdependent self-construal causes an amplifying (or weakening) effect on this positive link.

In particular, from a self-motive perspective, there are two primary research streams that examine the antecedents of information- and feedback-seeking behaviors. One focuses on individual characteristics, such as personalities, attitudes, emotions, self-efficacy and other social, psychological traits (Anseel et al., 2015; Anseel, Lievens, & Levy, 2007). The other is to apply cost-benefit comparison analysis as the theoretical rationale to explain the emergence of these behaviors. Specifically, individuals make conscious assessments of the costs and values involved in the sensemaking needed for materializing their goals and regulating their behaviors (Anseel et al., 2015; Sung et al., 2019). According to the seminal work of Ashford and Cummings (1983), there are three types of costs involved in seeking feedback and creating information: effort costs, face-loss costs, and inference costs. A trade-off between costs and benefits is inevitable and becomes a primary motive for a person to acquire information and feedback (Sung et al., 2019). The costs might diminish the value of information- and feedback-seeking efforts (de Luque & Sommer, 2000).

Individuals who are high in interdependent self-construal define themselves in terms of close relationships to others; thus, they view their social roles and group memberships as central to their sense of self (Giacomin & Jordan, 2017). Their associations with their social groups are constantly justified by reading the meanings and signs in the environment while not taking things personally. These people also have high tolerance for group disagreement because of the

importance of social connections and social obligations. Their relationship with significant others might exert greater impacts on their self-concept and self-esteem (Baldwin, 1992). Gómez, Seyle, Huici, & Swann (2009) further suggest that when personal self-views are associated with a group membership, individuals strive to verify collective identities, and such desire can transcend the self-other barrier. Accordingly, they might perceive the possible cost of information- and feedback-seeking (e.g., the necessary effort for the inquiry, losing face for disrupting the harmony of a relationship, the potential for interpretation error) to be high, given the benefit. Therefore, considering necessity and costs, individuals who are high in interdependent self-construal would not intensively engage in information and feedback seeking. This end is in line with Oetzel (1998), where individuals high in interdependent self-construal are more likely to avoid, oblige, and compromise conflicts to maintain harmony and cooperation with peers. In addition, they would concern primarily with the reactions of their partners, while exhibiting high levels of cooperation (Utz, 2004).

By combining with the previous hypotheses, we thus further propose a moderated mediation relationship: the mediation effect is weaker for individuals with high interdependent self-construal. This end can also be explained by the dual-process theory, which is widely applied in decision making, cognitive psychology, individual differences and sociology (Evans, 2003; Evans & Stanovich, 2013).

Dual-process theory posits that there are two distinct cognitive systems that underlie the processes of thinking and reasoning, known as System 1 (intuition) and System 2 (reasoning), according to Daniel Kahneman, a 2002 Nobel Laureate and behavioral economist. System 1 processes intuitive thought that tends to be fast, automatic, effortless, and often emotionally charged. System 2 deals with reasoning thought that tends to be slower, serial, effortful, and deliberately controlled (Kahneman, 2003b). According to Kahneman and Frederick (2002), System

1 quickly and automatically provides intuitive proposals to solve problems, and System 2 deliberately evaluates these proposals and makes the final judgment of whether to reject, accept or modify them. Although System 1 is more primitive than System 2, it has been traditionally believed that final decisions are likely to be anchored in initial impressions generated in System 1 and the individual difference is one of the determinants of such decisions (Kahneman & Frederick, 2002, Kahneman, 2003a). And it is found recently that System 1 might dominate thoughts and behaviors under System 2's monitoring and controlling (Lakeh & Ghaffarzadegan, 2016; Thorgeirsson & Kawachi, 2013).

Based on this rationale, sociability and interdependent self-construal play an important role in System 1 of making the intuitive judgement in a joint consumption setting. Because individuals high in interdependent self-construal view group membership as central to their sense of self (Giacomin & Jordan, 2017) and maintain group harmony as signs of maturity (Cross, Hardin, & Swing, 2009), they make quick, intuitive and emotional responses to given situations by following their group memberships in System 1. Especially, as their ability to be with others (i.e., sociability) strengthens (i.e., congruence between sociability and high interdependent self-construal), they tend to increasingly use heuristic processes (System 1) rather than analytic ones (System 2) to accept intuitive responses, derived from group preferences in their final decision making. In other words, they gradually become less motivated to seek information and feedback, but still like to engage in group-oriented purchasing behaviors to gain higher levels of social satisfaction. In the contrast, individuals low in interdependent self-construal tend to demonstrate a certain degree of uniqueness and personal values to their respective groups. These individuals tend to use their reasoning model of thinking in System 2 when they face a more challenging or novel situation (Lakeh & Ghaffarzadegan, 2016). Thus, they are more likely to engage in sensemaking (i.e., feedback and information seeking) in their reasoning system. And, they then communicate their findings with

their respective groups and develop good social networks. Taking these discussions together, we propose:

H4: Interdependent self-construal moderates the mediating effect of information seeking on the relationship between sociability and (a) group-oriented consumer intention and (b) socially-focused satisfaction, such that the indirect effect is stronger for situations of low interdependent self-construal than those of high interdependent self-construal.

H5: Interdependent self-construal moderates the mediating effect of feedback seeking on the relationship between sociability and (a) group-oriented consumer intention and (b) socially-focused satisfaction, such that the indirect effect is stronger for situations of low interdependent self-construal than those of high interdependent self-construal.

In sum, this study examines the correlation and causal relationships of personality dispositions with group-oriented consumer behaviors and socially-focused emotions in the context of joint consumption. In particular, we present a moderated mediation model by positioning sensemaking (i.e., feedback seeking and information seeking) as a mediator of sociability effects on group-oriented consumer intention and social satisfaction, and interdependent self-construal as a moderator of such effects. A conceptual framework is described in Figure 1.

[Insert Fig.1 about here.]

### **3. Overview of Studies**

We quantitatively examined the above hypotheses with data collected through a survey questionnaire. Study 1 tested our hypotheses in the context of purchasing annual T-shirts for all group members. Considering the representativeness of the scenario and the generalizability of the results, Study 2 was designed with a different joint-consumption setting, where participants were

responsible for deciding a place to live (hotel vs. cabin) for their annual group travel. In both studies, a confirmatory factor analysis (CFA) was conducted to test construct validity and reliability, while the common method variance problem was examined. Then, a SEM approach was used to test the hypotheses.

## **4. Study 1**

### **4.1 Sample and procedure**

This research was conducted at large public universities in five US states: Texas, California, Pennsylvania, Mississippi and Illinois, representing the south, west, east and middle of the country. This geographical distribution was chosen to reduce regional disparities, if any, in the present study and to increase the potential generalizability of our findings. With professors' permission, the research team explained the objectives of this study and promised the participants anonymity and confidentiality. Of the 1017 undergraduate and graduate students, 599 completed the questionnaire (58.9%) in exchange for extra credits. After deleting missing data, we obtained valid data from 572 participants (return rate = 56.2 %). They were 27.5 years old on average, 24.5% male, with 6.56 years of working experiences ( $SD = 7.87$ ). Thus, participants had enough experiences of dealing with social disposition-related constructs and group-consumption behaviors. Table 1 provides the details of the sample's demographics.

[Insert Table 1 about here.]

In the first section of the survey, participants were asked to evaluate their own characteristics of sociability and self-construal, then retrieve their past/current experiences of social organizations and write down the name of an organization to increase actualization. After that, a hypothetical scenario was given under which participants were responsible for purchasing t-shirts for their fictitious, imaginary groups. Participants were presented with two t-shirt designs and the



following instruction: “Imagine that in the social organization you mentioned before, you are responsible for purchasing annual t-shirts for all members. Now you have two design options below. Which one of the t-shirt options would you like to purchase for your group? Please give us two reasons why you chose the design.” After participants made a choice and wrote down their reasons, they clicked on a continue button to advance to the next computer screen which showed a situation of choice conflicts between the participant, as the decision maker for his group, and group members. In this regard, we let participants read the following statement: “Imagine that other group members prefer to purchase the other type of shirts, which is different from your preference. How would you handle this generally?” Then, participants were asked to give their opinions about information seeking and feedback seeking. Further, participants were requested to consider the situation where the majority of group members *strongly* like the other design, and they were asked to specify the likelihood for them to change their own choices. Finally, questions about group-oriented shopping intention and social satisfaction were given. The last section of the survey gathered the participants’ demographic information, such as gender, age, working experience and ethnic origin.

## **4.2 Measures**

We used 7-point Likert scales with 1 (“strongly disagree”) and 7 (“strongly agree”) as scale anchors for measures. All measurement items are displayed in Appendix.

**4.2.1 Sociability.** Sociability was measured by using the five-item scale developed by Cheek and Buss (1981). A high level of sociability signifies a strong tendency to affiliate with others and to prefer being with others.

**4.2.2 Feedback Seeking.** Feedback seeking was measured by using the four-item scale developed by Ashford and Black (1996) to assess the extent to which participants seek feedback

during and after purchase and solicit critiques from their leaders and co-workers. This scale has been well used in the fields of consumer behavior, psychology and organization behavior (Gruman, Saks, & Zweig, 2006; Kim, Cable, & Kim, 2005; Wanberg & Kammeyer-Mueller, 2000). All these empirical studies consistently demonstrated the validity of this scale.

**4.2.3 Information Seeking.** Information seeking was measured by modifying the scales developed respectively by Yang, Wang and Murali (2015) and Bearden, Netemeyer, and Teel (1989). Three items were re-worded to assess the extent to which participants seek out information about their purchased items.

**4.2.4 Group-oriented consumer intention.** A new three-item scale was generated to measure group-oriented purchase intention. First, a pool of items was gathered from the literature on consumer intention. Then we discussed measures, re-structured to the context of consumption decisions for groups, and developed three items. In order to ensure content and face validity, two professors at the college of business at a major university were invited to evaluate if these items represent desired facets at an adequate level and point out vague wordings, redundant words and awkward phrases. A pilot study was conducted using the modified instrument in an MBA online class with 54 students. Thirty-nine of them completed the online survey in exchange for course credits. A follow-up announcement was posted in Canvas to encourage discussion and feedback. Based on the results of factor analysis of the pilot study, all three items remained in the questionnaire.

**4.2.5 Socially-focused satisfaction.** The same procedure as described above was used to develop the measurement instrument. Based on comments made by academicians, the rotated factor loading results of the pilot study, and the follow-up online discussion, two initially identified items were removed (i.e., “I am likely to consult with others when I purchase products for my group in the

future”, and “If I had to do it all over again, I would behave differently to purchase products for my group”). Finally, a four-item scale was developed to measure socially-focused satisfaction.

**4.2.6 Interdependent self-construal.** Interdependent self-construal was measured by using the self-construal scale (SCS) developed by Singelis (1994). This SCS is one of the most well-known measures of self-construal and has been used in numerous top-tier journal publications (Mass et al., 2019; Steinmetz, & Mussweiler, 2017; Song & Lee, 2013; Xin, Yang, & Ling, 2017). It is reported that independent self-construal and interdependent self-construal are orthogonal and coexist in individuals. For example, an individual could be both high in independent and high in interdependent self-construal (Cross, Hardin, & Gercek-Swing, 2011; Gudykunst et al., 1996; Lam, 2006; Oetzel, 1998; Pusaksrikit & Kang, 2016; Singelis, 1994; Xin, Yang, & Ling, 2017). Consistent with this claim, we adapt the 12-item scale for the measurement of interdependent self-construal developed by Singelis (1994).

**4.2.7 Control variables.** Participants’ gender, working experience, education and ethnic origin were included as control variables. Yang, Chartrand and Fitzsimons (2015) suggest that participants’ gender is an important factor for consumer accommodation and joint consumption. Working experience affects how individuals behave in situations of conflict (e.g., Dholakia, Gopinath, Bagozzi, & Natarajan, 2006). Moreover, an individual’s background of education affects his social affiliation and interaction with others (Côté et al., 2017), and consumption decision-making (Kim, Ferrin, & Rao, 2008). Lastly, ethnic origin has a significant impact on how consumptions are shared (Gainer, 1995).

### **4.3 Measures validation**

The factor structure of the measures was tested by using a CFA which includes all the indicators.

The SAS software was used to perform a SEM on the measurement model. As suggested by

Vandenberg and Lance (2000) and Gentina, Tang, and Gu (2018), the following criteria were used for configural (factor structure) invariance (passing 4 out of 5 criteria): (1) chi-square and degrees of freedom ( $\chi^2/df < 5$ ), (2) root mean square error of approximation ( $RMSEA < .08$ ), (3) standardized root mean square residual ( $SRMSR < .10$ ), (4) comparative fit index ( $CFI > .90$ ), and (5) non-normed fit index ( $NNFI > .90$ ). Our six-factor model fitted the data reasonably well:  $\chi^2 = 1188.84$ ,  $df = 419$ ,  $p < .0001$ ,  $RMSEA = .06$ ,  $SRMR = .05$ ,  $CFI = .91$ ,  $NNFI = .90$ . The internal consistencies of all variables were acceptable, because both Cronbach's alphas and composite reliability (CR) were all greater than .70 (Appendix 1) (Fornell & Larcker, 1981). Convergent variability was examined by measuring factor loadings on each construct. In this study, all factor loadings were significant at the .0001 level (Anderson & Gerbing, 1992), and the average variance extracted (AVE) are all above the 0.50 cut-off value except for interdependent self-construal with a value of .44 (Appendix 1). As suggested by Fornell and Larcker (1981) and Malhotra and Dash (2011), AVE is a more conservative and strict measure than CR; and the convergent validity could be concluded as adequate on the basis of CR alone even though more than 50% of the variance is due to error. Past studies also reported low AVE values of self-construal (de Araujo Gil, Leckie, & Johnson, 2016).

To assess discriminant validity, we compared the 31-item, 6-factor reflective measurement model with 31-item, 1-factor model by using a Chi-square difference test (31-item, 1-factor model:  $\chi^2 = 5659.04$ ,  $df = 434$ ,  $p < .0001$ ,  $RMSEA = .16$ ,  $SRMR = .15$ ,  $CFI = .40$ ,  $NNFI = .35$ ; 31-item, 6-factor model:  $\chi^2 = 1188.84$ ,  $df = 419$ ,  $p < .0001$ ,  $RMSEA = .06$ ,  $SRMR = .05$ ,  $CFI = .91$ ,  $NNFI = .90$ ). The 31-item, 6-factor model fitted better than 31-item, 1-factor model:  $\Delta\chi^2 = 4470.20$ ,  $\Delta df = 15$ ,  $p < .0001$ . In addition, as shown in Table 2, the square root of AVE is greater than the correlation between constructs (Fornell & Larcker, 1981). Thus, discriminant validity was confirmed.

[Insert Table 2 about here.]

#### 4.4 Scale generalizability: Cross-gender stability check

We conducted the equality of structure check because of a highly female dependent sample (75.5%) in the current study (Kim & Kim, 2018). Configural (factor structure) invariance for male and female were tested ( Male:  $\chi^2 = 741.30$ ,  $df = 419$ ,  $p < .0001$ , RMSEA = .07, SRMR = .07, CFI = .86, NNFI = .84; Female:  $\chi^2 = 1067.80$ ,  $df = 419$ ,  $p < .0001$ , RMSEA = .06, SRMR = .05, CFI = .90, NNFI = .89). For metric (factor loading) invariance, we compared unconstrained and constrained models by using a multi-group confirmatory factor analysis (MGCFA). For the constrained model, all factor loadings were set to be equal between male and female groups. Metric invariance was achieved because there was no significant difference between the two models ( $\Delta CFI/\Delta RMSEA \leq .01$ ) (Cheung & Rensvold, 2002; Gentina, Tang, & Gu, 2018). That is, we demonstrated similar factor structures and factor loadings of scales cross male and female groups.

#### 4.5 Common method variance (CMV)

As suggested by Tang et al. (2018) and Podsakoff, Mackenzie, Lee, and Podsakoff (2003), we examined the common method variance (CMV) problem in two steps. First, Harman's Single Factor method was used to load all 31 items into an exploratory factor analysis and examine the unrotated solution to account for the majority of the variance due to a single factor. Our results showed 8 factors with eigenvalue greater than one. The amount of variance explained by them were respectively 25.7% (below the threshold of 50%), 11.6%, 8.9%, 6.0%, 5.6%, 3.9%, and 3.7%. Second, the measurement model involving all constructs *with* the addition of a common latent factor did not significantly improve the fit over our measurement model *without* a CMV factor:  $\Delta CFI$

= .00 and  $\Delta RMSEA = .00$ , respectively. That offered evidence for that common method bias was not a concern in the current study.

#### 4.6 Results

A SEM approach was used to test the hypotheses by using Proc Calis procedure in SAS software. To avoid multicollinearity, we group-mean centered sociability, information seeking, and feedback seeking. The results of the hypothesis test were summarized in Table 3.

[Insert Table 3 about here.]

In testing H1, sociability was positively related to group-oriented consumer intention ( $\gamma = .17$ ;  $t = 4.24$ ,  $p = .0000$ ), and socially-focused satisfaction ( $\gamma = .10$ ;  $t = 2.37$ ,  $p = .0180$ ). Thus, H1(a) and (b) were supported. Further, the mediation relationship was examined by calculating the indirect effects of the model. H2 (a) and (b) were validated because information seeking mediated the positive relationship between sociability and (a) group-oriented consumer intention ( $\beta = .0953$ ,  $p = .0011$ ), as well as (b) socially-focused satisfaction ( $\beta = .0740$ ,  $p = .0013$ ). Similarly, H3(a) and (b) were also supported because feedback seeking mediated the positive relationship between sociability and (a) group-oriented consumer intention ( $\beta = .1367$ ,  $p = .0000$ ), as well as (b) socially-focused satisfaction ( $\beta = .1271$ ,  $p = .0000$ ).

To test the moderated mediation effects, as suggested by Hayes and Rockwood (2017), we divided interdependent self-construal into three levels based on the rule ( $\mu \pm \sigma$ ), and defined the low ( $\leq \mu - \sigma$ ) and high ( $\geq \mu + \sigma$ ) levels, separately. As shown in Table 3, the indirect effect of sociability on group-oriented consumer intention via information seeking was stronger for individuals with low interdependent self-construal ( $\beta = .1569$ ,  $p = .0102$ ) than those with high interdependent self-construal ( $\beta = .0570$ ,  $p = .4639$ ). The difference in the indirect effects was significant ( $\Delta\beta = .0999$ ,  $p = .0081$ ). Thus, H4(a) was supported. Similarly, the indirect effect on socially-focused satisfaction

was stronger for low- than for high- interdependent self-construal with significant difference ( $\Delta\beta = .1028$ ,  $p = .0069$ ). Thus, H4(b) was also supported. Finally, H5(a) and (b) were confirmed because the low interdependent self-construal had stronger indirect effect via feedback seeking on the relationship between sociability and (a) group-oriented consumer intention ( $\Delta\beta = .0441$ ,  $p = .0287$ ), and (b) socially-focused satisfaction ( $\Delta\beta = .0617$ ,  $p = .0260$ ).

## **5. Study 2**

Regarding the representativeness of our scenario and the generalizability of our results, Study 2 was conducted to replicate the findings from Study 1 by using a different joint-consumption setting. In this case, participants were responsible to arrange an annual travel to a state park for their social organization and decide a place to live (hotel vs. cabin).

### **5.1 Sample and procedure**

Data were collected from public universities located in four US states: Texas, California, Mississippi and Illinois. Of the 859 undergraduate and graduate students this study reached, 288 completed the questionnaire (33.5%). After deleting all missing data, we obtained valid data from 275 participants (return rate = 32.0 %). These participants were 26.5 years old on average, 48.7% male, with 6.08 years of working experiences ( $SD = 7.46$ ).

Similar to Study 1, we adopt the identical scale items to design the questionnaire with a different joint consumption setting. In this case, each participant was requested to write down the name of his organization to increase a sense of actualization. Then, a hypothetical scenario was given with two pictures, one is the traditional two-bed hotel room and the other is the family-style cabin. The following instruction was presented: “Imagine that in the social organization you mentioned before, you are responsible for arranging an annual travel to a state park for all

members. It is time for you to decide where to live as below (hotel vs. cabin). Which one of the places would you like to stay during the travel for all members of your organization? Please give us two reasons why you chose the place.”

## **5.2 Measures validation and results**

We followed the same procedure as outlined before to distribute the questionnaire, examine the measurement structure and test hypotheses. CFA results showed that our six-factor model fitted the data reasonably well:  $\chi^2 = 911.14$ ,  $df = 419$ ,  $p < .0001$ , RMSEA = .06, SRMR = .06, CFI = .90, NNFI = .90. The internal consistencies of all variables were acceptable because both Cronbach’s alphas and composite reliability (CR) were all greater than .70 (Appendix 1). The convergent validity was also acceptable, because all factor loadings were significant at the .0001 level and AVE was summarized in Appendix 1. In addition, the discriminant validity was confirmed, where the 31-item, 6-factor reflective measurement model fitted better than 31-item, 1-factor model, by a Chi-square difference test ( $\Delta\chi^2 = 2209.44$ ,  $\Delta df = 15$ ,  $p < .0001$ ). Common method bias was not a concern, because the measurement model involving all constructs *with* the addition of a common latent factor did not significantly improve the fit over our measurement model *without* a CMV factor ( $\Delta CFI = .01$ , and  $\Delta RMSEA = .00$ ). Finally, the results of our hypothesis test were summarized in Table 4, which showed supports for H1-H5.

[Insert Table 4 about here.]

## **6. Discussion and Conclusion**

The topic of consumer choice for others has steadily attracted an increasing amount of attention (Wu, Moore, & Fitzsimons, 2019; Liu, Dallas, & Fitzsimons, 2019; Marchand, 2014); and the importance of using personality psychology to the understanding of decision making processes has



been realized (Lauriola & Levein, 2001). Riding on these developments, the present research develops such a model that centers around the effects of individual differences on consumer choice for a group by combining the aforementioned research interests. Specifically, this study examines how a decision maker's sociability could affect his joint consumption choices for others and how his consumption intention and satisfaction are shaped by his self-construal (i.e., how an individual thinks himself within a society). Within this model, sensemaking facilitates the learning and cognition process of the decision maker.

Three conclusions can be drawn from this model. First, the higher an individual's sociability, the more likely he will choose peer-preferred products or services and consequently obtain relevant degree of social satisfaction (i.e., the direct effect). Second, the effects of sociability on these outcomes are materialized through sensemaking (i.e., the mediation effect), indicating that sensemaking could be a mechanism to explain this behavior intention.

Third, the influence of sensemaking is stronger for an individual with low interdependent self-construal than one with high interdependent self-construal (i.e., the moderated mediation effect). Although previous research had examined the combined role of self-construal and other context variable on joint-consumption choice (Wu, Moore, & Fitzsimons, 2019), this study investigated the joint effect of two personalities from a different perspective (i.e., interdependent self-construal and sociability). Our results showed that an individual with high interdependent self-construal and sociability is more likely to rely on intuitive processes, instead of cognitive processes, to avoid uncertainty when making choices for others. In other words, when balancing his own preference with peers' preferences, a decision maker with high sociability and high interdependent self-construal is able to select the product or service preferred by his group without the need to frequently seek for information and feedback, because of his strong motivation and ability to develop relationship as well as his desire to represent himself as a member of the group (i.e., social

identity). This result is also in line with the current literature on self-construal, which suggests that self-construal originated with self-processes and moved beyond cognitive processes to interpersonal and social behaviors (Au & Lam, 2017). Together, this study provided several theoretical and practical implications.

## **6.1 Theoretical implications**

This work contributes to the existing literature majorly in several ways. First, it lays some necessary conceptual and empirical groundwork that advances the knowledge about the consumer choice for others or joint consumption behaviors. Joint consumption commonly exists in reality. For example, 55% of consumers make joint consumption choices more than three times a month and 20% make such choices more than three times a week (Wu, Moore, & Fitzsimons, 2019); more than 90% of people visit a movie theater with others (Hennig-Thurau, Marchand, & Marx, 2012). However, the majority of the literature has only examined consumption decisions for self and a romantic partner or a close friend, where both parties get together to make a choice collaboratively (e.g. decisions in couples, households and experimentally assigned pairs) (Wu, Moore, & Fitzsimons, 2019). Little attention has been paid to understand how choices for others are made by a decision maker unilaterally. To enrich the scant literature in this regard, our model was developed based on a more general situation where information and feedback provided by peers are considered and the final choice is made unilaterally by an individual.

Second, by examining how sociability and self-construal jointly affect an individual's consumer choice for a group, this work provides a new, while very realistic, angle and a series of empirical evidences to support Thorgeirsson and Kawachi's (2013) postulate of behavioral economics: a consumer's purchasing decision does not solely depend on the economic value of a product. At the same time, a recent growing research interest in behavioral economics is to apply

individually different personalities (Boyce, Wood, & Ferguson, 2016) to obtain valuable insights into decision making practices (Moore et al., 2018). Such uncertainties in individual personalities were examined as an important factor in behavioral economics (Yu, Cheung, & Huang, 2016). In light of this growing trend, this study enriches the understanding, at least empirically, of how personality could either directly or indirectly shape consumer decision-making behaviors.

## **6.2 Practical implications**

The practical implications of this study are equally clear. Having knowledge regarding how to make choices for groups, decision makers, leaders and marketers benefit from different perspectives by determining what strategies might work. For the decision maker situated in a joint consumption setting, he can effectively resolve the problem of conflicting preferences of his peers, while improving or maintaining their emotional wellbeing. For an organization leader, he can better understand his team dynamics and individual motivations, a theoretical exploration of which can be found in Forrest (2018, Chapter 19) and Forrest et al. (2020, Chapters 7 and 8). That can surely help the organization develop a healthy corporate culture. And finally, for marketers, they can better communicate with their customers, identify their needs, provide targeted customer values, and generate customer loyalty (Forrest et al., 2021).

To be an effective decision maker, faced with conflicting consumption preferences, an individual should develop a set of strategies to balance his own interest with those of his peers. For example, a strategy of compromise could be used to balance the needs of all involved individual consumers. When deciding what foods to order for a lunch meeting with two colleagues, one person could choose a salad, a second person could choose a desert, and the organizer of the event makes choice among other available items. As a result, they, as a team, can build and maintain team harmony at work. In addition, this study shows that personality is related to social satisfaction when

making consumption choices for a group. The decision maker could improve his social skills by listening to others, and enjoy greater pleasure and pride in developing close relationship with other individuals and groups. By doing so, decision makers would be able to create more opportunities for happiness, earn the respect of other people, while advancing their careers.

To be an effective marketer, an individual should know his customers including their personalities, provide customers with opportunities of communication, and understand customer needs (Eggert et al., 2018; Chiang & Li, 2010). Our study suggests that personality is an important influencer of joint consumptions with information and feedback seeking as a channel to improve social satisfaction and the chance of making optimal group-oriented choices. This research sheds light on why marketers should proactively engage in communication to help facilitate consumer's process of sensemaking (Eggert et al., 2018; Forrest et al., 2021). To do so requires a marketer to be empathetic, build personal relationships, and care about his consumer's emotional wellbeing. Especially, from the perspective of behavioral economics, when communicating with consumers, a marketer not only should introduce a product's features, functionalities and its economic values/advantages, but also need to consider consumers' social needs within their respective organizations, as well as their psychological motives that are rooted in their individually different personalities.

Finally, this research also has important implications for organization leaders in the context of joint consumptions. Our study indicates that sociability and self-construal jointly influence consumption choices for others. When an organization attempts to promote the sense of belonging via team-building activities or others, such as appreciation events, holiday parties, business dinners, and incentive trips, a leader should let an individual high on sociability make consumption choices for peers. If this person is also high in interdependent self-construal and desires to represent himself as a member of the organization, he is more likely to please his peers through choosing the products

or services preferred by his peers even without seeking additional information and feedback. Otherwise this person should be encouraged to communicate with his peers before making a choice for the group. The organization leader should create a communication platform, encourage exchanges of ideas and learning from each other, and make information public in the workplace (Lau, Li, & Okpara, 2020). Doing so increases the tendency of making choices that are aligned with the group preference. In particular, encouraging open communication is an effective way to develop good relationships and to achieve high levels of social satisfaction.

### **6.3 Limitations and future research**

The results of our study should be interpreted in light of the following limitations. This paper mainly focuses on the influence of interdependent self-construal on consumption choices for others. It has been reported that independent self-construal and interdependent self-construal are orthogonal (Cross, Hardin, & Gercek-Swing, 2011; Gudykunst et al., 1996; Oetzel, 1998; Singelis, 1994). That means that these construals may lead to different joint consumption behaviors. For example, independent self-construal may result in impulsive consumption choice intention. In order to understand the influence of self-construals comprehensively, additional research, involving both independent and interdependent self-construal, will be necessary. Another limitation involves the scale development of the group-oriented consumer intention and socially-related satisfaction. In order to better understand the relationship-focused outcomes of joint consumptions, a more rigorous development process of scales should be conducted.

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# Appendix 1. Construct scales, factor loadings, average variance extracted, composite reliability and Cronbach's alphas

Measures	Study 1				Study 2			
	$\lambda$	AVE	CR	$\alpha$	$\lambda$	AVE	CR	$\alpha$
Sociability (Cheek, & Buss, 1981)		.65	.90	.90		.67	.91	.91
(1) I like to be with people.	.85				.86			
(2) I welcome opportunities to mix socially with people.	.85				.86			
(3) I prefer working with others rather than alone.	.77				.76			
(4) I find people more stimulating than anything else.	.83				.84			
(5) I would be unhappy if I were prevented from making many social contracts.	.72				.76			
Feedback seeking (Ashford & Black, 1996; Gruman & Saks, 2011)		.66	.88	.89		.70	.90	.90
(1) During the process of making a choice for my group, I intend to seek out feedback from my group actively.	.84				.87			
(2) During the process of making a choice for my group, I intend to ask for my leader's opinion actively.	.84				.87			
(3) After I make a choice for my group, I would like to seek feedback from my group members actively.	.82				.83			
(4) After I make a choice for my group, I would like to solicit critiques from my group leader.	.74				.77			
Information seeking (Yang, Wang, & Mourali, 2015; Bearden, Netemeyer, & Teel, 1989)		.71	.88	.88		.74	.89	.89
(1) If I am not sure the properties of a particular item, I am likely to consult with my group.	.85				.90			
(2) If I am not sure the price of a particular item, I am likely to consult with my group.	.87				.86			
(3) I frequently gather information from my group about their preferences.	.80				.81			

**Appendix 1. Construct scales, factor loadings, average variance extracted, composite reliability and Cronbach's alphas (continued)**

Measures	Study 1				Study 2			
	$\lambda$	AVE	CR	$\alpha$	$\lambda$	AVE	CR	$\alpha$
Interdependent self-construal (Singelis, 1994)		.44	.89	.82		.45	.90	.86
(1) I have respect for the authority figures with whom I interact.	.80				.83			
(2) It is important for me to maintain harmony within my group.	.74				.78			
(3) My happiness depends on the happiness of those around me.	.76				.84			
(4) I would offer my seat on a bus to my professor.	.60				.55			
(5) I respect people who are modest about themselves.	.69				.66			
(6) I will sacrifice my self-interest for the benefit of the group I am in.	.52				.54			
(7) I often have the feeling that my relationships with others are more important than my own accomplishments.	.80				.69			
(8) I should take into consideration my parents' advice when making education/career plans.	.41				.40			
(9) It is important to me to respect decisions made by the group.	.55				.59			
(10) I will stay in a group if they need me, even when I am not happy with the group.	.77				.83			
(11) If my group fails, I feel responsible.	.48				.56			
(12) Even when I strongly disagree with group members, I avoid an argument.	.72				.63			
Group-oriented consumer intention		.58	.81	.81		.63	.83	.83
(1) I intend to listen to my group during the group shopping.	.84				.86			
(2) I intend to follow other's opinion during the group shopping.	.70				.77			
(3) I am willing to purchase for my group again.	.74				.74			
Socially-focused satisfaction		.74	.92	.92		.73	.91	.91
(1) I am pleased with the shirt provided by the organization.	.81				.81			
(2) I am likely to share my experience with others.	.82				.83			
(3) I think that I did the right thing when I recommended my choice to my group.	.91				.88			
(4) For the effort involved, I think it is worthwhile.	.89				.89			

Fig. 1 Conceptual Model

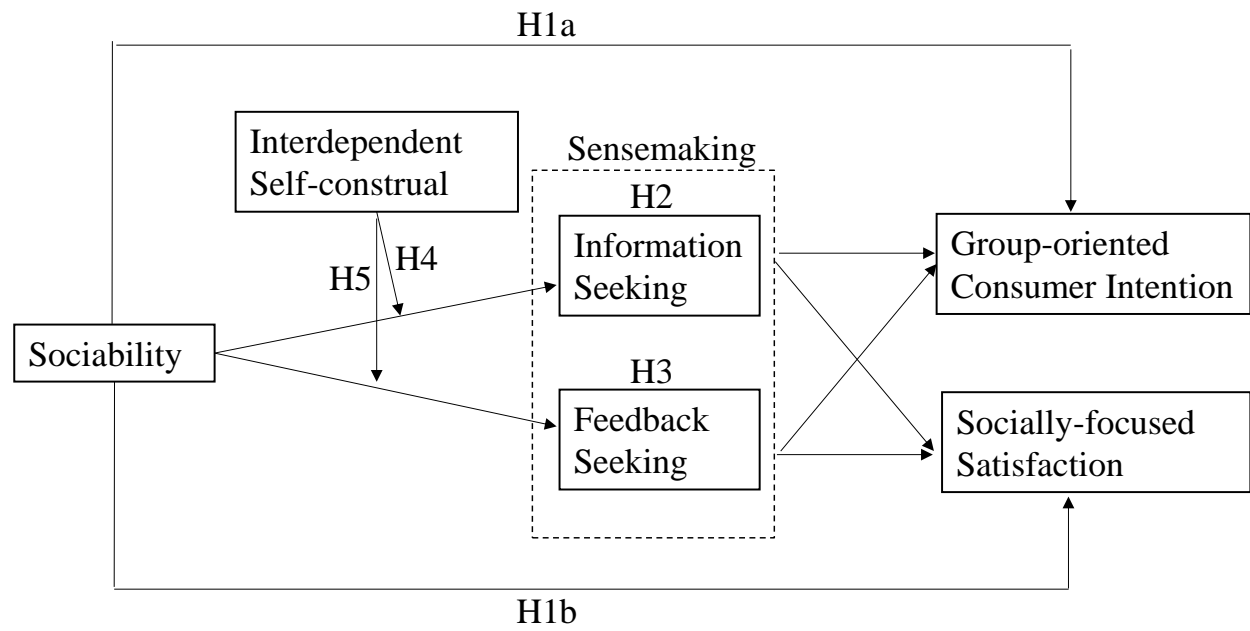




Table 1 Demographic Profile of Participants

Demographic variable	Categories	Frequency	Percent
Gender	Male	140	24.5%
	Female	432	75.5%
Working experience	0 – 3 years	232	40.6%
	More than 3 years – 7 years	182	31.8%
	More than 7 years	158	27.6%
Age	20 or younger	48	8.4%
	21 – 30	374	65.4%
	31 – 40	100	17.5%
	41 – 50	31	5.4%
	51 or older	19	3.3%
Ethnic origin	White	246	43.0%
	Black or African American	119	20.8%
	American Indian or Alaska Native	6	1.1%
	Asian	65	11.4%
	Native Hawaiian or Pacific Islander	2	0.3%
	Hispanic or Latin American	112	19.6%
	Others	22	3.8%
Current education level	Undergraduate	408	68%
	Master's/MBA	186	31.1%
	Ph.D.	5	0.9%

Table 2 Means, Standard Deviations, Square root of AVE and Correlations among Major Variables

Variable	Mean	SD	1	2	3	4	5	6	7	8	9
1. Sociability	4.92	1.34	(.81)								
2. Information Seeking	5.62	1.07	.13**	(.84)							
3. Feedback Seeking	5.77	.96	.26**	.44**	(.81)						
4. Interdependent Self-construal	5.28	.79	.28**	.17**	.29**	(.66)					
5. Group-oriented Consumer Intention	5.45	1.05	.17**	.58**	.41**	.30**	(.76)				
6. Socially-focused Satisfaction	5.68	.97	.10*	.48**	.40**	.17**	.38**	(.86)			
7. Gender	.76	.43	-.11*	.14**	.04	-.08	.06	.14**			
8. Working Experience	6.56	7.87	-.05	.05	.09*	-.11*	.02	-.01	.14**		
9. Education	2.26	.59	-.09*	.02	-.01	-.10*	.05	.02	.11*	.25**	
10. Ethnic Origin	2.78	2.09	.04	.05	.02	-.01	.02	.04	.10*	.02	.04

Note: \*p < .05, \*\*p < .01

N = 572. Square root of AVE is presented in parentheses.

Gender: 0 = male; 1 = female

Table 3 Hypothesis Test Results of Study 1

Path	Results	Conclusion
<b>H1</b>		
Sociability → Group-oriented consumer intention	$\gamma = .17, t = 4.24, p = .0000$	H1(a) is supported.
Sociability → Socially-focused satisfaction	$\gamma = .10, t = 2.37, p = .0180$	H1(b) is supported.
<b>H2</b>		
Sociability → Information seeking → Group-oriented consumer intention	$\beta = .0953, p = .0011$	H2(a) is supported.
Sociability → Information seeking → Socially-focused satisfaction	$\beta = .0740, p = .0013$	H2(b) is supported.
<b>H3</b>		
Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .1367, p = .0000$	H3(a) is supported.
Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .1271, p = .0000$	H3(b) is supported.
<b>H4 (a)</b>		
<i>Low InterSC</i> : Sociability → Information seeking → Group-oriented consumer intention	$\beta = .1569, p = .0102$	H4(a) is supported.
<i>High InterSC</i> : Sociability → Information seeking → Group-oriented consumer intention	$\beta = .0570, p = .4639$	
<i>Low vs. High</i>	$\Delta\beta = .0999, p = .0081$	
<b>H4 (b)</b>		
<i>Low InterSC</i> : Sociability → Information seeking → Socially-focused satisfaction	$\beta = .1446, p = .0137$	H4(b) is supported.
<i>High InterSC</i> : Sociability → Information seeking → Socially-focused satisfaction	$\beta = .0418, p = .4690$	
<i>Low vs. High</i>	$\Delta\beta = .1028, p = .0069$	
<b>H5 (a)</b>		
<i>Low InterSC</i> : Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .1265, p = .0159$	H5(a) is supported.
<i>High InterSC</i> : Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .0824, p = .0372$	
<i>Low vs. High</i>	$\Delta\beta = .0441, p = .0287$	
<b>H5 (b)</b>		
<i>Low InterSC</i> : Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .1458, p = .0097$	H5(b) is supported.
<i>High InterSC</i> : Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .0841, p = .0253$	
<i>Low vs. High</i>	$\Delta\beta = .0617, p = .0260$	

Table 4 Hypothesis Test Results of Study 2

Path	Results	Conclusion
<b>H1</b>		
Sociability → Group-oriented consumer intention	$\gamma = .20, t = 3.43, p = .0010$	H1(a) is supported.
Sociability → Socially-focused satisfaction	$\gamma = .19, t = 3.20, p = .0020$	H1(b) is supported.
<b>H2</b>		
Sociability → Information seeking → Group-oriented consumer intention	$\beta = .1510, p = .0005$	H2(a) is supported.
Sociability → Information seeking → Socially-focused satisfaction	$\beta = .1104, p = .0008$	H2(b) is supported.
<b>H3</b>		
Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .1773, p = .0000$	H3(a) is supported.
Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .1346, p = .0000$	H3(b) is supported.
<b>H4 (a)</b>		
<i>Low InterSC</i> : Sociability → Information seeking → Group-oriented consumer intention	$\beta = .3595, p = .0003$	H4(a) is supported.
<i>High InterSC</i> : Sociability → Information seeking → Group-oriented consumer intention	$\beta = .0196, p = .8616$	
<i>Low vs. High</i>	$\Delta\beta = .3399, p = .0000$	
<b>H4 (b)</b>		
<i>Low InterSC</i> : Sociability → Information seeking → Socially-focused satisfaction	$\beta = .2522, p = .0209$	H4(b) is supported.
<i>High InterSC</i> : Sociability → Information seeking → Socially-focused satisfaction	$\beta = .0110, p = .8616$	
<i>Low vs. High</i>	$\Delta\beta = .2412, p = .0000$	
<b>H5 (a)</b>		
<i>Low InterSC</i> : Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .3190, p = .0014$	H5(a) is supported.
<i>High InterSC</i> : Sociability → Feedback seeking → Group-oriented consumer intention	$\beta = .0703, p = .2728$	
<i>Low vs. High</i>	$\Delta\beta = .2487, p = .0000$	
<b>H5 (b)</b>		
<i>Low InterSC</i> : Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .2000, p = .0669$	H5(b) is supported.
<i>High InterSC</i> : Sociability → Feedback seeking → Socially-focused satisfaction	$\beta = .0483, p = .3234$	
<i>Low vs. High</i>	$\Delta\beta = .1517, p = .0000$	