The Influence of Future Time Perspective on Purchase Behavior (Doreen Neubert)

Sprache/Language: Deutsch/ English

The perception of time left in life, or more precisely future time perspective, has important bearings on goal pursuit. Research refers to this in the context of socioemotional selectivity theory and claims that individuals with a short future time perspective strive to fulfill goals that have an emotional meaning. In contrast, a longer future time perspective leads to an emphasis on knowledge related goals. This shift also influences attitudes towards advertisement in a way that more emotional content is preferred, when future time perspective is short. The aim of this thesis is to investigate if these changes in goal selection processes and attitudes also translate into action namely purchase behavior.

The student choosing this topic will conduct an experiment or survey that addresses these points, drawing conclusions from the analysis of the data collected via use of appropriate statistical procedures and software.

Introductory Literature:


