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The Effect of Ambient Sadness on Hedonic Choice

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Abstract

Purpose – This study examines the strength of sadness and the belief it will last, as regards the effects of the degree of self-extension to the sad-evoking event on choice behavior related to self-control dilemmas.

Research Design, Data, and Methodology – In an experiment involving high and low self-extension groups, 261 undergraduates answered self-administered questionnaires. The hypotheses were tested using AMOS 19.0 and path analysis.

Results – The positive relationship between the degree of self-extension to the sad-evoking event and hedonic vs. utilitarian food choices was mediated by the belief that the sadness will last. There is a significant indirect path from the degree of self-extension (to the sad-evoking event) to the strength of the sadness, and to the belief that it will last with respect to hedonic vs. utilitarian food choices.

Conclusions – These results show that beliefs about sad emotion transience depend on both the degree of self-extension to the sad-evoking event and the strength of sadness, and that the belief that sad emotions are transient makes sad people susceptible to temptation when facing self-control related dilemmas.

Keywords: Emotion Transience Theory, Hedonic vs. Utilitarian Choice, Sadness, Self-Extension.

JEL Classification: C83, L81, M31, P46.

1. Introduction

Emotion is one of the main factors that affect consumer decision making (Smith and Ellsworth, 1985). Sadness, as one of

often experienced emotions, also merits significant attention in recent studies of consumer decision making (e.g., Garg et al., 2007; Garg and Lerner, 2013). Particularly, those past studies have investigated the influence of incidental or ambient sadness on the self-control dilemma which occurs when individuals feel difficulty in choice between the pursuit of long-term goals offering delayed benefits but immediate costs and the pursuit of short-term goals offering immediate benefits but delayed costs (Baumeister et al., 1994; Kivetz and Keinan, 2006). Choosing between a bar of chocolate and an apple, for example, makes people to have a conflict between the two goals, since the chocolate tastes more delicious but is more fattening than healthier snack, the apple (Giner-Sorolla, 2001).

However the results found in the previous literature have been twofold. First, a growing body of the related studies has considered that sad people are more likely to use systematic, detail-oriented strategies in judgment about any ambiguous subsequent event. For example, they tend to engage in cost-benefit analysis when making decision about helping someone else (Schaller and Cialdini, 1990), and they attempt to find a best solution for their life problems (Schwarz, 1990), and they seem to make efforts to distract themselves from thoughts about the source of their current negative feelings (Bodenhausen et al., 1994) by thinking more systematically about the ambiguous subsequent events. In shorts, they tend to process any information in an effortful and thorough manner. Second, in contrast, more recent studies found different results at the place of exploring the effect of the sadness on subsequent consumer behavior. Sadness could help result in break downs when facing with options representing self-control dilemma. For example, Garg and Lerner (2013) found that sadness increases hedonic food consumption, and Cryder et al. (2008) found that it increases spending on purchase.

People could feel sad when they experience loss of something they possessed or fail in doing something special to them. And the more resources (money, time, energy) invested to acquire a certain possession could help feel the higher self-extension to the possession (Belk, 1988; Mittal, 2006). The size of resources invested in the sadness-related events may implicit high degree of self-extension to the sadness-evoking events. Ambady and Gray (2002) showed that cognitive load makes sad people to be less accurate. However in the past research little attention has been given to the roles of self-extension to the

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sadness-evoking events on self-control dilemma.

2. Hypotheses Development

2.1. Effect of Sadness on Self-Control Dilemma and ATF

The focus of this study is on whether consumer choices are driven by utilitarian or by hedonic considerations when sad people encounter self-control dilemma. Self-control dilemma occurs when consumers are faced with choices between hedonic and utilitarian consumption. A hedonically eating goal typically results in indulgent consumption because a short-term focus on hedonic experiences takes precedence over long-term concerns like weight maintenance, disease prevention, and longevity (Tice and Bratslavsky, 2000).

A network theory (Bower, 1981) suggests that positive affect-laden information is more efficiently processed under positive mood, whereas negative affect-laden information has more efficient processing advantage under negative mood, because people occupy affect-related associative memory (Forgas and Bower, 1987). Furthermore, mood-as-information theory (Schwarz and Clore, 1983) proposes that when making a judgment, people use "How do I feel about it?" heuristic, wherein the prevailing mood is misattributionally used as one obvious gauge.

Further, many researchers suggest that whereas people under positive mood do not engage in proactive behavior in anticipation of the mood-threatening cues (Mood-maintenance theory; Clark and Isen, 1982), people under negative mood engage in more proactive behavior in anticipation of the mood-lifting cues (Mood-management theory; Zillman, 1988). According to these dynamic affective-regulation theories (Andrade, 2005), negative emotions, including sadness, may be expected to make people engage in any behavior leading to mood-lifting consequences which are predicted.

On the other hand, according to Appraisal-Tendency Framework (ATF) (Lerner and Keltner, 2000; 2001) specific emotion as a response to an event is evoked in line with the central appraisal themes that characterize the event and persists beyond the event-eliciting situation to affect the subsequent event.

Six cognitive dimensions such as pleasantness, anticipated effort, certainty, attentional activity, control, and responsibility were identified by Smith and Ellsworth (1985) to define the appraisal patterns of different emotions. Sad people are more likely to avoid thinking about the causes of their bad feelings (attention). In addition, the appraisal of uncertainty (certainty) about the sad-evoking situation gives more precise understanding about the sadness. Compared to people under other emotion, sad people are less certain about the source of evoking the negative outcomes. Thus, it is associated with a high degree of anticipated effort (anticipated effort) to try to ameliorate the bad situation.

The effects of the ambient sadness on self-control dilemma can be explained by the existing literature introduced above, but the findings are twofold. First, sad people may use cognitive re-

sources enough to judge events, which could lead to systematic processing, to avoid other negative results (Schaller and Cialdini, 1990; Schwarz, 1990). Second, more recent studies suggest opposite effects of sadness on consumer behavior, which predict that sadness may lead to indulging temptation when the people face with options representing self-control dilemma. For example, sadness (compared to happiness) increases hedonic food consumption (Garg and Lerner, 2013; Garg et al., 2007), it (compared to neutral emotion) increases spending on purchase (Lerner et al., 2004; Cryder et al., 2008), and it (compared to anxiety) leads to choice of high-risk/high-reward options (Ragunathan and Pham, 1999), and it also makes people to prefer certain "comfort foods" like chocolate or ice-cream rather than healthier foods. (Wansink et al., 2003)

2.2. Role of Degree of Self-extension to the Sad-evoking Event

People often describe their sadness when they are less certain about the source of making bad situation and consider that the bad situation is controlled by impersonal circumstances. Smith and Ellsworth (1985) found that, for example, some people describe their sadness at the deaths of someone or some animals they loved, or loss of something they cherished, and others express sadness when they had a number of problems with their life without any control. Consumers could feel sad when experiencing loss of their possession due to bad situation. However the amount of resources they had invested to acquire and maintain the possession could moderate the degree of self-extension to the possession (Belk, 1988), which, in turn, could affect the strength of feeling sad when the possession was lost by inevitable or bad circumstances. The more resources (money, time, energy) they had invested to acquire the possession, the higher self-extension to the possession there could be (Belk, 1988; Mittal, 2006).

And the size of resources invested in the sad-evoking loss may implicit the degree of self-extension to the loss. The association including his or her self could facilitate attention, interpretation, and memory for the stimuli and the associative links that involve the self tend to be stronger in memory (Greenwald et al., 2002; Perkins and Forehand, 2012). Furthermore self-extension processing is often connected with emotional involvement, which results in alleviation of self-monitoring (Johnson et al., 1996) and increases association with self-focused sides of memory (Talarico and Rubin, 2003). We expect that high level of resources invested into the sad-evoking event helps people feel high degree of self-extension to the event, which, in turn, could lead to the place of feeling the sad strongly.

<H1> The greater the degree of self-extension to the sad-evoking event, the greater the strength of feeling sad will become.

Based on the suggestion of Fedorikhin and Patrick (2010), who highlighted the decrease of cognitive resources to be used

in any subsequent behavior result in failure of self-control, we expect that if the reason of evoking sad emotion is more related to the self, people tend to feel the sadness more strongly with cognitive depletion and may fail in self-control.

The more self-concerned appraisal of loss may take stronger part in feeling sad, which in turn may lead the people to prefer an option which maximizes immediate reward. Thus self-delusion becomes potentially stronger when the self-extension to the sad-evoking event is high, and irrational behavior may be often held in the face of making decision about subsequent events (Barber et al., 2009).

Strength of feeling sad could have impact on self-control dilemma, and help show tendency of choosing hedonic option over utilitarian option. Thus we develop the following hypothesis.

<H2> The greater the strength of feeling sad, the greater the tendency of choosing hedonic option over utilitarian option.

2.3. Role of Emotion Transience Theory

Existent researches on affective forecasting (e.g., Gilbert et al., 1998; Wood and Bettman, 2007) suggest that people vary in their beliefs about the durability or transience of emotion. Labroo and Mukhopadhyay (2009) additionally argued people's lay theories about the transience of emotion, and explored the degrees to which they believe that emotion is lasting versus passing, play roles in appraising whether or not proactively engage in immediate affect regulation. Previous studies also supported their findings. For example, mood-maintenance theories (Isen and Means, 1983) suggest that a positive (vs. a neutral) emotion will increase immediate affect regulation based on the assumption that the emotion is transient. Furthermore, mood-repair theories predict a negative (vs. a positive) emotion will increase immediate affect regulation, which however also requires an assumption that people infer it is necessary to regulate their negative emotion. And Shen and Wyer (2008) propose that a negative mood will increase immediate affect regulation only when people focus on the current negative feelings (vs. causal events).

Labroo and Mukhopadhyay (2009) argue that people tend to assess whether or not they need to act to improve their current bad feelings when taking action. Even though findings from Labroo and Mukhopadhyay (2009) provided a clear view on when a positive (vs. negative) emotion triggers immediate affect regulation by showing how people's beliefs about emotion transience influences their actions, the source that leads people to have beliefs of whether their current emotion will last or fleet was not checked in their study. If consumers had invested lots of resources such as money, time and energy in finding, choosing and maintaining a product, and then justified the investment psychologically, they view the product as their extended self. More money, more time, more psychological energy used in finding and choosing the product is likely to help the product become more part of extended self (Mittal, 2006). They use things to represent their inner 'I' for display (Dolfsma, 2004). Possessions representing inner 'I' could reflect affiliation or iden-

tification with the owned products as well as autonomy and distinction from others (Kleine et al., 1995). When consumers lose something they possessed to result in filtering back to their inner 'I', they could feel sad, and furthermore when the lost possession has been more associated with their sense of the self because the more resources (money, time, energy) has been invested to the possession (Belk, 1988; Mittal, 2006), they could feel sad more strongly and difficulties in forgetting it, so they could think the sad will last for a long time.

<H3> The greater the degree of self-extension to the sad-evoking event, the greater the beliefs that the sad emotion will last.

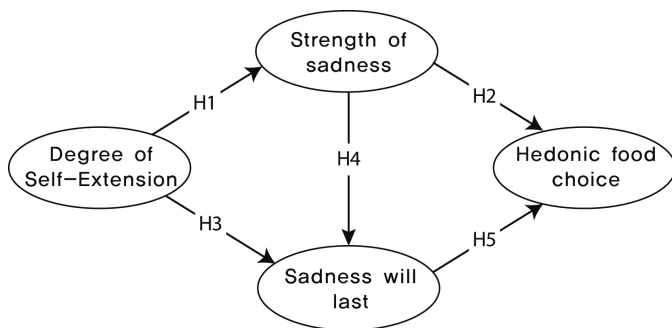
The strong linkage in memory between self and sad-evoking event that has been advanced during the process of extending self to the event help closely associated in, easily accessed from, memory (Greenwald et al., 2002; Perkins and Forehand, 2012). On the other hand, people could occupy affect-related associative memory (Forgas and Bower, 1987), and the balance theory (Heider, 1958) considers relations among elements perceived as belonging together. This perspective could be applied to the relations among the three elements: the degree of self-extension to the sad-evoking event, the beliefs that sad emotion will last, the strength of feeling sad. The degree of self-extension to the sad-evoking event could be positively related to the beliefs that sad emotion will last as well as the strength of feeling sad. In view of the balance theory the strength of feeling sad could lead to the strong beliefs that the sad emotion will last. Strength of feeling sad could mediate the effect of degree of self-extension to the sad-evoking event on the beliefs that sad emotion will last.

<H4> The greater the strength of feeling sad, the stronger the beliefs that the sad emotion will last.

Mood-repair theories (Tice et al., 2001) that the negative mood will lead to immediate affect regulation are based on the underlying assumption that consumers think regulating the negative affect is necessary. If consumers infer that the sad will not pass on its own way and is frozen to last, they could increase affect regulation to defrost the sad. Under the condition that, without any action to defrost the sad, the sad will not pass but last, sad consumers could be indulgent.

<H5> The stronger the beliefs that sad emotion will last, the greater the likelihood of choosing hedonic option over utilitarian option in subsequent behavior.

The hypotheses developed by reviewing literatures are summarized as shown in <Figure 1>.



<Figure 1> Research Model

3. Measurement and Data Collection

3.1. Experimental Design and Data Collection

A total of 263 Korean undergraduate students enrolled in marketing courses participated in this experiment, which involved 2 (self-extension: high vs. low) groups. The self-administered questionnaire written in Korean language was used. And two incomplete questionnaires were dropped. Thus 261 questionnaires were retained for this study.

The questionnaire has three main parts. First, participants were assigned randomly to one of the two experimental groups, asked to imagine that they were actually experiencing the events described in the scenario and to read the scenario exposed to him or her in each group. After reading a scenario, participants responded to questions measuring the level of attention paid to the scenarios, degree of self-extension to the sad-evoking event, intensity of feeling sad, and belief about the transience of their feeling sad. Second, participants were presented with two types of snack advertisement. Then they were asked to imagine that they go to restaurant for dinner and to answer the question related to choosing one between the two options for dinner, answered questions about demographic information.

3.2. Scenario and Advertisement Development

This research developed highly self-relevant scenario to trigger participants' sad emotions strongly (e.g., Mick and Faure, 1998; Feather, 1992) since individuals under high self-extension to the event in the scenario should experience strong self-consciousness (Fenigstein et al. 1975). Thus it depicts an individual who had found homeless dog and then had lived together for 3 years with full of happiness. The dog had become the most intimate friend, but, one day, the dog was suddenly died (See Appendix A-1). But a low self-extension-related scenario should stimulate the low degree of feeling sadness. The dog in the scenario must be perceived as low self-relevant. The low self-extension-inducing scenario describes an individual who loves animal in ordinary life watches documentary about abandoned dogs through Sunday evening TV program, and the pro-

gram was about the animal-protecting center where 300 dogs live. The dogs are protected and wait for their new owners, but if they can not be adopted by the new owner in certain given time they would be put to death without any pain by the center (See Appendix A-2).

Moreover, the current research used two types of advertisements for representing either utilitarian or hedonic options for dinner at restaurant. A chicken breast salad advertisement for utilitarian option (see Appendix B-1) shows the salad picture and stresses informational elaborative messages by using the utilitarian-related words such as health, energy, fresh, and nutritious. In contrast, a chocolate cake advertisement for hedonic option (see Appendix B-2) shows the cake picture and emphasizes affective elaborative messages by using hedonic words such as enjoy, beauty, delicious, and gorgeous. The amount of information to process in each advertisement is balanced.

3.3. Measures for Constructs

This research measures attention to scenario by using three items - attention, involvement, and commitment - on 7-point scales (1 = not at all, 7 = a lot) (Labroo and Rucker 2010). The degree of self-extension to the sad-evoking event was measured by using four items: "This pet is central to my identity," "This pet is my sense of who I am," "Pet I own and use hold a special place in my life," and "I often judge others by the kinds of their valued pet" (Dodson, 1996; Mittal, 2006) on 7-point scales (1= not at all, 7= a lot). The five items, "Gloomy," "Upset," "Downhearted," "Depressed," and "Sad" (Cryder et al., 2008; Lerner et al., 2004; Garg and Lerner, 2013) were used to measure the strength of feeling sad by being exposed to the scenario situation. Participants reported their beliefs about the transience of their sad emotion by using three semantic differential scale items anchored at 1 (short-lived / fleeting / tend to fade in a short while) and 7 (persistent / lasting / endure for a long while) (Tamir et al., 2007; Labroo and Mukhopadhyay, 2009). Choice between two types of advertised snacks was measured by answering two questions: "I want to eat ..." and "I would like to select ..." on semantic differential scale ("1 = chicken breast salad" and "7 = chocolate cake").

4. Analyses and Results

4.1. Confound and Manipulation Check

A one-way ANOVA applied to two scenario groups: high self-extension (N=131) and low self-extension (N=130) showed that attentions paid to each scenarios are not different across the two scenario conditions ($M_{\text{high self-extension}} = 5.23$, $M_{\text{low self-extension}} = 4.99$; $F(1,260) = 2.431$, NS). Thus, attention is not likely to confound consumer choice. Further, as expected, the degree of self-extension were different between the two groups ($M_{\text{high self-extension}} = 3.99$, $M_{\text{low self-extension}} = 3.05$ $F(1, 260) = 35.66$, $p = .001$). The

data from the two groups were combined to regulate variance of value of each construct and to be used in testing hypotheses.

4.2. Reliability and Validity

Principal component analysis in SPSS 18.0 and AMOS 19.0 programs were applied to check the reliability and validity of measurement for each construct used in this study. First item of sad emotion scale "Gloomy" and third item of self-extension scale "Pet I own and use hold a special place in my life" were removed because they were highly loaded on other factors. The overall chi-square for the measurement model was 68.001 (df=48, p=.030), and the comparative fit index (CFI), the incremental fit index (IFI), the Tucker-Lewis index (TLI), and the root mean square error of approximation (RMSEA) were 0.991, 0.991, 0.987, and 0.040, respectively. The values (Cronbach's α s (AVE) of remaining items for each construct were greater than 0.7 (0.5) providing evidence of adequate reliability and convergent validity. Item values for each construct were summed and averaged to be used as the value of each construct in following empirical study.

4.3. Results of Testing Hypotheses

Path Analysis for Testing Hypotheses. Structural model of using the averaged scales for each construct was checked by path analysis of AMOS 19.0 program to directly test the hypotheses from 1 to 5.

As shown in <Table 1>, hypotheses 1, 3, 4, 5 were significantly supported, but hypothesis 2 was not supported. The degree of self-extension to the event evoking sad emotion positively affected the strength of feeling sad ($\beta = .400, p < .01$), supporting hypotheses 1. However, the strength of feeling sad did not significantly affect the choice ($\beta = .188, p > .05$), rejecting hypothesis 2. And both of the degree of self-extension to the event evoking sad emotion ($\beta = .484, p < .01$) and the strength of feeling sad ($\beta = .464, p < .01$) positively affected on the beliefs that sad emotion will last, supporting hypotheses 3 and 4. Finally, the beliefs that sadness will last positively affected the hedonic vs utilitarian choice ($\beta = .188, p < .05$), supporting hypothesis 5.

<Table 1> Results of Path Analysis

path	Estimate	S.E	C.R	P
Strength of Sadness ← Degree of Self-Extension	.400	.051	7.787	.000
Sadness will last ← Strength of Sadness	.464	.073	6.318	.000
Sadness will last ← Degree of Self-Extension	.484	.068	7.156	.000
Hedonic Food Choice ← Sadness will last	.188	.084	2.251	.024
Hedonic Food Choice ← Strength of Sadness	.188	.113	1.663	.096

Multiple Mediator Analysis for Checking Indirect Effects. Multiple mediation analysis with bootstrapping by using phantom

variables (Cheung, 2007; Macho and Ledermann, 2011; Rindskopf, 1984) was conducted to check the specific indirect effects in the model. This research asked AMOS to produce 500 bootstrap samples (Cheung and Lau, 2008), and also requested 95% bias-corrected confidence intervals. The confidence interval will provide us with the test of significance for the indirect effect.

As shown in <Table 2>, the p-values were equal to .018 for the indirect effect in the path of "degree of self-extension - strength of sadness - sadness will last - hedonic food choice", and .019 for the indirect effect in the path of "degree of self-extension - sadness will last - hedonic food choice". We got evidence to suggest that the effects of "degree of self-extension" on "hedonic food choice" is mediated by "strength of sadness" and "sadness will last." However, "strength of sadness" became mediator only between "degree of self-extension" and "sadness will last", because the p-value of the indirect effect in the path of "degree of self-extension - strength of sadness - hedonic food choice" was equal to .129 which was greater than .05 where the indirect path was rejected.

<Table 2> Results of Checking Indirect Effects

Indirect Path Type	Lower Bounds	Upper Bounds	Significance
degree of self-extension - strength of sadness - sadness will last - hedonic food choice	.011	.069	.018
degree of self-extension - sadness will last - hedonic food choice	.030	.171	.019
degree of self-extension - strength of sadness - hedonic food choice	-.010	.157	.129

5. Findings and General Discussion

5.1. Findings and Theoretical Contributions

Consumers could feel sad more strongly when their self has been highly extended to the sad-evoking event by having invested more resources (money, time, energy) to the event (see Belk, 1988; Mittal, 2006). And the beliefs about whether their sad emotion will last or fleet could also become different depending on both the degree of self-extension to the sad-evoking event and the strength of feeling sad.

Based on these ideas that the amount of resources invested to the possession determines the degree of self-extension to the possession, this study explored the mediating roles of the strength of feeling sad and the beliefs that sad emotion will last in choice behavior related to self-control dilemma. The empirical study of this research showed that all of the hypotheses were accepted except the second hypothesis that the greater the strength of feeling sad, the greater the tendency of selecting hedonic option over utilitarian option. Current research found the significant indirect path that positive relationship between degree of self-extension to the sad-evoking event and hedonic food choice is mediated by strength of sadness and belief that sadness will last.

Therefore current research contributes to the related literature in several ways. First, we contribute to understanding the effect of negative specific emotion, sadness, on self-control dilemma by introducing the role of degree of self-extension to the sad-evoking event on self-control dilemma and by illustrating how consumers' sense of the self (e.g., Belk, 1988), contained in the emotion-evoking events, could color the subsequent behavior. Second, we contribute to the literature by showing the determination of the belief about transience of the sad emotions (whether one's sad emotion is lasting or fleeting) might be depend on both the degree of self-extension to the sad-evoking event and the strength of feeling sad. Finally and perhaps most importantly, we contribute to the literature by recognizing that whether sad people succumb to or resist to temptation when facing with self-control dilemma depends on not the strength of sad emotion itself but the sad emotion-transience belief. The results from this research showed that the effect of the strength of feeling sad on the self-control dilemma is mediated by the sad emotion transience. The strong linkage in memory between self and sad-evoking event that had been advanced due to extending self to the event, help feel sad more strongly, which, in turn, leads to believing the sad emotion will last, which also leads to failing in self-control.

5.2. Managerial Implication

Practitioners should give importance to understanding the degree of self-extension to the event evoking sadness which could lead to different choice in making their subsequent decisions. Based on the results of this study, it is necessary for marketers to consider where and when they should use the hedonic attributes vs utilitarian attributes in order to make matches with their consumers'sad emotional situation. For instance, when there is some publicly sad accidents (for example, airplane crash) that could less strongly stimulate sad emotion to consumers because they did not directly invest their resources in order to prevent the accidents, advertisers should focus on utilitarian-attributes when conducting their marketing activities, which is in accordance to our findings.

In addition, the results of this research hold promising implications for marketing organizations that have face-to-face interface with customers. Salespeople should assess customers' emotional strength by scanning their sad mood, in 'business-to-customer' as well as in 'business-to-business' contexts. And, when managing the employees, managers also can use our findings to build good relationships with them. They should be sensitive to the life problems of their employees as well as consumers. For example, when there are highly self-relevant bad events that strongly trigger the sadness, hedonic activities (i.e., drinking together) with him/her are more useful for them to feel better.

5.3. Limitation and Future Research

Individuals experiencing negative vs. positive emotion tend to

be more sensitive to mood-management activities (Zillman, 1988). Specific emotions like sadness could have differential impacts on subsequent decision field because of the distinct cognitive appraisals concerned with the sad emotion (Smith and Ellsworth, 1985). The current study illustrated that how people under only the sad emotion make choice from between utilitarian and hedonic options in the respects of ATF, when facing with self-control dilemma. Future study is needed to expand our findings to the context of feeling other kinds of negative emotions such as anger, fear, or shame as well as positive emotion such as happiness, pride, or hope etc.

On the other hand, a substantial amount of evidence has suggested that people make judgments by assessing their integrated emotional feelings about the product (e.g., Pham, 1998), which is different from ambient emotion or people's pre-existing emotional state at the time of exposing to the target. An increased self-relevance to the product-related message could be an important factor to the effect of integrative emotion on target product evaluation. Therefore, future research should give attention to these issues, that is, the moderating roles of hedonic vs utilitarian self-relevant message on the effect of the integrative affect on product evaluation. Furthermore, it might be interesting research idea to expand our findings to the context of cultural differences in a close resemblance to the individualism-collectivism dimension of culture proposed by Hofstede (1980) and others (e.g., Triandis, 1989). This research did not investigate the effect of demographic factors (e.g., gender, age) on the effects of emotion on self-control dilemma. The demographic characteristics may attenuate or even reverse the outcomes.

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APPENDIX A-1: SCENARIO (High degree of self-extension to the sad event)

After graduation of my high school I came in this city to become a student. Everything was so different than I thought. Being apart from my family, no friends there were, and everything was new, it was a very hard time for me. Then, one day, all of a sudden, Too-Too appeared in front of me. He was a dog, abandoned a few days ago near my home. I thought "You are just like me. Alone". Every day, on my way to school when I saw the dog, I was thinking "Very soon, you will become someone's dog". One rainy day, I saw Too-Too was trying to hide from the rain. I was in a quandary: I wanted to call the dog "come here!", even I thought it was inconvenient to have an abandoned dog. After all, I couldn't turn my back. I decided to take him into my home. Since then, Too-Too became my closest friend as my brother/sister.

Too-too understood me very well, stayed at home when I was out to go to my school, and welcomed me with happiness when I come home. I was happy too. I fed Too-too with delicious food, walking together, going to a veterinary, having a travel and even prepared warm winter clothes for him as winter came. We had been spending very happy 10 years together. Early one morning, when I called Too-Too to feed him, there was no response. Actually, during few months, Too-Too was sleepy and hadn't been eating much as usual, and had no strength. That's why I was thinking "he is sleeping somewhere," then I called him "Too-Too, Too-Too", and found...I startled very much. There was vomiting signs and Too-too was lying without a conscious next to the shed. I run to the veterinary as holding him in my chest. There was no sound from him, and I was holding his cold body and repeated "It's Okay, Too-Too... It's Okay..." Too-Too was weeping as he knew it already by looking at me with pale face.

I asked the veterinarian to save his life. But he said "It's time to let him go". I felt sorry and could not afford him to go like in this way. I was in the depth of despair and hadn't known what to do.

APPENDIX A-2: SCENARIO (Low degree of self-extension to the sad event)

Sunday afternoon...One day, I was alone at home, doing nothing special, and turned on the TV. When I was changing channel on TV, there was one program about abandoned dogs. Though I don't have any experience of having a pet, but I love pets. So, I watched the TV program with high interest. The TV program was about people who organized the animal-protecting center and there are 300 dogs in there. Those dogs had their owners, but abandoned by them and brought to the center. Volunteers in the center take care of the dogs. Each dog has its own story that they were members of a family, but suddenly rejected by their owners and abandoned without any reasons. The dogs were abandoned and they have fear, get scarred when people get close to them. Some of them were wagging the tail and fawned when people touch them. It also touched my heart. When there was the end of the TV program, reporter said with shaking voice in the center, the dogs should be protected and waits their new owners, but if they can't get new owner in certain given time the center is forced to painlessly cull them without agony. After the TV program was finished I had no strength.

APPENDIX B-1: SNACK (Chicken breast salad)

*Get energy from a highly standardized Chicken breast salad
with healthy and nutritious fresh vegetables.*



APPENDIX B-2: SNACK (Chocolate Cake)

*Enjoy great savor and beauty from Cake
with a delicious and gorgeous chocolate.*

