

Why Consumers Help Victims Who Resemble Their Attachment Figures – An Attachment
Anxiety Account

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A dissertation submitted in partial fulfillment of the
requirements for the degree of

Doctor of Philosophy

University of Washington
2015

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Program Authorized to Offer Degree:
Foster School of Business

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Abstract

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Why do several breast cancer campaigns occur on Mother's Day? This research suggests that such campaigns emphasize the similarity between the victims (e.g., female cancer patients) and consumers' attachment figures (e.g., mothers), which has a potential to fulfill anxiously attached consumers' quest for felt security. As a result, these consumers engage in benevolent actions towards the victims as a means to attain felt security. Across six experiments, I demonstrate that consumers in romantic relationships evaluate the company with a charitable giving campaign higher, and offer greater emotional support when the victims are perceived to be similar (vs. dissimilar) to consumers' romantic partners. This effect is observed for consumers with high but not low attachment anxiety, and for companies who donate time but not money. Consumers' proximity seeking tendency is found to be the psychological mechanism underlying the effect. Emotion, social exclusion, and belongingness are excluded as alternative accounts.

This thesis is dedicated to my parents, Shuxia Wang and Fengzhong Li, and my grandma, Shuqin Liang, who raised me up with unconditional love.

ACKNOWLEDGMENTS

I would like to express my immense gratitude to my mentors, friends, and family members who have inspired me and empowered me in my journey towards earning a Ph.D. First and foremost, I would like to thank my advisor Dr. Shailendra P. Jain. He inspired me in my scholarly pursuit, encouraged me to be who I want to be, and enabled me to grow continuously. Thank you for seeing my strengths, believing in my judgments, and helping me become a better scholar and a better human being. It has been an honor to have him as a mentor.

I would also like to express my sincere appreciation to my dissertation committee, Drs. Nidhi Agrawal, Mark Forehand, Yuichi Shoda, and Elizabeth Sanders. First, I would like to thank Nidhi for her tremendous support and nurturing. I have learned so much from her and I really appreciate her expertise, vision, and compassion for students. I would also like to thank Mark for always being encouraging and dedicating his time to meet me every time I need feedback on all sorts of projects I have. I would like to thank Yuichi for his great insights for several projects of mine and his kindness for including me in his lab for years. I would like to thank Liz for her being supportive and being a role model in a classroom. In addition, I would like to thank Drs. Rajesh Bagchi and Paul Herr for being my first mentors who introduced me to the field and enabled me to pursue my passion. I would also like to thank a few other professors in the field whom I have had the great privilege to work with, and who have inspired me and supported me over the years. Last but not least, I would like to thank my fellow Ph.D. friends for their encouragement, support, and amazing friendship.

I have no doubt that I could not have completed my dissertation without the love from my family. I am deeply indebted to my parents and my grandma. I thank them for raising me to be an honest and useful man, for letting me pursue my passion, and for the great sacrifice they have made. I feel assured and empowered knowing that they have always been there for me. Thank you all for making it possible for me to complete this dissertation and pursue my passion.

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Introduction

On a warm Spring Sunday in Chicago, over 14,000 individuals walked together in a campaign that raised over \$565,000 for breast cancer patients. It was May 11, 2014, and that day was Mother's Day. This event takes place every year on Mother's Day. Also, in the summer of 2013, the British TV network ITV initiated a campaign called "Stand by Your Man" to encourage women to talk to their male partners about prostate cancer. The campaign depicted a visual of a woman standing by a man, intending to remind female consumers that the victims of prostate cancer are similar to their own loved ones. It is easily imagined that such campaigns increase sentiments by associating female and male cancer patients to consumers' attachment figures (e.g., parents and romantic partners). Companies appear to utilize similar strategies in their corporate social responsibility initiatives. For example, in the fall of 2014, American Airlines announced that they donated \$5 to breast cancer research for every \$50 consumers spent on American Airlines Komen gift cards. The ad campaign featured a picture of a mother holding a young daughter. Indeed, parents and romantic partners as consumers' attachment figures are likely chosen in such campaigns because they are often the ones individuals turn to for comfort, safety, and security. It may even be argued that alluding to consumers' attachment figures sharing similarities with the victims of diseases increases consumers' support of the company. The questions that arise are *when* and *how* accentuating such similarity in charitable campaigns affects consumers' support.

One may argue that such similarity will increase consumers' liking toward the company as long as consumers have good relationships with the invoked attachment figures, but will decrease consumers' liking if consumers have poor relationships with their attachment figures. However, people's relationships with their attachment figures are more complex than simply

characterized as “good” or “bad.” Attachment theory suggests that people may have attachment anxiety; that is, they want to feel emotionally and physically close to their attachment figures but fear rejection. Although being in a highly anxious relationship with a romantic partner is likely considered “bad,” I argue that drawing attention to the similarity between consumers’ attachment figures and the victims will increase consumers’ evaluation of the company, producing a “good” outcome; further, the effect of similarity on consumers’ evaluation of the company will diminish if they have a low level of attachment anxiety or, in layman’s terms, a “good” relationship. This occurs because charitable campaigns that emphasize such similarity may indicate that those victims can provide as much felt security as an attachment figure typically would, and as a result, consumers approach those victims through helping them in order to fulfill their quest for felt security. Therefore, this suggests that companies do not need to worry about whether consumers have a good or bad relationship with their attachment figures, as a bad (or anxious) relationship can even foster positive evaluations of the company and create a better brand.

In this dissertation, I propose and test an attachment mediated benevolence framework, which suggests that consumers’ benevolent actions toward victims are driven by their attachment needs, in specific, quest for felt security. Six studies are reported to support the proposed framework. In the context of romantic relationship, I find that consumers act more benevolently toward victims a company helps and evaluate a company more positively (study 1, 3, and 4), and provide greater emotional support to the victims (study 2), if the victims in the company’s charitable campaign are perceived to be similar to consumers’ romantic partners. Importantly, this effect occurs only for consumers with high (vs. low) attachment anxiety and for companies that offer to donate time but not money (study 6). Further, I demonstrate that quest for felt security, which is operationalized as proximity seeking, mediates the abovementioned effects

(study 4). Importantly, I rule out several alternative accounts of the observed phenomenon, such as emotions, need to belong, and social exclusion (study 5).

This framework makes a contribution in both theoretical and managerial domains. First, attachment anxiety has not been documented as a driver for prosocial behaviors (Gillath et al. 2005; Mikulincer, et al. 2005), as the literature argues that people with high attachment anxiety are preoccupied with their attachment needs (i.e., quest for felt security) and are thus not able to attend to other people's needs. This dissertation suggests that attachment anxiety is capable of driving prosocial behaviors, as long as being prosocial has a potential to fulfill people's attachment needs. Second, in contrast to a vast literature that suggests that individuals tend to favor ingroup members and are thus less prosocial toward outgroup members, this dissertation provides another instance where people extend their benevolence toward outgroup members. Third, this dissertation provides profound managerial implications on company's charitable campaigns. It suggests that the campaign should not only elicit empathy and compassion, as too much of which can lead to fatigue and resistance (Kinnick, Krugman, and Cameron 1996). Instead, emphasizing the similarities between the victims and consumers' attachment figures may be able to elicit more support from consumers, especially those who experience high attachment anxiety. Since attachment anxiety is often observed when people experience certain life events, such as physical separation (e.g. leaving home, airport, college orientation), it would thus be fruitful to capitalize on those life events by initiating campaigns that emphasize similarities between victims and consumers' attachment figures. In addition, as companies tend to donate time or money in their campaigns, this dissertation also provides insights on when such campaigns would be most effective.

Theoretical Background

Attachment Relationships

It is believed that human beings are born with a biologically programmed system that fosters an emotional bond, or attachment, with a primary caregiver (Bowlby 1969). This attachment system protects a person during her infancy and early childhood from danger by assuring that she maintains proximity to caring and supportive others (i.e., attachment figures; Ainsworth and Bell 1970). Infants seek proximity with their attachment figures by bringing the self nearer to the attachment figure to seek protection and care (Bowlby 1969). Also, the emotional bonds that adults develop with romantic partners have been suggested to be a function of the same motivational system that gives rise to the bond between infants and their caregivers (Hazan and Shaver 1987). Though other emotional bonds exist among people, such as friendships (Fraley and Davis 1997), and relationships with family members, such as siblings and grandparents (Trinke and Bartholomew 1997), the primary emotional bonds in adulthood tend to occur between romantic partners, rendering them the primary attachment figures for adults (Fraley and Davis 1997). Across ages, attachment figures serve two key functions (Hazan and Zeifman 1994). First, attachment figures provide a safe haven. When a person is distressed or in need, the attachment figures provide comfort, assurance, and safety. Second, attachment figures are used as a secure base from which people feel confident to explore the world. Children, for example, are comfortable with exploring new environments only when they know that the attachment figure is nearby and accessible; similarly, adults are more comfortable exploring careers and leisure activities when they know that their partner is supportive and accessible. Both

functions contribute to individuals' felt security, which is referred to as feelings of comfort, assurance, and safety (Sroufe and Waters 1977). When felt security is lacking, which usually arises when individuals experience threat from the environment, individuals strive to seek proximity with their attachment figures. For example, infants seek proximity with their attachment figures by crying and following, and adults seek emotional support and intimacy to maintain proximity. Once felt security is attained, the attachment system becomes inactive and proximity seeking ceases (Bowlby 1969).

Felt security is essentially a belief that the self is competent and lovable, and that one's attachment figures will be available and supportive in times of need. Certain characteristics are seen as relevant for attachment figures to provide felt security. For example, attachment figures, such as parents and romantic partners, tend to be warm, sensitive, and responsive in order to take care of one's needs. Over time, it is likely that the mere presence of these characteristics may indicate an opportunity for people to attain felt security. For example, when people experience a feeling of warm, or see someone who is sensitive and responsive, they may think of their parents or spouses, and may thus be drawn to them socially, as being close to them may help attain the felt security one needs. Research has shown that when adults look for potential dating partners, they look for responsive caregiving qualities, such as attentiveness, warmth, and sensitivity, and people with those qualities are deemed most attractive (Zeifman and Hazan 1997). Similarly, hypothetical partners depicted to be warm and sensitive in a scenario are considered most attractive (Klohnen and Luo 2003). Those evidence suggests that in addition to ones' established attachment figures (e.g., parents, spouses), others who possess similar characteristics (e.g., dating partners) of attachment figures (e.g., warm, sensitive, responsive) are also likely be seen as a source of felt security.

Attachment Styles

The interactions between individuals and their attachment figures form *attachment style*, a set of knowledge structures representing the responsiveness and availability of attachment figures and providing expectations about how the attachment figure is likely to respond in particular situations (Brennan, Clark, and Shaver 1998; Hazan and Shaver 1987). Two orthogonal dimensions, anxiety and avoidance, characterize different attachment styles: when attachment figures' availability or responsiveness is not consistent, people tend to experience considerable anxiety and attempt to regain the attention and proximity of their attachment figures. Thus, those who score high on attachment anxiety strive to maximize proximity to and dependence on relationship partners constantly, combined with the worry that their efforts will be rejected; when attachment figures are consistently unavailable and unresponsive, people distrust their good will and strive to maintain independence and emotional distance from their attachment figures. Thus, those who score high on attachment avoidance deny attachment needs by not seeking proximity to attachment figures, and even avoid closeness and interdependence in relationships; when attachment figures are consistently nearby and accessible, people feel secure and are more willing to explore their environments confidently; such people, who score low on both anxiety and avoidance dimensions of attachment, have attachment needs and seek proximity to their attachment figures only when they are distressed.

There has been abundant research that shows that people with high attachment anxiety employ hyperactive strategies to attain felt security (Brennan, Clark, and Shaver 1998). That is, when attachment figure is not present, individuals with high attachment anxiety seek alternative means to fulfill their needs to be proximal to their attachment figures, as opposed to those with

low attachment anxiety who only seek proximity with their attachment figures when distressed and threatened. For example, individuals with high attachment anxiety minimize distance from their attachment figures via clinging and controlling actions (Feeney and Noller 1990), and tend to be more willing to self-disclose (a common way for adults to increase interpersonal closeness; Gillath et al. 2006). Though adults do not need to be physically close to their attachment figures, they seek psychological and emotional proximity with their attachment figures. Additionally, people with high attachment anxiety respond significantly faster to words related to anxious attachment goals (e.g., ‘cling’ and ‘possess’) than to words related to avoidant attachment goals (e.g., ‘avoid’ and ‘withdraw’) and secure attachment goals (e.g., ‘comfort’ and ‘support’; Gillath et al. 2006). Similarly, individuals with high attachment anxiety consistently exhibit proximity-related thoughts and worries (e.g., separation, closeness, abandonment); in contrast, individuals with low attachment anxiety have reduced accessibility of proximity-related thoughts (e.g., love, hug) in general and heightened accessibility of such thoughts only under threats (Mikulincer et al. 2000). Therefore, individuals with higher (vs. lower) attachment anxiety have a greater quest for felt security, as they constantly strive to maintain proximity with their attachment figures, but individuals with higher (vs. lower) attachment avoidance do not differ in their quest for felt security, as the avoidance dimension deals with the extent to which individuals desire independence and separation from their attachment figures. Since attachment anxiety and avoidance are two orthogonal dimensions, this dissertation examines only the attachment anxiety dimension, as it reflects individuals’ quest for security and proximity seeking tendency, which I argue moderates the effect of perceived similarity between a non-attachment figure (e.g., victim of disease) at present and consumers’ attachment figures on their evaluations of companies with charitable campaigns.

Attachment Figure Similarity

This dissertation examines a phenomenon that a non-attachment figure that affords some similarities with one's typical attachment figures (e.g., romantic partners) can promote his or her prosocial actions, depending on his or her attachment anxiety level. As reviewed in the previous section, individuals with high attachment anxiety are sensitive to schemes related to proximity and felt security (e.g., closeness, hug). This suggests that not only attachment figures themselves but any characteristics that may suggest felt security will potentially fulfill one's quest for security. As a result, highly anxiously attached individuals will seek proximity to those entities, even if they are complete strangers, or even victims of misfortune, as long as they have the potential to provide felt security. This is consistent with the previous research that suggests that mental representations of attachment schemes are sufficient in providing felt security. For instance, reading a story of getting support from one's attachment figures or looking at a picture of supportive others enhances felt security (Mikulincer et al. 2001, 2005). Built on the previous research, this dissertation suggests that a non-attachment figure that is similar to an attachment feature can serve as a source of felt security for individuals with high attachment anxiety, as those individuals employ a hyperactive strategy and gravitate toward opportunities to attain felt security. As a result, consumers with high attachment anxiety would pursue connections with those attachment figure-like individuals, as a means to attain felt security.

The possibility that a non-attachment figure, as long as she or he has similarity with attachment figures, provides the felt security that an attachment figure typically provides is suggested by previous research on similarity. Generally, one can assume that there are never any two entities that are completely alike, but there always exists a sufficiently broad category that

both entities can fit into (see Mervis and Rosch 1981). Thus, people and objects can be represented in higher-order and inclusive categories as information is being processed globally (Friedman, et al., 2003; Levy, Freitas, and Salovey 2002). On a global level, it is not difficult for can to find similarity among different people or objects because they share some common prototypical traits. For example, after being prompted to process information globally, female participants used more stereotypically feminine traits to categorize themselves (e.g., rated themselves as more feminine and less masculine) (McCrea, Wieber, and Myers 2012).

Therefore, in the ITV's campaign ("Stand by Your Man") when the similarity between victims of prostate cancer and consumers' male romantic partners is brought to attention, consumers likely perceive victims to possess prototypical characteristics of male romantic partners, which are associated with attachment related functions, such as warmth and sensitivity. If, however, the similarity between victims of prostate cancer and consumers' male romantic partners is low, consumers are less likely to perceive victims to possess characteristics associated with attachment related functions. As argued earlier, certain characteristics are associated with attachment functions, and people who possess or even are perceived to possess those characteristics can potentially provide felt security to others; victims that are depicted to be similar to consumers' attachment figures are likely able to provide felt security. Therefore, a charitable campaign that emphasizes such similarity presents an opportunity for consumers to attain felt security. As a result, if consumers have a high attachment anxiety, they are motivated to approach victims as they are seen as a source of felt security.

Attachment Mediated Benevolence Framework

To summarize, people with high (vs. low) attachment anxiety seek proximity to attain felt security, and individuals who are similar (vs. dissimilar) to consumers' attachment figures are seen to be a source of felt security. In the case of charitable campaigns, the more similar the victims are to consumers' attachment figures, the more likely consumers with high attachment anxiety are to rely on using the victims as a source of felt security, which I argue occurs in the form of helping.

Since a typical means of attaining felt security is through being proximal to the source of felt security (e.g., an infant crawls to its mother), consumers with high attachment anxiety would thus be motivated to increase closeness to victims who are seen to be a source of felt security. One way of increasing interpersonal closeness is through helping (Korchmaros and Kenny 2006; Lee and Shrum 2011). For example, merged identity with the victim (i.e., oneness) predicted helping, suggesting that helping is driven by relationship closeness motives (Cialdini et al. 1997; Maner et al. 2002). Thus, consumers would be more helpful to victims who are seen to be a source of felt security. In this dissertation, I examined two forms of helping: 1) providing emotional support to victims, and 2) Increasing evaluation of the companies that help those victims. The second measure is employed because it has strong managerial implications and is conceptually congruent with the concept of helping. In the charitable campaigns examined in this dissertation (e.g., American Airline donates \$5 to help cancer patients for every \$50 gift card sold), the amount of donation depends on consumers' support and purchase. Thus, consumers increased evaluation of the company will increase the sales of the company, which translates to increased resources dedicated to help victims. Formally, I hypothesize,

H1: Consumers with high attachment anxiety evaluate the company higher if it helps victims who have high (vs. low) similarity with consumers' attachment

figures. This effect will not occur among consumers with low attachment anxiety.

H2: Consumers with high attachment anxiety provide more emotional support to victims if the victims have high (vs. low) similarity with consumers' attachment figures. This effect will not occur among consumers with low attachment anxiety.

H3: Consumers' proximity seeking (i.e., quest for felt security) mediates the interactive effect of attachment anxiety and attachment figure similarity on their evaluations of the company.

This set of predictions contrasts with the previous finding that people with high attachment anxiety are not likely being helpful to others (Gillath et al. 2005; Mikulincer et al. 2005). It was argued that people with high attachment anxiety are preoccupied by their attachment needs and are thus not able to attend to others' needs. This dissertation suggests that such preoccupied attention can be leveraged to promote a desirable outcome (e.g., more prosocial). In addition, previous research has shown that individuals with high avoidance attachment are less helpful to others as they strive to be autonomous (Gillath et al. 2005; Mikulincer et al. 2005). Therefore, the attachment avoidance dimension is intentionally left out from this research. Such a decision would not bias the examination of attachment anxiety, because attachment avoidance and anxiety have been shown to be orthogonal dimensions.

Time vs. Money Donation

Some companies and non-profit organizations rely predominantly on time donated by volunteers (e.g., Meals on Wheels), but others mainly accept monetary donations (e.g., The Wildlife Conservation Society). How do different types of donations affect consumers' evaluations of the companies that donate? To what extent does donating time or money to victims similar to consumers' attachment figures better fulfill consumers' attachment needs?

As hypothesized earlier, consumers' benevolent actions are driven by their quest for felt security (through proximity seeking). But what if the type of donation (time or money) does not allow consumer to fulfill their proximity seeking motives? Research in consumer psychology suggests that time, but not money, facilitates consumers' proximity seeking motive. The concept of money accentuates individuals' power and autonomy, which is not conducive to improving interpersonal connectedness. It was found that when primed with the concept of money (vs. time), people worked more and spent less time socializing (Mogilner 2010), and became less likely to offer or request help (Vohs, Mead, and Goode 2006), which are means for people to achieve competence and financial autonomy. Therefore, the concept of money makes people rely less on others and will thus not facilitate interpersonal connectedness. In contrast, the concept of time leads to higher personal connection with a product (Mogilner and Aaker 2009) and evokes a need for socializing (Mogilner 2010). It suggests that the concept of time makes people value relationships and nudge them to enrich their relationships. Therefore, only time (vs. money) donation affords the potential for individuals with high attachment anxiety to seek proximity.

In the context of corporate donations, Reed, Aquino and Levy (2007) found that an organization that donates time (vs. money) is regarded more caring, socially responsible, and moral, especially by consumers who have high self-importance of moral identity. In their research, they had participants read hypothetical corporations' philanthropic programs.

Specifically, participants read, “Corporation A and Corporation B each sponsor (separate) philanthropic programs in which they donate to a community outreach organization that provides free job training to unemployed workers in the local region...Corporation A, which had net profits of 20 million dollars last year, organized a program whereby it donates .5% of its net profits to the outreach organization. Thus, multiplying the net profit amount by the percentage earmarked for the outreach organization, the company donated \$100,000 in cash last year. This money was spent helping to provide job training to the unemployed workers. Corporation B, which also had net profits of 20 million dollars last year, organized a program whereby its employees volunteered a combined 5000 hours (during working time) to the outreach organization last year. At an average employee salary of \$20 an hour, Corporation B donated \$100,000 in employee working hours. This time was spent helping to provide job training to the unemployed workers.” I argue that when consumers with high (vs. low) attachment anxiety read Corporation B’s effort in donating time, they would likely feel more secure by simply supporting the company that helps victims similar to their attachment figures. However, when consumers with high (vs. low) attachment anxiety read Corporation A’s effort in donating money, they are not likely feeling more secure or proximate to their attachment figures through supporting the company, regardless of whether the victims are similar to their attachment figures. More formally, I hypothesize that,

H4: The interactive effect of attachment figure similarity and consumers’ attachment anxiety on their evaluation of the company emerges only when company donates time (vs. money) to help victims.

Overview of Studies

I test the proposed framework in 6 studies. The first study tests hypothesis 1 by examining consumers' evaluations of a company that helps victims of chronic illnesses. Study 2 examines hypothesis 2 by examining consumers' emotional support to victims of chronic illnesses. Next, in study 3, I provided additional support for hypothesis 1 by measuring (vs. manipulating) attachment anxiety and using a different manipulation for attachment figure similarity. In studies 4, I measured both attachment anxiety and attachment figure similarity, and demonstrated that proximity seeking mediated the interactive effect of attachment anxiety and attachment figure similarity on evaluations of the company, which tests hypothesis 3. In study 5, I examined alternative accounts and excluded emotion, social exclusion, belongingness as alternative explanations. Finally, in study 6, I test hypothesis 4 by examining the time/money related boundary condition, which provides additional process support for the attachment mediated benevolence framework. Only participants currently in romantic relationships were included in the studies, as the concept of similarity between consumers' romantic partners and victims is only applicable for participants who have romantic partners. Also, romantic relationships were chosen because romantic partners have been shown to be adults' primary attachment figures (Fraley and Davis 1997).

Study 1

Study 1 is aimed at establishing the interactive effect between attachment figure similarity and attachment anxiety on consumers' evaluations of a company that helps victims of chronic illnesses. Recall that the prediction is that participants with high attachment anxiety will

evaluate the company higher if the company helps victims that are more similar to their attachment figures, whereas participants with low attachment anxiety will not evaluate the company differently, regardless of the similarity between the victims and participants' attachment figures.

I manipulated attachment anxiety via a thought listing task, and attachment figure similarity by having participants read a company's charitable campaigns that helps victims of chronic illnesses. Attachment anxiety was manipulated through a recall task. Though attachment anxiety, and attachment style in general, was initially conceptualized as stable individual difference, more recent research suggests that it can also be activated in context. Daily diary studies have revealed considerable within-person fluctuation in attachment style over time (e.g., Davila and Sargent 2003), which makes it possible to activate an existing attachment style from memory. Lab studies have demonstrated that attachment styles can be primed experimentally (e.g., Finkel, Burnette, and Scissors, 2007; Mikulincer, et al, 2001, 2005). Regardless of how attachment style is operationalized, it has been shown that attachment style activated in context and assessed as individual difference lead to similar outcomes (e.g., Slotter and Finkel 2009). In this dissertation, attachment anxiety was activated in context and assessed as stable individual difference in different studies. In addition, attachment anxiety was partner-specific throughout all studies because partner-specific attachment measures were stronger predictors of relationship-specific outcomes than were global measures (Cozzarelli, Hoekstra, and Bylsma 2000).

Method

Design, Participants, and Procedure. Participants currently in romantic relationships were recruited from Amazon Mechanical Turk, and were randomly assigned to a 2 (attachment

anxiety: high vs. low) \times 2 (similarity: high vs. low) between-subjects design. Half of the participants (randomly assigned) were asked to enter the gender, first name, and home state of their romantic partner, as well as an activity or a hobby that their romantic partner was passionate about; the other half was asked to provide the same information but for their non-romantic best friend. Participants were not given the opportunity to complete the rest of the study if they indicated that their romantic partners did not have a hobby or an activity that they were passionate about, resulting in one hundred and thirty-eight participants ($M_{\text{age}} = 37.435$, 83 female). Participants were given the cover story that they would be participating in two unrelated studies. The first study which was intended to manipulate attachment anxiety was ostensibly a relationship survey about participants' relationship with their romantic partner. Participants were randomly assigned to a high or low attachment anxiety condition (even though half of the participants first responded questions regarding their non-romantic friends, this "relationship survey" asked them to reflect on their relationship with their romantic partners, which is the key independent variable in this study). Following the relationship survey, participants read a message delineating a company's effort in helping people with chronic illnesses. The message also manipulated the similarity between participants' attachment figure and the victims (i.e., people with chronic illnesses that the company is helping). The information entered by participants, including gender, activities or hobbies, and home state was used to construct high and low similarity condition. In the high similarity condition, participants read a message that described victims having the same gender and hobbies, and coming from the same home state as participants' romantic partners, while in the low similarity condition, participants read a message that described victims having the same gender and hobbies, and coming from the same home state as participants' non-romantic best friends – what makes it low similarity is that thinking

about the similarity between the victim and a less typical attachment figure (friend) suppresses thoughts about the similarity between victims and the more typical attachment figures (romantic partner). Finally, participants indicated their attitude toward the company on 1-9 scales (1 = bad/dislikable/unfavorable, 9 = good/likable/favorable). Then they indicated if their romantic partner or their best friend was an attachment figure: “Is (name entered) someone whom you don’t like to be away from the most/whom you most like to spend time with?”; They also responded to similarity judgments, “How similar is your current romantic partner with these men (or women, depending on the gender of the participants’ romantic partner) in State X (State X is the home state of participants’ romantic partners or non-romantic best friend provided by participants)? How similar are you with these men (or women) in State X? How much do you identify with these men (or women) in State X?” (1 = not at all, 9 = extremely). The first measure was administered as a manipulation check for attachment figure similarity and the two later questions were used as checks for confounding. Finally, participants provided demographic information was also collected.

Attachment Anxiety Manipulation. The relationships survey manipulated attachment anxiety using stimuli from Bartz and Lydon (2004). Although there are general individual differences in attachment style (secure, anxious, and avoidant), it is assumed that every adolescent or adult has had experiences of all three; that is, times when attachment figures have been supportive and protective, times when they have been unreliable, and times when they have been cool or rejecting. Thus, it is possible, in principle and in fact, to increase a person’s similarity with one of these attachment patterns by reminding the person of times when he or she felt relatively more or less anxiously attached to their attachment figures (Baldwin et al. 1993).

Participants were primed to think about their relationship with their romantic partner with different levels of attachment anxiety. In the high attachment anxiety condition, participants read “In this relationship, sometimes you have felt like you wanted to be completely emotionally intimate with him or her but he or she was reluctant to get as emotionally close as you would have liked. Also, you felt uncomfortable being alone but worried that he or she did not value you as much as you valued him or her.” In the low attachment anxiety condition, they read “In this relationship, it was relatively easy to get close to him or her and you felt comfortable depending on him or her. Also, you didn’t often worry about being alone or abandoned by your partner and you didn’t worry about him or her getting too close to you or not accepting you.” Participants were asked to list a few instances in their relationship that fit into the given description. Participants had an option not to answer this question and were directed to a different study, if they chose to do so. This practice is consistent with the literature (e.g., Baldwin et. al 1996).

To confirm the manipulation, in a separate study, fifty-eight participants were recruited from Amazon Mechanical Turk ($M_{age} = 36.467$, 31 female). They first completed the relationship survey as described in the previous paragraph and then answered a 12-item scale that measures attachment on two dimensions, anxiety and avoidance (Experiences in Close Relationship Scale-Short Form, Wei et al. 2007). The sample items for the attachment anxiety subscale are, “I find that my partner does not want to get as close as I would like”, “I get frustrated if my romantic partner is not available when I need him or her,” and the sample items for the attachment avoidance subscale are, “I want to get close to my partner, but I keep pulling back”, and “I usually discuss my problems and concerns with my partner (reverse coded)”. One-way ANOVA with the attachment anxiety manipulation as the independent variable and the anxiety subscale as

the dependent variable revealed a significant main effect of attachment anxiety ($F(1, 54) = 9.960$, $p = .003$). Participants in the high attachment anxiety condition rated higher on the attachment anxiety subscale than those in the low attachment anxiety condition ($M_{\text{high}} = 4.562$ vs. $M_{\text{low}} = 3.069$). One-way ANOVA with attachment anxiety as the independent variable and the attachment avoidance subscale as the dependent variable revealed a non-significant effect of the attachment anxiety manipulation ($M_{\text{high}} = 2.741$ vs. $M_{\text{low}} = 2.391$; $F(1, 54) = .901$, $p = .347$). The pretest confirmed that the attachment anxiety manipulation increased participants' attachment anxiety but not attachment avoidance.

Attachment Figure Similarity Manipulation. Following the attachment anxiety manipulation, participants read one paragraph that described the lives of people with chronic illnesses and the following paragraph that described a company's effort to help them. Since romantic partners are individuals' primary attachment figure for young adults, a high (low) similarity condition was constructed by emphasizing the similarity between victims of chronic illnesses and participants' romantic partner (best friend) using the information (e.g. hometown, activity or hobby) provided by participants earlier in the study. The following paragraph, describing a company's effort, started with, "A regional personal care product company is about to initiate a program to help men (or women) in *State X* with chronic illnesses," and the remaining paragraph was adapted from the stimuli in Reed, Aquino, and Levy (2007) (see Appendix).

Results

Three participants who indicated that the writing task that manipulated attachment anxiety was not applicable to them, and two people who did not enter the key information (e.g., hobbies) about their romantic partner or non-romantic best friend were dropped from the analysis.

Manipulation check and confounding check. A 2 (attachment anxiety) \times 2 (similarity) ANCOVA manipulation check as a dependent variable and age and gender as covariates revealed only a main effect of similarity ($F(1, 127) = 6.683, p = .011$). Participants perceived a higher similarity between their attachment figure (i.e., romantic partner) and the victim when the victim was described to have the same gender, home state, and hobby or activity with their romantic partner than when the victim was described to have the same gender, home state, and hobby or activity with their non-romantic best friend ($M_{\text{partner}} = 3.818$ vs. $M_{\text{friend}} = 2.832$).

The same ANCOVA with either of the confounding check measures as the dependent variables and age and gender as covariates revealed neither main nor interaction effects ($F_s < 1$), suggesting that the similarity manipulation affected only the perceived similarity between participants' attachment figures and the victims, but not the perceived similarity between participants themselves and the victims.

If participants answered yes to both attachment figure functions, their responses were coded as 1, but if they answered no to either of the attachment functions, their responses were coded 0. This criterion was to ensure that romantic partners were indeed participants' attachment figures. Logistic regression with attachment figure function as the dependent variable and attachment anxiety, similarity, their interaction, age, and gender as independent variables revealed only a main effect of similarity ($b = 1.406, Wald = 10.184, p = .001$), suggesting that participants perceived their romantic partner as serving attachment function to a greater extent

than their best friend. This is consistent with the literature that suggests that in adulthood, romantic partners are usually the primary attachment figures (Fraley and Davis 1997).

Attitude toward the company. The same ANCOVA with attitude as the dependent variable, and age and gender as covariates revealed a significant interaction effect of attachment anxiety \times similarity ($F(1, 127) = 4.681, p = .032$). Contrast analysis showed that consumers evaluated the company higher when it helped victims with high similarity with consumers' romantic partners than when it helped victims with low similarity with consumers' romantic partners; but the difference emerged only for consumers with high attachment anxiety ($M_{\text{partner}} = 7.712$ vs. $M_{\text{friend}} = 6.755; F(1, 127) = 4.879, p = .029$). The effect of similarity was eliminated when participants had low attachment anxiety ($M_{\text{partner}} = 7.359$ vs. $M_{\text{friend}} = 7.769; F(1, 127) = .820, p = .367$).

Insert Figure 1 about here

Discussion

This study provides initial evidence for the attachment mediated benevolence framework, which suggests that consumers attain felt security through helping victims that are similar to consumers' attachment figures. Specifically, in study 1, consumers with high attachment anxiety evaluated the company higher when it helped victims who have higher similarity with consumers' romantic partners. However, consumers with low attachment anxiety did not evaluate the

company differently whether it helped victims who are similar to consumers' romantic partners. As argued earlier, a higher evaluation of the company that helps victims that are similar (vs. not similar) to consumers' attachment figures is a viable means for consumers to attain felt security, and this effect is more pronounced among consumers with high attachment anxiety. This study provides initial evidence that prosocial actions can be sustained under high attachment anxiety. The finding contrasts with literature that suggests that people with high attachment anxiety are less helpful (Gillath et al. 2005; Mikulincer et al. 2005). The key premise of this literature is that people with high attachment anxiety are preoccupied by their own attachment needs and are thus less likely to attend to other's needs, resulting in a less prosocial tendency. The current research suggests that the same preoccupied need for felt security can produce positive outcomes, if such needs can be fulfilled by engaging in prosocial actions. In sum, this study provides initial evidence that attachment anxiety can propel prosocial actions. Though evaluation of a company is a managerially relevant measure, it is an indirect measure of consumers' tendencies to help victims of misfortune. In study 2, a more direct measure of prosocial action was administered and the effect established in study 1 was expected to be replicated.

Study 2

The goal of study 2 was to demonstrate that consumers' benevolence includes not only an increased evaluation of the company but also their increased level of emotional support offered to the victims. In Study 2, I asked participants to write a letter to people with chronic illnesses through a program initiated by a non-profit organization, and recorded the amount of time participants spent on the letter. The study was conducted on Amazon Mechanical Turk and

participants were paid a fixed \$ amount but informed that the study may take 4 to 7 minutes. Given that the compensation is fixed but participants were free to spend as much as 4 minutes and as long as 7 minutes on the survey, the amount of time participants spent on the survey reflected their willingness to help the victims. Consequently, the expectation was that participants would spend more time to help victims more similar to their romantic partners, but this effect would occur only among participants with high attachment anxiety.

Method

Design, Participants, and Procedure. Two hundred and forty-two participants at the age of 18 to 35 and in romantic relationships were recruited from Amazon Mechanical Turk ($M_{\text{age}} = 26.504$, 127 female). The design and procedure was almost identical to Study 1. The only difference was that the company's donation effort was replaced by the following sentence: "A regional non-profit organization is about to initiate a program to help men (or women) in State X with chronic illnesses. The organization would like some help from Americans across the country. Please write a letter to these men (or women) from State X. You may write anything you would like to say to them." The amount of time spent on writing a letter was recorded and used as the dependent variable.

Results

Unlike in study 1 where only participants whose romantic partners had a hobby or an activity that they were passionate about were allowed to complete the study, in study 2, every participant in romantic relationships was given the opportunity to complete the study. Forty-six participants indicated that their partners were not passionate about an activity or had a hobby, and were dropped from the analysis. Among the remaining participants, four indicated that the attachment anxiety prime task was not applicable to them, and two wrote nonsensical responses (one wrote “I’m not interested in joining the organization” in capitalized letters, and the other wrote a string of random letters). These participants were dropped from the analysis, resulting in one hundred and ninety-two participants in the final sample.

The amount of time spent on the letter was log transformed and used as the dependent variable (two missing values emerged), and the amount of time spent on the rest of the survey was also log transformed and used as the covariate to control for writing and survey responding speed. A 2 (attachment anxiety) \times 2 (similarity) ANCOVA revealed a significant main effect of time spent on the rest of the survey ($F(1, 183) = 32.616$, $p < .001$), and more importantly, a marginally significant interaction effect of attachment anxiety and similarity ($F(1, 183) = 3.184$, $p = .076$). Contrast analysis showed that consumers spent more time writing a letter supporting victims of chronic illnesses when they had high similarity with consumers’ romantic partners than when they had low similarity with consumers’ romantic partners. However, as expected, this difference emerged only for consumers with high attachment anxiety ($M_{\text{partner}} = 4.726$ vs. $M_{\text{friend}} = 4.475$; $F(1, 183) = 2.671$, $p = .104$), but not for those with low attachment anxiety ($M_{\text{partner}} = 4.611$ vs. $M_{\text{friend}} = 4.756$; $F(1, 183) = .809$).

Insert Figure 2 about here

Discussion

Parallel to the findings in study 1, consumers with high attachment anxiety provided increased emotional support to victims who have higher similarity with consumers' attachment figures, but such an increase did not occur for consumers with low attachment anxiety, confirming hypothesis 2. In the first two studies, attachment figure similarity was manipulated by varying the salience of the similarity between the victims and participants' attachment figures. That is, the similarity between the victims and participants' attachment figures was elicited more when participants read that their romantic partners (vs. best friend) had the same hobbies and home states with the victims. The study suggests that though romantic partners and best friends are both likely considered in-group members and are both relevant, emphasizing the similarity between victims and consumers' romantic partners (vs. best friends) can be fruitful, especially when the audience is likely experiencing high attachment anxiety. However, one may argue that romantic relationships and friendships are different types of relationships and may evoke different norms that interact with consumers' attachment anxiety. In the following studies, attachment figure similarity was manipulated in a way that the type of relationship was held constant across conditions. For example, in study 3, only young participants (18-35) were recruited, and victims were suggested to be in the same age group with participants' romantic partners. Also, in study 3, attachment anxiety was measured.

Study 3

Method

Design, Participants, and Procedure. The procedure was similar to the previous two studies. Two hundred and thirty-eight participants between the ages of 18 and 35 on Amazon Mechanical Turk ($M_{\text{age}} = 25.992$, 112 female) were recruited. Participants provided the first name of their romantic partner and then responded to the six-item attachment anxiety subscale from Experiences in Close Relationship Scale-Short Form (Wei et al. 2007). Subsequently, participants read a message about people with chronic illnesses and a company's effort to help them. Unlike in the previous two studies where similarity was manipulated by relying on different roles (romantic partner vs. best friend), in this study the message always concerned a romantic partner but emphasized the similarity or dissimilarity between victims and participants' romantic partners. Specifically, the message started with either "Possibly as young as your loved one (Jason) but less fortunate" or "Unlike your loved one (Jason) and also less fortunate" (Jason, for example, is the first name of participant's romantic partner provided by participants) and continued with "Millions of young men (18-35) live day-to-day with chronic illnesses--the invisible disability." The remaining message explained the challenges that victims of chronic illnesses face and how the company helps them, similar to the message used in Study 1 (see Appendix). Participants evaluated the company on the same 1-9 scales, and provided demographic information.

Results

Manipulation check. To confirm the manipulation of attachment figure similarity, in a separate study, one hundred participants at the age of 18 to 35 were recruited from online, as in the main study. They were randomly assigned to either the high or low attachment figure similarity condition as described above, and responded to a manipulation check question, “How similar are these young women (men) with chronic illnesses to your romantic partner – (name of participants’ romantic partner)” (1 = not at all, 9 = extremely). Consistent with the expectation, participants in the high attachment figure similarity condition rated the victims to be marginally more similar to their romantic partner than participants in low attachment figure similarity condition ($M_{\text{similar}} = 3.240$ vs. $M_{\text{dissimilar}} = 2.460$; $F(1, 98) = 3.244, p = .075$).

Attitude toward the company. Three attitude measures were averaged and combined ($\alpha = .935$), and six attachment anxiety items were averaged and combined ($\alpha = .748$). Following Aiken and West (1991), I regressed attitude toward the company on similarity (dummy-coded as similar = 1, dissimilar = 0), attachment anxiety (mean-centered), and the interaction of these two factors. In addition, age and gender were included as covariates in the analysis.

The analysis produced significant main effects of attachment anxiety ($\beta = -.215, t = -2.328, p = .021$) and gender ($\beta = .488, t = 2.683, p = .008$). More critically, I observed a significant similarity \times attachment anxiety interaction ($\beta = .251, t = 2.024, p = .044$). Spotlight analysis revealed that, for participants with high attachment anxiety (one standard deviation above the mean), attitude toward the company was marginally higher when it helped victims who had similarity with participants’ romantic partner than when the company helped someone who did not share similarity with participants’ romantic partner ($M_{\text{similar}} = 7.698$ vs. $M_{\text{dissimilar}} =$

7.275, $t = 1.624$, $p = .106$). In contrast, for participants with low attachment anxiety (one and a half standard deviations below the mean), attitude toward the company was statistically the same whether victims had similarity with participants' romantic partner ($M_{\text{similar}} = 7.592$ vs. $M_{\text{dissimilar}} = 7.909$, $t = -1.231$, $p = .220$).

Insert Figure 3 about here

Discussion

The results of study 3 provide converging evidence that evaluations of a company increase when it helped victims who have higher similarity with consumers' romantic partners and that increase only happens for consumers with high attachment anxiety. The findings are consistent with study 1 and 2 and further validate hypothesis 1, with different operationalizations of attachment anxiety and attachment figure similarity.

Study 4

The purpose of the study 4 is threefold. First, in comparison to participants recruited from online, undergraduate students from a large west coast university were recruited to participate in the study. The findings will have greater reliability if they can be replicated with a different

demographic group in a different setting. Second, both attachment anxiety and attachment figure similarity were measured, in order to enhance the validity of the findings in previous studies. Third, this study is to demonstrate the mediating role of proximity seeking. Specifically, high attachment anxiety leads to a heightened quest for felt security (i.e., proximity seeking), which can be fulfilled by approaching an entity that affords a high (vs. low) potential to provide felt security (e.g., helping victims that are similar to consumers' attachment figures).

Method

Design, Participants, and Procedure. Undergraduate students from a large west coast university were recruited to participate in the study in exchange for course credit. Participants started with a set of warm-up questions. One of the questions asked participants if they were currently in a romantic relationship and if so, they were asked to enter the first name of their romantic partner. Participants who were not in a romantic relationship did not continue with the study, resulting in a final sample of 129 ($M_{\text{age}} = 21.279$, 77 female). Participants first responded to the six-item attachment anxiety subscale and six-item attachment avoidance subscale from the Experiences in Close Relationship Scale-Short Form (Wei et al. 2007). Subsequently, participants read a message about people with chronic illnesses and a company's effort to help them. To maximize the chance that participants found the victims similar to their attachment figures, male (female) participants read a message concerning a female (male) victim. The messages men and women read were identical except for the difference in the gender of the victims (see Appendix). Participants then indicated their attitude toward the company on 1-9 scales (1 = bad/dislikable/unfavorable, 9 = good/likable/favorable), followed by a similarity

judgment, “Earlier you read about a company's effort in helping women (men) with chronic illness. How similar are these women (men) with chronic illness to (romantic partner’s name entered by participants)?” (1 = not at all, 9 = extremely). Next, participants responded to a measure of proximity seeking, “how close would you like the relationship with romantic partner? (1 = not at all, 9 = extremely).” Finally, demographic information was collected.

Results

Attitude toward the company. Three attitude measures were averaged and combined ($\alpha = .949$). Following Aiken and West (1991), I regressed participants’ attitude toward the company on perceived similarity (centered), attachment anxiety (centered), their interaction, as well as attachment avoidance (centered), and age and gender which served as covariates. The analysis produced a significant main effect of attachment anxiety ($\beta = .179, t = 1.756, p = .082$) and attachment avoidance ($\beta = -.294, t = -2.755, p = .007$), and more critically, a significant similarity \times attachment anxiety interaction ($\beta = .091, t = 2.011, p = .047$). Spotlight analysis revealed that, for participants with high attachment anxiety (one standard deviations above the mean) participants evaluated the company higher when it helped victims with high similarity with consumers’ romantic partners (one standard deviations above the mean) than when it helped victims with low similarity with consumers’ romantic partners (one standard deviations below the mean); but the difference emerged only for consumers with high attachment anxiety ($M_{\text{similar}} = 7.747$ vs. $M_{\text{dissimilar}} = 7.095; t = 1.782, p = .077$). The effect of similarity was eliminated when participants had low attachment anxiety ($M_{\text{similar}} = 6.743$ vs. $M_{\text{dissimilar}} = 7.076; t = -.901, p = .369$). In addition, no statistical correlation was found between attachment figure similarity and

attachment anxiety ($r = .001, p = .991$) or between attachment figure similarity and attachment avoidance ($r = -.040, p = .654$), suggesting that there is no evidence for multicollinearity.

Moderated Mediation

To examine if proximity seeking mediated the interactive effect of attachment anxiety and attachment figure similarity on attitude toward the company, I employed the bootstrapping approach to derive confidence intervals, using the SPSS-macro syntax developed by Hayes (2013, model 15) with 5,000 resamples. I used the following variables: attitude toward the company as the dependent variable, attachment anxiety as the independent variable, attachment figure similarity as the moderator, proximity seeking as the mediator, and attachment avoidance, age, and gender as covariates. Conditional indirect effects analyses revealed that proximity seeking mediated the effect of attachment anxiety on attitude toward the company when the similarity between victims and consumers' romantic partners was high. The indirect effect of attachment anxiety on attitude toward the company in the high similarity condition was positive with a confidence interval that did not include zero (indirect effect = .14, 95% CI [-.06, -.29]), which supports mediation. However, proximity seeking did not mediate when the perceived similarity between victims and consumers' romantic partners was low. The indirect effect of attachment anxiety on attitude toward the company in the low similarity condition had a confidence interval that included zero (indirect effect = .07, 95% CI [-.04, .26]), which does not support mediation.

Insert Figure 4 about here

Discussion

The results of study 4 lend further support to the attachment mediated benevolence framework. I found that consumers' evaluations of the company were higher when the victims that the company helps were perceived to be similar to consumers' romantic partners, and such effect only happened for consumers with high attachment anxiety. The findings are consistent with study 1 - 3 and further validate hypothesis 1, with different operationalizations of attachment anxiety and attachment figure similarity. In addition, this study provided process evidence that suggests proximity seeking underlies the interactive effect of attachment anxiety and attachment figure similarity, supporting hypothesis 3. Specifically, it uncovered the reason why some consumers, those with high attachment anxiety, evaluated one company higher than another: it was because the victims that the company helped had more similarity with consumers' attachment figures, and they are seen to be able to provide felt security to those consumers.

However, there are some further issues to be addressed before more definitive conclusions can be drawn regarding the robustness of this framework. First, one may argue that in study 3, mentioning age in the high similarity condition may prime the concept of youth. Even though it is not clear how individuals with high attachment anxiety emphasize youth, in the next study, similarity was primed independent of age in order to examine this possibility. Second, one may argue that consumers' heightened attachment anxiety increases their need to belong, which promotes helping as helping others is a viable means for people to feel belonged (Pavey,

Greitemeyer, and Sparks 2011). However, if helping others increases belongingness, helping victims that are similar and dissimilar to consumers' attachment figures will lead to increased belongingness to the same extent, which does not explain the difference between victims that are similar and those that are dissimilar to consumers' attachment figures. Importantly, a general feeling of belongingness can barely fulfill consumers' need for felt security, as felt security can only be attained from attachment figures or attachment figure-like individuals. A similar argument is that when people experience high attachment anxiety, they feel socially excluded, and helping others makes them feel included (e.g., Lee and Shrum 2011; Mead et al. 2011). Feeling included is different from experiencing felt security. One can feel included with any close others, such as friends and siblings, but may still experience low felt security as they have high attachment anxiety with their attachment figures, such as their spouses or parents. Therefore, it is not likely that need to belong or social exclusion underlie the interactive effect of attachment anxiety and similarity. Also, one may propose emotion, anxiety in particular, as an alternative account. Even though it is likely that experiencing high attachment anxiety leads to anxiety, the relationship between attachment anxiety and anxiety has not been established in the literature. Also, the typical strategies to cope with anxiety involve reestablishing control. However, helping victims that are neither physically present nor known by consumers is unlikely to help consumers regain control in their lives. Even if helping others might allow people to feel in control of other people's lives, it follows that helping victims that are both similar and dissimilar to consumers' attachment figures will allow people to gain control to an equal extent. Therefore, it is not likely that anxiety underlies the effect. The next two studies were conducted to rule out those alternative explanations.

Study 5

Study 5 served two goals. First, it utilized a different manipulation of similarity, excluding potential confounding in study 3. Second, this study examined alternative explanations, such as emotion, social exclusion, and belongingness.

Method

Design, Participants, and Procedure. Similar to Studies 1 and 2, this study employed a 2 (attachment anxiety: high vs. low) \times 2 (similarity: high vs. low) between-subjects design. Participants currently in romantic relationships were recruited from Amazon Mechanical Turk. Upon entering the study, participants were asked to provide the first name of their romantic partner and to respond to a relationship survey which manipulated attachment anxiety (high vs. low) as in Studies 1 and 2. One hundred and eighty-five participants completed the task and then read a similar message as in previous studies. The difference was that in this message, similarity was manipulated in a different way. Specifically, in the high similarity condition, the message started with “Millions of men (or women) in America live day-to-day with chronic illnesses. Though these men (or women) may not be too different from your loved one, they unfortunately suffer from symptoms that, while not life-threatening, affect every aspect of their lives”; in the low similarity condition, the message opened with “Millions of men in America live day-to-day with chronic illnesses. These Americans, possibly less fortunate than your loved one, suffer from symptoms that, while not life-threatening, affect every aspect of their lives.” Finally, participants indicated their attitude toward the company on the same 1-9 scales (1 =

bad/dislikable/unfavorable, 9 = good/likable/favorable). Additionally, participants indicated how they felt at the moment using the following emotions: anxious, sad, happy, and cheerful (1 = not at all, 9 = extremely). Finally, participants responded to measures of social exclusion, “How often do you feel left out?” and “How often do you feel isolated from others?” (1 = never, 9 = always; Williams, Cheung, and Choi 2000), and a reliable single-item measure of belongingness used in the literature “I have a strong need to belong.” (1 = strongly disagree, 9 = strongly agree; Nichols and Webster 2013). Finally, demographic information was collected.

Results

Manipulation check. To confirm the manipulation of attachment figure similarity, in a separate study, sixty participants were recruited from online. They were randomly assigned to either the high or low attachment figure similarity condition as described above, and responded to a manipulation check question, “How similar are these young women (men) with chronic illnesses to your romantic partner – (name of participants’ romantic partner)” (1 = not at all, 9 = extremely). Consistent with the expectation, participants in the high attachment figure similarity condition rated the victims to be more similar to their romantic partner than participants in low attachment figure similarity condition ($M_{\text{similar}} = 3.833$ vs. $M_{\text{disimilar}} = 2.300$; $F(1, 58) = 7.853$, $p = .007$).

Attitude toward the company. Three attitude measures were averaged and combined ($\alpha = .98$). A 2 (attachment anxiety) \times 2 (similarity) ANCOVA using attitude toward the company as a dependent variable and age and gender as covariates revealed only a significant interaction effect of attachment anxiety \times similarity ($F(1, 179) = 3.631$, $p = .058$). Consistent with the

hypothesis, consumers evaluated the company marginally higher when it helped victims who had high similarity with consumers' romantic partners than when it helped victims who had low similarity with consumers' romantic partners, but the difference emerged only for consumers with high attachment anxiety ($M_{\text{similarity-high}} = 7.793$ vs. $M_{\text{similarity-low}} = 7.218$; $F(1, 179) = 2.664$, $p = .104$). The effect of similarity was eliminated when participants had low attachment anxiety ($M_{\text{similarity-high}} = 7.281$ vs. $M_{\text{similarity-low}} = 7.657$; $F(1, 179) = 1.152$, $p = .285$).

Insert Figure 5 about here

Emotions. A 2 (attachment anxiety) \times 2 (similarity) ANCOVA with four different emotions as dependent variables, respectively and age and gender as covariates revealed neither main or interaction effects of attachment anxiety and similarity ($ps > .120$).

Social Exclusion and Belongingness. A similar 2 (attachment anxiety) \times 2 (similarity) ANCOVAs employing social exclusion as a dependent variable, revealed neither main nor interaction effects of attachment anxiety or similarity ($F_s < 1$). The same ANCOVA employing belongingness as the dependent variable revealed neither main nor interaction effects of attachment anxiety or similarity ($ps > .180$).

Discussion

The results of study 5 provided additional support to hypothesis 1. In addition, alternative accounts were examined. Emotions, social exclusion, and need to belong did not underlie the interactive effect of attachment anxiety and attachment figure similarity. In the next study, to further validate the mediating role of proximity seeking, I examine conditions when proximity seeking is not facilitated. That is, proximity seeking would not lead to increased support of the company, if consumers do not believe that helping victims and supporting the company help them to attain felt security. The concept of time is associated with valuing and improving interpersonal connectedness but the concept of money devalues interpersonal connectedness (Mogilner 2010, Mogilner and Aaker 2009, Vohs et al. 2006). Thus, proximity seeking would only be facilitated when companies donate time but not money, and the effect of attachment anxiety and attachment figure similarity on evaluations of the company would only emerge when the company donates time but not money.

Study 6

The goal of study 6 is twofold. On the one hand, it further validated the underlying mechanism through examining a boundary condition. On the other hand, it provides insight on whether emphasizing attachment figure similarity is effective for different types of charitable campaigns (donating time or money). Because there are as many non-profit organizations who rely predominantly on time donated by volunteers (e.g., Meals on Wheels) as those that mainly accept monetary donations (e.g., The Wildlife Conservation Society, The Mayo Clinic), it is important to understand whether emphasizing similarity would be a fruitful practice for both types of donations.

Method

Design, Participants, and Procedure. Two hundred and sixty-two participants at the age of 18 to 35 in romantic relationships were recruited from Amazon Mechanical Turk ($M_{\text{age}} = 27.649$, 126 female). They were randomly assigned to one of the 2 attachment anxiety (high vs. low) \times 2 attachment figure similarity (high vs. low) \times 2 (donation effort: time vs. money) conditions. The manipulation of attachment anxiety was administered using the relationship survey, as in previous studies. The manipulation of attachment figure similarity was similar to Study 3. Participants in the high similarity condition read “Possibly as young as your loved one but less fortunate, millions of young men (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives.” Those in the low similarity condition read “As unfortunate as it may sound, millions of young men (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives.” The remaining paragraph that described the lives of people with chronic illnesses was similar to the ones used in previous studies (see Appendix). The next paragraph described the company’s time or money donation efforts. The time donation effort was the same as described in previous studies. The money donation effort was similar but emphasized that the company donated cash. Specifically, participants in the money donation condition read “A personal care product company is about to initiate a Young Women’s (Men’s) Program to help young women (men) with chronic illnesses in the local community. In this program, the company will donate a proportion of the revenue generated from every bottle of shampoo it sells. The goal is to donate a

total of \$200,000 to help young women (men) with chronic illnesses in the local community.”

After reading the message, participants indicated their attitude toward the company on the same 1-9 scales (1 = bad/dislikable/unfavorable, 9 = good/likable/favorable). Finally, participants provided demographic information.

Results

Manipulation check. Similar to the previous studies, a separate study with sixty-two participants confirmed that participants (18 – 35) in the high attachment figure similarity condition rated the victims to be more similar to their romantic partner than participants in low attachment figure similarity condition ($M_{\text{similar}} = 3.387$ vs. $M_{\text{disimilar}} = 2.452$; $F(1, 60) = 3.857$, $p = .054$).

Attitude toward the company. Ten participants assigned in the high anxiety condition indicated that the description of the relationships did not fit into their own relationships, and were dropped from further analyses. A 2 (attachment anxiety) \times 2 (attachment figure similarity) \times 2 (donation type) ANCOVA with attitude toward the company ($\alpha = .948$) as the dependent variable and age and gender as covariates revealed a significant interaction effect of attachment anxiety \times donation type ($F(1, 242) = 4.720$, $p = .031$), attachment figure similarity \times donation type ($F(1, 242) = 5.451$, $p = .020$), and more importantly, a significant three- way interaction of 2 (attachment anxiety) \times 2 (attachment figure similarity) \times 2 (donation type) ($F(1, 242) = 5.951$, $p = .015$). Contrast analysis suggested that consumers evaluated the company that donated time higher when it helped victims who had high similarity with consumers’ romantic partners than when it helped victims who had low similarity with consumers’ romantic partners, but the difference emerged only for consumers with high attachment anxiety ($M_{\text{similarity-high}} = 8.127$ vs.

$M_{\text{similarity-low}} = 6.962$; $F(1, 242) = 13.671$, $p < .001$). The effect of similarity was eliminated when participants had low attachment anxiety ($M_{\text{similarity-high}} = 8.169$ vs. $M_{\text{similarity-low}} = 8.145$; $F(1, 242) = 1.479$, $p = .225$). In contrast, consumers evaluated the company that donated money equally, regardless of the level of similarity whether the attachment anxiety was high ($M_{\text{similarity-high}} = 7.575$ vs. $M_{\text{similarity-low}} = 7.965$, $F(1, 242) = 1.479$, $p = .225$) or low ($M_{\text{dissimilarity-high}} = 7.707$ vs. $M_{\text{dissimilarity-low}} = 7.647$, $F(1, 242) = .005$, $p = .941$).

Also, consumers who had high attachment anxiety evaluated the company higher when it donated time than when it donated money, but this only occurs when victims had high similarity with consumers' romantic partners ($M_{\text{similarity-time}} = 8.127$ vs. $M_{\text{similarity-money}} = 7.575$; $F(1, 242) = 3.013$, $p = .084$). When victims had low similarity with consumers' romantic partners, consumers who had high attachment anxiety evaluated the company lower when it donated time than when it donated money ($M_{\text{dissimilarity-time}} = 6.962$ vs. $M_{\text{dissimilarity-money}} = 7.965$; $F(1, 242) = 9.971$, $p = .002$). In contrast, consumers who had low attachment anxiety evaluated the company equally whether it donated time or money, and whether the victims had high ($M_{\text{similarity-time}} = 8.169$ vs. $M_{\text{similarity-money}} = 7.707$; $F(1, 242) = 1.889$, $p = .171$) or low ($M_{\text{dissimilarity-time}} = 8.145$ vs. $M_{\text{dissimilarity-money}} = 7.647$; $F(1, 242) = 2.292$, $p = .131$) similarity with consumers' romantic partners.

 Insert Figure 6 and 7 about here

Discussion

In line with hypothesis 4, consumers with high attachment anxiety have increased evaluation of the company if it donates time to help victims who have higher similarity with consumers' attachment figures, but such an increase in evaluation does not occur for consumers with low attachment anxiety and for companies that donate money. The findings in study 6 provide indirect evidence that proximity seeking mediates the interactive effect of attachment anxiety and attachment figure similarity. Essentially, a company that donates time (vs. money) to help victims facilitates consumers quest for security, and thus elicits greater support of the company.

General Discussion

During the month of October 2014, American Airlines donated \$5 to breast cancer research for every \$50 consumers spent on American Airlines Komen gift cards. Microsoft has a Maximize Microsoft Giving Program, which matches its employees' volunteer time at \$17 per hour. American Airlines and Microsoft are just two examples of the many companies that devote attention to corporate social responsibility (CSR) initiatives - broadly defined as the company's activities with respect to its perceived societal obligations (Brown and Dacin 1997; Sen and Bhattacharya 2001). According to a recent survey conducted by the nonprofit organization Committee Encouraging Corporate Philanthropy (CECP), among 261 companies, the median contribution was \$18.5 million, and the percentage change in median contribution was an increase of at least 10% from 2010 to 2013. Like Microsoft, close to 60% of companies in this survey offered paid-release-time volunteer programs in 2013 along with or independent of a cash

donation (CECP 2014). The current research attempts to understand factors that influence the effectiveness of some aspects of such CSR initiatives.

Summary of Findings

Across six experiments, I found that participants in romantic relationships evaluated a company more positively when the similarity between their romantic partner and victims being helped by the company was high rather than low. However, the difference emerged only for participants with high (vs. low) attachment anxiety. The effect was robust across different ways of manipulating similarity, different approaches of eliciting attachment anxiety, and different measures. I also demonstrated the mediating role of proximity seeking and the moderating role of donation type (time or money), factors which help illuminate the underlying process.

The current research rules out alternative accounts. First, emotions were shown not to mediate the effect. It is likely that different attachment anxiety elicits different degrees of anxiety. Anxiety is defined by high uncertainty over a personal outcome and low control over a situation (e.g., Frijda, Kuipers, and ter Shure 1989). The lives of people who need help are not personally relevant to consumers, and helping these people does not likely reduce the uncertainty. Second, social exclusion did not mediate the effect. Though it is likely that people who experience high attachment anxiety feel more socially excluded, theoretically being socially excluded is different from being anxiously attached to ones' attachment figure, and I did not support for this alternative explanation. Third, need to belong did not mediate the effect. I demonstrated that it is proximity seeking with consumers' attachment figures that mediated the effect. Therefore, a general tendency to belong does not likely underlie the effect.

Theoretical Contribution

The current research makes contributions in several ways. First, it demonstrates that people who merely have similarity with one's attachment figures can provide felt security which drives prosocial actions toward them as long as they have similarity with one's attachment figures. This finding extends the understanding of felt security by suggesting that strangers, whom consumers will not meet nor consider to be in-group members, can provide felt security, as long as they have similarity with one's attachment figures. Second, although attachment anxiety was previously considered not to be an antecedent of prosocial behaviors (Gillath et al. 2005; Mikulincer et al. 2005), the current research provides initial evidence that attachment anxiety is capable of driving prosocial behaviors, as long as helping is considered a viable means to attain felt security. Third, it adds to the understanding of the difference between time and money, suggesting that time (vs. money) donation intensifies interpersonal connectedness and enhances proximity seeking and felt security.

Practical Implications

The current research has important implications for managers. First, whether or not to emphasize similarity between a person in need (e.g. women or men with cancer) and a consumer's attachment figures (e.g. spouses, parents) is an important decision. The focus on similarity may improve consumers' evaluations of the company. It matters when the audience is likely experiencing high attachment anxiety. For instance, teenagers tend to fear rejection and are more anxious about acceptance and relationships than are older individuals; singles and recently

divorced/ separated individuals are also likely to be more anxious than those in stable relationships. Physical separation also affects individuals' attachment to attachment figures (Davila and Cobb 2003). For instance, couples who are separating at an airport seek and maintain more proximity than couples who are not separating, shown by more proximity seeking behaviors such as holding on to a partner and trying to prevent him or her from leaving (Fraley and Shaver 1998). Thus, managers can capitalize on the events and timing when the target audience is likely experiencing attachment anxiety so that a campaign that emphasizes the similarity between the target audience's typical attachment figures and the victims that the company is helping would be fruitful. Second, this research provides insight on communication in different kinds of donation programs. As close to 60% of companies offered paid-release-time volunteer programs in 2013 (CECP 2014), it is important to consider whether or not to emphasize attachment similarity with an audience that tends to experience more attachment anxiety in their relationships in the location where the charitable campaign occurs.

Limitation and Future Research

The current research may shed some light on research on love. Love has been traditionally characterized as passionate love and companionate love (Berscheid and Hatfield 1969). Passionate love refers to "a state of intense longing for union with another", and companionate love is "the affection and tenderness we feel for those with whom our lives are deeply entwined" (Berscheid and Hatfield, 1969), or "an attitude toward other[s], either close others or strangers or all of humanity; containing feelings, cognitions, and behaviors that are

focused on caring, concern, tenderness, and an orientation toward supporting, helping, and understanding the other[s], particularly when the other[s] is [are] perceived to be suffering or in need” (Sprecher and Fehr 2005). In particular, passionate love has been suggested to be a consequence of insecurity and anxiety (Hatfield and Rapson 1993). People with high attachment anxiety experience insecurity and anxiety in their romantic relationships, and thus it is likely that they experience more passionate love. Therefore, the current research would suggest that consumers who experience a greater deal of passionate love may help others that are similar (vs. dissimilar) to consumer’ own lovers, as passionate love fuels proximity seeking to a lover and helping others helps fulfill the need to be proximal to the lovers. On the other hand, compassionate love, or compassion, has been suggested to be positively correlated with attachment security (e.g., Mikulincer et al. 2005), which means that people experience low attachment anxiety and avoidance. Since a low attachment anxiety is not paired with proximity seeking tendency, people who experience a great deal of compassionate will not likely have a heightened need to be proximal to their lovers. As a result, they may help others regardless of whether they are similar or not to their lovers. This is consistent with the finding in the current research.

One may argue that the motivation to be proximal to one’s attachment figures reflects a general feeling of love, and helping victims and supporting companies that help victims took place because people want to express their love. This hypothesis is very interesting but not being systematically examined in the current set of studies. The current study used only one generic company selling a personal care product. It is likely, however, that the product the company sells and the brand also affect the results. For example, if the product is not about taking care of consumers’ basic needs (e.g. washing hair) but making consumers feel more competent (e.g.

luxury product), the effect may be attenuated. With luxury brands, consumers may not expect to attain felt security through supporting the company. Luxury brands may also make consumers feel less about themselves and aggravate their attachment anxiety. Also, if the brand is perceived to be less sincere or too exciting, consumers may not expect to attain felt security through supporting the company. These limitations may be fruitful avenues for future research.

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Figures

Figure 1 The Effect of Attachment Anxiety And Attachment Figure Similarity On Evaluation of The Company (Study 1)

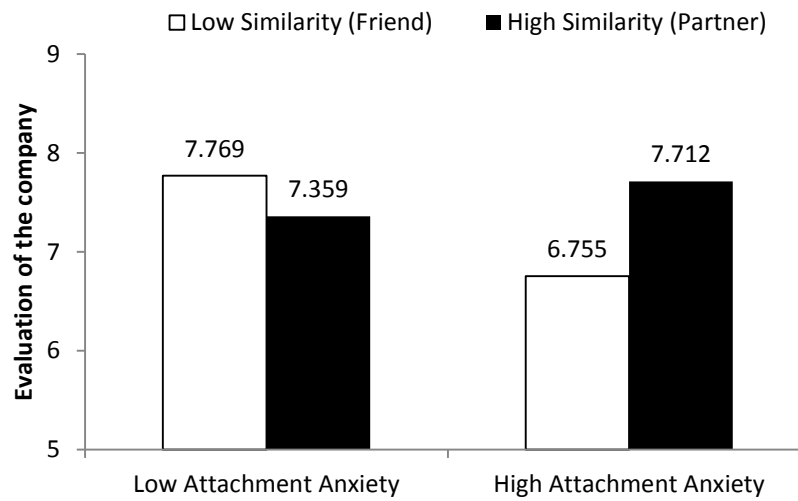


Figure 2 The Effect of Attachment Anxiety And Attachment Figure Similarity On Time Spent On A Letter (Study 2)

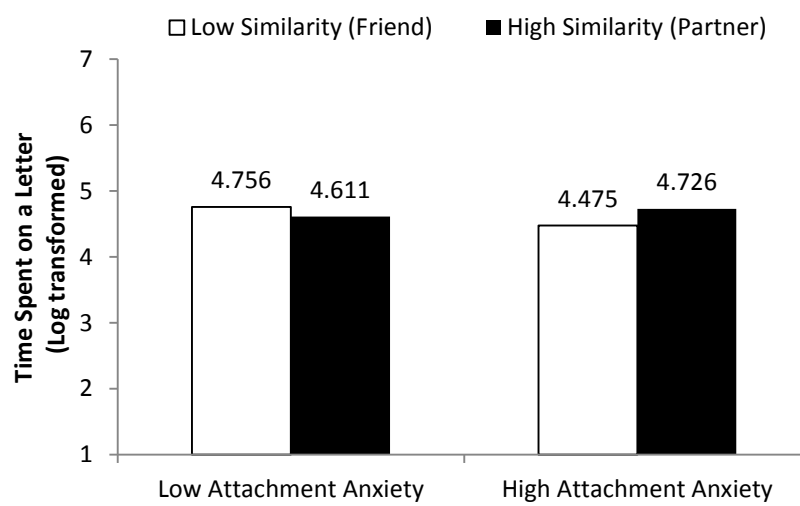


Figure 3 The Effect Of Attachment Anxiety And Attachment Figure Similarity On Evaluation Of The Company (Study3)

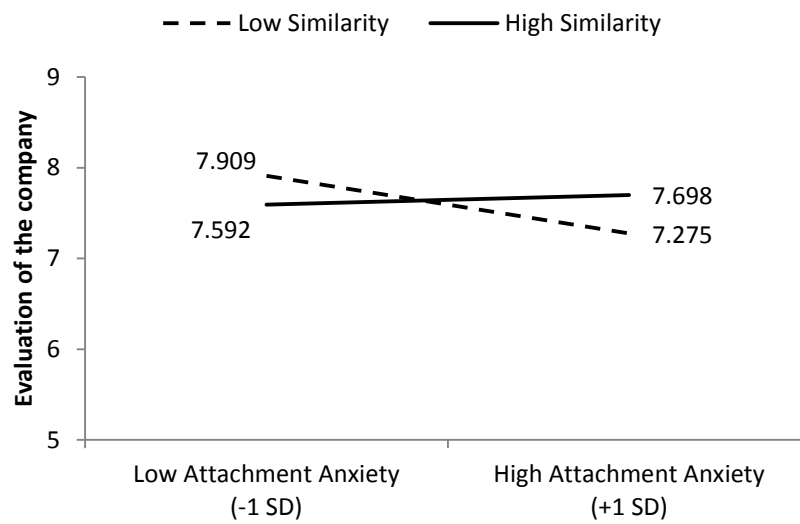


Figure 4 The Effect of Attachment Anxiety And Attachment Figure Similarity On Evaluation of The Company (Study4)

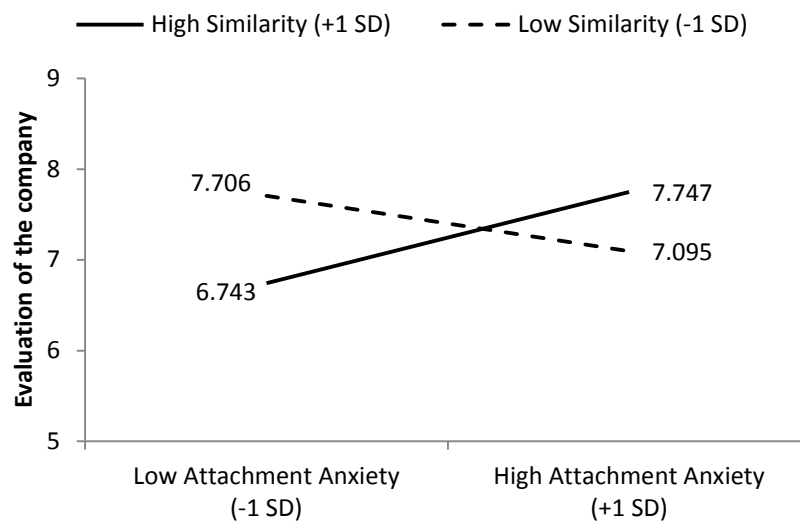


Figure 5 The Effect of Attachment Anxiety And Attachment Figure Similarity On Evaluation of The Company (Study 5)

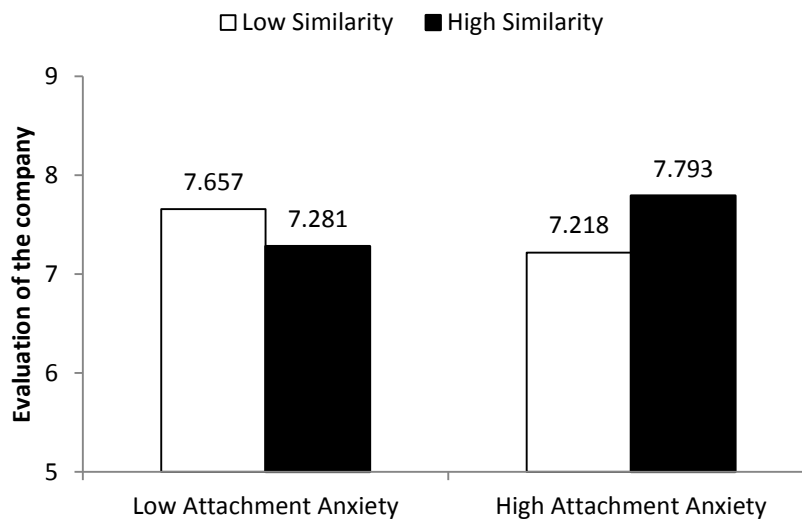


Figure 6 The Effect of Attachment Anxiety And Attachment Figure Similarity On Evaluation of The Company That Donated Time (Study6)

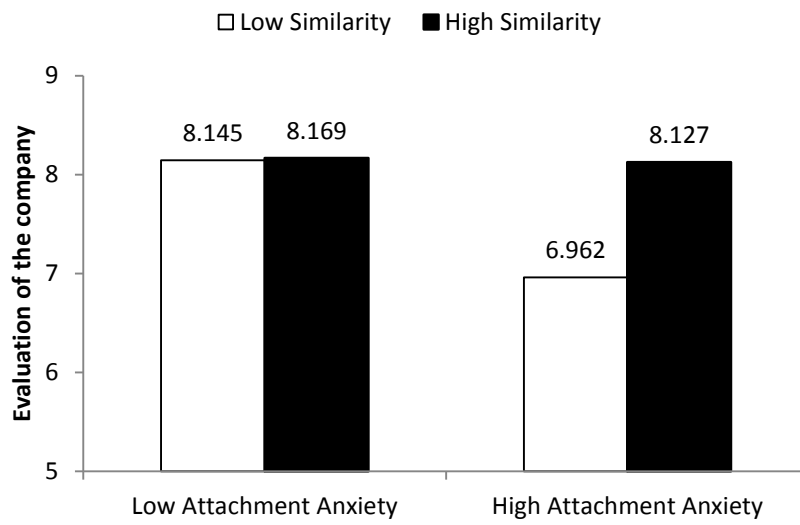
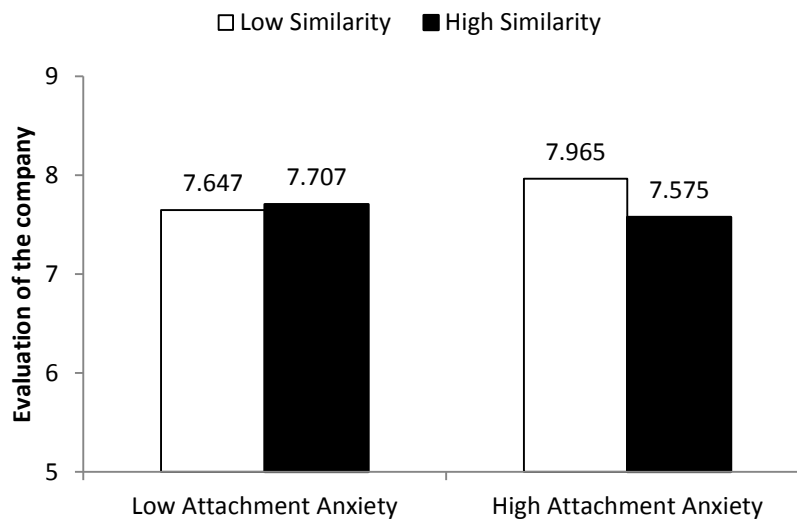


Figure 7 The Effect of Attachment Anxiety And Attachment Figure Similarity On Evaluation of The Company That Donated Money (Study6)



Appendix A: Description of Measures

Pretest

Experiences in Close Relationship Scale-Short Form (Wei et al. 2007)

Instruction: please indicate your level of agreement with each of the following statements regarding your relationship with (name entered by participants). (1 = strongly disagree, 9 = strongly agree)

Attachment Anxiety Subscale ($\alpha = .851$):

I need a lot of reassurance that I am loved by my partner.

I find that my partner does not want to get as close as I would like.

My desire to be very close sometimes scares people away.

I do not often worry about being abandoned.

I get frustrated if my romantic partner is not available when I need him or her.

I worry that romantic partner won't care about me as much as I care about him or her.

Attachment Avoidance Subscale ($\alpha = .893$):

I want to get close to my partner, but I keep pulling back.

I am nervous when partners get too close to me.

I try to avoid getting too close to my partner.

I usually discuss my problems and concerns with my partner.

It helps to turn to my romantic partner in times of need.

I turn to my partner for many things, including comfort and reassurance.

Study 1

DV: Attitude toward the company ($\alpha = .966$):

Please indicate your attitude toward the company:

(1 = bad/dislikable/unfavorable, 9 = good/likable/favorable)

Manipulation check:

How similar is your current romantic partner with these women (men) in State X (the home state of participants' romantic partners provided earlier in the survey by participants)? (1 = not at all, 9 = extremely)

Confounding check:

How similar are you with these women (men) in State X (the State entered by participants)? (1 = not at all, 9 = extremely)

How much do you identify with these women (men) in State X (the State entered by participants)? (1 = not at all, 9 = extremely)

Attachment functions:

Is (name entered) someone whom you don't like to be away from the most? (Yes/No)

Is (name entered) someone whom you most like to spend time with? (Yes/No)

Study 3

DV: Attitude toward the company ($\alpha = .934$):

Please indicate your attitude toward the company:

(1 = bad/dislikable/unfavorable, 9 = good/likable/favorable)

Experiences in Close Relationship Scale-Short Form- Attachment Anxiety subscale ($\alpha = .748$):

Study 4

DV: Attitude toward the company ($\alpha = .949$):

Please indicate your attitude toward the company:

(1 = bad/dislikable/unfavorable, 9 = good/likable/favorable)

Experiences in Close Relationship Scale-Short Form- Attachment Anxiety subscale ($\alpha = .695$):

Experiences in Close Relationship Scale-Short Form- Attachment Avoidance subscale ($\alpha = .851$):

Attachment Figure Similarity

Earlier you read about a company's effort in helping women (men) with chronic illness. How similar are these women (men) with chronic illness to (romantic partner's name entered by participants)? (1 = not at all, 9 = extremely).

Mediator: Proximity seeking:

How close would you like the relationship with romantic partner? (1 = not at all, 9 = extremely)

Study 5

DV: Attitude toward the company ($\alpha = .980$):

Please indicate your attitude toward the company:

(1 = bad/dislikable/unfavorable, 9 = good/likable/favorable)

Emotion:

Please indicate how you feel right now, at this moment (1 = not at all, 9 = extremely)

Anxious

Sad

Happy

Cheerful

Social Exclusion (1 = never, 9 = always; Williams, Cheung, and Choi 2000; $r = .766$, $p < .001$):

How often do you feel left out?

How often do you feel isolated from others?

Need to belong (1 = strongly disagree, 9 = strongly agree; Nichols and Webster 2013):

I have a strong need to belong

Study 6

DV: Attitude toward the company ($\alpha = .948$):

Please indicate your attitude toward the company:

(1 = bad/dislikable/unfavorable, 9 = good/likable/favorable)

Appendix B: Manipulations

Manipulation of Attachment Anxiety (Bartz and Lydon 2004)

Instruction: now think about your relationship with (name entered by participants).

(High attachment anxiety condition) In this relationship, sometimes you have felt like you wanted to be completely emotionally intimate with him or her but he or she was reluctant to get as emotionally close as you would have liked. Also, you felt uncomfortable being alone but worried that he or she did not value you as much as you valued him or her.

(Low attachment anxiety condition) In this relationship, it was relatively easy to get close to the him or her and you felt comfortable depending on him or her. Also, you didn't often worry about being alone or abandoned by your partner and you didn't worry about him or her getting too close to you or not accepting you.

Please list a few instances in your relationship that fit into the description above. Use specific examples.

Corporate Social Responsibility Message - Study 1

High similarity condition:

Just like your romantic partner, many women (men) from State X with a similar background also enjoy swimming. However, some of them are unlucky and have to pretty much give up that passion due to a chronic illness - the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath; damage to vital organs. Those chronic illnesses severely affect their personal life and career.

Low similarity condition:

Just like your best friend, many women (men) from State X with a similar background also enjoy swimming. However, some of them are unlucky and have to pretty much give up that passion due to a chronic illness - the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath; damage to vital organs. Those chronic illnesses severely affect their personal life and career.

All participants continue reading the following paragraphs:

For example, pursuing a career is a luxury for those men with chronic illnesses. One woman (man) from State X mentioned that he had to quit the job when the crippling pain in his spine forced him to stay at home, as he couldn't get out of bed at all some days.

A regional personal care product company is about to initiate a program to help women (men) from State X with chronic illnesses. In this program, the company's employees will be given some time to volunteer from every bottle of shampoo it sells. The goal is to donate a total of 10,000 hours (worth \$200,000 at \$20 per hour) to help women (men) from State X with chronic illnesses.

Corporate Social Responsibility Message - Study 2

High similarity condition:

Just like your romantic partner, many women (men) from State X with a similar background also enjoy swimming. However, some of them are unlucky and have to pretty much give up that passion due to a chronic illness - the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath; damage to vital organs. Those chronic illnesses severely affect their personal life and career.

Low similarity condition:

Just like your best friend, many women (men) from State X with a similar background also enjoy swimming. However, some of them are unlucky and have to pretty much give up that passion due to a chronic illness - the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath; damage to vital organs. Those chronic illnesses severely affect their personal life and career.

All participants continue reading the following paragraphs:

For example, pursuing a career is a luxury for those men with chronic illnesses. One woman (man) from State X mentioned that he had to quit the job when the crippling pain in his spine forced him to stay at home, as he couldn't get out of bed at all some days.

A regional non-profit organization is about to initiate a program to help women (men) in State X with chronic illnesses. The organization would like some help from Americans across the country. Please write a letter to these women (men) in State X. You may write anything you would like to say to them.

Corporate Social Responsibility Message - Study 3

High similarity condition:

Possibly as young as your loved one (Jenny/Jason – name entered by participants) but less fortunate, millions of young women (men) (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath or vertigo; damage to vital organs. Those chronic illnesses severely affect their self-esteem as a woman (man), and their personal life and career.

Low similarity condition:

Unlike your loved one (Jenny/Jason – name entered by participants) and also less fortunate (assume Jason is the first name of the participant's romantic partner), millions of young women (men) (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath or vertigo; damage to vital organs. Those chronic illnesses severely affect their self-esteem as a woman (man), and their personal life and career.

All participants continue reading the following paragraphs:

Education is a luxury for those young women (men) with chronic illnesses. One woman (man) in her (his) early 30s mentioned that she (he) was 2/3 of the way to get her (his) B.A. when the crippling pain in her (his) spine forced her (him) to drop out of college, as she (he) couldn't get out of bed at all some days. This meant that she (he) not only had to miss classes, but she (he) couldn't get to the grocery store to buy food.

Living day-to-day with an unpredictable medical condition makes it extremely hard to find romance. Many relationships don't get past the first date. "The evening was going well, but when the woman (man) found out that I wouldn't be able to go to a concert on the weekend because I was scheduled to get chemotherapy, she (he) lost interest in me all together", said a woman (man) in her (his) late 20s.

A personal care product company is about to initiate a program to help women (men) with chronic illnesses in the local community. In this program, the company's employees will be given some time to volunteer from every bottle of shampoo it sells. The goal is to donate a total of 10,000 hours (worth \$200,000 at \$20 per hour) to help women (men) with chronic illnesses in the local community.

Corporate Social Responsibility Message - Study 4

All participants continue reading the following paragraphs:

Millions of women (men) in America live day-to-day with chronic illnesses. These Americans, possibly different and less fortunate than your loved one, suffer from symptoms that, while not life-threatening, affect every aspect of their lives: unrelenting pain; debilitating fatigue; shortness of breath or vertigo; damage to vital organs. Those chronic illnesses severely affect their self-esteem as a woman (man), and their personal life and career.

For example, pursuing a career is a luxury for those women (men) with chronic illnesses. One woman (man) mentioned that she (he) had to quit the job when the crippling pain in her (his) spine forced her (him) to stay at home, as she (he) couldn't get out of bed at all some days.

A personal care product company is about to initiate a program to help women (men) with chronic illnesses in the local community. In this program, the company's employees will be given some time to volunteer from every bottle of shampoo it sells. The goal is to donate a total of 10,000 hours (worth \$200,000 at \$20 per hour) to help women (men) with chronic illnesses in the local community.

Corporate Social Responsibility Message - Study 5

High similarity condition:

Millions of women (men) in America live day-to-day with chronic illnesses. Though these women (men) may not be too different from your loved one, they unfortunately suffer from symptoms that, while not life-threatening, affect every aspect of their lives.

Low similarity condition:

Millions of women (men) in America live day-to-day with chronic illnesses. These Americans, possibly less fortunate than your loved one, suffer from symptoms that, while not life-threatening, affect every aspect of their lives.

All participants continue reading the following paragraphs:

For example, pursuing a career is a luxury for those women (men) with chronic illnesses. One woman (man) mentioned that she (he) had to quit the job when the crippling pain in her (his) spine forced her (him) to stay at home, as she (he) couldn't get out of bed at all some days.

A personal care product company is about to initiate a program to help women (men) with chronic illnesses in the local community. In this program, the company's employees will be given some time to volunteer from every bottle of shampoo it sells. The goal is to donate a total of 10,000 hours (worth \$200,000 at \$20 per hour) to help women (men) with chronic illnesses in the local community.

Corporate Social Responsibility Message - Study 6

High similarity condition:

Possibly as young as your loved one but less fortunate, millions of young men (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives.

Low similarity condition:

As unfortunate as it may sound, millions of young men (18-35) live day-to-day with chronic illnesses--the invisible disability. They suffer from symptoms that, while not life-threatening, affect every aspect of their lives.

All participants continue reading the following paragraphs:

Education is a luxury for those young women (men) with chronic illnesses. One woman (man) in her (his) early 30s mentioned that she (he) was 2/3 of the way to get her (his) B.A. when the crippling pain in her (his) spine forced her (him) to drop out of college, as she (he) couldn't get out of bed at all some days. This meant that she (he) not only had to miss classes, but she (he) couldn't get to the grocery store to buy food.

Living day-to-day with an unpredictable medical condition makes it extremely hard to find romance. Many relationships don't get past the first date. "The evening was going well, but when the woman (man) found out that I wouldn't be able to go to a concert on the weekend because I was scheduled to get chemotherapy, she (he) lost interest in me all together", said a woman (man) in her (his) late 20s.

Money donation condition:

A personal care product company is about to initiate a Young Women's (Men's) Program to help young women (men) with chronic illnesses in the local community. In this program, the company will donate a proportion of the revenue generated from every bottle of shampoo it sells. The goal is to donate a total of \$200,000 to help young women (men) with chronic illnesses in the local community.

Time donation condition:

A personal care product company is about to initiate a Young Women's (Men's) Program to help young women (men) with chronic illnesses in the local community. In this program, the company's employees will be given some time to volunteer from every bottle of shampoo it sells. The goal is to donate a total of 10,000 hours (worth \$200,000 at \$20 per hour) to help young women (men) with chronic illnesses in the local community.