

Depletion and Satiation

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Introduction

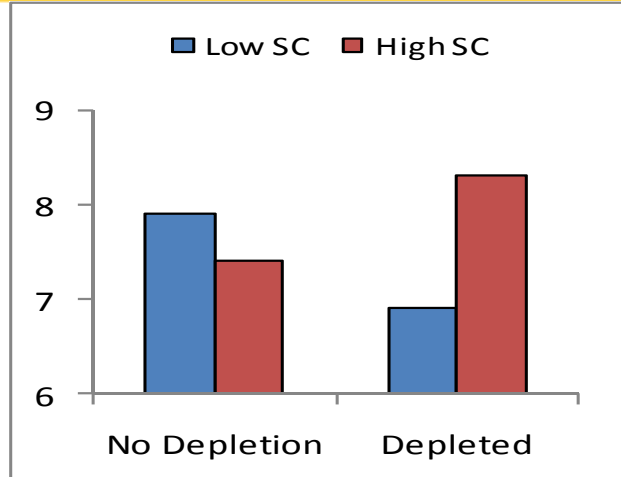
Satiation is a significant part of people's life. Among all the factors that would likely affect the satiation, we have chosen self-control which has been shown to be critical. Given that lapses in self-control cause people to consume more while satiation causes people to consume less, the interaction of these two factors could be quite interesting. This research tried to understand the relationship between self-control and satiation.

Method

We designed an experiment called "Candy Liking and Personality"

that studies 200 college students. They were asked to complete five steps: 1) filled out Personality scales; 2) ate one piece of chocolate and rated how much they enjoyed it; 3) watched a video and the subjects were separated as attentional control group and control group. Then they answered questions related to the video and their own level of boredom. 4) ate and rate 5 pieces of chocolate, rated their enjoyment as they ate each Piece. 5) a few questions about the overall experience of eating the candy. Then we have done an analysis to the results that included verifying the self-control scales (via factor analyses and pair wise correlations), running ANOVA models (analysis of variances), and testing specific predictions (using planned contrasts).

Making Choices Impairs Subsequent Self-Control: A Limited-Resource Account of Decision Making, Self-Regulation, and Active Initiative <<http://www.carlsonschool.umn.edu/assets/113144.pdf>>," Kathleen D. Vohs; <<http://www.carlsonschool.umn.edu/marketinginstitute/kvohs>>, Roy F. Baumeister, Brandon J. Schmeichel, Jean M. Twenge, Noelle M. Nelson; <<http://www.carlsonschool.umn.edu/marketinginstitute/nnelson>>, and Dianne M. Tice, /Journal of Personality and Social Psychology <<http://www.apa.org/journals/psp/>> (May 2008). "Spent Resources: Self-Regulatory Resource Availability Affects Impulse Buying <<http://www.carlsonschool.umn.edu/Assets/71504.pdf>>," Kathleen D. Vohs <<http://www.carlsonschool.umn.edu/marketinginstitute/kvohs>>



	1 (No Control)			2 (Depleted)		
Row Label	Ave. of Drop enjoy	Ave. of Enjoy 1	Ave. of Enjoy 5	Ave. of Drop enjoy	Ave. of Enjoy 1	Ave. of Enjoy 5
0 (Low Self - Control)	2.0	9.9	7.9	3.5	10.4	6.9
1 (High Self - Control)	2.9	10.3	7.4	2.3	10.5	8.3
Grand Total	2.5	10.1	7.6	2.8	10.4	7.6

Results

- Under no control condition, the average of drop enjoyment of low self-control people is less than the average of drop enjoyment of high self-control people;
- Under depleted condition, the average drop enjoyment of high self-control people is more than the average drop enjoyment of low self-control people.

Conclusion

The study results demonstrate that self-control is related to satiation. One of the relationships is that high self-control people get less satiated under depleted condition while low self-control people will get less satiated under no control condition.

References