Table 1: Summary of the moderated mediation results: regulatory focus fully mediated the effects of culture on computer preference.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Prevention | Promotion | Computer preferences | Computer preference (low reference condition) | Computer preference (high reference condition) |
| Culture | -0.48\*\*  (3.14)  [-0.79, -0.18] | 0.32\*  (2.48)  [0.07, 0.57] | -0.32  (-1.27)  [-0.81, 0.18] | -0.56  (-1.47)  [-1.31, 0.19] | -0.08  (-0.24)  [-0.72, 0.56] |
|  |  |  |  |  |  |
| Prevention |  |  | 0.28\*  (2.04)  [0.01, 0.54] | 0.26  (1.78)  [-0.03, 0.55] | -0.04  (-0.30)  [-0.29, 0.21] |
|  |  |  |  |  |  |
| Promotion |  |  | -0.96\*\*\*  (-5.89)  [-1.29, -0.64] | -0.93\*\*\*  (-5.18)  [-1.28, -0.57] | 0.11  (0.73)  [-0.19, 0.40] |
|  |  |  |  |  |  |
| Prevention by reference condition interaction |  |  | -0.34  (-1.80)  [-0.71, 0.03] |  |  |
| Promotion by reference condition interaction |  |  | 1.08\*\*\*  (4.72)  [0.63, 1.53] |  |  |

The numbers outside of the brackets are regression coefficients, the numbers inside the parentheses are t statistics, and the numbers inside the square brackets are 95% confidence interval. \**p*< .05, \*\**p* < .01, and \*\*\**p*< .001