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