




CONSTRUAL LEVEL THEORY AND CONSUMER BEHAVIOR: A DECADE OF STUDIES AND NEW RESEARCH POSSIBILITIES

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Study objective: To consolidate the recognition of consumer behavior studies related to Construal Level Theory (CLT).

Methodology/approach: a literature review with Grounded Theory premises analyzes one hundred and sixteen articles published in ten journals.

Main results: a fragmented field was identified in seven divisions: consumer choice, monetary, communication, self-control and indulgence, new triggers, product, and goals. The work also offers several new research questions that may assist in developing the identified subdivisions.

Theoretical/methodological contributions: mapping the field of CLT research and consumer behavior, a situation not identified in the literature, creating and discussing opportunities for each of the themes in this field.

Relevance/originality: literature reviews on the subject are rare and have not yet addressed consumer behavior. The purpose of this study is to propose a guide to new opportunities for studies that seek to understand the effects of levels of mental representation on consumer behavior.

Keywords: Construal level theory. Consumer behavior. Psychological distances. Marketing.

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1 Introduction

The Construal Level Theory (CLT) derives from Social Psychology. It proposes a positive and directly proportional correlation between psychological distance and the level of mental representation that the individual builds concerning an object, event, or individual. This psychological distance is understood as the feeling that the analyzed point is far from the present experience and the ego (Trope & Liberman, 2010). Human beings build mental representations and, through them, can see reality in specific ways, characterizing themselves as a cognitive bias and attracting the attention of researchers in general. These representations, which relate to psychological distance, can be of a higher level when dealing with more abstract considerations, without so much detail and based on desire; or lower level when they are concrete, use-focused, and detailed (Trope & Liberman, 2003, 2010; Liberman & Trope, 2014). The individual imagines a big picture by building up his mental interpretation at high levels. In a low-level perspective, that is, closer, the individual would perceive the details of what they see (Trope & Liberman, 2003).

There are four types of distances investigated in the literature: temporal, social, spatial, and hypothetical. These distances are converted into a single measure in the human mind, called psychological distance, adjusting to the analyzed context. The temporal distance involves the observation of future or past events and the decisions that individuals must take concerning the analyzed objects. Social distance involves decision-making behaviors of a given person about themselves, family members, or members of a given group (socially close) vs. more distant people. In contrast, the spatial dimension involves geographic distance and decision-making for closer or more distant locations. Moreover, the hypothetical distance is operationalized by confronting decisions with a high or low probability of happening and real or provisional situations – such as a real game and a demo version (Liberman & Trope, 2014).

Individuals' mental interpretation levels can be activated via manipulation or measurement. Two types of tests have been identified in the literature, and they allow a look at the chronic pattern of how people construct their assessments of a particular objective or event. One direct, through a standardized questionnaire, the BIF, and another indirect, through a categorization activity. The first and most used test is the Behavior Identification Form (BIF) by Vallacher and Wegner (1989). This test, derived from the Action Identification Theory, was developed to measure the levels at which people identified actions. It comprises 25 items and presents each respondent with an action followed by two alternatives for the individuals to choose from. One of these alternatives is associated with higher levels of identification, while

another is associated with lower levels of mental interpretation. The BIF reflects people's tendency to identify activities by the results that will be achieved or how the action will be carried out (Irmak, Wakslak & Trope, 2013).

The second form of measurement identified in the analyzed literature extract derives from an exercise proposed by Liberman, Sagristano, and Trope (2002) and creates categories for a series of items. Respondents are free to perform as many joins as they wish. The more categories, and therefore the fewer items in each of them, the more concrete the individual's mindset is. In contrast, fewer but more inclusive categories represent abstract levels. This way of measuring is more indirect than BIF (Liberman, Sagristano & Trope, 2002). The objective of categorization tests is to create structures that maximize the similarity of objects within the category while simultaneously minimizing the similarity of the categories (Lajos *et al.*, 2009).

To Reyt and Wiesenfeld (2015), the theory can adjust to a specific domain and be explicitly studied for that situation. This allows its application to the psychological (Trope & Liberman, 2003), organizational (Wiesenfeld *et al.*, 2017), and marketing fields, especially consumer behavior (Trope, Liberman, & Wakslak, 2007). Within this last theme, research was identified on the moment of consumption (Hamilton & Thompson, 2007), the introduction of alternatives in an analysis set (Kardes, Cronley & Kim, 2006), the attributes highlighted in communication via advertising (Chema & Patrick, 2008) and the weight given to attributes in the adoption of new products (Alexander, Lynch & Wang, 2008).

Despite being widely discussed and applied to the consumer behavior literature, there is an opportunity to develop studies that integrate research on the topic. Concerning CLT and consumer behavior, attempts to build an agenda of new research questions were presented before 2010, with the work of Eyal, Liberman, and Trope (2009) and Trope, Liberman, and Wakslak (2007). Therefore, the purpose of this study is to develop a guide to new opportunities for studies that seek to understand the effects of levels of mental representation on consumer behavior. Similar research was carried out by Wiesenfeld *et al.* (2017) when presenting a series of possible applications of CLT in organizational research.

This article contributes to the literature in two ways. Firstly, by mapping the field of CLT and consumer behavior research in the last decade, using the literature review in the light of Grounded Theory as a guide (Wolfswinkel, Furtmueller & Wilderom, 2013). As will be presented later, this field of research presents fragmentation and multiple possibilities of themes to be addressed. Secondly, by consolidating and discussing new research opportunities for each of the themes in this field.

2 Method

The search for articles on CLT was operationalized in one of the available primary databases, the Web of Science, considered by Wang and Waltman (2016) as one of the most complete multidisciplinary bibliographic bases for carrying out studies similar to the present work. Works published in peer-reviewed journals, in English, from 2003 to 2020 were sought, covering from the launch of the recognized seminal work by Trope and Liberman (2003), which gave rise to other CLT studies.

The article search and selection process comprised four stages. In the first one, the **construal level** expression was searched as a content focus, according to the possibility left by the database. Thus, articles that mentioned the word **distance** relating it to geographic, temporal, or psychological aspects, as in some works, would not be excluded. Another term was added to the filters to prevent many works outside the intended scope from appearing in the search results. The word **consumer** was also inserted in the content field; this procedure focuses only on research involving constructive level theory and consumer behavior until November 2020. The number of articles found in this phase was 332.

Before proceeding to the analysis of titles and abstracts, filters offered by Web of Science were used. Two filters were selected: the first, refining the results in scientific articles, with 288 occurrences found; the second, selecting the areas of Business, Management, and Applied Psychology, reduced the number of articles to 237. A new article clipping was applied to work only with articles from the last decade (2010-2020), leaving 217 articles.

From that point on, we decided to analyze the journals in which the articles were published. Of the 217 articles, 174 (80.2%) came from 10 journals: Journal of Consumer Research, Journal of Business Research, Journal of Marketing Research, Journal of Consumer Psychology, Psychology & Marketing, International Journal of Advertising, Journal of Advertising, Marketing Letters, European Journal of Marketing and Journal of Retailing. Given the relevance of these journals to consumer behavior, we chose to analyze only the articles published in these ten journals.

The 174 articles were accessed to obtain a copy of the studies and proceed to the next step, analyzing the titles and abstracts. This was done to verify whether the subject addressed in the article met the study's objective. The criteria for choosing the articles for this stage involved: (i) presenting the CLT as an explanation for the results in the main form; (ii) either measure or manipulate levels of mental representation; and (iii) the need to be empirical, since it was intended to analyze the already measured impacts of CLT on consumer behavior, in order

to propose new research challenges. In this sense, 58 articles were excluded from the sample, which resulted in 116 studies analyzed.

Following the guidance of Wolfswinkel, Furtmueller, and Wilderom (2013), for literature reviews in the light of Grounded Theory, when accessing each of the articles, two of the authors performed reading and open coding of the article's themes. Throughout the reading, the articles were organized according to their main themes. Thus, codes (or keywords) that refer to each article were listed for coding. Subsequently, the comparison between these codes made it possible to define the categories for the best classification. Articles with similar themes were aggregated and analyzed again to name the categories formed. Classification doubts were resolved with the help of the other authors of the article. The seven categories found were: (a) consumer choice; (b) monetary; (c) communication; (d) self-control and indulgence; (e) new triggers; (f) product; and (g) goals. The next section will detail each of the analyzed categories.

3 Results

The correlations described in the seven categories are presented in more detail in this section. As one of the objectives of this article is to build a mapping of the field of consumer behavior related to CLT, we decided to call the categories, interchangeably, also subfields, subdivisions of the research field. In quantitative terms, the category with the highest number of studies was "Communication", with 35 publications. The smallest, with 6 articles, was classified as "Goals". The description of each category and the total numbers are presented in Table 1.

Each category will be presented in the following sections. The codes used in each respective category will also be demonstrated and discussed, followed by a brief discussion on what can still be researched, in addition to a synthesis with guiding questions for future studies.

3.1 Communication

A common point in investigating the correlations between messages, levels of interpretation, and consumer behavior is the quest to understand the best fit between an ad and the mindset of consumers. Trope and Liberman (2003) note that the level of persuasion of these messages will depend on the way the consumer builds their evaluation. Those with lower levels respond more positively to a problem-focused ad, as they are oriented to detail and how a process can be solved (Trope & Liberman, 2003). This search for congruence between message,

psychological distance, and mental construction is seen in practically all articles in this category, presented in Table 2, along with some new research possibilities.

Table 1

Categories, Descriptions, and Number of works

Category	Description	No.
Communication	In this category, the points investigated are the effects of information from messages issued by companies in their advertisements and how this impacts consumers.	35
Consumer Choice	This category brings together studies that work with aspects related to the consumer's decision when choosing the product. Issues such as trust, fluency, ease, similarity, and consumer judgments about their decision-making are addressed.	26
New Triggers	This category explores new ways of activating the levels of mental interpretation, not focusing on the manipulation of psychological distances, but on other elements, such as body movement, colors, and number formatting.	17
Monetary	The essential point of this category is related to the financial aspect. This unit's studies investigate correlations with price, payment methods, promotions, and money.	14
Self-Control and Indulgence	This category addresses the correlation between levels of mental interpretation and feelings of indulgence and self-control on the part of the consumer and their effects on their behavior.	10
Product	In this category, the central themes involve the characteristics of the products and their correlation with the consumers' mental construction.	8
Goals	This category addresses how the level of interpretation influences consumers' goals.	6
Total		116

Much of the research in this category involves comparing language styles in messages, sometimes testing more abstract languages, sometimes more concrete ones, and seeking to find either mediators or moderators for their correlation with psychological distances. Moreover, it is in this aspect that research opportunities arise. Hoffmann and Plotikina (2020) and Ryoo, Hyun & Sung (2017) demonstrated this in their study when comparing more prescriptive or more general types of languages. This type of language's effects across different product categories is still unknown, as are possible effects of information sources. Do individuals react differently when the government or company sends a message? The government is expected to use more formal and distant language. What happens if fonts change their language pattern in communications? Will consumers change their behavior from this?

Table 2

Key Codes, Authors, and Research Opportunities in the Communication Category

Key Codes	Category Authors	Research Questions
Message Advertising Ad Communication Framing Priming	Hong & Lee (2010)	<i>Message Format</i>
	Hong & Sternthal (2010)	Does the presentation of information in numbers or units influence consumer judgments?
	White, MacDonnell & Dahl (2011)	
	Yang <i>et al.</i> (2011)	Are color images more emotional than black and white images? What is its role at the level of mental construction?
	Monga & Bagchi (2012)	How do individuals assess the degree of abstraction of texts and images?
	Tangari & Smith (2012)	<i>Message style</i>
	Chae, Li & Zhu (2013)	
	Lambrecht & Tucker (2013)	What is the role of the information source when communication is evaluated? Do government and more formal language sources influence consumer evaluation?
	Hernandez, Wright & Rodrigues (2014)	How can the description of package information be manipulated to access the best fit with the level of interpretation?
	Septianto (2014)	Can the service by a salesperson <i>vs.</i> by chatbot trigger different psychological distances? Is it true that the more human the robot, the shorter the distance? Or do we have an effect similar to the valley of strangeness?
Silvera <i>et al.</i> (2014)	<i>Consumer effects</i>	
Wright <i>et al.</i> (2014)		
Chang, Zhang & Chie (2015)		
Chen & Chiu (2016)		
Kulkarni & Yuan (2015)		
Park & Morton (2015)		
Pounders, Lee & Mackert (2015)		
Yang <i>et al.</i> (2015)		
Yan & Tsang (2016)		
Han, Duhachek & Agrawal (2017)		
Ryoo, Hyun & Sung (2017)	How do mental interpretation levels influence other behaviors such as persuasion or recall of product attributes?	
Theodorakis & Painesis (2018)		
Choi <i>et al.</i> (2019)		
Gurzki, Schllater & Woisetschlager (2019)		
Jha <i>et al.</i> (2019)		
Kim & Youn (2019)		
Kim, Lee & Choi (2019)		
Lee <i>et al.</i> (2021)		
Roose <i>et al.</i> (2019)		
Septianto, Jemper & Paramita (2019)		
Choi <i>et al.</i> (2020)	How do mental interpretation levels influence other behaviors such as persuasion or recall of product attributes?	
Hoffman & Pltkina (2020)		
McGowan, Hassan & Shiu (2020)		
Ruzeviciute, Kamleitner & Biswas (2020)		
Zhang, Kwak, Puzakova & Taylor (2020)		

Lee *et al.* (2014) and Lee *et al.* (2016) develop works associating color or black and white images with certain temporal distances. This makes it possible for researchers to test and evaluate which type of stimulus (writing or image) has the most effect when aligned to a specific psychological distance. For example, does a color image with abstract text influence a decision near or far? Moreover, if not, what impact would it have on the consumer? In addition, individuals are impacted by different communication stimuli in their daily lives since the consumer's experience and their evaluation of an ad can be affected by sound, olfactory, or even gustatory stimuli. Can these elements used by companies in their communications affect consumers' mental constructions?

3.2 Consumer choice

The central theme of this category is the impacts of CLT on consumer choice. The correlations observed in this category address both the decision-making process and its evaluation later, as in the cases of the works by Han *et al.* (2014) and Tsai and McGill (2011). Some works have advanced in understanding how the levels of interpretation may or may not facilitate a choice. A situation closely related to the difficulty of choice is the presence of a varied and voluminous assortment of products for the consumer to decide (Xu *et al.*, 2013; Godman & Malkoc, 2012; Lamberton & Diehl, 2013). Codes and articles are shown in Table 3.

One of the crucial gaps to be developed in the "Consumer Choice" category is the form of mental representation of the consumer's decision process. The analyzed works show how mental representations about the situation influence the choice for a product. However, little has been discussed in the academy about how decisions not taken are constructed. A consumer can make a decision also based on a rejection strategy, where items are eliminated one by one until reaching the chosen item (Meloy & Russo, 2004). The consumer can achieve different results when using such a strategy, even with the same sets analyzed (Mourali & Nagpal, 2013). Araujo (2018) states that few articles seek to understand how this process develops. From this, new works can direct efforts to understand how the levels of interpretation influence the rejection strategy since it focuses on negative aspects to eliminate a product.

Table 3

Key Codes, Authors, and Research Opportunities in the Consumer Choice Category

Key Codes	Category Authors	Research Questions
	Khan, Zhu & Kalra (2011)	<i>Pre-Choice</i>
	Pyone & Isen (2011)	What is the correlation between levels of interpretation and feelings-based information processing vs. cognition in consumer choice?
	Tsai & McGill (2011)	What is the correlation between psychological distances and consumer rejection?
	Zhao & Xie (2011)	
Judgments	Goodman & Malkoc (2012)	
Evaluation	Cho, Khan & Dhar (2013)	<i>Choice</i>
Choice	Lamberton & Diehl (2013)	What effects can the levels of interpretation cause when the consumer is faced with sequential choices within the same selection process?
Decision	Wright, Dinsmore & Kellaris (2013)	
Easiness	Xu, Jiang & Dhar (2013)	How does the decision-making process work when two or more psychological distances are related?
Difficulty	Han, Duhachek & Agrawal (2014)	
	Marzochi, Pizzi & Scarpi (2015)	What behavioral characteristics of consumers in real purchasing situations affect their choices, and how does this relate to levels of mental interpretation?
	Tangari, Burton, and Smith (2015)	How does the mental construction of dysfunctional behavior occur? Does the customer perceive the company nearer or farther?
	Darke <i>et al.</i> (2016)	
	Wang, Hong & Zhou (2017)	<i>Post-Choice</i>
	Kyung, Thomas & Krishna (2017)	Do buyers of a product think more concretely about it than people who do not think about purchasing this product?
	Liu, Batra & Wang (2017)	
	Choi, Park & Yoon (2018)	How does the consumer evaluate the transgression of other consumers and companies in a purchase process? Is there a difference in the roles of each one and their interpretation by the consumer?
	Goodman & Lim (2018)	
	Hassan, Shiu & McGowan (2019)	
	Jun, Kim & Park (2019)	
	Kelting, Berry & van Horen (2019)	
	Lo, Tsarenko & Tojib (2019)	
	Osman, D'Acunto & Johns (2019)	
	Lee, Noble & Zablah (2020)	
	Orth, Machiels & Rose (2020)	
	Wen & Guo (2020)	

This category also presented research on the impact of mental representation levels on activities that occur before the decision to consume, in addition to later evaluations as a result of this decision (Zhao & Xie, 2011; Tsai & McGill, 2011; Cho, Khan, & Dhar, 2013). Decision-making can be easy or difficult, depending on the level of abstraction, either by comparing alternatives (Cho *et al.*, 2013) or by the assortment of products offered, as shown by Godman and Malkoc (2012) and Lamberton and Diehl (2013). Once the consumer seeks to compare the

alternatives to choose a particular product – and this is affected by the levels of mental representation – what would their mental representations be like for subsequent decisions, in which the consumer would have to compare the later choice with the previous one? Previous research in this category shows individualized decisions – see Zhao and Xie (2011), Lambertson and Diehl (2013), Xu *et al.* (2013), Han *et al.* (2014), Kyung *et al.* (2017). Subsequent decisions may also be influenced by feelings such as indulgence and self-control (Wan & Agrawal, 2011). Therein lays the need for further explanation of the cognitive processes behind this multi-decision process.

Decisions made by consumers throughout their shopping journey can be made by affective (feelings) or cognitive (reason) processes. As shown by Wang *et al.* (2017), consumers have different behaviors for these two types of decisions, and the level of interpretation influences these choices. However, what is not clear and an exciting research path is how much consumers trust their choices, rational or emotional, and how the levels of interpretation can be related to the issue.

3.3 New triggers

In recent years, there has been a concern to study what can activate levels of interpretation. Some articles present particular situations related to CLT bases in the studied sample. After the text by Zhang and Wang (2009) showed how spatial distance impacts the other dimensions, others began to test the correlations between distances, since these were studied individually, and that more studies should be done with other psychological distances (Khan, Zhu, & Karla, 2011; Bornemann & Homburg, 2011; Goodman & Malkoc, 2012; Yan, Sengupta, & Hong, 2016). The importance of analyzing the correlations between distances and their impacts appears, even regularly, as a recommendation for future research (Kim & John, 2008; Zhao & Xie, 2011; Liberman & Trope, 2014).

In addition, there is an emphasis on discovering and analyzing the antecedents of mental construction. Two situations that refer to this line of argument have a physical and cognitive path. Kerkhove, Geuens, and Vermeir (2015) draw on up-and-down-eye-and-head movements to discuss this point. In turn, Lee *et al.* (2016) present the idea that mental construction is affected by colors, with more colorful images activating a closer and more concrete mindset that changes to abstract as the saturation decreases and the image becomes black and white. Furthermore, Jia *et al.* (2017) found that similar effects are mediated by the sharpness of the mental image that participants form based on the information. The interaction of memory with

levels of interpretation (Kyung, Thomas, & Krishna 2017) is something that helps to understand the issue of colors

Yan *et al.* (2016) suggest criticism of the established pattern of linking psychological distances directly to the level of mental construction. For the authors, what influences consumers is, above all, how information is processed. To support this, the authors demonstrate that distance on the level of interpretation disappears when information processing is done visually rather than verbally. It also seems to be the criticism made by Lee *et al.* (2014) and Lee *et al.* (2016) in their research on the influence of colors. The codes and authors are presented in Table 4.

Table 4

Key Codes, Authors, and Research Opportunities in the New Triggers Category

Key Codes	Category Authors	Research Questions
	Benning, Breugelmans & Dellaert (2012)	<i>Internal Triggers</i>
	Lee <i>et al.</i> (2014)	What is the correlation between levels of interpretation and emotions?
	Aggarwal and Zhao (2015)	Does age also interfere with mental representation?
	Han, Sohn & Yoo (2015)	How can movement and its directions activate high-level or low-level constructions?
	Kerckhove, Geuens and Vermeir (2015)	
Color	Vilchez-Monteiro & Spence (2015)	
Numbers	Kim, Sung & Drumwright (2016)	<i>External Triggers</i>
Head position	Lee <i>et al.</i> (2016)	What impact does a country's culture have on mental levels?
Eye position	Yan, Sengupta and Hong (2016)	In the face of psychological distance, is there a difference in intimate sensory vs. distant experiences (e.g., touch vs. taste; sound vs. sight)?
Culture	Elder <i>et al.</i> (2017)	
	Jia <i>et al.</i> (2017)	How do these multimodal experiences of sensory inputs relate when applied simultaneously?
	Yang, Toubia & de Jong (2018)	
	Bok & Yeo (2019)	Do the sensory stimuli produced by the product have a greater or lesser impact than those produced by the environment?
	Nenkov <i>et al.</i> (2019)	
	Stillman <i>et al.</i> (2020)	
	Wang <i>et al.</i> (2020)	
	Yoon <i>et al.</i> (2020)	

Besides the field that broadens its horizons based on the studies previously mentioned in this section, it is possible to investigate the types of culture of each country at the levels of mental interpretation. This opportunity arises from the work of Hong and Lee (2010). In their research, the authors identified that there was a possibility that artistic style could influence the

form of mental construction. This addresses a more profound issue within CLT research and not just message evaluation. Yan *et al.* (2016) understand that levels of interpretation can be activated in other ways than only through manipulations frequently performed in the literature. To the authors, there is an essential issue in the way consumers process information. Based on this observation, many research paths and possibilities are to be developed. For example, is there any correlation between Hofstede's (1980, 1983) dimensions and an individual's level of chronic mental construction? Is there a predisposition to these constructions? Are collectivist nations made up of people with a more abstract mindset? Do power distances reflect psychological distances in some way?

In addition to cultural aspects, other possible antecedents can generate research possibilities. What kind of influence does age have on interpretation levels? Do younger people have a more concrete chronic level of interpretation? What constructions are the senses capable of forming? Could touch, taste, aroma, sound, or sight be a new way of processing mental constructions? These questions still have room in the CLT literature to be answered.

3.4 Monetary

The question that permeates the texts of this category can be understood as: is money built at high or low levels? The same question can be applied to price and, to a lesser extent, to promotions since few works follow this line of investigation. Hansen *et al.* (2013) show that money is an element of abstract construction, showing that people build thoughts at a higher level when thinking about money. In a way, Yan and Sengupta (2011) agree and disagree with this analysis. To the authors, price is an interesting element within the individuals' mental interpretation, as it can sometimes be built at a high level and sometimes at a low level, depending on the task to be performed. For example, Irmak *et al.* (2013) identified that sellers and buyers build the price at different levels of interpretation.

Payment methods, as well as their influence on consumer behavior, have also been called attention. Atlas and Bartels (2018) identified that periodic payment methods could increase perceived benefits, depending on buyers' perception of concrete or abstract purchases (Trope & Liberman, 2010). If these payments are in different amounts or methods, the mental construction also changes (Polman, Effron, & Thomas, 2017). When a payment is made in advance, Wakefield and Wakefield (2018) demonstrated that consumers are more sensitive to price when considering the purchase of events that will occur in the future. The codes and authors of this category are described in Table 5.

Table 5

Key Codes, Authors, and Research Opportunities of the Monetary Category

Key Codes	Category Authors	Research Questions
	Bornemann & Homburg (2011)	<i>Forms of Money</i>
	Yan & Sengupta (2011)	
Money	Hansen, Kutzer & Wänke (2013)	Do the levels of interpretation impact the characteristics of cryptocurrencies (Bitcoin, Ethereum, and others)? How are virtual currencies interpreted mentally? Can the results obtained in studies with physical money be transposed to virtual currencies?
Cash	Irmak, Wakslak & Trope (2013)	
Finance	Lee and Zhao (2014)	
Credit Card	Yao & Chen (2014)	What other correlations are there between psychological distances and the multiple forms of money (payment, inheritance, debts)?
Debit card	MacDonell & White (2015)	
Payment	Chen, Xu & Shen (2017)	
Priming	Isabella, Mazzon & Dimoka (2017)	<i>Money impacts</i>
Price	Polman, Effron & Thomas (2017)	Can money increase the sense of social distance?
Pricing	Zhu, He, Chen & Hu (2017)	Does psychological distance influence the potential interactive effect of price with guarantees on consumers' perception of quality?
Donation	Atlas & Bartels (2018)	
	Tan <i>et al.</i> (2019)	
	Koo & Suk (2020)	<i>Pricing Strategies</i>
		How are price promotions built and interpreted by consumers? Are they built high or low?

We understand that the discussion of abstraction will remain, as the price was identified as a dubious element; one should broaden the scope of money and price, reaching price promotions. Companies can use promotional strategies to entice consumers to buy their products. These promotions can be through discounts on the product price, packages, coupons, or through some other type of bonus (Stremersch & Tellis, 2002; Hardesty & Bearden, 2003). Price promotions, or their effects, were practically not studied in the light of CLT, setting up space for developing studies of this nature. The effects of promotions on the consumer are known, without understanding whether they are driven or mitigated by mental constructions. In addition, it is possible to seek the knowledge of mental accounting to explain some correlations of money in time. Mental accounting is defined as the “study of the processing used by individuals to record, summarize, and analyze their expenditures and consumption in order to make a decision” (Thaler, 1999, p. 184). According to Thaler (1999), mental accounts are similar to companies’ accounts since they record all transactions carried out by the person.

Still, concerning the interpretations of money, it is possible to highlight that new research fronts can investigate the various forms of existing financial representations - inheritances, donations, credit cards, debit cards, and physical money (Hansen, Kutzer, &

Wänke, 2013). ; MacDonell & White, 2015; Chen, Xu, & Shen, 2017; Polman *et al.*, 2017). Some research has already shown a difference in some of these formats (MacDonell & White, 2015; Chen *et al.*, 2017). However, few texts address the themes. In addition, other forms of payment appear on the market, such as cryptocurrencies, which can decrease the sense of psychological distance involved in the transaction between buyer and seller (Irmak, Wakslak, & Trope, 2013) since many transactions are anonymous.

3.5 Self-control and indulgence

The dilemma of opting for an indulgent product or one that refers to self-control is extensively studied in the CLT literature. The attention given to this theme is due to the sense that the consumer takes more lenient actions and, therefore, with less self-control, based on the immediate pleasure that will be felt. Laran (2010) shows that one way to reduce this situation is to encourage consumers to adopt high-level mental constructions, as the choices made in this context make the long-term benefits more salient (Laran, 2010). Contrary to the myopia mentioned above, there is a phenomenon called hyperopia, which is also present in consumers' lives. The objective, at this point, is to deprive oneself of indulgent situations, exercising an exaggerated control of decisions (Haws & Poynor, 2008).

From these two situations present in the daily lives of individuals, some researchers have tried to observe these phenomena and understand their effects and possibly other correlations. Laran (2010) addresses this point by noting that future decisions focus on self-control. Mehta *et al.* (2014) identified that this situation might be different. As the consumer is self-focused, indulgent decisions can be made in the context of high levels of mental construction. However, the CLT literature can explain this result and the previous findings. When deciding with the focus on themselves, the individual is faced with a socially close decision (low-level construction), which would lead to more lenient choices. Therefore, the topic is controversial and needs more research to understand consumer self-control's mental construction mechanisms in myopia (and hyperopia). Codes and articles are in Table 6.

Table 6

Key Codes, Authors, and Research Opportunities in the Self-Control and Indulgence Category

<i>Key Codes</i>	<i>Category Authors</i>	<i>Research Questions</i>
	Milkmann, Rogers & Bazermann (2010)	What other situations can alter the effect of myopia or hyperopia on mental representations?
Dilemma	Laran (2010)	
Myopia	Winterich & Haws (2011)	Does positive interaction with frontline people make behavior more forgiving?
Hyperopia	Wan & Agrawal (2011)	
Now	Ein-Gar (2014)	What effect do gift cards for immediate or future consumption have on individuals' indulgence or self-control?
Latter	Mehta, Zhu & Meyers-Levy (2014)	
Indulgence	Siddiqui, Monga & Buechel (2018)	
Self-Control	Sinha & Lu (2019)	
	Yang <i>et al.</i> (2019)	
	Jami (2019)	

As observed, consumers opt for more indulgent (or self-controlled) behaviors based on the effects caused by psychological distances. That said, it opens the way for further research based on other elements. For example, in the retail environment, you can examine whether reward levels affect preferences for self-benefit gift cards vs. gift cards for someone else (Sinha & Lu, 2019), besides checking how individuals behave when such a card is for immediate use or future use.

Another issue within this category is whether future research could also examine consumer reactions to positive and inclusive interactions with frontline personnel through direct or indirect recognition. It is expected that explicit (implicit) signals of positive inclusion would activate concrete (abstract) consumer mindsets because direct (indirect) positive exchanges should evoke perceptions of near (distant) psychological distance (Yang *et al.*, 2019). How interactions can activate emotions such as arousal, positive affect, and other mechanisms and their effects on individuals must be further explained.

3.6 Product

This category has the most diverse approaches and correlations with the central topic. All jobs involve analyzing the offer of some product or a definition of the marketing strategy. Ding *et al.* (2017) show that consumers with a more abstract mindset prefer products that have more advanced, modern features and are more focused on the end of the product, not the process of using it. Furthermore, Kim and John (2008) demonstrated that when a brand launches a new

product, consumers with high levels of mental interpretation evaluate more favorably those extensions where there is alignment between the brand and the product type.

Still, on the issue of product evaluation, a situation highlighted by Hamilton and Thompson (2007) draws attention. Direct experiences with products (such as having the product in hand) initiate more concrete thoughts (or “how” thoughts) on the part of consumers. When there is an indirect experience, there is no difference between consumers’ thoughts. However, participants who had direct experience with the product and then had an indirect experience thought of more abstract situations (“why?” thoughts). This situation explains the closer distance between the products and the individual, making the experience, whether through hypotheses (as with new products) or by touching a product, more tangible to the consumer (Trope & Liberman, 2010). Table 7 summarizes this category’s codes, authors, and research opportunities.

Table 7

Key Codes, Authors, and Research Opportunities for the Product Category

Key Codes	Category Authors	Research Questions
Features New products	Mao <i>et al.</i> (2011) Janakiraman & Ordóñez (2012).	<i>Characteristics</i> Could the effects observed and tested with physical products apply to services? What features of services would make the effects of mental interpretation levels more (or less) salient?
	Maier (2014)	
Development	Pfeifer <i>et al.</i> (2014)	How do the components of a product affect your level of mental construction? <i>Offer Type</i> How are levels of interpretation formed for new types of offers (such as collaborative consumption and the fruits of innovations)? Does the complementarity of the products affect the level of interpretation? Can the product bundle offer have any different effects than expected for products sold individually?
Services	Ding, Wan & Xu (2017)	
	Yang & Zhang (2018)	
	Karatas & Gurhan-Canli (2020) Wang <i>et al.</i> (2020)	

Another point that should be evaluated is how new offers can be mentally constructed. Alexander *et al.* (2008) explore how incremental and radical innovations are perceived by individuals. The offers that emerged with the sharing economy (Belk, 2010, 2014; Martin, 2016) constitute a new model of access to products and services (Bardhi & Eckhardt, 2012) that the levels of mental interpretation can influence. Sordi *et al.* (2018) argue that the dimensions that form the sharing economy are built in the consumer’s mind in part as concrete, in another

part as abstract. This phenomenon could impact the choice to participate in collaborative consumption practices (Sordi *et al.*, 2018).

3.7 Goals

Consumer behavior towards a goal was also targeted in CLT. In smaller numbers in the analyzed sample, the theme received attention for describing the elements that differentiate one level of construction from another (Trope & Liberman, 2003). For higher levels, the objectives are relevant, while this importance tends to decrease for more concrete levels. Park and Hedgcock (2016) help to understand this by showing that when people understand a broader and more global perspective, they perceive more significant levels of progress in the pursuit of the objective, while the focus on details makes it appear that the objective is not being achieved. The global view, involving the whole, also received attention from Ng and Batra (2017). These authors demonstrated that broader thinking activates consumer promotion rather than prevention goals, which are associated with higher levels of mental construction. Table 8 condenses the primary information for this category.

Table 8

Key Codes, Authors, and Research Opportunities in the Goals Category

Key Codes	Category Authors	Research Questions
	Lee, Keller, and Sternthal (2010)	How is it to build goals that are easier to achieve?
Local	Ülkümen and Cheema (2011);	How can creating small daily goals relate to levels of mental interpretation?
Global	Ramirez, Jimenez & Gau (2015)	Do psychological distances also affect how close a goal is to its beginning or end?
Goal	Park and Hedgcock (2016).	
Focus	Ng and Batra (2017);	How do the levels of mental constructions work along the path taken in the search for a goal?
	Okada (2019)	

What was possible to notice in the studies of the “Goals” category is that the focus is on very complex goals and objectives, such as weight loss (Park & Hedgcock, 2016) and savings (Ülkümen & Cheema, 2011). Less complex objectives should also be studied, such as evaluating purchase alternatives for high-cost products or choosing some form of entertainment. Another pertinent situation is that the studies turned to progress questions, but not the proximity of the end of the objective, in the individual’s motivation. In what way does an individual who is a few pounds from the desired weight represent your thoughts? Assuming this construct is low-level, would he be more prone to indulgent or self-controlled behavior? A

look at this path, which is essentially linked to the issues of psychological distances, is a way of contributing to the CLT literature.

4 Final remarks

The Construal Level Theory is a theory widely worked on within consumer behavior, and proof of this can be done by consulting scientific databases. The results of one of these bases were cataloged and presented in this article. From the analysis of a sample of 116 articles, it was possible to verify that the field of application of CLT in consumer behavior is fragmented into seven subdivisions. Each one represents a line of research developed from the maxim of Trope and Liberman (2003), that individuals build their assessments at higher or lower levels, depending on the chosen context, given the adaptation of the precepts of the theory in different situations (Wiesenfeld *et al.*, 2017).

The present work carried out field recognition of the theory at issue, trying to understand better how its studies are divided within the scope of consumer behavior. This was done through the proposition of the seven fields discussed in the previous sections. Therefore, this study manages to deliver a series of new research questions that can assist in developing the identified subdivisions. The maturity level of some of these fields is interesting, with a series of well-structured and advanced surveys, such as communication, price, and product categories. However, there is always room for new contributions, especially regarding the category of new triggers, as the most challenging opportunities for CLT research lie in this part of the field.

One of the objectives of this article was to demonstrate that there is still scope for research on this theory. Several research phenomena can be investigated from the aspects of psychological distances. The sharing economy, collaborative consumption, dysfunctional consumer behavior, consumer experiences, and other emerging consumer topics can be discussed in light of CLT.

Other points not analyzed in this article, but which may contribute to the advancement of the CLT literature, involve the methodology used to access levels of mental interpretation. Yan *et al.* (2016), Lee *et al.* (2014), and Lee *et al.* (2016) bring a discussion about the non-dependence of the manipulation of distances in their work and instigate questions that there are other forms of investigation, including methodological ones. New approaches to studies are essential to deepening the field.

Authors' contributions

Contribution	Sordi, J.D.	Tomazelli, J.	Sampaio, C.H.	Espartel, L. B.
Conceptualization	X	----	----	----
Methodology	X	----	X	----
Software	----	----	----	----
Validation	X	X	----	----
Formal analysis	X	X	----	----
Investigation	X	X	----	----
Resources	X	X	X	X
Data Curation	X	X	----	----
Writing - Original Draft	X	X	----	----
Writing - Review & Editing	X	X	X	X
Visualization	X	X	X	X
Supervision	X	-----	----	-----
Project administration	X	-----	----	-----
Funding acquisition	----	----	----	----

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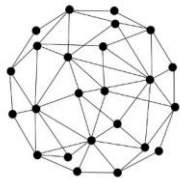
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CONSTRUAL LEVEL THEORY E COMPORTAMENTO DO CONSUMIDOR: UMA DÉCADA DE ESTUDOS E NOVAS POSSIBILIDADES DE PESQUISA

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Objetivo: desenvolver a Escala de Personalidade de Marca Pública (EPMP), apresentando evidências de validade e confiabilidade de um instrumento científico de mensuração de personalidade de marca pública.

Método: realizou-se um estudo qualitativo com 142 usuários de serviços públicos da Capital do Brasil (Brasília-DF) para identificar os atributos vinculados às marcas públicas, gerando uma versão piloto da escala, que foi submetida à análise de juízes e de conteúdo, e um pré-teste. A versão final foi aplicada em uma *survey* com 548 usuários. Análise fatorial exploratória e a análise fatorial confirmatória foram utilizadas para a análise dos dados.

Originalidade/Relevância: apresentou-se um modelo de mensuração inédito para operacionalizar e avaliar a personalidade da marca no contexto do setor público, de forma a permitir que seja utilizada como ferramenta de diagnóstico para os gestores públicos construírem uma relação mais transparente e eficaz com os usuários dos serviços públicos.

Resultados: a EPMP possui 15 traços de personalidade de marcas públicas agrupados em três dimensões - Eficiência, Relevância e Credibilidade. Todos os itens alcançaram excelentes índices psicométricos. A escala possui evidências de validade exploratória, confirmatória, interna, de construto (convergente, divergente e nomológica) e de conteúdo, e confiabilidade, gerando um instrumento científico confiável para mensurar a personalidade de uma marca pública.

Contribuições teórico-metodológicas: apresentou-se dimensões da personalidade de marca atribuídas às marcas de instituições públicas, contribuindo para a pesquisa em branding e marketing no setor público, abrindo oportunidades para estudos relacionais de marketing e organizações públicas. O uso de estatísticas robustas contribui para a credibilidade do uso da escala.

Palavras-chave: Personalidade de marca. Gestão pública. Eficiência. Escala.

Como citar

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1 Introdução

A *Construal Level Theory* (CLT) deriva da Psicologia Social e propõe a existência de uma relação positiva e diretamente proporcional entre a distância psicológica e o nível de representação mental que o indivíduo constrói em relação a um objeto, evento ou indivíduo. Essa distância psicológica é entendida como a sensação de que o ponto analisado está afastado da experiência presente e do ego (Trope & Liberman, 2010). O ser humano constrói representações mentais e, por meio delas, é capaz de enxergar a realidade de determinadas maneiras, caracterizando-se como um viés cognitivo e atraindo atenção dos pesquisadores em geral. Essas representações, que se relacionam com a distância psicológica, podem ser de nível mais alto quando tratam de considerações mais abstratas, sem tantos detalhes e fundamentadas no desejo; ou de nível mais baixo quando são concretas, focadas no uso e detalhadas (Trope & Liberman, 2003, 2010; Liberman & Trope, 2014). Ao construir sua interpretação mental em altos níveis, o indivíduo imagina uma grande figura. Em uma perspectiva de baixo nível, ou seja, mais próxima, o indivíduo perceberia os detalhes do que está enxergando (Trope & Liberman, 2003).

Existem quatro tipos de distâncias investigadas na literatura: temporal, social, espacial e hipotética. Na mente humana, essas distâncias convertem-se em uma única medida, denominada distância psicológica, ajustando-se ao contexto analisado. A distância temporal envolve a observação de eventos futuros ou passados e as decisões que devem ser tomadas pelos indivíduos em relação aos objetos analisados. A distância social envolve comportamentos de decisão de determinada pessoa com relação a si, familiares ou membros de um determinado grupo (socialmente próximos) vs. pessoas mais distantes. A dimensão espacial envolve a distância geográfica e a tomada de decisão para locais mais próximos ou mais distantes. E a distância hipotética é operacionalizada confrontando decisões com alta ou baixa probabilidade de acontecer, e situações reais ou provisórias – como um jogo real e uma versão *demo* (Liberman & Trope, 2014).

Os níveis de interpretação mental dos indivíduos podem ser ativados via manipulação ou via mensuração. Foram identificados na literatura dois tipos de testes que possibilitam um olhar para o padrão crônico de como as pessoas constroem suas avaliações sobre determinado objetivo ou evento: um direto, através de um questionário padronizado, o BIF, e outro indireto, através de uma atividade de categorização.

O primeiro teste, e mais utilizado, é o *Behavior Identification Form* (BIF) de Vallacher e Wegner (1989). Esse teste, derivado da Teoria de Identificação da Ação (*Action Identification*

Theory), foi desenvolvido para medir os níveis com que as pessoas identificavam ações. Ele é composto de 25 itens e apresenta aos respondentes, em cada um deles, uma ação seguida de duas alternativas para escolha dos indivíduos. Uma dessas alternativas é associada a níveis mais altos de identificação, enquanto outra é associada a níveis mais baixos de interpretação mental. O BIF reflete a tendência das pessoas em identificar as atividades pelos resultados que serão alcançados ou pelos meios que a ação será realizada (Irmak, Wakslak, & Trope, 2013).

A segunda forma de mensuração identificada no extrato da literatura analisada deriva de um exercício proposto por Liberman, Sagristano e Trope (2002), e consiste na criação de categorias para uma série de itens. Os respondentes são livres para realizar quantas junções lhes forem pertinentes. Quanto mais categorias e, portanto, menos itens em cada uma delas, mais concreta é a mentalidade do indivíduo. Em contrapartida, menos categorias, porém mais inclusivas, representam níveis abstratos. Essa forma de medir é mais indireta do que a BIF (Liberman, Sagristano, & Trope, 2002). O objetivo de testes de categorização é criar estruturas que maximizem a similaridade dos objetos dentro da categoria enquanto, simultaneamente, minimizam a similaridade das categorias (Lajos et al., 2009).

Para Reyt e Wiesenfeld (2015), a teoria consegue ajustar-se a um determinado domínio e ser estudada especificamente para essa situação. Isso permite sua aplicação aos campos psicológico (Trope & Liberman, 2003), organizacional (Wiesenfeld et al., 2017) e de marketing, em especial ao comportamento do consumidor (Trope, Liberman, & Wakslak, 2007). Dentro deste último tema, foram identificadas pesquisas sobre o momento do consumo (Hamilton & Thompson, 2007), a introdução de alternativas em um conjunto de análise (Kardes, Cronley, & Kim, 2006), os atributos ressaltados na comunicação via propaganda (Cheema & Patrick, 2008) e o peso dado a atributos na adoção de novos produtos (Alexander, Lynch & Wang, 2008).

Apesar de amplamente discutida e aplicada à literatura de comportamento do consumidor, há a oportunidade de desenvolvimento de estudos que integrem as pesquisas sobre o tema. No que diz respeito à CLT e ao comportamento do consumidor, as tentativas de construir uma agenda de novas questões de pesquisa foram apresentadas antes de 2010, com os trabalhos de Eyal, et al. (2009) e Trope, Liberman e Wakslak (2007). A proposta desse estudo é, portanto, desenvolver um guia de novas oportunidades para estudos que busquem entender os efeitos dos níveis de representação mental no comportamento do consumidor. Pesquisa semelhante foi realizada por Wiesenfeld et al. (2017), ao apresentarem uma série de possíveis aplicações da CLT na pesquisa organizacional.

Este artigo contribui com a literatura de duas formas. Primeiro, ao mapear o campo da pesquisa de CLT e comportamento do consumidor na última década, utilizando como guia a revisão de literatura à luz da *Grounded Theory* (Wolfswinkel, Furtmueller, & Wilderom, 2013). Como será apresentado posteriormente, tal campo de pesquisa apresenta fragmentação e múltiplas possibilidades de temáticas a serem abordadas. Segundo, ao consolidar e discutir novas oportunidades de pesquisa para cada uma das temáticas desse campo.

2 Método

A pesquisa por artigos sobre a CLT foi operacionalizada em uma das principais bases de dados disponíveis, a *Web of Science*, considerada por Wang e Waltman (2016) como uma das bases bibliográficas multidisciplinares mais completas para a realização de estudos semelhantes ao presente trabalho. Buscou-se trabalhos publicados em periódicos revisados por pares, em inglês, no período de 2003 a 2020, contemplando desde o lançamento do reconhecido trabalho seminal de Trope e Liberman (2003), o qual deu origem aos demais estudos da CLT.

O processo de busca e seleção dos artigos compreendeu quatro etapas. Na primeira, foi pesquisada a expressão *construal level* como foco de conteúdo, conforme a possibilidade deixada pela base de dados. Dessa forma, não seriam excluídos artigos que mencionassem a palavra distância (*distance*), relacionando-a com aspectos geográficos, temporais ou psicológicos como em alguns trabalhos. Para evitar que muitos trabalhos fora do escopo pretendido surgissem nos resultados da busca, acrescentou-se outro termo aos filtros. Foi inserida a palavra *consumer*, também no campo conteúdo; esse procedimento permite o foco somente nas pesquisas que envolvam a *construal level theory* e o comportamento do consumidor até novembro de 2020. O número de artigos encontrados nesta fase foi 332.

Antes de seguir para a análise de títulos e resumos, foram utilizados filtros oferecidos pela *Web of Science*. Foram selecionados dois filtros: o primeiro, refinando os resultados em artigos científicos, com 288 ocorrências encontradas; o segundo, selecionando as áreas de Negócios, Gestão e Psicologia Aplicada, reduziu o número de artigos para 237. Com a intenção de trabalhar somente com artigos da última década (2010-2020), um novo corte nos artigos foi feito, restando 217 artigos.

A partir desse ponto, optou-se por analisar os periódicos em que os artigos estavam sendo publicados. Dos 217 artigos, 174 (80,2%) tinham como origem 10 *journals*: *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Psychology & Marketing*, *International Journal of Advertising*, *Journal*

of Advertising, Marketing Letters, European Journal of Marketing e Journal of Retailing. Dada a relevância desses *journals* para o campo do comportamento do consumidor, optou-se por analisar somente os artigos publicados nesses dez periódicos.

Os 174 artigos foram acessados para se obter uma cópia dos estudos e seguir para a próxima etapa, que consistia na análise dos títulos e resumos. Isso foi feito a fim de verificar se o assunto tratado no artigo atendia ao objetivo do estudo. Os critérios de escolha dos artigos para essa etapa envolveram: (i) apresentar a CLT como explicação para os resultados de forma principal; (ii) mensurar e/ou manipular os níveis de representação mental; e (iii) a necessidade de serem empíricos, uma vez que se pretendia analisar os impactos já mensurados da CLT no comportamento do consumidor, a fim de propor novos desafios de pesquisa. Nesse sentido, 58 artigos foram eliminados da amostra, o que resultou em 116 estudos analisados.

Seguindo a orientação de Wolfswinkel, Furtmueller e Wilderom (2013), para revisões da literatura à luz da Grounded Theory, ao acessar cada um dos artigos, dois dos autores realizaram leitura e codificação aberta dos temas do artigo. Ao longo da leitura, os artigos foram organizados de acordo com os seus temas principais. Assim, para a codificação foram elencados diferentes códigos (ou palavras-chave) que remetem a cada artigo. Posteriormente, a comparação entre estes códigos possibilitou a definição das categorias para a melhor classificação dos mesmos. Os artigos com temas similares foram agregados em uma categoria e novamente analisados no intuito de nominar as categorias formadas. Dúvidas de classificação foram sanadas com o auxílio dos demais autores do artigo. As sete categorias encontradas foram: (a) escolha do consumidor; (b) monetária; (c) comunicação; (d) autocontrole e indulgência; (e) novos gatilhos; (f) produto; e (g) objetivos. A próxima seção detalha cada uma das categorias analisadas.

3 Resultados

As relações descritas nas sete categorias são apresentadas com mais detalhes nesta seção. Como um dos objetivos deste artigo é construir um mapeamento do campo do comportamento do consumidor que se relaciona com a CLT, optou-se por chamar as categorias, de forma intercambiável, também de subcampos, subdivisões do campo de pesquisa. Em termos quantitativos, a categoria com maior número de estudos foi a de “Comunicação”, com 35 publicações. A de menor, com 6 artigos, foi a classificada como “Objetivos”. A descrição de cada categoria e os números totais estão presentes na tabela 1.

Nas seções a seguir cada categoria será apresentada. Também serão demonstrados e discutidos os códigos utilizados em cada respectiva categoria. Na sequência, apresenta-se uma breve discussão sobre o que ainda pode ser pesquisado, além de uma síntese com questões norteadoras para futuros estudos.

3.1 Comunicação

Um ponto em comum na investigação das relações entre as mensagens, níveis de interpretação e comportamento do consumidor é a busca por entender o melhor alinhamento (*fit*) entre um anúncio e o *mindset* dos consumidores. Trope e Liberman (2003) atentam que o nível de persuasão dessas mensagens dependerá da maneira que o consumidor monta sua avaliação. Aqueles com níveis mais baixos respondem mais positivamente a um anúncio com foco no problema, uma vez que são orientados aos detalhes e a como um processo pode ser resolvido (Trope & Liberman, 2003). Essa busca pela congruência entre mensagem, distância psicológica e construção mental é vista em praticamente todos os artigos dessa categoria, apresentados na tabela 2, junto com algumas novas possibilidades de pesquisa.

Tabela 1

Categorias, Descrições e Número de trabalhos

Categoria	Descrição	N
Comunicação	Nesta categoria os pontos investigados são os efeitos das informações das mensagens emitidas pelas empresas em seus anúncios e como isso impacta os consumidores.	35
Escolha do Consumidor	Esta categoria reúne estudos que trabalham com aspectos relacionados à decisão do consumidor no momento da escolha do produto. São abordadas questões como confiança, fluência, facilidade, similaridade e julgamentos do consumidor sobre sua tomada de decisão.	26
Novos Gatilhos	Essa categoria explora novas formas de ativação dos níveis de interpretação mental, sem focar na manipulação das distâncias psicológicas, mas em outros elementos, como movimento do corpo, cores e formatação de números.	17
Monetária	O ponto essencial dessa categoria está relacionado ao aspecto financeiro. Relações com preço, métodos de pagamento, promoções e dinheiro são investigadas nos estudos dessa unidade.	14
Autocontrole e Indulgência	Essa categoria aborda as relações dos níveis de interpretação mental com os sentimentos de indulgência e autocontrole por parte do consumidor e seus efeitos em seu comportamento.	10

Categoria	Descrição	N
Produto	Nessa categoria, os temas centrais envolvem as características dos produtos e sua relação com a construção mental dos consumidores.	8
Objetivos	A presente categoria aborda como os objetivos dos consumidores são influenciados pelo nível de interpretação.	6
Total		116

Fonte: O estudo.

Grande parte da pesquisa dessa categoria envolve a comparação de estilos de linguagem nas mensagens, ora testando linguagens mais abstratas, ora mais concretas, e buscando encontrar mediadores e/ou moderadores para suas relações com as distâncias psicológicas. E é sob este aspecto que as oportunidades de pesquisa surgem. Hoffmann e Plotkina (2020) demonstraram isso em seu estudo, bem como Ryoo, Hyun & Sung (2017), ao compararem tipos de linguagens mais prescritivas ou mais gerais. Os efeitos que esse tipo de linguagem tem através de categorias de produtos diversas é ainda desconhecido, bem como possíveis efeitos das fontes das informações. Os indivíduos reagem de forma diferente quando uma mensagem é enviada pelo governo ou empresa? Espera-se que o governo utilize uma linguagem mais formal e distante. O que acontece se as fontes alteram seu padrão de linguagem nas comunicações? Será que os consumidores mudam seu comportamento a partir disso?

Tabela 2

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Comunicação

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Hong & Lee (2010)	<i>Formato da Mensagem</i>
	Hong & Sternthal (2010)	A apresentação das informações em números ou unidades influencia os julgamentos dos consumidores?
	White, MacDonnell, & Dahl (2011)	As imagens coloridas são realmente mais emocionais que as imagens preto e branco?
	Yang et al. (2011)	Qual o seu papel no nível de construção mental?
	Monga & Bagchi (2012)	Como os indivíduos avaliam o grau de abstração de textos e imagens?
<i>Message</i>	Tangari & Smith (2012)	
<i>Advertising</i>	Chae, Li, & Zhu (2013)	
<i>Ad</i>	Lambrecht & Tucker (2013)	<i>Estilo da mensagem</i>
<i>Communication</i>	Hernandez, Wright, & Rodrigues (2014)	Qual o papel da fonte de informações quando uma comunicação é avaliada? Fontes governamentais e de linguagem mais formal têm influência na avaliação do consumidor?
<i>Framing</i>	Septianto, Huang & Jeong, (2014)	Como a descrição de informações das embalagens podem ser manipuladas para acessar melhor ajuste com o nível de interpretação?
<i>Priming</i>	Silvera et al. (2014)	Atendimento por um vendedor vs. por <i>chatbot</i> acionam distâncias psicológicas diferentes? Quanto mais humano o robô, menor a distância? Ou temos efeito similar ao vale da estranheza?
	Wright et al. (2012)	
	Chang, Zhang, & Xie (2015)	
	Chen & Chiu (2016)	
	Kulkarni & Yuan (2015)	
	Park & Morton (2015)	<i>Efeitos no consumidor</i>
	Pounders, Lee, & Mackert (2015)	Como os níveis de interpretação mental influenciam outros comportamentos como persuasão ou <i>recall</i> de atributos do produto?
	Yang et al. (2015)	
	Yan & Tsang (2016)	
	Han, Duhachek, & Agrawal (2017)	
	Ryoo, Hyun, & Sung (2017)	
	Theodorakis & Painesis (2018)	
	Choi et al. (2019)	
	Gurzki, Schllater, & Woisetschl�ager (2019)	
	Jha et al. (2019)	
	Kim & Youn (2019)	
	Kim, Lee, & Choi (2019)	
	Lee et al. (2021)	
	Roose et al. (2019)	
	Septianto, Kemper, & Paramita (2019)	
	Choi et al. (2020)	
	Hoffman & Plotkina (2020)	
	McGowan, Hassan, & Shiu (2020)	
	Ruzeviciute, Kamleitner, & Biswas (2020)	
	Zhang et al. (2020)	

Fonte: O estudo.

Lee et al. (2014) e Lee et al. (2017) desenvolvem trabalhos associando imagens coloridas ou em preto e branco com determinadas distâncias temporais. Isso possibilita aos pesquisadores testarem e avaliarem qual tipo de estímulo (escrita ou imagem) tem mais efeito quando alinhado a uma determinada distância psicológica. Por exemplo, uma imagem colorida com um texto abstrato tem mais influência em uma decisão próxima ou distante? E o contrário, que impacto teria no consumidor? Além disso, os indivíduos são impactados por estímulos de comunicação diferentes em seu cotidiano. Como a experiência do consumidor e sua avaliação sobre um anúncio podem ser afetadas por estímulos sonoros, olfativos ou até mesmo gustativos. Esses elementos usados pelas empresas em suas comunicações podem afetar as construções mentais dos consumidores?

3.2 Escolha do consumidor

O tema central dessa categoria são os impactos da CLT na escolha do consumidor. As relações observadas nessa categoria abordam tanto o processo de tomada de decisão quanto a sua avaliação em momento posterior, como nos casos dos trabalhos de Han, Duhachek e Agrawal (2014) e Tsai e McGill (2011). Alguns trabalhos avançaram no entendimento sobre como os níveis de interpretação podem facilitar, ou não, uma escolha. Uma situação bastante relacionada à dificuldade de escolha é a presença de um sortimento variado e volumoso de produtos para o consumidor tomar sua decisão (Xu, Jiang, & Dhar, 2013; Godman & Malkoc, 2012; Lamberton & Diehl, 2013). Os códigos e os artigos são apresentados na tabela 3.

Uma das importantes lacunas a ser desenvolvida na categoria “Escolha do Consumidor” é a forma de representação mental do processo de decisão do consumidor. Os trabalhos analisados mostram como a escolha por um produto é influenciada pelas representações mentais sobre a situação. Entretanto, pouco se tem discutido na academia sobre a forma como as decisões não tomadas são construídas. Um consumidor pode tomar uma decisão também baseado em uma estratégia de rejeição, onde os itens são eliminados um a um, até chegar ao item escolhido (Meloy & Russo, 2004). Ao utilizar uma estratégia desse tipo, o consumidor pode alcançar resultados diferentes, mesmo com os mesmos conjuntos analisados (Mourali & Nagpal, 2013). Araujo (2018) comenta que poucos artigos buscam compreender como esse processo se desenvolve. A partir disso, novos trabalhos podem direcionar esforços em compreender como a estratégia de rejeição é influenciada pelos níveis de interpretação, uma vez que esta tem enfoque em aspectos negativos para eliminar um produto.

Tabela 3

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Escolha do Consumidor

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Khan, Zhu, & Kalra (2011)	<i>Pré-Escolha</i>
	Pyone & Isen (2011)	Qual a relação entre os níveis de interpretação e o processamento de informação baseado em sentimentos vs. cognição na escolha do consumidor?
	Tsai & McGill (2011)	
	Zhao & Xie (2011)	Qual a relação entre as distâncias psicológicas e a rejeição dos consumidores?
<i>Judgments</i>	Goodman & Malkoc (2012)	
<i>Evaluation</i>	Cho, Khan & Dhar (2013)	<i>Escolha</i>
<i>Choice</i>	Lamberton & Diehl (2013)	Que efeitos os níveis de interpretação podem causar quando o consumidor se depara com escolhas sequenciais dentro de um mesmo processo de seleção?
<i>Decision</i>	Wright, Dinsmore, & Kellaris (2013)	
<i>Easiness</i>	Xu, Jiang, & Dhar (2013)	Como funciona o processo de tomada de decisão quando duas ou mais distâncias psicológicas se relacionam?
<i>Difficulty</i>	Han, Duhachek, & Agrawal (2014)	
	Marzocchi, Pizzi, & Scarpi (2015)	Quais características comportamentais dos consumidores em situações reais de compra afetam suas escolhas e como isso se relaciona com os níveis de interpretação mental?
	Tangari, Burton, & Smith (2015)	Como se dá a construção mental do comportamento disfuncional? O cliente percebe a empresa mais próxima ou mais distante?
	Darke et al. (2016)	
	Wang, Hong, & Zhou (2017)	<i>Pós-Escolha</i>
	Kyung, Manoj, & Krishna (2017)	Os compradores de um produto pensam mais concretamente sobre ele do que as pessoas que não pensam em adquirir este produto?
	Liu, Batra, & Wang (2017)	
	Choi, Park, & Yoon (2018)	Como se dá a avaliação do consumidor sobre a transgressão de outros consumidores e das empresas em um processo de compra? Há diferença nos papéis de cada um e na interpretação deles por parte do consumidor?
	Goodman & Lim (2018)	
	Hassan, Shiu, & McGowan (2019)	
	Jun, Kim, & Park (2019)	
	Kelting, Berry, & van Horen (2019)	
	Lo, Tsarenko, & Tojib (2019)	
	Osman, D'Acunto, & Johns (2019)	
	Lee, Noble, & Zablah (2020)	
	Orth, Machiels, & Rose (2020)	
	Wen & Guo (2020)	

Fonte: O estudo.

Essa categoria também apresentou pesquisas do impacto dos níveis de representação mental em atividades que ocorrem antes da decisão de consumir, além de avaliações posteriores em consequência dessa decisão (Zhao & Xie, 2011; Tsai & McGill, 2011; Cho, Khan, & Dhar, 2013). A tomada de decisão pode ser facilitada ou dificultada, dependendo do nível de abstração, seja pela comparação das alternativas (Cho, Khan, & Dhar, 2013) ou pelo sortimento

de produtos oferecidos, como mostraram Godman e Malkoc (2012) e Lamberton e Diehl (2013). Uma vez que o consumidor procura comparar as alternativas para escolher determinado produto – e que isso é afetado pelos níveis de representação mental – como seriam suas representações mentais para decisões subsequentes, em que o consumidor teria que comparar a escolha posterior com a anterior? As pesquisas anteriores nessa categoria mostram decisões individualizadas – ver Zhao e Xie (2011), Lamberton e Diehl (2013), Xu, Jiang, & Dhar (2013), Han, Duhachek e Agrawal (2014), Kyung, Manoj e Krishna (2017). Decisões subsequentes também podem sofrer influências de sentimentos como indulgência e autocontrole (Wan & Agrawal, 2011). Reside aí a necessidade de maiores explicações dos processos cognitivos por trás deste processo multidecisório.

As decisões tomadas pelos consumidores ao longo de sua jornada de compras podem ser feitas por processos afetivos (sentimentos) ou cognitivos (razão). Conforme mostram Wang, Hong e Zhou (2017), os consumidores apresentam comportamentos diferentes para esses dois tipos de decisões; e o nível de interpretação influencia essas escolhas. Entretanto, o que não fica claro e se mostra um caminho de pesquisa interessante é o quanto os consumidores confiam em suas escolhas, racionais ou emocionais, e como os níveis de interpretação podem se relacionar com a questão.

3.3 *Novos gatilhos*

Nos últimos anos, houve uma preocupação em estudar o que pode ativar os níveis de interpretação. Na amostra estudada, alguns artigos apresentam situações particulares que têm relação com as bases da CLT. Após o texto de Zhang e Wang (2009) mostrar como a distância espacial impacta as demais dimensões, outros começaram a testar as relações entre as distâncias, uma vez que essas eram estudadas individualmente e que mais estudos deveriam ser feitos com outras distâncias psicológicas (Khan, Zhu, & Kalra, 2011; Bornemann & Homburg, 2011; Goodman & Malkoc, 2012; Yan, Sengupta, & Hong, 2016). A importância de análise das relações entre as distâncias e seus impactos entre elas aparece, inclusive, de forma recorrente como recomendação de pesquisas futuras (Kim & John, 2008; Zhao & Xie, 2011; Liberman & Trope, 2014).

Além disso, há ênfase na descoberta e na análise dos antecedentes da construção mental. Duas situações que remetem a essa linha de arguição têm caminho físico e cognitivo. Kerckhove, Geuens e Vermeir (2015) baseiam-se nos movimentos de olhos e cabeça, para cima e para baixo, para discutir esse ponto. Lee et al. (2017), por sua vez, apresentam a ideia de que

a construção mental é afetada pelas cores, com imagens mais coloridas ativando um *mindset* mais próximo e concreto que se muda para abstrato na medida em que a saturação diminui e a imagem vai ficando em preto e branco. Além disso, Jia et al. (2017) verificaram que efeitos semelhantes são mediados pela nitidez da imagem mental que os participantes formam com base na informação. Algo que ajuda a compreender a questão das cores é a interação da memória com os níveis de interpretação (Kyung, Manoj, & Krishna, 2017).

Yan, Sengupta e Hong (2016) sugerem críticas ao padrão estabelecido de ligar as distâncias psicológicas diretamente ao nível de construção mental. Para os autores, o que influencia os consumidores é, antes de tudo, o modo de processamento da informação. Para essa sustentação, os autores demonstram que o efeito da distância no nível de interpretação desaparece quando o processamento da informação é feito visualmente, antes de verbalmente. Essa parece ser também a crítica que se tem em Lee et al. (2014) e Lee et al. (2017) em suas pesquisas sobre a influência das cores. Os códigos e autores estão presentes na tabela 4.

Tabela 4

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Novos Gatilhos

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Benning, Breugelmans, & Dellaert (2012)	<i>Gatilhos Internos</i>
	Lee et al. (2014)	Qual a relação dos níveis de interpretação com as emoções?
	Aggarwal e Zhao (2015)	A idade também interfere na representação mental?
	Han, Sohn, & Yoo (2015)	Como o movimento e suas direções podem ativar construções de alto ou baixo nível?
	Kerckhove, Geuens, & Vermeir (2015)	
<i>Color</i>	Vilches -Monteiro, & Spence (2015)	
<i>Numbers</i>	Kim, Sung, & Drumwright (2018)	<i>Gatilhos Externos</i>
<i>Head position</i>	Lee et al. (2017)	Qual o impacto que a cultura de um país possui na construção dos níveis mentais?
<i>Eye position</i>	Yan, Sengupta, & Hong (2016)	Diante da distância psicológica, há diferença nas experiências sensoriais próximas vs. distantes (por exemplo: toque vs. gosto; som vs. visão)?
<i>Culture</i>	Elder et al. (2017)	Como essas experiências multimodais de entradas sensoriais se relacionam quando aplicadas simultaneamente?
	Jia et al. (2017)	Os estímulos sensoriais produzidos pelo produto têm impacto maior ou menor do que aqueles produzidos pelo ambiente?
	Yang, Toubia, & de Jong (2018)	
	Bok & Yeo (2019)	
	Nenkov et al. (2019)	
	Stillman et al. (2020)	
	Wang et al. (2020)	
	Yoon et al. (2020)	

Fonte: O estudo.

Além do campo que amplia seus horizontes a partir dos estudos apontados anteriormente nessa seção, há a possibilidade de investigação sobre os tipos de cultura de cada país nos níveis de interpretação mental. Essa oportunidade surge do trabalho de Hong e Lee (2010). No decorrer de sua pesquisa, os autores identificaram que existia a possibilidade de o estilo cultural influenciar na forma de construção mental. Isso claramente remete a uma questão muito mais profunda dentro da pesquisa de CLT e não somente à avaliação de mensagens. Yan, Sengupta e Hong (2016) entendem que os níveis de interpretação podem ser ativados de outras formas que não somente através das manipulações realizadas com frequência na literatura. Para os autores, há uma questão importante no modo de processamento de informações por parte dos consumidores. A partir dessa constatação há uma série de caminhos e possibilidades de pesquisa a serem desenvolvidas. Por exemplo, há alguma relação entre as dimensões de Hofstede (1980, 1983) e o nível de construção mental crônico de um indivíduo? Há uma predisposição para essas construções? Nações coletivistas são formadas por pessoas com mentalidade mais abstrata? As distâncias do poder refletiriam as distâncias psicológicas de alguma forma?

Além dos aspectos culturais, outros possíveis antecedentes são capazes de gerar possibilidades de pesquisa. Que tipo de influência a idade tem sobre os níveis de interpretação? Pessoas mais novas tem um nível crônico de interpretação mais concreto? Que construções os sentidos são capazes de formar? O toque, o gosto, o aroma, o som ou a visão poderiam ser uma nova forma de processar as construções mentais? Essas questões têm ainda espaço na literatura de CLT para serem respondidas.

3.4 Monetária

A questão que permeia os textos dessa categoria pode ser entendida como: o dinheiro é construído em níveis altos ou baixos? A mesma questão pode ser aplicada ao preço e em menor grau às promoções, uma vez que são poucos trabalhos que seguem essa linha de investigação. Hansen, Kutzner e Wänke (2013) dão indícios de que o dinheiro é um elemento de construção abstrata, mostrando que ao pensar em dinheiro, as pessoas constroem pensamentos em nível mais alto. Yan e Sengupta (2011), de certa forma, concordam e discordam dessa análise. Para os autores, o preço é um elemento interessante dentro da interpretação mental dos indivíduos, pois ora pode ser construído em alto nível, ora em baixo nível, dependendo da tarefa que será executada. Irmak, Wakslak e Trope (2013), por exemplo, identificaram que vendedores e compradores constroem o preço em níveis de interpretação diferentes.

Os métodos de pagamento, assim como a sua influência no comportamento do consumidor, também têm recebido atenção. Atlas e Bartels (2018) identificaram que métodos de pagamento periódicos podem aumentar os benefícios percebidos, em função da percepção dos compradores para compra concreta ou abstrata (Trope & Liberman, 2010). Se esses pagamentos forem em quantidades ou métodos diferentes, a construção mental também se modifica (Polman, Effron, & Thomas, 2017). Quando um pagamento é feito de forma antecipada, Wakefield e Wakefield (2018) demonstraram que os consumidores são mais sensíveis ao preço quando consideram antecipada a compra de eventos que irão ocorrer no futuro. Os códigos e autores dessa categoria são descritos na tabela 5.

Tabela 5

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Monetária

Principais Códigos	Autores da Categoria	Questões de Pesquisa	
<i>Money</i> <i>Cash</i> <i>Finance</i> <i>Credit Card</i> <i>Debit card</i> <i>Payment</i> <i>Priming</i> <i>Price</i> <i>Pricing</i> <i>Donation</i>	Bornemann & Homburg (2011)	<i>Formas de Dinheiro</i>	
	Yan & Sengupta (2011)	As características das criptomoedas (<i>Bitcoin</i> , <i>Etherium</i> e outras) sofrem algum impacto dos níveis de interpretação? Como moedas virtuais são interpretadas mentalmente? Os resultados obtidos em estudos com dinheiro físico podem ser transpostos para moedas virtuais? Que outras relações podem existir entre as distâncias psicológicas e as múltiplas formas de dinheiro (pagamento, herança, dívidas)?	
	Hansen, Kutzner, & Wänke (2013)		
	Irmak, Wakslak, & Trope (2013)		
	Lee e Zhao (2014)		
	Yao & Chen (2014)		
	MacDonnell & White (2015)		
	Chen, Xu, & Shen (2017)		
	Isabella, Mazzon, & Dimoka (2017)		<i>Impactos do dinheiro</i>
	Polman, Effron, & Thomas (2017)		O dinheiro pode aumentar o senso de distância social?
Zhu et al. (2017)	A distância psicológica influencia o potencial efeito interativo do preço com as garantias na percepção da qualidade dos consumidores?		
Atlas & Bartels (2018)	<i>Estratégias de Preço</i> Como as promoções de preço são construídas e interpretadas pelos consumidores? Elas são construídas em alto ou baixo nível?		
Tan et al. (2019)			
Koo & Suk (2020)			

Fonte: O estudo.

Entende-se que a discussão de abstração irá permanecer, pois identificou-se o preço como um elemento dúbio; deve-se ampliar o escopo do dinheiro e do preço, chegando às promoções de preço. As empresas podem usar estratégias promocionais para atrair consumidores a comprar seus produtos. Essas promoções podem ser por meio de descontos no preço do produto, pacotes, cupons ou por meio de algum outro tipo de bônus (Stremersch &

Tellis, 2002; Hardesty & Bearden, 2003). As promoções de preço, ou seus efeitos, praticamente não foram estudados à luz da CLT, configurando espaço para o desenvolvimento de estudos dessa natureza. Sabe-se dos efeitos das promoções no consumidor, sem compreender se são impulsionados ou mitigados pelas construções mentais. Além disso, é possível buscar os conhecimentos da contabilidade mental como auxílio nas explicações para algumas relações do dinheiro no tempo. A contabilidade mental é definida como o “estudo do processamento utilizado pelos indivíduos para gravar, resumir e analisar seus gastos e consumos com o objetivo de tomar uma decisão” (Thaler, 1999, p. 184). De acordo com Thaler (1999), as contas mentais são semelhantes às contas utilizadas pelas empresas, uma vez que registram todas as transações realizadas pela pessoa.

Ainda em relação às interpretações do dinheiro, é possível destacar que novas frentes de pesquisa possam investigar as diversas formas de representações financeiras existentes – heranças, doações, cartões de crédito, cartões de débito e o dinheiro físico (Hansen, Kutzner, & Wänke, 2013; MacDonnell & White, 2015; Chen, Xu, & Shen, 2017; Polman et al., 2017). Algumas pesquisas já começam a mostrar que há uma diferença em alguns desses formatos (MacDonnell & White, 2015; Chen, Xu, & Shen, 2017). Entretanto, são poucos os textos que abordam os temas. Além disso, outras formas de pagamento surgem no mercado, como as criptomoedas, que podem diminuir o senso de distância psicológica envolvida na transação entre comprador e vendedor (Irmak, Wakslak, & Trope, 2013), já que muitas transações são anônimas.

3.5 Autocontrole e indulgência

O dilema de optar por um produto indulgente ou um que remeta ao autocontrole é bastante estudado pela literatura de CLT. A atenção dada a esse tema ocorre pelo senso de que o consumidor toma ações mais indulgentes (e, portanto, com menos autocontrole) com base no prazer imediato que será sentido. Laran (2010) mostra que uma forma de diminuir essa situação é encorajar os consumidores a adotarem construções mentais de alto nível, pois as escolhas feitas nesse contexto fazem com que os benefícios de longo prazo fiquem mais salientes (Laran, 2010). Na contramão da miopia citada, existe um fenômeno chamado de hiperopia, que também está presente na vida dos consumidores. O objetivo, nesse ponto, é privar-se de situações indulgentes, exercendo um controle exagerado das decisões (Haws & Poynor, 2008).

A partir dessas duas situações presentes no cotidiano dos indivíduos, alguns pesquisadores tentaram observar esses fenômenos e compreender seus efeitos e possíveis outras

relações. Laran (2010) aborda esse ponto ao observar que as decisões futuras são tomadas com o olhar mais para o autocontrole. Mehta et al. (2014) identificaram que essa situação pode ser diferente. À medida em que o consumidor está com o foco em si, as decisões indulgentes podem ser tomadas no contexto de altos níveis de construção mental. Entretanto, a própria literatura de CLT pode explicar esse resultado que acaba caminhando juntamente com os achados prévios. Ao decidir com o foco em si, o indivíduo está diante de uma decisão socialmente próxima (construção de baixo nível), o que levaria a escolhas mais indulgentes. O tema é controverso e, portanto, necessita de mais pesquisas para entender os mecanismos de construção mental na miopia (e hiperopia) do autocontrole do consumidor. Os códigos e artigos estão na tabela 6.

Tabela 6

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Autocontrole e Indulgência

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Milkmann, Rogers, & Bazermann (2010)	Que outras situações podem alterar o efeito da miopia ou da hiperopia nas representações mentais?
<i>Dilema</i>	Laran (2010)	
<i>Miopia</i>	Winterich & Haws (2011)	A interação positiva com pessoas da linha de frente torna o comportamento mais indulgente?
<i>Hyperopia</i>	Wan & Agrawal (2011)	
<i>Now</i>	Ein-Gar (2014)	Qual o efeito de cartões-presente para consumo imediato ou futuro na indulgência ou autocontrole dos indivíduos?
<i>Latter</i>	Mehta, Zhu, & Meyers-Levy (2014)	
<i>Indulgence</i>	Siddiqui, Monga, & Buechel (2018)	
<i>Self-Control</i>	Sinha & Lu (2019)	
	Yang et al. (2019)	
	Jami (2019)	

Fonte: O estudo.

Conforme observado, os consumidores optam por comportamentos mais indulgentes (ou autocontrolados) a partir dos efeitos causados pelas distâncias psicológicas. Isso posto, abre-se caminho para novas pesquisas a partir de outros elementos. Por exemplo, é possível examinar se, no ambiente de varejo, os níveis de recompensa afetam as preferências por cartões-presente que beneficiam a si mesmo vs. cartões-presente para outra pessoa (Sinha & Lu, 2019). Aliado a isso, verificar como se comportam os indivíduos quando tal cartão é para uso imediato ou quando é para uso futuro.

Outra questão dentro dessa categoria é a possibilidade de pesquisas futuras também poderem examinar as reações dos consumidores a interações positivas e inclusivas com o pessoal da linha de frente, como por meio de reconhecimento direto ou indireto. Espera-se que sinais explícitos (implícitos) de inclusão positiva ativariam mentalidades concretas (abstratas)

do consumidor porque trocas positivas diretas (indiretas) deveriam evocar percepções de distância psicológica próxima (distante) (Yang et al., 2019). Como as interações podem ativar emoções como excitação, afeto positivo e outros mecanismos e quais são seus efeitos nos indivíduos também precisam ser mais bem explicados.

3.6 Produto

Essa categoria é a que mais apresenta diversidade de abordagens e relações com o tópico central. Todos os trabalhos envolvem uma análise da oferta de algum tipo de produto ou definição de estratégia de marketing associada a ele. Ding, Wan e Xu (2017) demonstram que os consumidores com *mindset* mais abstrato preferem produtos que tenham características mais avançadas, modernas e mais voltadas ao fim do produto, e não ao processo de utilizá-lo. Além disso, Kim e John (2008) demonstraram que quando uma marca lança um novo produto, os consumidores com altos níveis de interpretação mental avaliam mais favoravelmente aquelas extensões onde existe o alinhamento entre a marca e o tipo do produto.

Ainda na questão da avaliação dos produtos, uma situação destacada por Hamilton e Thompson (2007) chama a atenção. Experiências diretas com produtos (como ter o produto em mãos) iniciam pensamentos mais concretos (ou pensamentos “como”) por parte dos consumidores. Quando há uma experiência indireta, não existe diferença entre os pensamentos dos consumidores. Entretanto, os participantes que tiveram experiência direta com o produto e depois tiveram uma experiência indireta pensaram em mais situações abstratas (pensamentos de “por quê?”). A explicação para essa situação se dá pela distância mais próxima dos produtos com o indivíduo, tornando a experiência, seja por hipóteses (como com produtos novos) ou por tocar em um produto, mais tangível ao consumidor (Trope & Liberman, 2010). A tabela 7 sintetiza os códigos, autores e oportunidades de pesquisa dessa categoria.

Tabela 7

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Produto

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Mao et al. (2012)	<i>Características</i>
<i>Features</i>	Janakiraman & Ordóñez (2012).	Os efeitos observados e testados com produtos físicos poderiam se aplicar a serviços? Que características dos serviços tornariam os efeitos dos níveis de interpretação mental mais (ou menos) salientes?
<i>New products Development</i>	Maier (2014)	
<i>Services</i>	Pfeiffer et al. (2014)	Como os componentes de um produto afetam seu nível de construção mental?
	Ding, Wan, & Xu (2017)	
	Yang & Zhang (2018)	
	Karatas & Gürhan - Canli (2020)	
	Wang et al. (2020)	<i>Tipo de Oferta</i>
		Como são formados os níveis de interpretação para novos tipos de ofertas (como consumo colaborativo e frutos de inovações)?
		A complementariedade dos produtos tem efeito no nível de interpretação? A oferta em pacotes de produtos pode ter algum efeito diferente dos esperados em produtos vendidos individualmente?

Fonte: O estudo.

Outro ponto que cabe avaliar é a forma como as novas ofertas podem ser construídas mentalmente. Alexander, Lynch e Wang (2008) exploram como as inovações incrementais e radicais são percebidas pelos indivíduos. As ofertas surgidas com a economia compartilhada (Belk, 2010, 2014; Martin, 2016) se constituem em um novo modelo de acesso a produtos e serviços (Bardhi & Eckhardt, 2012) que podem sofrer algum tipo de influência por parte dos níveis de interpretação mental. Sordi et al. (2018) sustentam que as dimensões que formam a economia compartilhada são construídas na mente do consumidor em parte como concretas, noutra parte como abstratas. Esse fenômeno poderia impactar na escolha por participar, ou não, das práticas de consumo colaborativo (Sordi et al. 2018).

3.7 Objetivos

O comportamento do consumidor diante de um objetivo também foi alvo em CLT. Em menor número na amostra analisada, o tema recebeu atenção por estar presente na descrição dos elementos que diferenciam um nível de construção de outro (Trope & Liberman, 2003). Para níveis mais altos os objetivos são relevantes, enquanto para níveis mais concretos essa importância tende a diminuir. Park e Hedgcock (2016) auxiliam na compreensão disso ao mostrar que quando as pessoas compreendem uma perspectiva mais ampla e global, elas percebem maiores níveis de progresso na busca pelo objetivo, enquanto o foco nos detalhes faz parecer que o objetivo não está sendo alcançado. A visão global, envolvendo o todo, também

recebeu atenção de Ng e Batra (2017). Estes autores demonstraram que um pensamento mais amplo ativa no consumidor objetivos de promoção, em vez de prevenção, que são associados aos níveis mais altos de construção mental. A tabela 8 condensa as principais informações dessa categoria.

Tabela 8

Principais Códigos, Autores e Oportunidades de Pesquisa da Categoria Objetivos

Principais Códigos	Autores da Categoria	Questões de Pesquisa
	Lee, Keller, & Sternthal (2010)	Como é a construção de objetivos mais fáceis de serem alcançados?
<i>Local</i>	Ülkümen e Cheema (2011);	Como a criação de pequenas metas diárias pode ser relacionado aos níveis de interpretação mental?
<i>Global</i>	Ramirez, Jimenez & Gau (2015)	As distâncias psicológicas também têm efeito sobre a proximidade com que um objetivo está do seu começo ou fim?
<i>Goal</i>	Park e Hedgcock (2016).	Como funcionam os níveis de construções mentais pelo caminho percorrido na busca por um objetivo?
<i>Focus</i>	Ng e Batra (2017); Okada (2019)	

Fonte: O estudo.

O que foi possível perceber nos estudos da categoria “Objetivos” é que o foco se dá em objetivos e metas muito complexas, como perda de peso (Park & Hedgcock, 2016) e poupança (Ülkümen & Cheema, 2011). Objetivos menos complexos também devem ser estudados, como a avaliação de alternativas de compra para produtos de alto custo ou a escolha de alguma forma de entretenimento. Outra situação pertinente é que os estudos se voltaram às questões de progresso, mas não da proximidade do fim do objetivo, na motivação do indivíduo. Um indivíduo que esteja a poucos quilos do peso desejado representa seus pensamentos de que forma? Supondo que essa construção seja de baixo nível, ele seria mais propenso a um comportamento indulgente ou de autocontrole? Um olhar para esse caminho, que está ligado em essência às questões das distâncias psicológicas, é uma forma de contribuir com a literatura de CLT.

4 Considerações finais

A *Construal Level Theory* é uma teoria amplamente trabalhada dentro do comportamento do consumidor e a comprovação disso pode ser feita a partir de uma consulta às bases de dados científicos. Os resultados de uma dessas bases foram catalogados e apresentados no presente artigo. A partir da análise de uma amostra de cento e dezesseis artigos,

foi possível constatar que o campo de aplicação da CLT no comportamento do consumidor está fragmentado em sete subdivisões. Cada uma representa uma linha de pesquisa desenvolvida a partir da máxima de Trope e Liberman (2003), que os indivíduos constroem suas avaliações em níveis mais altos ou baixos, dependendo do contexto escolhido, dada a adaptação dos preceitos da teoria em diversas situações (Wiesenfeld et al., 2017).

O presente trabalho realizou um reconhecimento de campo da teoria em questão, tentando compreender melhor como seus estudos estão divididos dentro do escopo do comportamento do consumidor. Isto foi feito por meio da proposição dos sete campos debatidos nas seções anteriores. A partir disso, este estudo consegue entregar uma série de novas questões de pesquisa que podem auxiliar no desenvolvimento das subdivisões identificadas. O nível de maturidade de alguns desses campos é interessante, com uma série de pesquisas bem estruturadas e avançadas, como as categorias de comunicação, preço e produto. Entretanto, há sempre espaço para novas contribuições, especialmente no que se refere à categoria dos novos gatilhos, pois é nesta parte do campo que estão as oportunidades mais desafiadoras para a pesquisa da CLT.

Um dos objetivos deste artigo foi demonstrar que ainda há campo para a pesquisa dessa teoria. Existe uma série de fenômenos de pesquisa que podem ser investigados a partir dos aspectos das distâncias psicológicas. A economia compartilhada, o consumo colaborativo, o comportamento disfuncional do consumidor, as experiências de consumo e outros tópicos emergentes de consumo podem ser discutidos à luz da CLT.

Outros pontos não analisados nesse artigo, mas que podem contribuir para o avanço da literatura da CLT, envolvem a metodologia utilizada para acessar os níveis de interpretação mental. Yan et al. (2016), Lee et al. (2014) e Lee et al. (2017) trazem uma discussão sobre a não dependência da manipulação das distâncias em seus trabalhos e instigam questionamentos de que existem outras formas de investigação, inclusive de caráter metodológico. Novas abordagens de estudos são importantes e necessárias para o aprofundamento do campo.

Contribuição dos autores

Contribuição	Sordi, J.D.	Tomazelli, J.	Sampaio, C.H.	Espartel, L. B.
Contextualização	X	----	----	----
Metodologia	X	----	X	----
Software	----	----	----	----
Validação	X	X	----	----
Análise formal	X	X	----	----
Investigação	X	X	----	----
Recursos	X	X	X	X
Curadoria de dados	X	X	----	----
Original	X	X	----	----
Revisão e edição	X	X	X	X
Visualização	X	X	X	X
Supervisão	X	-----	----	-----
Administração do projeto	X	-----	----	-----
Aquisição de financiamento	----	----	----	----

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