

RELATIONSHIP BETWEEN ASIAN VALUES AND REGULATORY FOCUS

Abstract

According to cross-cultural studies on Regulatory Focus, it is found that prevention focus orientation is more prevalent than promotion focus orientation among Asian populations. The current study examined the correlation between Asian cultural values and Regulatory Focus among 208 (126 females and 82 males; mean age = 20.07 years, SD = 1.25) Hong Kong university students. They completed measures for assessing their adherence to Asian Values and orientation of regulatory focus at two periods during December 2009 to March 2010 and November 2010 to March 2011. Concurrent and prospective regression analyses indicated that Family Expectation positively predicts prevention regulatory focus. The study identified a clear structure of the Asian Values construct and its latent factors' correlation with the promotion and prevention foci.

Keywords: Regulatory Focus, Asian Values, Motivation, Culture