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# 时间导向的概念内涵及营销学术研究评析与前瞻

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**摘要:** 时间导向是个体对时间的过去、现在或未来的心理倾向性感知表现,对个体的诸多行为和态度有着潜移默化的影响。但目前消费者研究领域对时间导向概念的内涵界定存在分歧,还存在众多相关概念混淆使用的现象,国内营销学术界对时间导向的探讨和应用也相对不足。鉴于此,本文重点阐述了时间导向概念的内涵及与相近概念的异同,并依次从人格特质视角、发展性视角、情境性视角、框架视角、跨文化视角五个理论视角回顾了相关学术研究的进展,梳理了主要的研究脉络及研究发现。本文最后结合实际营销案例剖析了时间导向研究对于营销管理实践的借鉴意义,并对时间导向在营销领域的未来研究方向进行了展望,以期抛砖引玉,促进国内该领域研究的发展。

**关键词:** 时间导向;过去导向;现在导向;未来导向;长期导向;短期导向

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## 一、引言

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“ ” “ ” “ ”

## 二、时间导向的内涵及相关概念辨析

time/temporal orientation time temporal  
time orientation TO Bergadaà 1990 Zimbardo Boyd 1999  
“ ” “ ” Hofstede  
Hoppe 2004 Hofstede Minkov 2010  
“ ”  
time orientation “ ” time perspective TP  
“time perspective” “ ” “ ”  
” 2004 “ ”  
“time orientation” “ ” “ ”  
marketing orientation  
“ ” “ ”  
Mello Worrell 2015  
Graham 1981  
Carreras 2008  
Bergadaà  
1990 Zimbardo Boyd 1999  
—— Zimbardo Boyd 1999

“time perspective”  
 horizon perception”  
 /  
 1

“time orientation”  
 “time style”  
 “time dimension”  
 time orientation

“time attitude”  
 “time distance/frame”

“time  
 1

Jacoby

Jacob 1976 Feldman Hornik 1981 Hornik 1982  
 Feldman Hornik 1981  
 /  
 Bergadaà 1990  
 “ ” temporal orientation

### 三、时间导向在营销学领域的主要研究视角

Bergadaà 1990  
 Zimbardo time perspective inventory ZTPI  
 Carstensen 1999

Zimbardo

Trope

Liberman 2000  
 Hofstede 1991 —

Bergadaà 1990

表 1 时间导向相关概念的内涵及与时间导向的关联

Mello Worrell 2015	“
”	“
”	——
“	”
”	“
Cotte 2004	
Valette-Florence 2007	
and economicity of time orientation to time	linearity time obedience temporal persistence
Rojas-Méndez Davies 2005	
Graham 1981	
linear-separable	circular-traditional
	procedural-traditional
/	expanded/limited
time perception	
/	/
/	/
Trope Liberman 2000 2003	

Zimbardo

Lens 1982 Bergadaà 1990 Fingerman Perlmutter 1995 Zimbardo Boyd 1999 Peetsma  
van der Veen 2011

de Volder

1.

Martin 2009

“ ”

Rojas-Méndez Davies 2005

2.

Li 2008

—

Ittersum 2012

—

vs.

He 2016

Zimbardo

2010

2010

/

2009

2009

2010

“ ”

2015

Fung 1999

Carstensen 1999

Wilson Ross 2001 Haddock 2006 Kanten Teigen 2008

Cross Markus 1991

Fingerman Perlmuter 1995

Cross Markus 1991  
socioemotional selectivity theory

SST Carstensen 1999

Carstensen 1999 Fung 1999

1.

Carstensen 1999

Sullivan-Singh 2015 Kennedy 2004 300  
14

2.

2003

Fung Carstensen

Williams Drolet 2005

Sinha Wang 2013

3.  
temporal self-appraisal

Hershfield 2011

Ross Willon 2000

theory of

2006 Kanten Teigen 2008 Johnson 2009

Wilson Ross 2001 Haddock

Kanten Teigen 2008

2011

Briley 2009

1.

retrospective

anticipatory

Krishnamurthy Sujan 1999 Dimofte Yalch 2010

Krishnamurthy Sujan 1999

Yalch 2010

2.

Tybout 2008

3 /3

3 /3

Grant Tybout 2008 Zhao 2014

visualization

3.

Lim Kum

Zhao 2014

2015

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Lim 2015

Lim Kum 2015

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Lim 2015

Trope Liberman 2000 2003

1.  
Liberman 2004

/

Ronald

Lee 2013

self-view

Gardner 2014

2.

prevention

promotion

Mogilner 2008

2008 Alexander 2008  
really new products RNP  
products INP

Grant Tybout  
incrementally new



3. Zhao 2014

Tangari 2010

Kees 2010 Angela 2013

2012

“ ” “

”

Hofstede

1. 1980 Hofstede

Bond

Hofstede 1991 “

— ” 23

93 Hofstede Minkov 2010 Hofstede Minkov 2010 93  
world value survey WVS LTO

2. Zimbardo  
ZTPI 24 ZTPI

Zimbardo Boyd 1999 23 36

Hofstede — Zimbardo

Bearden 2006

Venaik 2013

long-term orientation LTO

GLOBE

future orientation GLOBE FO

Hofstede GLOBE WVS

LTO

GLOBE FO

LTO

GLOBE FO

Merchant 2014

Spears 2001

#### 四、时间导向的营销战略借鉴

brand revitalization

2014

1989

1991 “ ”

1995 7

1996—2010

“ ” 1990

2008

“ ”

2009

83.87

25.4%

2010



1000

300 Smart 89

Smart

“Nike+” ——— “Nike+”  
 Nike+Running Nike+Kinect Training

“Nike+”

### 五、时间导向的未来研究展望

1.

Carreras 2008

nostalgic

Holbrook Schindler 1991

Zimbardo Boyd 1999

2.

Mogilner 2008

delay discounting  
2015

2012

Milfont 2012 Tangari Smith

3.

1994  
generation  
personality  
2015  
”

2005  
X

peer

“

Bergadaà

Graham

1.

2

2

表 2 时间导向的主要测量工具

Zimbardo Boyd 1999	ZTPI				56
Rojas-Méndez Davies 2005	TA				9
Lasane Jones 1999	TO				26
Lang Carstensen 2002	FTP				10
Usunier Vallette- Florence 2007	TS	/			29
Bearden 2006	LTO				8
Hofstede Minkov 2010	LTO	—			8
Javidan 2006	GLOBE-FO	—	—		2

2.

eye-tracking      electroencephalography EEG  
functional magnetic resonance imaging fMRI

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- [4] . . . . . / / [D]. : , 2009.
- [5] , , . . . . . [J]. , 2010, 2 : 140–147.
- [6] , , , . . . . . [J]. , 2012, 8 : 1100–1113.
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- [8] , . . . . . : [M]. 2 . . . . . : , 2015.
- [9] . . . . . [D]. : , 2010.

- [10] , . [A]. [C]. : , 2012.
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