

### **Abstract**

Individuals tend to have better social relationships with other individuals who have high trait self-control. Therefore, in impression formation stage, individuals may value a target person's trait self-control because of his or her potential instrumentality to their goals. This study aimed to study how one may perceive a target person who has high versus low trait self-control. We hypothesized that a target high in self-control will be perceived as warmer and this link is mediated by perceived goal instrumentality. In the study, we examined how the manipulation of the target's self-control, affects perceived warmth and the goal instrumentality of the target. The results showed that the goal instrumentality of the target can mediate the positive relationship between the target's self-control and perceived target's warmth. To facilitate acquisition of social support during goal pursuit, a perceiver may perceive a high self-control target, who is goal-instrumental, as warmer and hence more approachable.