

Marketing Colloquia

Fall 2013

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Thursday, November 14, 2013

Where: 741 JMHH

When: 3:00 PM to 4:20 PM

WHAT DRIVES YOU? A DYNAMIC ANALYSIS OF MOTIVATION IN DIFFERENT STAGES OF GOAL PURSUIT

ABSTRACT: Two research projects will be presented that examine the changes in the determinants of motivation in different stages of goal pursuit and their impact on consumers' behaviors. In the first project, I will briefly discuss the impact of velocity feedback on consumers' motivation in different stages of goal pursuit and its marketing implications for consumer loyalty programs. In the second project, I will expand the framework to the social domain and examine how consumers' perceived relations with others in shared goal pursuit may change from the initial stage to the advanced stage of the pursuit. Through one qualitative field study, one longitudinal study, and three lab studies, we found that consumers tended to view others in shared pursuit as "friends" to seek support from them during the early stage of the pursuit as goal attainability was a concern; however, once consumers reached the advanced stage of the pursuit, they conversely viewed others in shared pursuit as "foes" and sought to reduce the remaining discrepancy more efficiently than others to reach the goal sooner, even when the attainment of the goal was available to every individual in the pursuit. This shift in the relationship further influenced consumers' interaction with others, such as through the sharing of shopping deals and food nutrition information.