

Varieties of Consumer Goals

Ratti Ratneshwar
University of Missouri -
Columbia

Varieties of Consumer Goals...

Task-related Goals

- **Minimize decision effort**
- **Minimize negative affect related to the decision task**
- **Make an optimal decision**
- **Satisfice**
- **Maximize effort/accuracy or speed/accuracy trade-offs in making a judgment or decision**
- **Make a group decision that minimizes conflict**
- **Make a decision or recommendation that is easy to justify to others**

etc.

Varieties of Consumer Goals...

Epistemic Goals

- **Confirm (and occasionally disconfirm) one's expectations about a brand or product**
 - **Learn about a product or how to use a product**
 - **Tell someone else about what is good or bad about a product**
- etc.**

Varieties of Consumer Goals...

Regulatory Goals

- **Promotion vs. prevention focus**
- **To have and to sustain hope**

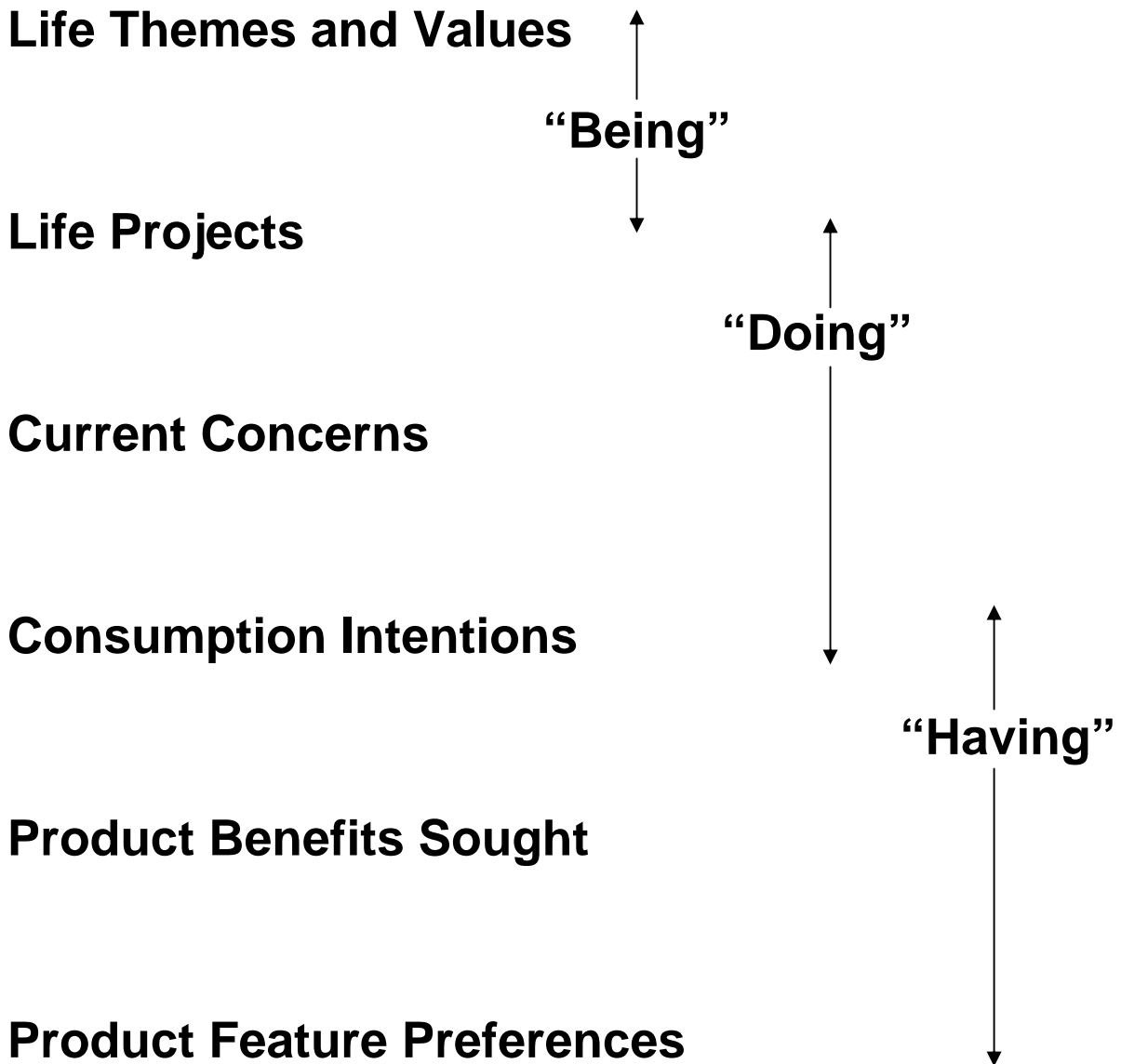
etc.

Varieties of Consumer Goals...

Consumption Goals

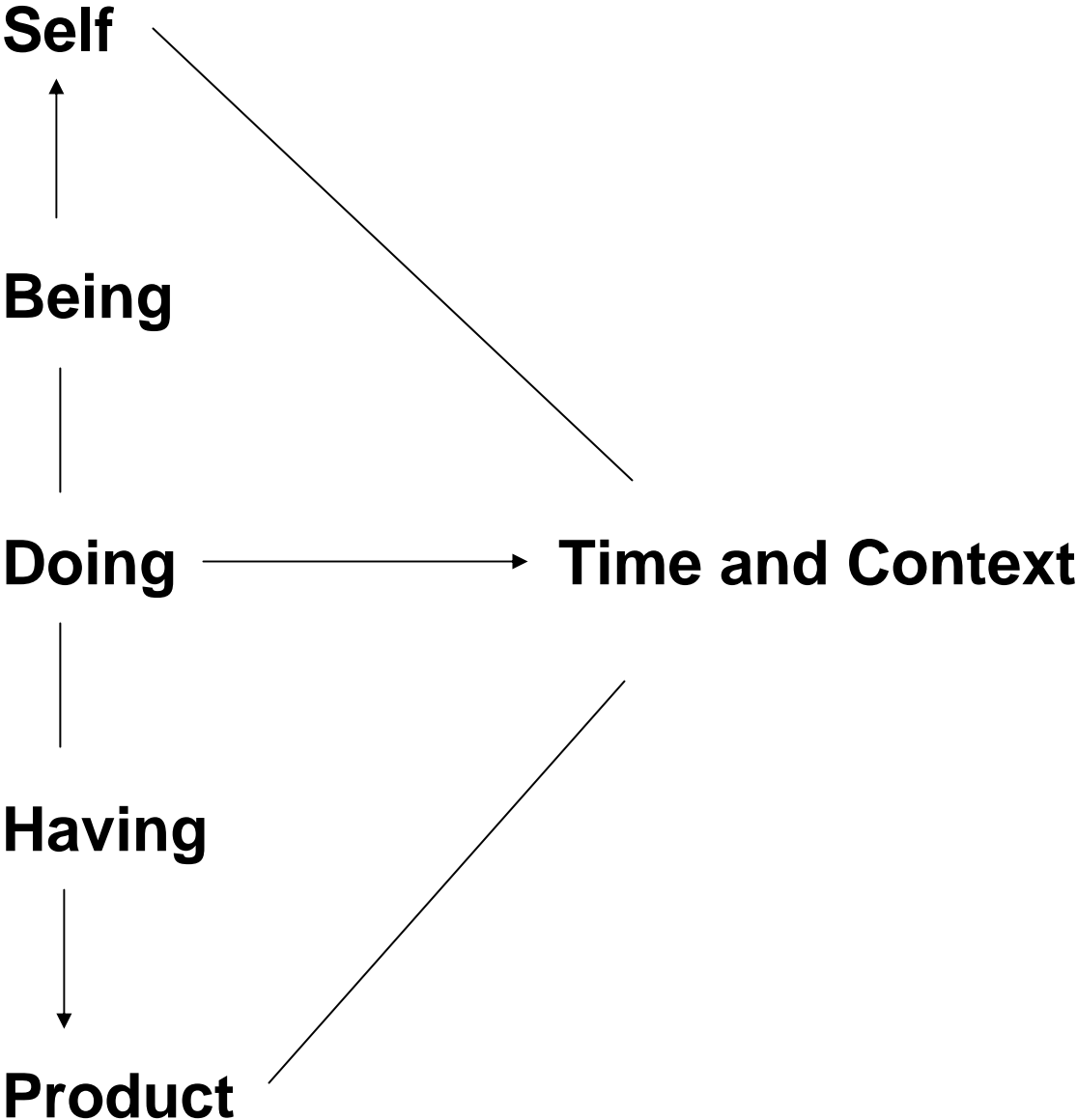
- **Cognitive representations of what consumers wish to HAVE, DO, and BE**

A Hierarchical View of Consumption Goal Structures

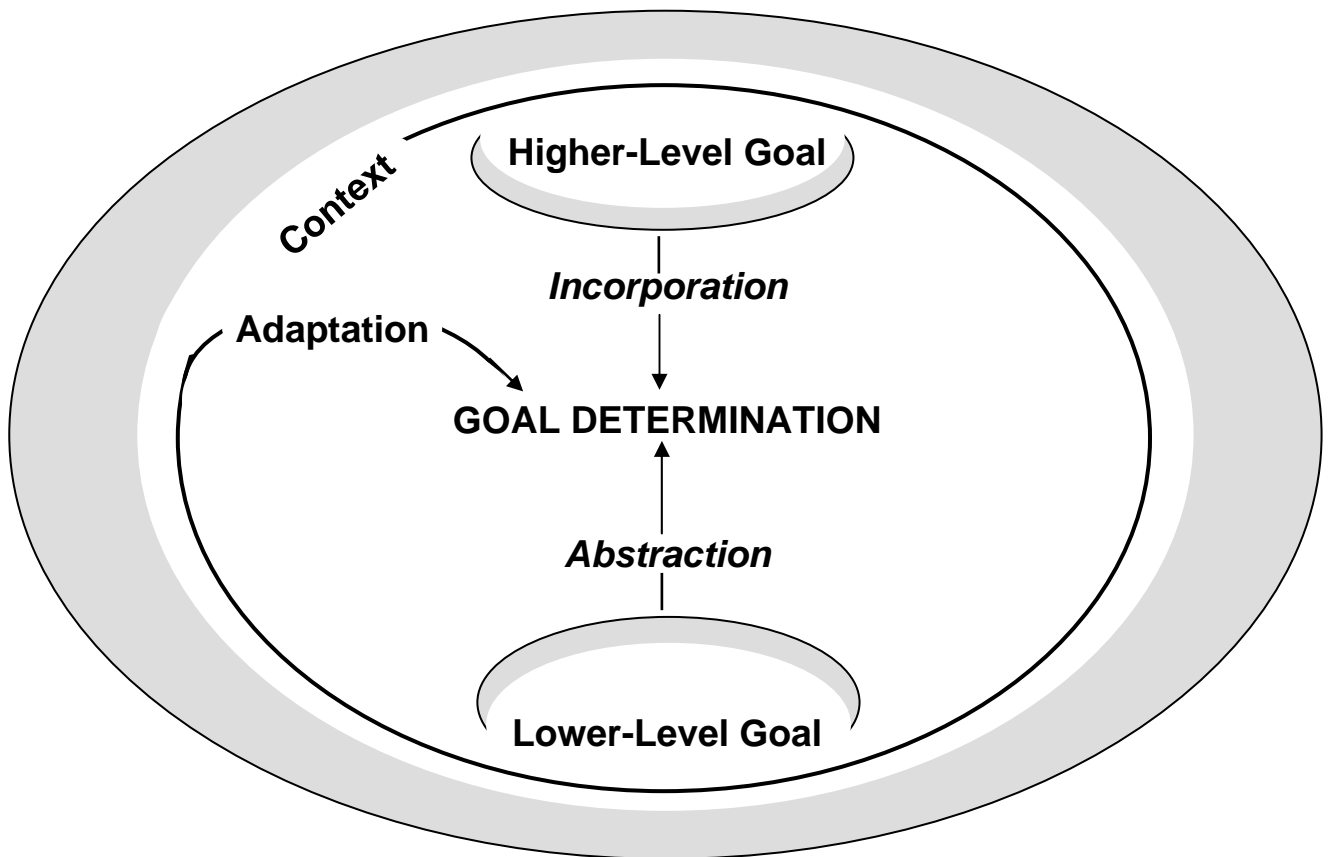


Adapted from the Huffman, Ratneshwar, & Mick chapter in the book “The Why of Consumption” (Routledge: 2000)

Goal Referents



A Model of Goal-Determination Processes



Adapted from the Huffman, Ratneshwar, & Mick chapter in the book “The Why of Consumption” (Routledge: 2000)

Four Issues Where I Would Like to See More Research...

- **“Doing” goals in relation to time consumption decisions**
- **Consumption goals in relation to product level choice**
- **Volitional goals vs. desires, urges, and impulsive decisions (see, e.g., T.D. Wilson’s “two systems” theory of the constructed self vs. the adaptive unconscious in *Strangers to Ourselves*, 2002)**
- **The nature of “abstraction” processes – how and when lower-order goals influence higher-order goals in a consumption goal hierarchy**