Knowing What I Want: Alignability, Attentional Focus, and the Identification of Consumption Goals

Michael Hair, Georgia Institute of Technology, USA
Samuel Bond, Georgia Institute of Technology, USA

Our research addresses the impact of goal identification on decision outcomes. In three studies, we demonstrate that conscious consideration of one’s consumption goals can either beneficial or harmful, depending on the extent to which goal-relevant attribute information is available, comparable across options, and influential on decision quality.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1012757/volumes/v40/NA-40

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Working Papers

1. **Better Together or Alone? Joint vs. Individual Goal Pursuit**
   Lauren Trabold, Baruch College/CUNY, USA
   Stephen J. Gould, Baruch College/CUNY, USA

   We examine the commonly held lay theory that pursuing a goal with a partner will have a positive influence on goal pursuit. We aim to establish whether collaborating with someone with the same goal positively influences perceptions of the goal, and also examine its objective effect on goal progress.

2. **Planning to Fail? The Role of Implementation Intentions in Emotional Responses to Goal Failures**
   Jason Stornelli, University of Michigan, USA
   J. Frank Yates, University of Michigan, USA

   We explore the role of planning in emotional responses to goal failure and demonstrate that forming detailed implementation plans makes post-failure regret more likely and intense. Further, we show this process is associated with subjective feelings of closeness to the desired outcome, independent of the objective distance to the goal.

3. **Knowing What I Want: Alignability, Attentional Focus, and the Identification of Consumption Goals**
   Michael Hair, Georgia Institute of Technology, USA
   Samuel Bond, Georgia Institute of Technology, USA

   Our research addresses the direct benefits of goal identification on decision outcomes. In three studies, we demonstrate how conscious consideration of one’s consumption can be beneficial or harmful. We explore the effects when non-alignable attributes are the basis for choice, or when goal-relevant attributes have limited influence on decision quality.

4. **Lay Theories in Consumer Goal Setting and Striving: The Case of Weight Loss**
   Mariam Beruchashvili, California State University, Northridge, USA
   Risto Moisio, California State University, Long Beach, USA
   James Gentry, University of Nebraska-Lincoln, USA

   Although consumer goals and lay theories have been examined separately in prior research, no studies investigate whether implicit theories of personality influence the goals consumers set and how they strive to attain those goals. In the context of Weight Watchers, we address this theoretical oversight.

5. **From Apples to Alcopops: The Forbidden Fruit Effect on Supersized Alcoholic Beverages**
   Cassandra Davis, University of Arkansas, USA
   Elizabeth Howlett, University of Arkansas, USA

   The increasingly dangerous consequences of alcopops have led policy makers and health advocates to champion warning labels and restrictions for these products. This research examines the potential consequences of these actions and posits that these regulations will create a forbidden-fruit effect, such that consumers will find alcopops more desirable.