

## INDIVIDUAL GOAL HIERARCHIES AS ANTECEDENTS OF MARKET STRUCTURES%0A

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Goal hierarchies as antecedents of market structure August 2006 Psychology and Marketing Current models of market structure are descriptive in nature and lack theoretical grounding in consumer

Individual Goal Hierarchies as Antecedents of Market ...

The consideration set is defined as the set of alternatives which a consumer considers in a purchase decision. As brand consideration is a precondition for choice the understanding of what determines brand consideration is important both from an academic and a practical perspective.

Goal Hierarchies as Antecedents of Market Structure

Goal Hierarchies as Antecedents of Market Structure Marcel Paulssen Humboldt University Richard P. Bagozzi The University of Michigan ABSTRACT Current models of market structure are descriptive in nature and lack Goal hierarchies as antecedents of market structure ... The analysis of consumers' goal hierarchies therefore answers, in part, the question of why a market has a certain structure. Hypotheses on brand consideration and the role of system- and

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Goal hierarchies as antecedents of market structure ...

The authors propose and show that consumers regulate their behavior according to goals at different levels of their goal hierarchies, which in turn determine brand consideration. Differences in the salience of goals at different hierarchical levels lead to differences in the composition of consideration sets. It is precisely these individual differences in brand consideration that determine

Goal hierarchies as antecedents of market structure

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Individual Goal Hierarchies as Antecedents of Market

Structures (Gabler Edition Wissenschaft) (German Edition) [Marcel Paulssen] on Amazon.com. "FREE" shipping on qualifying offers. Based on the notion that consumers are self-regulating, volitional decision makers and capable of regulating their behavior according to their goals

2006): Goal hierarchies as antecedents of market structure

Abstract. Current models of market structure are descriptive in nature and lack theoretical grounding in consumer behavior. Such grounding is especially needed in the specification of marketing strategies.

Goal hierarchies as antecedents of market structure - CORE

A self-regulatory model of consumer consideration-set formation will be employed as a basis of market structure in this article. The authors propose and show that consumers regulate their behavior according to goals at different levels of their goal hierarchies, which in turn determine brand consideration. Differences in the salience of goals at different hierarchical levels lead to

Goal hierarchies as antecedents of market structure - CORE

It is precisely these individual differences in brand consideration that determine the structure of a market. The analysis of consumers' goal hierarchies therefore answers, in part, the question of why a market has a certain structure. Hypotheses on brand consideration and the role of system- and principle-level goals are tested on a sample of 1,018 consumers of automobiles

Means end chains as goal hierarchies - Gutman - 1997 ...

Goals as ends in MECs can be grouped into three levels: action goals (concerned with the act itself), outcome goals (immediate effects of actions), and consequences (indirect effects stemming from outcomes).

Prof. Dr. Marcel Paulssen - wiwi-online.de

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Marketplace and personal space: Investigating the ...

An individual's tendencies in purely personal relationships seem to lead to related tendencies in consumer

relationships. The following article presents a study that illustrates how individual differences in personal relationship attachment style can be used to predict the likely success of consumer

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Zusammenfassung. Um komplexe Verhaltensweisen bei individuellen Kaufentscheidungen zu systematisieren, werden Kaufentscheidungstypen traditionell in Abhängigkeit vom Grad der kognitiven Steuerung gebildet, wobei der Entscheidungsprozess vereinfacht als Einheit gedacht wird.