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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.

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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

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

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

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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.

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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.

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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