What Drives You? A Dynamic Analysis of Motivation in Different Stages of Goal Pursuit

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Time: 15:00 – 16:20  
Venue: Stanford Center at Peking University, Langrun Yuan  
Peking University

What are the determinants of motivation in different stages of goal pursuit, and how do they impact consumers’ behavior? Professor Huang will discuss the impact of velocity feedback on consumers’ motivation in different stages of goal pursuit and its marketing implications for consumer loyalty programs, and expanding 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. This shift in the relationship further influenced consumers’ interaction with others, such as through the sharing of shopping deals and food nutrition information.

Szu-chi Huang is an Assistant Professor of Marketing at the Graduate School of Business, Stanford University. Professor Huang’s main research interest is consumer motivation. Her research has been published in the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Experimental Social Psychology, and the Journal of Personality and Social Psychology. She has been awarded prestigious fellowships and awards, including the American Marketing Association Consumer Behavior Special Interest Group’s (AMA CBSIG) Rising Star Award in 2013.

REGISTRATION

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