

# The effect of Goal-Setting Strategy on Goal Pursuit: Why “I will weigh 150 pounds” is more effective than “I will lose 20 pounds?”

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Cite as:

Hwang Sanyoung, Suk Kwanho (2019), The effect of Goal-Setting Strategy on Goal Pursuit: Why “I will weigh 150 pounds” is more effective than “I will lose 20 pounds?”. *Proceedings of the European Marketing Academy*, 48th, (8264)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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## **Abstract**

People can set goals in several different ways such as nonspecific goals, specific and extent goals, or specific and final-state goals. However, despite considerable interest in consequences of setting a goal in the way of either extent or a final state, most research has focused on the influence of specificity of a goal. In this research, we concern about two different types of the way of setting specific goals: extent goals (e.g., “I will lose 20 pounds,” “I would like to further increase 15 scores”) and final-state goals (e.g., “I will weigh 120 pounds,” “I would like to obtain 90 scores”). We propose and investigate that the different types of goal-setting strategies (extent goals vs. final-state goals) influence goal pursuit (i.e., the level of the goal) by altering construal level and motivation for goal pursuit.

**Keywords:** *goal-setting strategy; construal level; the level of the goal*

**Track:** Consumer Behaviour