

Running Head: GOAL PURSUIT

Goal Pursuit: A Longitudinal Study

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Abstract

The author proposed an ABC model of goal pursuit to account for goal progress satisfaction of daily life goals, which included the affective, behavioral and cognitive components of the goal pursuit process. Using the longitudinal weekly diary methodology, the present study provided empirical evidence for the ABC model as well as its application in predicting goal progress satisfaction for both personal and social goals. Within-subject analyses showed that positive affect, goal importance, and goal pursuit behavior all contributed to goal progress satisfaction regardless of goal type. Between-subject analyses indicated that self-regulation moderated the relation between goal pursuit and goal progress satisfaction for personal goals only. Self-efficacy, however, did not have any effect on satisfaction. Impacts of goal progress satisfaction on subjective well-being were also examined. Social goal progress satisfaction, but not personal goal progress satisfaction, predicted enhanced well-being as reflected by increased positive affect and life satisfaction, together with a decrease in negative affect. Results were elucidated in terms of how personal and social goal pursuits might differ in their mechanisms and psychological outcomes. The present findings deepened our understanding of the “what”, “why” and “how” of goal pursuit as well as the psychological outcomes of the goal pursuit process. Implications of the results and future research directions were discussed.