

# The Meaning in Itself: Autotelic Choice, Maximizing and Consumer Satisfaction

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# Short Abstract

Does the quest for the best undermine consumer satisfaction? This research revisits this question by arguing that it depends on consumer goals. Maximizers (vs. satisficers) experience higher choice satisfaction when choice is a goal in itself (autotelic) as opposed to a means to achieve other goals (instrumental). In Study 1, maximizers assigned higher importance to autotelic experiences and life goals than satisficers. In Study 2, maximizers experienced higher choice satisfaction when making a choice with an autotelic rather than an instrumental goal. These findings suggest that maximizers might be better understood as consumers actively seeking self-contained meaning in choice.

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