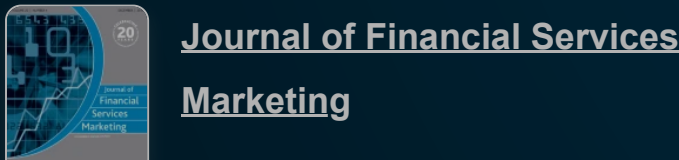


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Quality of life aspirations: Exploring baby-boomer financial means-end goal structures

| Analysis Paper | Published: 27 October 2008

| Volume 13, pages 245–258, (2008) [Cite this article](#)



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more skilful investment advice. Finally, it was revealed that gender had an influence on the priority given to financial means and subsequent decisions to seek financial planning advice. These findings confirm the importance for financial planners to determine the core motivations and subordinate means through which baby-boomers envisage achieving quality of life on the journey into retirement.



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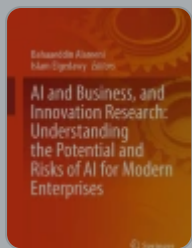
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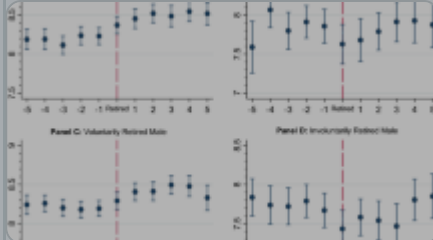
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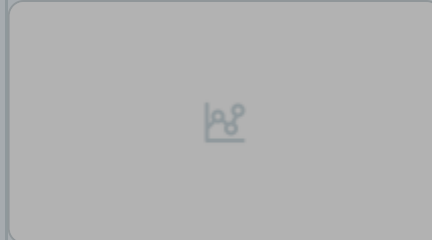
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Johnson, M. Quality of life aspirations: Exploring baby-boomer financial means-end goal structures. *J Financ Serv Mark* **13**, 245–258 (2008). <https://doi.org/10.1057/fsm.2008.19>

Received

20 August 2008

Issue Date

01 December 2008

DOI

<https://doi.org/10.1057/fsm.2008.19>

Revised

20 August 2008

Published

27 October 2008

Keywords

[Baby-boomers](#)

[retirement planning](#)

[quality of life](#)

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