

8-1-2014

## The Role of Self-Concept in Consumer Behavior

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THE ROLE OF SELF-CONCEPT IN CONSUMER BEHAVIOR

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Bachelor of Arts – Psychology

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2009

A thesis submitted in partial fulfillment of the requirements for the

Master of Arts - Journalism and Media Studies

Hank Greenspun School of Journalism & Media Studies

Greenspun College of Urban Affairs

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University of Nevada, Las Vegas

May 2014



**THE GRADUATE COLLEGE**

We recommend the thesis prepared under our supervision by

**Marisa Toth**

entitled

**The Role of Self-Concept in Consumer Behavior**

is approved in partial fulfillment of the requirements for the degree of

**Master of Arts - Journalism and Media Studies**

**Hank Greenspun School of Journalism and Media Studies**

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## **ABSTRACT**

The Role of Self-Concept in Consumer Behavior

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Understanding the influences underlying consumption has become an increasingly important goal for marketers. This study examined the role of self-concept in consumer behavior, specifically product evaluation. The influences of various dimensions of the self-concept are examined in regard to four product dimensions: public luxury, public necessity, private luxury, and private necessity. Differences due to variations in individual levels of self-monitoring are also measured. Overall, results showed that the more conspicuous a product is (higher on luxury/public dimensions) the greater the relationship between evaluation and ideal self-images (ideal self and ideal social self) for both high and low self-monitors.

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# CHAPTER 1

## INTRODUCTION

Understanding the processes that underlie consumer behavior has become an increasingly important area of research, especially for businesses and marketers. Products are a central focus of consumers' lives and a large portion of people's time is spent acquiring products or working to pay for them (Richins, 1994). According to Kumra (2007), understanding consumer behavior is essential to the success of any marketing strategy (Kumra, 2007; Bearden, Netemeyer & Teel, 1989).

Consumer behavior has been defined as the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods (Hardesty & Bearden, 2009). This process involves the consumer identifying needs, finding ways to solve these needs and then implementing the purchase decisions (Kumra, 2007). According to Kumra (2007), to fully understand consumer behavior, it is necessary to analyze the how, what, when, where and from whom the process takes place.

One of the most commonly studied variables believed to impact consumer behavior is self-concept. The concept of "self" has been defined and studied in many ways, and a number of self-concept theories exist. Most scholars agree that self-concept can be broadly described using Rosenberg's (1979) definition: "the totality of the individual's thoughts and feelings having reference to himself as an object" (as cited in Sirgy, 1982). Zinkham and Hong (1991) proposed that the self-concept is a cognitive structure that is associated with behavior and feelings.

According to symbolic interactionism, an individual's self-concept is based on the perceptions and responses of others (Solomon 1983, Grubb & Grathwohl, 1967).

Interactions with others and integrating their estimated appraisals greatly influences an individual's behavior. Solomon identifies this process as "reflexive evaluation." Grubb and Grathwohl (1967) postulated that an individual will strive for self-enhancement during the interaction process.

Within the broader definition of self-concept, a variety of constructs have been identified and used in research. The following four dimensions are commonly used to encompass the self-concept (Jamal & Goode, 2001; Achouri & Bouslama, 2010; Sirgy, 1997):

- *Actual Self*: How an individual in fact sees him/herself
- *Ideal Self*: How an individual would like to see him/herself
- *Social Self*: How an individual feels others see him/herself
- *Ideal Social Self*: How an individual would like others to see him/herself

Many self-concept theories attempting to explain consumer behavior have been generated incorporating these dimensions. One of the most commonly studied theoretical approaches integrating self-concept and consumer behavior is the self-image congruence hypothesis. This model states that, like individuals, products have personalities and consumers prefer products that have images similar to their own (Graeff, 1996b; Sirgy, 1982; Dolich, 1984). This model has been tested and supported by numerous studies (see Sirgy, 1982 for a detailed review). However, the relationship between self-image and product image is not always so simple. A number of factors have been shown to affect

this relationship, including the type of product being consumed, the conspicuousness of the product and individual levels of self-monitoring.

### **Significance and Purpose of the Study**

This study is significant because it expanded on previous research examining the image-congruence hypothesis and the role of self-concept in consumer behavior.

Researchers have studied the various ways the dimensions of self influence consumer behavior, as well as how the conspicuousness of a good and levels of self-monitoring affect this relationship. However, all of these aspects have not been integrated into one cohesive study.

The purpose of the current study was to examine the role of self-concept in consumer behavior. More specifically, what is the relationship between different aspects of the self-concept and the evaluation of publicly and privately consumed luxuries and necessities? Furthermore, how would this relationship be affected by the level of self-monitoring an individual displays? Would self-image congruency differ depending on the conspicuousness of a product and individual levels of self-monitoring?

It was hypothesized that evaluation of publicly viewed goods (both luxuries and necessities) would be influenced by the desire to display a certain image. The more visible a product's consumption, whether it is a luxury or necessity, the more likely an individual would be to consider others' evaluations. Therefore, individuals would rely more on ideal self-image and ideal social self-image when evaluating and choosing these products.

If a product would not typically be viewed by others during consumption, the individual would rely on actual self-image when evaluating the product. However, individual levels of self-monitoring would influence this relationship. High self-monitors would tend to rely more on ideal self-image when evaluating both dimensions of private goods and ideal social self-image when evaluating both dimensions of public goods. If this observation was supported by research, it would imply that depending on the type of good being consumed, different aspects of the self-concept would be used. Furthermore, the aspect of the self-concept being used would be influenced by individual levels of self-monitoring.

The two dimensions of self that have received the most theoretical consideration and empirical support are actual self and ideal self (Graeff, 1996a). Some of these studies include the examination of the roles of ideal and actual self-image in purchase intentions (Achouri & Bouslama, 2010; Souiden, M'Saad & Pons, 2011) and brand preference (Jamal & Good, 2001; Ross, 1971). Social self-image and ideal social self-image, although less common, have also been incorporated into consumer behavior research (Sirgy, 1985). In addition to looking at the various dimensions of self-concept, researchers have also distinguished between public and private goods (Graeff, 1996a; Graeff, 1996b; Bearden & Etzel, 1982) and accounted for individual levels of self-monitoring (Becherer & Richard, 1978; Sirgy, 1985; Hogg, Cox & Keeling, 2000).

Despite the abundance of research on self-concept and consumer behavior, studies incorporating all four aspects of the self and examining their role in consumers' preference towards various product dimensions, while controlling for self-monitoring levels, are limited.

This study aimed to uncover the role of actual, ideal, social and ideal social self-concept in consumers' brand evaluations of public and privately consumed luxuries and necessities. Individual levels of self-monitoring were measured to determine any effect varying levels may have on the aspect of self that an individual considers when evaluating brand preference.

### **Organization of Thesis**

Chapter one provided a general overview of self-concept, consumer behavior, and how the two interact. It also introduced the self-image congruency hypothesis and highlighted the significance and purpose of the current study. Chapter two provides further research regarding the role of self-concept in consumer behavior and some of the influences affecting this relationship. Chapter three consists of the methodology for the study. It outlines the research process, including preliminary procedures, description of the independent variables. Chapter four concludes the results and findings from the survey and the final chapter discusses the findings, as well as the strengths and weaknesses of the research and suggestions for future research.

## CHAPTER 2

### LITERATURE REVIEW

The literature review in this chapter integrates and expands on the concepts of self and consumer behavior discussed in Chapter One. It examines the role self-concept plays in consumer behavior, as well as other influences that have been found to affect product evaluations. Finally, it examines potential weaknesses and limitations of the research.

#### **Self-Concept in Consumer Behavior**

As stated in Chapter One, the self-concept is how an individual thinks about or perceives themselves. One way an individual can maintain their self-concept is through the consumption of products. Possessions (products) help to define the self and create a sense of identity (Richins, 1994). “Through the purchase and use of products, consumers define, maintain and enhance their self-concept” (Zinkham and Hong, 1991). Belk (1988) recognized the importance of self-concept in consumer behavior and stated that in order to fully understand consumer behavior, we must first examine the relationship between possessions (products) and the self.

#### **Role of Products as Social Stimuli**

One of the key ideas behind maintaining self-concept through product consumption is that products are not just consumed for their functional utility. Based on symbolic interactionism, Solomon (1983) proposed that products can act as social stimuli. He states that products are not just consumed for their utilitarian value, but also for their social meaning. A possessions meaning is the source of its value (Richins, 1994). The term “symbolic purchasing behavior” has been used to define the act of

consuming goods/services for what they signify based on the meaning attached by society (Leigh & Terrance, 1992).

According to this theory, the meaning of symbols attached to products is culturally bound and they can convey information about an individual, such as their occupation of a social role. Based on Solomon's idea of reflexive evaluation, individuals use symbolic products to maintain appropriate social performance and guide behavior when faced with script uncertainty or role transitions.

In addition to being consumed for their societal meaning, products may also be used for self-definition. According to Solomon (1983), individuals not only rely on the socially symbolic meaning of products to enhance role performance, but they also use this information to help shape self-image. Belk (1988) states that "we learn, define and remind ourselves of who we are by our possessions". O'Cass and McEwen (2006) proposed that individuals not only define themselves in terms of possessions, but also define others based on their possessions. In addition to helping define the self and others, the consumption of goods may also enhance the self-concept (Souiden, M'Saad & Pons, 2011; Sirgy, 1982). According to Grubb and Grathwohl (1967), when an individual consumes goods that he/she believes matches their self-image and are then publicly recognized by others, it enhances their self-concept.

The term conspicuous consumption has been used to define the act of purchasing visually conspicuous brands in order to reflect social status and wealth, convey self-image and boost self-esteem (Veblen, 1899; Souiden, M'Saad & Pons, 2011). Veblen (1899) first defined conspicuous consumption as "lavish" spending on goods and services to promote and display income and wealth. Since then researchers have identified

conspicuous consumption as a way for consumers to not only display wealth but also enhance self-concept and inform others about one's self-image (O'Shaughnessy and O'Shaughnessy, 2002; Souiden, M'Saad & Pons, 2011).

### **Self-Image Congruency**

Since consumers' decisions about brand choice are guided by self-image, it is suggested that consumers will choose products whose images are congruent with their own (Sirgy, 1982; Ross, 1971). This self-image/brand-image link has been termed "self-image congruity". Sirgy (1982) specified four self-image/product image congruity states:

*Positive self-congruity:* Comparison between a positive product-image perception and a positive self-image belief;

*Positive self-incongruity:* Comparison between a positive product-image perception and a negative self-image belief;

*Negative self-congruity:* Comparison between a negative product-image perception and a negative self-image belief;

*Negative self-incongruity:* Comparison between a negative product-image perception and a positive self-image belief.

According to Sirgy (1982), the strongest predictor of purchase behavior is a positive self-image/product-image congruity, followed by positive self-incongruity, negative self-congruity and negative self-incongruity. Consumers will be motivated to purchase positively valued products in order to maintain a positive self-image, but will also seek out products that have an image similar to their own (whether positive or negative) in order to maintain self-consistency. According to this theory, self-esteem and

self-consistency compromise the self-image, and therefore, are motivators of consumer behavior.

Studies have shown the level of self-image congruity an individual exhibits will affect their conspicuous consumption. In a study by Souiden, M'Saad and Pons (2011) the authors examined the relationship between consumption of branded fashion accessories and self-image congruity. A questionnaire administered to respondents in both individualistic and collectivist cultures revealed that the higher the self-image congruity of an individual, the greater their conspicuous consumption. These findings were supported in both collectivist and individualistic cultures. Achouri and Bouslama (2010) performed a literature review to examine the effects of self-image congruity and based on their findings, proposed that higher self-image congruity will have a positive impact on consumers' attitudes, level of preference and future purchase intentions towards a product.

The desire to display different aspects of the self (ideal, social, etc.) can also influence consumer behavior. The relationship between self-image and ideal self-image in consumer behavior has been examined in a number of studies. Employing the use of semantic differential scales, Dolich (1969) found that self-image and ideal self-image were equally congruent with preferred brands. However, ideal self-image showed a larger discrepancy with least preferred brand than did self-image. These results indicated that favored brands were consistent with the self-concept, and thus reinforced it. Landon (1974) conducted a study to clarify the relationship between self-image and ideal self-image in consumers' purchase intentions. Using a method similar to Q-sort, individuals were asked to rate their self-image, ideal self-image and purchase intentions for a list of

products. Results showed that overall self-image and ideal self-image were positively correlated. Depending on the product's visibility, correlation between purchase intention and self/ideal self-image varied.

Individuals consume brands not just to inform others about their self-image but also to boost their own self-esteem, convey social status and affirm their sense of self (Sirgy, 1982; O'Cass & McEwen, 2006). Townsend and Sood (2012) found that product choice can lead to self-affirmation, specifically, choosing highly aesthetic products. In the experiment, participants' sense of self was either affirmed or disaffirmed and then they were asked to choose between products varying in aesthetic and functional value. Results showed that participants whose sense of self was disaffirmed prior to product choice were more likely to choose a highly aesthetic product, indicating that the desire to affirm sense of self results in choosing highly aesthetic products.

A study by Souiden, M'Saad & Pons (2011) examined the relationship between conspicuous consumption of branded fashion accessories and consumers' desire to reflect social status and boost self-esteem. Results of the administered questionnaire showed that conspicuous consumption was directly and positively related to social status display. It was found that individuals' social status played a significant role in self-esteem, indicating an indirect relationship between social status and conspicuous consumption. Furthermore, the findings suggest that the lower an individual's self-esteem, the higher their willingness to participate in conspicuous consumption.

### **Influences on Consumer Behavior**

The research on self-concept and consumer behavior suggests that the relationship between the two is bidirectional. Self-concept can affect conspicuous consumption and

conversely, conspicuous consumption can affect self-concept. However, self-concept is not the only factor influencing consumption; a number of variables have been shown to operate with self-concept to affect consumer behavior.

### **Social Influence**

Social influence has been identified as a determining factor of consumers' conspicuous consumption (Burnkrant & Cousineau, 1975; Bearden, Netemeyer & Teel, 1989). This influence can take place in the form of reference groups, evaluation by others or even imagined/anticipated evaluation. Solomon proposed that an individual's self-concept is largely based on the appraisals of others, both imagined and real. Given that self-concept affects conspicuous consumption, an indirect relationship should exist between appraisals (both real and imagined) and consumer behavior. Bearden & Etzel (1982) found that individuals use reference group influence when making product and brand purchase decisions. They identified three types of reference group influence on consumer behavior: information, utilitarian, and value expressive. Depending on the type of product being consumed, the type of influence will vary.

Consumer behavior is also influenced by brand associations deriving from one's own group (ingroup) versus groups to which one does not belong (outgroup) (Escalas & Bettman, 2005). Escalas and Bettman conducted a study using the Visual Basic Program and found that participants chose products that were congruent with those of an in group and avoided products with images congruent with that of an outgroup. These results suggest that references groups may influence an individual's self-brand connection, and subsequently influence consumer behavior.

Research has shown that social influence on product evaluation and consumption does not have to come from known others, such as reference groups. A study by Burnkrant and Cousineau (1975) examined informational and normative social influence on buyer behavior. They found that individuals rated products more favorably when they believed that individuals before them had also rated the product favorably (even when they did not know the individuals rating the product). Based on these findings, informational influence appeared to be the most lucrative form of social influence; participants used others' product evaluations as a source of information for their own subsequent ratings. Ratner and Kahn (2002) found that expectations about how others will evaluate consumption choices influences consumers' purchasing decisions. In their study, Ratner and Kahn found that individuals were more likely to incorporate variety into their purchase decisions in order to appear more creative and interesting to others, even if this meant not choosing their favorite products. Interestingly, the decision to incorporate more variety was based on perceived peer evaluations, which suggests that it is not just direct reference group influence that impacts purchasing behavior, but also the consideration of potential evaluations.

### **Self-Monitoring**

A factor that greatly influences conspicuous consumption and the self-image relationship is the degree of self-monitoring an individual displays. According to Snyder (1987), "high self-monitors evaluate their actions by the intended effects upon others" while low self-monitors do so in relation to their own self-image. High self-monitors are concerned with being the 'right' person, in the 'right' situation, at the 'right' time (Graeff, 1996b). They are very concerned with the images they project in social

situations. Low self-monitors are less concerned with maintaining and enhancing their self-image and are not overly aware of their self-presentation in social situations (Graeff, 1996b).

The effects of self-monitoring on the image-congruence relationship have been examined by a number of researchers. Graeff (1996b) looked at the influence of self-monitoring on consumers' product evaluations of publicly and privately consumed goods. He found that the image-congruence relationship was more affected by self-monitoring when the good was consumed publicly.

Hogg, Cox and Keeling (1998) conducted a study based on the image-congruence hypothesis that incorporated the effects of self-monitoring on self-image congruity and consumption of different beverages in social settings. Using long interviews, surveys and the Snyder's self-monitoring scale; the authors assessed the attitudes of men and women (age 18-25) that frequent night clubs. They found that high self-monitors tended to choose beverage brands that helped them support the image they wished to project in given situations, whereas low self-monitors tended to choose beverages based on the contents of the brand. These results supported the authors' hypothesis regarding individuals' use of products to enhance self-image and maintain self-esteem.

Individual levels of self-monitoring have also been shown to have an effect on the judgment of product quality. DeBono (2006) found that, when judging product quality, high self-monitors tend to rely more on product image while low self-monitors rely more on product performance. Auty and Elliott (1998) employed Snyder's self-monitoring scale in order to assess differences between high and low self-monitors attitudes towards

branded/unbranded jeans. The same pair of Levi jeans was used for both the branded and unbranded conditions but in the unbranded condition all brand markings were removed. A survey consisting of bipolar adjectives on a semantic differential scale was used to assess participants' attitudes towards the jeans. Results showed that, overall, high self-monitors had more negative attitudes towards unbranded jeans than low self-monitors. High self-monitors rated unbranded jeans as less comfortable, of lesser quality, and regarded functional attributes of the jeans less favorably. Given that participants were rating the exact same pair of jeans (minus the branding in the unbranded condition), it is suggested that high self-monitors rate products based on their symbolic value, not their utilitarian functions.

These studies indicate that self-monitoring may have an effect on the image-congruence relationship and subsequent brand evaluations. Furthermore, this effect is greater when consuming more conspicuous products.

### **Public vs. Private Product Consumption**

The visibility of products during the consumption process is also a factor influencing consumer behavior. Studies have shown that the degree of product conspicuousness affects consumer behavior (Bearden & Etzel, 1982). Bourne (1957) identified two types of products: public and private (as cited in Kulviwat, Bruner & Al-Shuridah, 2009). Public goods are identified as those seen by others when being used, while privately consumed products are ones not seen during the consumption process by anyone except the user and close family and friends. Bearden and Etzel (1982) specified that, if they want to, others could easily identify the brand of a publicly consumed product, while privately consumed goods remain almost completely anonymous. Ratner

& Kahn (2002) conducted a study incorporating an individual's need for variety seeking behavior into product consumption. When consuming public goods, individuals believe that by restricting their choices to only their favorite item(s), others will view them as dull, boring or routine. Participants believed incorporating variety into their choices would be seen as more creative and interesting and therefore, when consuming public products were more likely to conform to what they believe others will view favorably despite their personal preference.

Visibility of consumption has also been shown to have an effect on self-concept in relation to purchasing behavior. Based on Solomon's (1983) theory of real and imagined appraisals, physical presence of significant others/reference groups impact reflexive evaluation, however, it is not necessary. Since reflexive evaluation is a major determinant of symbolic consumption, this theory suggests that a good does not need to be publicly consumed in order for an individual to consider social evaluations when making purchase decisions. Applying this theory to self-concept, it could be hypothesized that social self and ideal social self-image may still be considered when making purchase decisions of privately consumed goods.

Graeff (1996a) incorporated the influence of self-concept into purchasing behavior of public/private goods. He found that evaluations of publicly consumed brands are influenced more by ideal self-image, whereas evaluation of privately consumed brands is more affected by actual self-image. Using a semantic differential scale, Dolich (1969) examined the influence of ideal versus actual self on preferred/less preferred brands of both publicly and privately consumed goods. Results showed a significant relationship between least preferred brand and ideal self-image, but only for males. These

findings suggest that ideal/actual self-concepts are more sensitive to least preferred brands than preferred brands. Furthermore, there may be gender differences regarding influence of ideal/actual self.

### **Luxury vs. Necessity Goods**

In addition to a good being consumed publicly or privately, a product can also be categorized as a luxury or necessity. This distinction adds to products conspicuousness and can further influence purchasing behavior and brand preference (Bearden & Etzel, 1969; Graeff, 1996b). The discrimination between luxury and necessity products is a growing interest for consumers because of their ability to display wealth, social status, and enhance self-concept (Souiden, S'aad & Pons, 2011).

Bearden and Etzel (1969) defined a luxury as a product with a degree of exclusivity, while necessities are possessed by virtually everyone. They proposed that the consumption of goods can be characterized into four conditions:

1. *Publicly consumed luxury (PUL)*: a product consumed in public view and not commonly owned or used (e.g., golf clubs);
2. *Privately consumed luxury (PRL)*: a product consumed out of public view and not commonly owned or used (e.g., trash compacter);
3. *Publicly consumed necessity (PUN)*: a product consumed in public view that virtually everyone owns (e.g., wristwatch);
4. *Privately consumed necessity (PRN)*: a product consumed out of public view that virtually everyone owns (e.g., mattress).

Within these four product dimensions, Bearden & Etzel (1982) examined the effects of reference group influence on purchasing behavior. Three variations of group influence were examined: informational, value-expressive, and utilitarian. Results of the survey showed that reference group influence for a good varied depending on which product dimension the good was considered. Overall, they found that influence (of any kind) for a brand or product was greatest when the good was publicly viewed and was a luxury item.

Souiden, M'Saad and Pons (2011) conducted a cross-cultural study examining the relationship between conspicuous consumption of branded fashion accessories (described as luxuries) and the desire to reflect social status, convey self-image and boost self-esteem. They found that there was a positive and indirect relationship between the purchase of branded fashion accessories (luxuries) and social status, via self-esteem and self-image.

The research regarding luxuries/necessities and public/private goods suggests that the conspicuousness of a product can affect the image-congruence relationship.

### **Summary of Literature**

Overall, this literature suggests that consumers purchase products in order to maintain status, boost self-esteem and enhance self-concept. Conspicuous consumption can be influenced by numerous variables including reference groups, perceived evaluations of others, self-image congruity, and levels of self-monitoring. The amount of influence will vary depending on the type and visibility of the product being consumed.

Studying the role of self-concept in consumer behavior has been approached using a variety of theoretical models and self-concept measurements. Many researchers examining the self-concept/consumer behavior relationship have used the self-image congruency hypothesis as a starting point for their research (Souiden, M'Saad & Pons, 2001; Sirgy, 1985; Jamal & Goode, 2001). This method is useful when studying conspicuous consumption for a number of reasons. First, it recognizes the symbolic nature of products and makes a connection between evaluation of product attributes and the interpretation of meaning by the consumer. Second, it acknowledges that consumers choice of products is influenced by both the intrinsic and extrinsic values associated with it. Finally, it takes into account that audience and “social others” may affect product evaluation and choice (Hogg, Cox & Keeling, 2000).

In order for researchers to fully understand the role of self-concept in consumer behavior, an accurate measurement of self-concept must be employed. Some of the most commonly used self-concept measures in consumer research are the Q-sort method, semantic differential scales and Likert scales (Sirgy, 1982; Jamal & Goode, 2001). Each of these methods has shown to be reliable (Ross, 1971; Sirgy, 1982) and depending on the nature of the study, each of these measures has strengths and weaknesses.

Despite the growing research regarding self-concept and consumer behavior, there are still unexamined areas in the literature. Previous studies have typically only identified the effects of actual versus ideal self and have not taken into account the social/ideal social self. Furthermore, researchers have not yet fully explored the influence of self-concept in the consumption of the four product dimensions characterized by Bearden and Etzel (1982) (i.e., public/private, luxury/necessity). Many of the previous studies have

only differentiated between private and public goods and have not taken into account the luxury/necessity dimension.

The purpose of this study was to expand on previous research examining the role of self-concept in consumer behavior by including the social and ideal social self-concept as well as luxury/necessity product dimensions. By including social and ideal social self-concepts, the current study went beyond the duality dimension of the self and accounts for a greater variety of self-perspective that may be present in consumer behavior. Furthermore, the luxury/necessity dimensions were incorporated because they have been shown to affect the conspicuousness of a product (Bearden & Etzel, 1982), and the more conspicuous a product, the more it lends itself to self-concept moderation (Jamal & Goode, 2001). By integrating these additional product dimensions and self-concepts, this study aimed to uncover influences on consumer behavior not previously addressed in the literature.

## CHAPTER 3

### METHODOLOGY

#### Hypotheses

The purpose of this study was to examine the influence of the various dimensions of self-concept in the evaluation of luxury/necessity goods consumed in public/private settings. The effect of individual levels of self-monitoring was also measured. The inclusion of social self-image and ideal social self-image was beneficial in this study because it took into account that evaluation of a product may reflect different self-concepts in different situations. Self-monitoring was measured because it was expected to have an effect on which “self” an individual considers when evaluating goods within each of the four product dimensions. This assumption is based on the notion that self-monitoring moderates the impact of “social others” (Hogg, Cox & Keeling, 2000).

Six hypotheses were proposed regarding the impact of the various dimensions of self-concept in the evaluation of the four product dimensions defined by Bearden and Etzel (1982). Given the visual nature and conspicuousness of publicly consumed goods, it was hypothesized that for high self-monitors, ideal social self-image will be positively related to product evaluation of both publicly consumed luxuries and necessities. However, because of their reduced concern for self-presentation, low self-monitors’ product evaluations of publicly consumed luxuries and necessities will be positively related to actual and ideal self-image; real and imagined appraisal of others will not affect their behavior.

**H1a:** For high self-monitors, evaluation of publicly consumed goods (both luxury and necessity) will be positively related to ideal social self-image.

**H1b:** For low self-monitors, evaluation of publicly consumed goods (both luxury and necessity) will be positively related to ideal self-image and actual self-image.

Privately consumed luxuries, although not commonly seen by others, reflect a degree of status (since they are not commonly owned) and most likely are purchased in order to boost self-esteem. Therefore, they still fall under the category of conspicuous consumption and purchase intention and overall appeal of the product will be influenced by ideal self-image. Since social evaluation is not typically a factor when purchasing privately consumed luxuries, self-monitoring should not affect evaluations; however, given the conspicuous nature of the product, it is hypothesized that high self-monitors will still consider the possibility of another person seeing the product. This will stimulate the ideal social self-image and it will become a factor in brand evaluations and purchasing decisions. Ideal social self-image will only play a role for high self-monitors.

**H2a:** For high self-monitors, evaluation of privately consumed luxuries will be positively related to ideal social self-image.

**H2b:** For low self-monitors, evaluation of privately consumed luxuries will be positively related to ideal self-image.

Privately consumed necessities are owned by virtually everyone and are consumed out of the public eye. They are not typically seen by anyone, sometimes not even the consumer. The low visibility and inconspicuous nature of the product indicate a lack of perceived social evaluation. Therefore, product evaluation by low self-monitors

will be positively related to actual self-image. However, high self-monitors are still concerned with portraying the “right” image, even if it is only visible to themselves, so their evaluations will be positively related to ideal self-image.

**H3a:** For high self-monitors, evaluation of privately consumed necessities will be positively related to ideal self-image

**H3b:** For low self-monitors, evaluation of privately consumed necessities will be positively related to actual self-image.

### **Pretests**

To select products and image dimensions for testing, two preliminary surveys were developed to assess perceptions of individual products as public/private and luxury/necessity and also to determine relevant dimensions that would be used for both product and image ratings. The purpose of this pretesting was twofold: 1) to select products that were familiar to the demographic sampled and that also varied on the public/private, luxury/necessity dimensions; and 2) to develop a list of image dimensions on which products and self-concept could be measured.

For both pretests, convenience sampling was used to recruit respondents from journalism, criminal justice and sociology courses at the University of Nevada, Las Vegas. Participants were informed during class they may receive credit by completing the study; however, the actual survey was not completed in the classroom. Participants completed the survey on their own time at a designated location, via Qualtrics, an online survey system. An online survey system was used because it allowed participants to

complete the study on their own time, at their own pace and potentially eliminated social desirability associated with taking surveys in the classroom. Furthermore, Qualtrics allowed the researcher to remotely monitor respondents and send reminders and notification to potential participants.

### **Pretest 1**

The first pretest was the product questionnaire. Ninety-two respondents successfully completed the survey. The survey consisted of 40 branded products, 10 from each condition: public luxury, private luxury, public necessity, and private necessity. Informal interviews were conducted with students at UNLV to begin selecting products and brands that would be familiar to the target demographic and also contain a degree of symbolic character.

It was decided that specific brands would be used for testing because consumers' attitudes and perceptions are more specific to brands versus more general product classes (T. Graeff, personal communication, September 10, 2013). Unlike general product classes, brands have unique characteristics and personalities, making it easier for consumers to provide their perception of a product in regard to its image and the typical consumer. Based on the informal interviews and consultation with previous literature, a list of 40 specific products was compiled to be used in pretesting (see Appendix A).

For the preliminary product questionnaire, participants rated their perceptions of the 40 products as a public or private good and then as a luxury or necessity (see Appendix B). First, respondents assessed the products as being either publicly or privately consumed. The survey began with directions informing the participant of the

nature of the questions that would follow and also asking for their honesty and careful consideration of each item.

On the next page of the survey, the following definitions (from Bearden & Etzel, 1969) were provided to familiarize participants with the public/private dimensions of products.

- A *public* product is one that other people are aware you possess and use. If they want to, others can identify the brand of the product with little or no difficulty.
- A *private* product is one used at home or in private at some location. Except for your immediate family and close friends, people would be unaware that you own or use the product.

Following the definitions, the 40 preliminary products were listed. Respondents were asked to take a moment to think about each brand and its associated product class and rate their perception of the products on a scale from 1 (always privately consumed) to 7 (always publicly consumed). The scale had a neutral point in the middle (4) labeled as “consumed equally in public and private.”

After completing the public/private ratings for each product, the same 40 products were assessed by the respondents as being either a luxury or necessity. The survey began with directions informing the participants of the nature of the questions that would follow and also asking for their honesty and careful consideration of each item. The following definitions for luxury and necessity goods were provided to familiarize respondents with the luxury/necessity dimensions of products.

- A *luxury* product is not owned by everyone and is considered ‘exclusive’. It is not needed for ordinary, day to day, living.
- A *necessity* product is owned by virtually everyone and is necessary for ordinary, day to day, living.

Similar to the public/private dimensions, the 40 products were listed on the screen following the definitions. Respondents were asked to think about each brand and its associated product class and rate their perception of the product on a scale from 1 (always a necessity) to 7 (always a luxury). The scale had a neutral point in the middle (4) labeled as “equally consumed as a luxury and necessity.”

Means were generated for all forty brands on both the luxury/necessity and public/private dimensions. The two resulting means for each brand were plotted on a two-dimensional grid (see Appendix C). Based on the visual distribution of the products within the graph, two products were selected for each of the conditions (public luxury, private luxury, public necessity and private necessity), resulting in a total of 8 products for use in the main study. Two considerations were taken into account when selecting these eight products based on the scatter plot: 1) the highest degree of polarity for a product given the necessity/luxury dimensions; and 2) whether the resulting products seemed likely consumer options for the targeted sample.

For the public luxury condition, Range Rover SUV ( $M_{\text{public/private}} = 5.93$  and  $M_{\text{luxury/necessity}} = 6.28$ ) and Ray Ban sunglasses ( $M_{\text{public/private}} = 5.45$  and  $M_{\text{luxury/necessity}} = 5.99$ ) were selected. For the public necessity condition, Jansport Backpack ( $M_{\text{public/private}} = 5.49$  and  $M_{\text{luxury/necessity}} = 4.19$ ) was selected. For the private luxury condition, Baldwin piano ( $M_{\text{public/private}} = 2.86$  and  $M_{\text{luxury/necessity}} = 6.36$ ) was selected. For the private/necessity

condition, Crest toothpaste ( $M_{\text{public/private}} = 2.58$  and  $M_{\text{luxury/necessity}} = 1.94$ ) and Dove soap ( $M_{\text{public/private}} = 2.5$  and  $M_{\text{luxury/necessity}} = 2.42$ ) were selected.

## **Pretest 2**

A second pretest was conducted to determine the dimensions on which product image and self-image would be described (see Appendix E). Ninety-nine respondents successfully completed the survey.

Sirgy (1982) notes that only image dimensions relevant to the products being tested should be included in image measure and general self-concept standardized scales are not recommended. Therefore, specific dimensions relevant to the products selected in the first pretest were developed and used for product and image measurement in the main study.

The survey asked respondents to indicate how relevant each of the product dimensions given was to describing the personality of the typical consumer for each of the 8 branded products chosen in the first pretest.

The image dimensions selected for pretesting were adapted from previous research integrating self-concept and consumer behavior (Graeff, 1996b; Ross, 1971; Dolich, 1969). The dimensions were chosen based on four criteria: 1) they were diverse, 2) they were recognizable, 3) they were likely to evoke significant responses, and 4) they could potentially describe both self-image and the image of the selected brands. Based on these four criteria, and in consultation with previous research, a total of 40 bipolar semantic differential scales were selected for use in the second pretest (see Appendix D).

The survey began with an introductory paragraph informing participants of the nature of the questions that would follow and also asking for their honesty and careful consideration of each item. On the following page, respondents were asked the question:

How would you describe the typical owner of [product]? What kind of personality/image would they have? Using the following dimensions, indicate how you would describe the typical user of this product.

Following the question (which was customized for each product) the 40 semantic dimensions were listed on bipolar scales. Respondents rated their perception of the typical user of each of the products on the 40 dimensions provided. Each pair of descriptive polar adjectives was on a 7-point semantic differential scale with an adjective at each end, like this:

Bad    1    2    3    4    5    6    7    Good

In the directions (which were provided directly below the question) participants were informed that each dimension should be rated on a scale from 1 to 7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. They were also told to use 4 as a neutral point; meaning that the typical user of the product is neither more of one quality than the other. This question and process was used for all eight branded products.

Previous research studying self-concept and consumer behavior have used similar pretesting to obtain image dimensions and specific branded products used in their research (Graeff, 1996b; Sirgy, 1985; Bearden & Etzel, 1982). For this study, the number of products and image dimensions used in pretesting and for the main study was based on

this previous research, as well as with consideration to the limitations of product choice and time.

Following collection of data, means were generated for all forty dimensions. The eight highest and eight lowest means were then identified within the 40 scales for each brand.

Only one image dimension (relevant/irrelevant) exhibited a highly polarized mean for all eight brands. Two dimensions (safe/dangerous and unpopular/popular) exhibited highly polarized means for seven of the brands. Four of the semantic differentials (economical/extravagant, relaxed/tense, not self-confident/self-confident and simple/complicated) exhibited six brands with highly polarized means. Four dimensions (delicate/rugged, stable/changeable, fantasy/reality, and cruel/kind) exhibited highly polarized means for five brands. Eight dimensions (mature/youthful, informal/formal, modern/old-fashioned, enthusiastic/unenthusiastic, pleasant/unpleasant, ruffled/clean-cut, romantic/unromantic, and rural/urban) exhibited highly polarized means for four of the brands. Three dimensions (unsophisticated/sophisticated, uninformed/informed, and tasteful/distasteful) exhibited highly polarized means for three brands. Seven dimensions (masculine/feminine, graceful/awkward, humorous/serious, nonconformist/conformist, stylish/dated, competitive/noncompetitive, and personal/impersonal) loaded with highly polarized means for two of the brands. Eight dimensions (calm/excitabile, introvert/extrovert, passive/active, liberal/conservative, dominating/submissive, weak/strong, deliberate/impulsive and mild/powerful) exhibited highly polarized means for only one brand.

The eleven dimensions with polarized means for five brands or more were determined relevant to the eight products and included for use in the main study. In order to select four more dimensions for use in the main study, the individual means were compared for those image dimensions with highly polarized means for four of the brands. Eight dimensions were included in this analysis. The four dimensions chosen for the main study were those that had the smallest variance between means for the four brands: unpleasant/pleasant, ruffled/clean-cut, rural/urban and unenthusiastic/enthusiastic. The final 15 image dimensions selected from Pretest 2 to be included in the main study were: delicate/rugged, economical/extravagant, relaxed/tense, not self-confident/self-confident, unenthusiastic/enthusiastic, simple/complicated, unpopular/popular, stable/changeable, safe/dangerous, reliable/unreliable, unpleasant/pleasant, ruffled/clean-cut, reality/fantasy, cruel/kind, and rural/urban.

### **Main Study**

After all pretests were completed and the final 8 brands and 15 product dimensions were obtained, the main study was conducted. The main study included a single online survey measuring the effect of participants' self-concept in consumer behavior (See Appendix F). According to Babbie (1995), surveys are an excellent way to measure individual attitudes and orientations for a large population. Surveys do run the risk of having weak validity because, typically, choices of answers are restricted by the researcher, but they also tend to have a high reliability because all participants are given standardized questions. Despite the weaknesses associated with survey methodology, it is the best suited research approach for the current study.

The survey was divided into six sections, beginning with an informed consent. Section two measured product evaluations, sections three and four included image measures (both product and self), next was a self-monitoring scale (section five), and the final section included demographics.

## **Participants**

Convenience sampling was used to recruit undergraduate students from the University of Nevada, Las Vegas. Undergraduate students were targeted because it is generally assumed that they put a high emphasis on societal group membership and peer evaluation. The opportunity to complete a study for course credit was proposed to students in introductory journalism, communications and sociology courses. These classes were fairly large and comprised a diverse demographic of students. Although demographics, such as age, sex and race, were not incorporated into the hypotheses, they were collected for possible further analysis.

## **Instrumentations/Measures**

### ***Product Evaluation.***

Section two of the survey (following informed consent) measured overall product evaluations of the eight branded products selected in the preliminary procedure. Product evaluations were measured with two indicators – attitude towards the product and purchase intention. These two indicators have been used by previous researchers to evaluate branded products and have shown significant correlation and validity (Graeff, 1996b; Sirgy, 1985).

Attitude towards the product concerns the degree to which a participant likes/dislikes the product. The following question, adapted from Sirgy (1985) was used to assess product attitude: To what extent do you *like* [product], or to what extent does it appeal to you? Responses were measured using a 7-point rating scale varying from 1 (very much dislike) to 7 (very much like).

The second indicator of product evaluation, purchase intention, was measured by asking participants the degree to which they intend to, or do not intend to, purchase the product. The following question, worded in a way that controls for the effects of price on purchase motivation, was used to assess purchase intention:

Suppose you became aware of the need to purchase the following products and you can reasonably afford any brand. To what extent would you intend to, or would not intend to, purchase the following brands?

Respondents rated their intention on a 7-point rating scale from 1 (extremely unlikely to buy) to 7 (extremely likely to buy).

### ***Image Measures.***

The next section in the survey comprised the image measures. This included both describing the image of the products and self. Product and self-image were assessed using the image dimensions obtained in pretesting.

A semantic differential scale was used to measure product and self-image. Many different procedures have been utilized by researchers to measure self-concept and consumer behavior, including the Q-sort, Likert-type methods and various models of the

semantic differential. Reviews of these models have shown that, generally, the various models of measurement are reliable and interchangeable (Ross, 1971).

Previous research using image dimensions to measure product image and self-image have typically relied on a Likert-type scale to record responses (Siry, 1985; Graeff, 1996b; Ross, 1971). However, this method requires rating each adjective of the dimensions separately, resulting in twice as many items that the participants must evaluate. This study employed a semantic differential for image measurements to reduce the amount of total survey items participants had to complete and potentially avoid testing fatigue. Both Likert-type and semantic differential scales have been tested and appear reliable and interchangeable. Therefore, despite similar studies employing Likert-type scales, the current study used a semantic differential.

### ***Product Image.***

Participants first evaluated image for each of the eight products. An introductory paragraph informed the participants that they would be asked to describe the typical consumer of eight different products. They were asked to consider each product carefully and answer as honestly as possible.

On the following page, a product name was displayed on the screen and participants were asked to describe the stereotypical consumer of the product in regard to the dimensions provided. Included in these directions was a brief description of how to interpret the semantic differential scale and complete the rating process. The following question was used to assess brand image:

How would you describe the typical consumer of [product]? What kind of personality/image do they have? Using the following dimensions, indicate how you would describe the typical user of the product.

Following the question (which was customized for each product) the 15 image dimensions (determined in pretesting) were listed on a bipolar matrix scale. Respondents rated their perception of the typical user of the product on the 15 dimensions provided. Each pair of descriptive polar adjectives was on a 7-point semantic differential scale with an adjective at each end, like this:

Bad    1    2    3    4    5    6    7    Good

In the directions participants were informed that each dimension would be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. They were also told to use 4 as a neutral point; meaning that the typical user of the product possesses neither more of one quality than the other.

This question and process was used for all eight products, resulting in a total of 120 brand image dimension ratings (8 products × 15 dimensions each).

### ***Self-Image.***

Following the product image measure, respondents rated their self-image on the same 15 dimensions used for product image. Participants described themselves from four different points-of-view: 1) as they actually are, 2) as they would ideally like to be, 3) as they believe others see them, and 4) as they would like others to see them. These four

points of view represent the four dimensions of self being studied: actual, ideal, social and ideal-social.

Before participants started the self-image measure, an introductory paragraph informed them of the nature of the questions to follow, as well as asking for their careful considering of the questions and honest responses.

On the next page, participants began rating each of their four dimensions of self in regard to the 15 image dimensions obtained in pretesting. Participants rated each aspect of self separately and on all 15 dimensions before moving on to the next. The order of self-image measurements will be: 1) actual, 2) ideal, 3) social and 4) ideal-social. With 4 dimensions of self and 15 image measurements for each, this resulted in a total of 60 self-image items.

Each self-concept measurement began with directions informing the participant what aspect of self they would be describing, as well as a short explanation of how to interpret the semantic differential scale and complete the rating process.

Each pair of descriptive polar adjectives was on a 7-point semantic differential scale with an adjective at each end, like this:

Bad    1    2    3    4    5    6    7    Good

In the directions, participants were informed that each dimension would be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. They were also told to use 4 as a neutral point; indicating neither more of one quality or the other.

Actual self was measured with the following question: Describe yourself as you *actually* are. To what extent do you think of yourself as having the personal characteristics listed below? I see myself as being...

Ideal self was measured with the following question: How would you *ideally* like to see yourself? To what extent would you ideally like to see yourself as having the following personal characteristics listed below? I like to ideally see myself as being...

Social self was measured with the following question: Describe how you believe others see you. To what extent do you believe others see you as having the following personal characteristics listed below? I believe others see me as being:

Ideal social self was measured with the following question: How would you ideally like others to see you? To what extent would you ideally like others to describe you as having the following personal characteristics listed below? I, ideally, would like others to see me as being...

### ***Self-Monitoring.***

The next measure of the survey assessed the participant's level of self-monitoring. Self-monitoring was measured using Snyder's self-monitoring. This scale consists of 25 true-false statements which describe: concern with social appropriateness of one's self-presentation; attention to social comparison information as cues to situational appropriate expressive self-presentation; ability to control and modify one's self-presentation and expressive behavior; and the use of this ability in particular situations (Hogg, Cox & Keeling, 1998). The Snyder self-monitoring scale was used because it has demonstrated

considerable internal consistency, stability over time and discriminant validity throughout extensive evaluation (Snyder, 1987; Graeff, 1996b; Becherer & Richard, 1978).

Directions informed participants that they would be answering a set of questions concerning their personal reactions to a number of situations. They were asked to consider each statement carefully and answer as honestly and frankly as possible. They were told that if a statement was mostly true, select true, and if a statement was mostly false, select false. Following the directions, the 25 statements were listed in a matrix table with a true/false option for each statement. Participants' responses were scored according to Snyder (1987); based on a medium split each participant was categorized as either a high or low self-monitor.

### **Procedure**

A total of 254 undergraduate students completed the survey online. Participants were informed in class that they may receive course credit for completing the study, however, the actual survey was not completed in the classroom. Participants completed the study on their own time at a designated location using the online Qualtrics survey system. An online survey system was used because it allows participants to complete the study on their own time, at their own pace and potentially eliminates social desirability effects associated with taking surveys in the classroom. Furthermore, Qualtrics allowed the researcher to remotely monitor respondents and send reminders and notification to potential participants.

Before beginning the survey, respondents completed an informed consent which informed them that their participation was completely voluntary and they could choose to

stop at any time. Participants were not told the exact nature of the study so as to avoid social desirability.

Following informed consent, participants completed the survey. The order of the measures was as follows: product preference, product image, self-image, self-monitoring, demographics and debriefing. Within each measure, items were randomized. The order of testing was taken into consideration and determined based on previous literature.

Although Ross (1971) noted that placing product preference before product image may dispose subjects to rate their most preferred branded products more favorably, it is suspected that this bias could also occur if the two tasks were switched. Rating product preference after product image could lead participants to rate products they had just described more favorably as more preferred. Graeff (1997) asserted that measuring product and self-image before product preference could increase the effect of image as an evaluative criteria. The majority of studies examined measured product preference prior to brand image (Sirgy, 1985; Graeff, 1996a; Graeff, 1996b), which is the ordering utilized in the current study.

After rating product preference, participants completed the product and self-image measures. Product image was measured prior to self-image in order to reduce the likeliness that participants' awareness for their own self-image was artificially increased before evaluating a product (Graeff, 1996b; Sirgy, 1985). The final measure of the survey included the self-monitoring scale.

Following these measures, participants completed some questions regarding demographics (age, sex, race, etc.). Participants were given as much time as needed to complete the survey.

All sections of the survey included a force response setting. If a participant tried to move on to the next page without responding to all of the items, a notification was displayed informing them that not all questions have been completed and the unanswered questions were highlighted. The participant had to respond before moving on to the next section of the survey. Once a section was complete, participants were not able to go back and change their answers.

## CHAPTER 4

### ANALYSIS AND RESULTS

#### Analysis

##### **Demographics**

The participant sample consisted of 254 undergraduate students currently enrolled in criminal justice, communications and journalism classes at the University of Nevada, Las Vegas. According to Cohen (1992), in order to have a power at .80 with a significance of .05, this was an ideal target sample size for this survey. Of the respondents who successfully completed the survey, 110 (43.3%) were male and 144 (56.7%) were female. The age range of respondents was 18-58 ( $M=23.62$ ,  $SD=14.00$ ). The majority of respondents, 106 (41.7%), were Caucasian, 57 (22.4%) were Hispanic, 44 (17.3%) were Asian, 20 (7.9%) were African American, 9 (3.5%) were Pacific Islanders, 2 (.8%) were Native American, and 16 (6.3%) were of other ethnicity.

##### **Product Evaluation**

Pearson's Correlation was run for each of the eight brands to analyze the relationship between the two items of product evaluation: overall like/appeal and purchase intention. Correlations between the two product evaluation indicators were .78 ( $p < 0.01$ ) for Ray Ban sunglasses, .81 ( $p < 0.01$ ) for Jansport backpack, .76 ( $p < 0.01$ ) for Honda Civic, .54 ( $p < 0.01$ ) for Baldwin piano, .71 ( $p < 0.01$ ) for Crest toothpaste, .61 ( $p < 0.01$ ) for Range Rover SUV, .56 ( $p < 0.01$ ) for Brunswick pool table and .83 ( $p < 0.01$ )

for Dove soap. All eight brands showed moderate to strong correlation, indicating relevant audience perception, therefore, all eight brands were retained.

Factor analysis was performed to create a composite variable for 'Product Evaluation' for each brand incorporating overall like/appeal and purchase intention. Exploratory factor analysis was used to determine if the factors created an internally consistent scale and to allow for the interpretation of factors (Spector, 1992). A minimum eigenvalue of 1.0 was required to retain the factors for each brand. For Ray Ban sunglasses, the two factors loaded with an eigenvalue of 1.78; accounting for 89.15% of the total variance. For Jansport backpack, the two factors loaded with an eigenvalue of 1.81; accounting for 90.61% of the total variance. For Honda civic, the two factors loaded with an eigenvalue of 1.76; accounting for 88.05% of the total variance. For Baldwin piano, the two factors loaded with an eigenvalue of 1.54; accounting for 76.74% of the total variance. For Crest toothpaste, the two factors loaded with an eigenvalue of 1.71; accounting for 85.32% of the total variance. For Range Rover SUV, the two factors loaded with an eigenvalue of 1.61; accounting for 80.29% of the total variance. For Brunswick piano, the two factors loaded with and eigenvalue of 1.56; accounting for 77.87% of the total variance. For the final brand, Dove soap, the two factors loaded with an eigenvalue of 1.83; accounting for 91.38% of the total variance.

### **Image Congruence**

Image congruence was analyzed for each of the eight brands and the four dimensions of self. Difference scores were calculated to reflect the congruence between each self-image dimension (actual, ideal, social, and ideal-social) and brand image for all 8 products. To calculate difference scores, self-image semantic differential items were

subtracted from the corresponding brand image semantic differential item (Graeff, 1996b). The product of these scores across all dimensions for that item were summed to create an image-congruence variable. Four variables were created for each brand, resulting in a total of 32 image congruence variables.

## **Hypotheses**

### ***Hypothesis H1a.***

The first hypothesis predicted that for high self-monitors, product evaluation of publicly consumed goods (both luxury and necessity) would be positively related to ideal social self-image. Image congruence scores for each publicly consumed brand were correlated with product evaluations of the corresponding brand. Of the four products, only one public necessity (Honda Civic) showed a significant relationship between ideal social self-image and product evaluation ( $r = .224, p < .05$ ). Hypothesis 1a was partially supported.

### ***Hypothesis H1b.***

The second hypothesis predicted that for low self-monitors, product evaluation of publicly consumed goods (both luxury and necessity) would be positively related to ideal self-image and actual self-image. First, ideal self-image congruence scores for each publicly consumed brand were correlated with product evaluations of the corresponding brands. Three products showed a significant relationship between ideal self-image and product evaluation: Ray Ban ( $r = .252, p < .05$ ), Honda Civic ( $r = .201, p < .05$ ), and Range Rover SUV ( $r = .362, p < .05$ ). Next, actual self-image congruence scores for each

of the publicly consumed brands were correlated with those brands product evaluations. Two brands showed a significant relationship between actual self-image and product evaluation: Jansport backpack ( $r = .177, p < .05$ ) and Honda Civic ( $r = .309, p < .05$ ). Hypothesis H1b was partially supported.

***Hypothesis H2a.***

Hypothesis H2a predicted that for high self-monitors, product evaluation of privately consumed luxuries would be positively related to ideal social self-image. Ideal social self-image congruence scores for the two privately consumed luxury brands (Baldwin Piano and Brunswick pool table) were correlated with those brands product evaluations. No significant relationships were found. Hypothesis H2a was not supported.

***Hypothesis H2b.***

Hypothesis H2b predicted that for low self-monitors, product evaluation of privately consumed luxuries would be positively related to ideal self-image. Ideal self-image congruence scores for the two privately consumed luxury brands (Baldwin Piano and Brunswick pool table) were correlated with those brands product evaluations. One brand, Baldwin piano, showed a slightly significant relationship ( $r = .185, p < .05$ ). Hypothesis H2b was partially supported.

***Hypothesis H3a.***

Hypothesis H3a predicted that for high self-monitors, product evaluation of privately consumed necessities will be positively related to ideal self-image. Ideal self-image congruence scores for the two privately consumed necessities (Dove soap and

Crest toothpaste) were correlated with the corresponding brands product evaluations. No significant relationships were found. Hypothesis H3a was not supported.

***Hypothesis H3b.***

Hypothesis H3b predicted that for low self-monitors, product evaluation of privately consumed necessities will be positively related to actual self-image. Actual self-image congruence scores for Dove soap and Crest toothpaste were correlated with the brands product evaluation. One brand, Crest toothpaste showed a slightly significant relationship ( $r = .267, p < .05$ ). Hypothesis H3b was partially supported.

In the next and final chapter, these findings are discussed. Chapter five also reviews the limitations of this study and the implications of this research for future studies.

## **CHAPTER 5**

### **DISCUSSION**

#### **Hypotheses**

The purpose of this study was to examine the influence of various dimensions of the self on the evaluation of privately/publicly consumed luxuries/necessities, while also taking into considering the moderating effects of self-monitoring. The six hypotheses tested were based on previous research examining self-concept and self-monitoring within the field of consumer behavior (Graeff, 1996b; Sirgy, 1985). The significance of the current study is that it incorporated two aspects of the self these previous studies did not include, social and ideal social-self. Furthermore, it also included the luxury/necessity product dimensions. Although studied individually, these concepts have not previously been combined in a study assessing effects on product evaluation.

The general assumptions of the study were that high self-monitors would have a greater awareness for self-presentation, in both social and private situations, and this concern would cause a positive relationship between ideal aspects of the self (ideal social-self and ideal self) and product evaluation. Low self-monitors, on the other hand, would not be as concerned with social/peer evaluation, in both social and private situations. Therefore, their product evaluations would be positively related to how they actually saw themselves, or would like to see themselves (actual self and ideal self). The following section examines each hypothesis and possible explanations for the findings.

To better understand and explain the results, additional analyses were run on the data. Respondents were divided into high and low self-monitoring groups, then means were generated for image ratings for each brand on the 15 image dimensions, while

controlling for product evaluation. These data provided insight into how high and low self-monitors rated the individual brands on each the image dimensions and helps explain both the occurrence, and lack of, significant relationships.

### **Hypothesis H1a**

The first hypothesis predicted that for high self-monitors, product evaluation of publicly consumed luxuries and necessities would be positively related to ideal social self-image. Of the four brands, only one public necessity, Honda Civic, showed a significant relationship. High self-monitors, who rated Honda favorably, tended to view the brand as economical ( $M = 2.93$ ), relaxed ( $M = 2.67$ ), self-confident ( $M = 5.22$ ), safe ( $M = 2.78$ ), reliable ( $M = 2.78$ ), pleasant ( $M = 5.33$ ), and kind ( $M = 5.04$ ). These findings suggest that the traits high self-monitors attributed to Honda – a brand they evaluated positively – are the same traits they would ideally like others to see them as possessing. The traits attributed to Honda are generally considered as positive, and given that high self-monitors are concerned with public appearance and peer evaluation, it is likely that they would favorably evaluate products that possess these traits. This explanation is supported by comparing high self-monitors actual image ratings to ideal social self-image ratings. High self-monitors tended to rate their social self-image higher than actual self-image for the dimensions attributed to Honda.

The other three products in the public luxury/necessity categories were Ray Ban sunglasses, Range Rover SUV and Jansport backpack. The absence of significant positive relationships for these brands could potentially be explained by looking at the brands' image ratings. Both Ray Ban and Range Rover were rated as fairly extravagant ( $M_{\text{Ray Ban}} = 5.19$  and  $M_{\text{Range Rover}} = 5.61$ ) and clean-cut ( $M_{\text{Ray Ban}} = 5.13$  and  $M_{\text{Range Rover}} = 5.72$ ) –

two traits that Honda did not possess. This suggests that these traits are ones high self-monitors do not want others to attribute to them. Jansport (which, along with Honda, was a public necessity) had image ratings similar to Honda, however, compared to Honda, it did not have particularly high ratings for safe ( $M = 3.20$ ) and relaxed ( $M = 3.14$ ). This could mean that these traits are important to high self-monitors and since Jansport did not possess them the brand was not significantly related to ideal social self-image.

Previous research has shown that self-monitoring moderates the relationship between self-image and publicly consumed goods, especially for high self-monitors (Graeff, 1996b), however that study did not take into account the luxury/necessity dimensions of products. It could be that self-monitoring does not have as strong of an effect on product evaluation of publicly consumed goods when they are categorized as luxuries. However, given that luxury products are used to reflect social status and self-image (Souiden, S'aad & Pons, 2011), and high self-monitors are particularly concerned with these factors, it is unlikely that hypothesis holds true. More probable is that there are other variables/limitations affecting the relationship in the current study.

Additional analyses were generated for high self-monitors to uncover any positive relationships between product evaluation of publicly consumed luxury/necessities and the three other dimensions of the self. No positive significant relationships were found. Based on these additional analyses, even though Hypothesis H1a was not fully supported, ideal social self-image appears to be the strongest predictor of a relationship between image congruence and brand evaluation for high self-monitors.

### **Hypothesis H1b**

This hypothesis predicted that for low self-monitors, evaluation of publicly consumed goods (both luxury and necessity) would be positively related to actual and ideal self-image. Previous research has shown that evaluation of publicly consumed goods is more influenced by ideal congruence than actual congruence (Graeff, 199b), but that study did not distinguish between luxury and necessity products. The inclusion of actual self-image in this study reflects the assumption that necessities are owned by virtually everyone and are less conspicuous than luxury items, therefore individuals will be less concerned with evaluating the product based on who they would like to be and focus more on their actual self-image.

Three brands, Ray Ban sunglasses, Honda Civic, and Range Rover SUV were positively related to ideal self-image. Two of the brands, Ray Ban and Range Rover, were categorized as public luxuries and Honda Civic was a public necessity. These findings suggest that when evaluating public brands, especially luxuries, low self-monitors prefer brands similar to how they would ideally like to see themselves. These three brands were rated consistently as popular ( $M_{\text{Ray Ban}} = 6.10$ ;  $M_{\text{Honda}} = 5.07$ ;  $M_{\text{Range Rover}} = 6.32$ ), self-confident ( $M_{\text{Ray Ban}} = 6.02$ ;  $M_{\text{Honda}} = 5.17$ ;  $M_{\text{Range Rover}} = 6.13$ ), and enthusiastic ( $M_{\text{Ray Ban}} = 5.33$ ;  $M_{\text{Honda}} = 5.21$ ;  $M_{\text{Range Rover}} = 5.91$ ) – all traits that low-self monitors used to describe their own ideal self-image ( $M_{\text{popular}} = 6.02$ ;  $M_{\text{self-confident}} = 6.72$ ;  $M_{\text{enthusiastic}} = 6.40$ ).

The two public necessities, Honda and Jansport backpack, were positively related to actual self-image. This supports the assumption that, for low self-monitors, the necessity dimension of publicly consumed goods would influence the relationship between image congruence and evaluation. Both Jansport and Honda were rated as

relatively pleasant ( $M_{\text{Jansport}} = 5.18$ ;  $M_{\text{Honda}} = 5.28$ ), enthusiastic ( $M_{\text{Jansport}} = 5.10$ ;  $M_{\text{Honda}} = 5.21$ ) and self-confident ( $M_{\text{Jansport}} = 5.08$ ;  $M_{\text{Honda}} = 5.17$ ) – all traits that low self-monitors also attributed to their actual self-image ( $M_{\text{pleasant}} = 6.02$ ;  $M_{\text{enthusiastic}} = 5.79$ ;  $M_{\text{self-confident}} = 5.31$ ).

Interestingly, Honda (a public necessity) was positively related to both actual and ideal self-image. This could be explained by the diverse interpretation of the brand. Compared to the other brands, low-self monitors' ratings of Honda tended to be on the more polarized ends of the image scales (closer to one and seven). This suggests that respondents had very strong views about the brand. Furthermore, all of the ratings were favorable, such as self-confident, pleasant, kind, and reliable. These traits were also consistently rated as describing actual and ideal self-image, suggesting that low self-monitors see Honda Civic as having an image similar to who they are and who they want to be.

Additional analyses were performed for low self-monitors to uncover any positive relationships between product evaluation of publicly consumed luxuries/necessities and the two other dimensions of the self. In addition to being positively related to actual and ideal image, evaluation of Honda Civic was positively related to social self-image. This finding supports the claim that Honda was a very relevant brand to the demographic and suggests that the traits Honda possesses are also traits participants believe others see them as having.

In addition to being positively related to ideal self-image, the evaluations of Ray Ban sunglasses and Range Rover (both public luxuries) were significantly related to ideal social self-image. This findings suggests that when a product is highly conspicuous (both

a luxury and publicly consumed), even low self-monitors will be concerned with portraying a certain image to others.

### **Hypothesis 2a**

Hypothesis H2a predicted that for high self-monitors, product evaluation of privately consumed luxuries would be related to ideal social self-image. Previous research has shown that increased self-monitoring is associated with a greater effect on the evaluation of public goods than privately consumed goods (Graeff, 1996b), but that study did not take into account the luxury/necessity dimensions of a product. The current hypothesis is based on the assumption that even though the product is consumed privately, its luxury aspect will influence high self-monitors to consider the appraisals of others (whether real or imagined) and evaluations will be positively related to ideal social self-image.

No significant relationships were found. The absence of significant findings for this hypothesis may suggest that for high self-monitors the visibility of consumption (public/private) may be a greater predictor of image congruency and subsequent product evaluation than its luxury/necessity dimension. There is also the possibility that the brands used in this study to represent private luxuries (Baldwin piano and Brunswick pool table) were not as relevant to the population studied as the publicly consumed luxuries; therefore affecting the relationship (see Limitations for more on this discussion).

Another possible explanation is that, of all the image dimensions, ideal social self-image was not the most appropriate self-concept to predict the hypothesized relationship. Additional analyses were run to reveal any significant relationships between the other dimensions of self and the evaluation of privately consumed luxuries. No significant

relationships were found. This finding gives further support for the postulation that the brands used to represent private luxuries were not relevant to the sample.

### **Hypothesis 2b**

This hypothesis predicted that for low self-monitors, product evaluation of privately consumed luxuries would be positively related to ideal self-image. Previous research has suggested that evaluation of privately consumed brands is equally predicted by actual and ideal self-image (Dolich, 1969; Graeff, 1996b). However, because the current study integrated the luxury dimension, which adds to the conspicuous of the product, it was hypothesized that evaluations would be positively related to ideal self-image.

One brand, Baldwin piano, showed a significant positive relationship. Some of the dimensions Baldwin rated relatively highly on were enthusiastic ( $M = 5.10$ ), reliable ( $M = 2.41$ ), pleasant ( $M = 5.91$ ), clean-cut ( $M = 6.06$ ), and kind ( $M = 5.65$ ). These were also traits that low-self monitors attributed to their ideal self-image ( $M_{\text{enthusiastic}} = 6.40$ ;  $M_{\text{reliable}} = 5.79$ ;  $M_{\text{pleasant}} = 6.66$ ;  $M_{\text{clean-cut}} = 6.01$ ;  $M_{\text{kind}} = 6.59$ ). These findings suggest that Baldwin's image is similar to the image that low-self monitors would ideally like to have.

The absence of significant findings for Brunswick could be explained by its relevancy to the sampled demographic. Overall, its means were more neutral (closer to the midpoint '4') on all 15 dimensions than the other brands, suggesting an impartiality by respondents to the brand.

Additional analyses were performed to uncover any significant relationships between the other aspects of self and product evaluation. No significant relationships

were found. This suggests that even though only one brand had a significant positive relationship with ideal self-image it was still the strongest predictor of image-congruence and brand evaluation for privately consumed luxuries.

### **Hypothesis 3a**

Hypothesis H3a predicted that for high self-monitors, product evaluation of privately consumed necessities would be positively related to ideal self-image. This was based on the assumption that even when an item is not likely to be viewed by others and not a significant reflection of status (as with luxuries), high self-monitors will still be concerned with their own self-presentation and product evaluation will be positively related to ideal self-image.

No significant positive relationships were found for either of the two private necessity brands (Dove soap and Crest toothpaste). The absence of any significant relationships suggests that self-monitoring may not affect the image-congruence relationship when a product is not conspicuous.

Based on previous research, and the current findings, it could be assumed that another aspect of self is a better predictor of image congruence and brand evaluation for private necessities. However, additional analyses showed that none of the examined aspects of self were significantly related to brand evaluation of either Dove soap or Crest toothpaste. These additional analyses suggest that neither Dove nor Crest were particularly relevant brands for high-self monitors and that the traits of these products were not traits they would attribute to any aspect of their self (actual, ideal, social or ideal-social).

### **Hypothesis 3b**

The final hypothesis predicted that for low self-monitors, product evaluation of privately consumed necessities would be positively related to actual self-image. Previous research has supported the relationship between privately consumed goods and actual self-image (Graeff, 1996b).

Of the two privately consumed necessities (Crest toothpaste and Dove soap) only Crest showed a significant positive relationship. These results are surprising since both Crest and Dove were rated very similarly on the 15 image dimensions. Based on the self-image congruence hypothesis, this would suggest that both brands should show a significant relationship. Dove, however, did rate as more simple ( $M = 2.81$ ) and delicate ( $M = 2.54$ ) than Crest ( $M_{\text{simple}} = 3.71$ ;  $M_{\text{delicate}} = 3.33$ ) – two traits on which low self-monitors rated themselves as being fairly neutral ( $M_{\text{simple}} = 4.06$ ;  $M_{\text{delicate}} = 3.49$ ). These findings could indicate that increased ratings for Dove on the simple and delicate dimensions affected the image-congruence relationship for low-self monitors.

Further analysis of the data showed that the evaluation of Crest was significantly and positively related to all aspects of the self (ideal, social and ideal social). This finding is interesting for a number of reasons. First, private necessities are not highly conspicuous and based on previous literature (and findings from this study) ideal aspects of self are not typically significantly related to evaluation of inconspicuous products (Dolich, 1969; Sirgy, 1996b). Furthermore, Crest was not positively related to any aspects of the self for high self-monitors. It is unlikely that a brand would be related to all aspects of the self for low-self monitors, but none of the aspects for high self-monitors.

This finding brings into question the validity of the measures and brands used in the current study.

### **Limitations**

An obvious limitation of the study was the population sampled. Although sufficient in size, it lacked diversity. College age participants may provide a relevant demographic for self/brand image studies, but the results are not generalizable to all consumers. In order for this research to be applicable in the marketing field, the findings must be significant across various demographics, not just university students. Henrich, Heine & Norenzayan (2010) note that the current sample (what they call WEIRD – white, educated, industrialized, rich and democratic) is not representative of the general population on many factors, including self-concepts.

Another limitation was the exclusive use of survey methodology. Although surveys have typically been employed for this type of research (Graeff, 1996b; Sirgy, 1985; Dolich, 1969), perhaps different approaches would produce more robust findings. The addition of focus groups or experiment settings may provide more accurate explanations of product dimensions, self-monitoring and their effects on self-image congruency and product evaluation.

In addition to the sample and methodology, another limitation of the study was the brands and product dimensions used. Although pretests were conducted to pick products that were relevant to the demographic, it is unclear whether that relevancy was for the product class (i.e. piano) or the brand (i.e. Baldwin). The decision to attach

specific brands to the products was based on previous research which stated that individuals more readily identify with brands than product categories alone (T. Graeff, personal communication, September 10, 2013). However, it is possible that by attaching specific brands to the products before the first pretest (public/private and luxury/necessity ratings) respondents rated the brand, not the product. For example, a car is typically rated as a public necessity (Bearden & Etzel, 1982) but in the current study, it was rated as both a public necessity (Honda Civic) and a public luxury (Range Rover SUV). The varied categorization of these two products suggests that the brand attached to the product influenced participants' ratings.

Another drawback of the brand/product class distinction is that it may have affected the relevancy of the products for the demographic. Although a pool table is most likely a familiar product to college students, the brand Brunswick may not be. This unfamiliarity may have influenced image ratings and overall product evaluation in the main study.

The image dimensions used in the current study were taken from previous research studying self-concept (Dolich, 1969; Ross, 1971; Graeff, 1996b) and then further tested for relevancy to the eight products. However, this approach assumed that the dimensions used in pretesting were already somewhat relevant to the products. The 15 dimensions used in the study may have been the most relevant of the dimensions offered in the pretests, but not particularly relevant overall.

In addition to the items used, the measures themselves are a limitation in the study. Although Snyder's self-monitoring scale has demonstrated internal consistency and validity (Snyder, 1987; Graeff, 1996b; Becherer & Richard, 1987), Hogg, Cox and

Keeling (2000) noted that the scale may oversimplify the determinants of subject's self-presentation. Graeff (1996b) also notes this limitation in his research and suggests employing an alternative scale.

### **Recommendations for Future Research**

Given the limitations of the current study, there are many opportunities for additional research. The first suggestion would be to expand this study to a wider demographic. The current sample did provide significant data, but in order for this study to be universally applicable in the field of marketing, a more diverse group of consumers must be sampled. Replicating the study with a broader demographic may provide more robust results, especially for those brands that appeared less relevant to this particular demographic.

In addition to sampling a more diverse demographic the study could be replicated with a new set of products and brands or image dimensions. Based on the limitations associated with product/brand distinction in this study, different products may provide more diverse, and possibly significant, ratings.

Future studies may consider adding a section in the pretest, or conducting an additional pretest, that allows for the participants to provide dimensions they believe relevant to the products not already included in the survey. This would ensure that the dimensions were unique to the products and not just chosen because they were most relevant of a set of dimensions provided.

Although the current study measured sex and age in the main study, it was not addressed in any of the hypotheses. Further analysis incorporating these variables may help explain some of the significant findings, and also the lack of hypothesized relationships.

### **Conclusion**

This study attempted to explore the influence of various dimensions of self in product evaluation, while controlling for the effects of self-monitoring. Generally, it was hypothesized that the greater the conspicuousness of a product (determined by its luxury and public dimensions), the more likely product evaluation would be positively related to ideal self-image. This effect would be greater for high self-monitors, who would not only consider their own ideal self-image, but also their ideal social self-image.

Although the six hypotheses were not all fully supported, the study did generate significant findings that add to the self-concept/consumer behavior literature. The inclusions of the public/private and luxury/necessity dimensions did appear to have an effect on the relationship between image congruence and product evaluation for both high and low self-monitors. Specifically, highly conspicuous products appeared to have the greatest effect on image-congruence and product evaluation. This finding was especially interesting because it also applied to low self-monitors, whom previous research have identified as having less concern with self-presentation and social evaluation (Snyder, 1987; Hogg, Cox, & Keeling, 2000; Graeff, 1996b).

Furthermore, ideal social self-image appeared to be a useful construct when examining image congruency and brand evaluation, for both high and low self-monitors.

It is clear that there is still much research that needs to be done before consumer behavior can fully be understood. This study filled a pocket of literature previously unexamined, but in the process has also uncovered new questions that need to be addressed.

## APPENDIX A

### Products

<b>Public Luxury</b>	<b>Public Necessity</b>	<b>Private Luxury</b>	<b>Private Necessity</b>
Ski-Doo Snowmobile	Honda Civic	Baldwin Piano	Pendleton Blanket
Rolex Watch	Nike Sneakers	Sony Television	GE Refrigerator
Ray Ban Sunglasses	North Face Jacket	Panasonic Stereo	Martha Stewart Bath Towels
Trek Bike	IPhone	Yankee Candles	La-Z-Boy Couch
Bayliner Boat	Jansport Backpack	Sports Illustrated Magazine	Dove soap
iPod	Fossil Wallet	Brunswick Pool table	Hoover Vacuum
Nikon Camera	Marlboro Cigarettes	Bud Light Beer	Calphalon Cookware
Taylor Made Golf clubs	Range Rover SUV	Dell Computer	Victoria's Secret Underwear
Burton Snowboard	Coach purse	Wii Gaming Console	Crest Toothpaste
Tiffany's Necklace	Levi Jeans	Aquafina Bottled Water	Ikea Lamp

## APPENDIX B

### Pretest 1



**Informed Consent**  
**Department of Journalism and Media Studies**

**Title of Study: The Role of Self-Concept in Consumer Behavior**  
**Investigator(s): Dr. Paul Traudt, Principal Investigator; Marisa Toth, Associate Investigator**

For questions or concerns about the study, you may contact Dr. Paul Traudt at 702-895-3647 or via email at paul.traudt@unlv.edu; Marisa Toth at 360-708-7013 or via email at tothm2@unlvnevada.edu

For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted, contact the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 877-895-2794 or via email at IRB@unlv.edu.

Purpose of the Study

You are invited to participate in a research study. The purpose of this study is to look at participants' evaluations of specific products.

Participants

You are being asked to participate in this study because you comprise the demographic being targeted: undergraduate students at University of Nevada, Las Vegas.

Procedures

If you volunteer to participate in this study, you will be asked to do the following: take a single survey consisting of two sections. This should take approximately 30 minutes.

Benefits of Participation

You may receive credit towards one of your courses for participating in this study. Furthermore, your participation will contribute to explaining the research question at hand.

Risk of Participation

This study includes minimal risks.

Cost/Compensation

There will be no financial cost to you to participate in this study nor will you be financially compensated. The study will take approximately 60 minutes of your time.

I have read and understood the above consent form and desire of my own free will to participate in this study.

- Yes  
 No



The following survey will assess your perceptions of 40 different products as being either a luxury/necessity and consumed in public/private. Please carefully read the directions for each item and fill out the questions to the best of your ability.

Please take a moment to think about each of the following products and rate them as being either privately or publicly consumed. Using the definitions provided, rate each product on a scale from 1 (always privately consumed) to 7 (always publicly consumed). Please consider both the product class and the brand when rating each item. For example, a Volkswagen Jetta would be a brand, and the product class would be 'vehicle.'

A *private* product is one used at home or in private at some location. Except for immediate family and close friends, people would be unaware that you own or use the product.

A *public* is one that other people are aware you possess and use. If they want to, others can easily identify the brand of the product with little or no effort.

	Always Privately Consumed	2	3	Consumed Equally in Private and Public	5	6	Always Publicly Consumed
Honda Civic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pendelton Blanket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GE Refrigerator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trek Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nikon Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yankee Candle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports Illustrated Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover Vacuum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Always Privately Consumed	2	3	Consumed Equally in Private and Public	5	6	Always Publicly Consumed
North Face Jacket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baldwin Piano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike Sneakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dove Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Martha Stewart Bath Towels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taylor Made Golf Clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rolex Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jansport Backpack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Always Privately Consumed	2	3	Consumed Equally in Private and Public	5	6	Always Publicly Consumed
Sony Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burton Snowboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crest Toothpaste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ikea Lamp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IPhone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dell Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ray Ban Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bud Light Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Always Privately Consumed	2	3	Consumed Equally in Private and Public	5	6	Always Publicly Consumed
Panasonic Stereo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brunswick Pool Table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ipod	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Victoria Secret Underwear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calphalon Cookware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fossil Wallet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquafina Bottled Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La-Z-Boy Couch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Always Privately Consumed	2	3	Consumed Equally in Private and Public	5	6	Always Publicly Consumed
Bayliner Boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi Jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wii	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marlboro Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiffany Necklace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range Rover SUV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coach Purse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ski-Doo Snowmobile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please take a moment to think about each of the following products and rate them as being either a necessity or luxury. Using the definitions provided, rate each product on a scale from 1 (always a necessity) to 7 (always a luxury). Please consider both the product class and the brand when rating each item. For example, a Volkswagen Jetta would be a brand, and the product class would be 'vehicle.'

A *luxury* product is not owned by everyone and is considered 'exclusive'. It is not needed for ordinary, day to day, living.

A *necessity* product is owned by virtually everyone and is necessary for ordinary, day to day, living.

	Always a Necessity	2	3	Equally Considered a Necessity and a Luxury	5	6	Always a Luxury
Honda Civic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pendelton Blanket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GE Refridgerator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trek Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nikon Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yankee Candle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports Illustrated Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover Vacuum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Always a Necessity	2	3	Equally Considered a Necessity and a Luxury	5	6	Always a Luxury
North Face Jacket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baldwin Piano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike Sneakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dove Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Martha Stewart Bath Towels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taylor Made Golf Clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rolex Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jansport Backpack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

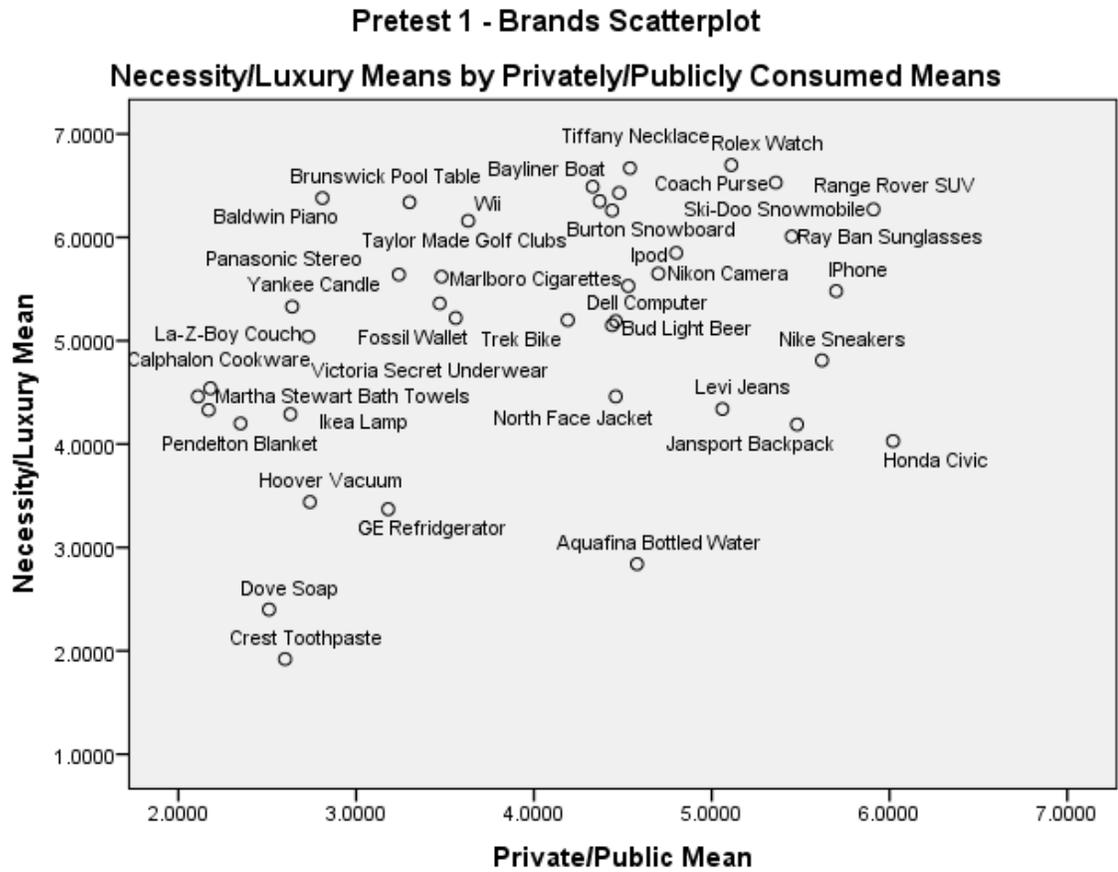
	Always a Necessity	2	3	Equally Considered a Necessity and a Luxury	5	6	Always a Luxury
Sony Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burton Snowboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crest Toothpaste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ikea Lamp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IPhone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dell Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ray Ban Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bud Light Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Always a Necessity	2	3	Equally Considered a Necessity and a Luxury	5	6	Always a Luxury
Panasonic Stereo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brunswick Pool Table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ipod	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Victoria Secret Underwear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calphalon Cookware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fossil Wallet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquafina Bottled Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La-Z-Boy Couch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Always a Necessity	2	3	Equally Considered a Necessity and a Luxury	5	6	Always a Luxury
Bayliner Boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi Jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wii	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marlboro Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiffany Necklace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range Rover SUV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coach Purse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ski-Doo Snowmobile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# APPENDIX C

## Pretest 1 Results

Figure 1. Brands Scatterplot



## APPENDIX D

### Image Dimensions

Rugged -- delicate	Active – passive	Follower – Leader	Safe – dangerous
Excitable – calm	Tense – relaxed	Dominating – Submissive	Tasteful – distasteful
Masculine – feminine	Unsophisticated – sophisticated	Popular – Unpopular	Modern – old fashioned
Youthful – mature	Urban – rural	Extravagant – Economical	Reliable – unreliable
Formal – informal	Self-confident – not self-confident	Brave – Cowardly	Stylish- dated
Economical – extravagant	Enthusiastic – unenthusiastic	Informed – Uninformed	Pleasant – unpleasant
Unsuccessful – successful	Simple – Complicated	Weak – Strong	Clean-cut – ruffled
Dull – interesting	Graceful – Awkward	Impulsive – Deliberate	Romantic – unromantic
Modern – old fashioned	Conservative – Liberal	Stable – Changeable	Creative – unimaginative
Extrovert – introvert	Humorous – Serious	Conformist – Nonconformist	Care-free – worrisome

## APPENDIX E

### Pretest 2



**Informed Consent**  
**Department of Journalism and Media Studies**

**Title of Study: The Role of Self-Concept in Consumer Behavior**  
**Investigator(s): Dr. Paul Traudt, Principal Investigator; Marisa Toth, Associate Investigator**

**For questions or concerns about the study, you may contact Dr. Paul Traudt at 702-895-3647 or via email at paul.traudt@unlv.edu; Marisa Toth at 360-708-7013 or via email at tothm2@unlvnevada.edu**

**For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted, contact the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 877-895-2794 or via email at IRB@unlv.edu.**

Purpose of the Study

You are invited to participate in a research study. The purpose of this study is to look at participants' evaluations of specific products.

Participants

You are being asked to participate in this study because you comprise the demographic being targeted: undergraduate students at University of Nevada, Las Vegas.

Procedures

If you volunteer to participate in this study, you will be asked to do the following: take a single survey consisting of eight sections. This should take approximately one hour.

Benefits of Participation

You may receive credit towards one of your courses for participating in this study. Furthermore, your participation will contribute to explaining the research question at hand.

Risk of Participation

This study includes minimal risks.

Cost/Compensation

There will be no financial cost to you to participate in this study nor will you be financially compensated. The study will take approximately 60 minutes of your time.

I have read and understood the above consent form and desire of my own free will to participate in this study.

- Yes  
 No



How would you describe the typical owner of [product]? What kind of personality/image would they have? Using the following dimensions, indicate how you would describe the typical user of this product.

Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme the adjective on the right. Consider 4 the neutral point in between the two adjectives, describing the typical user as not having more of one of the qualities than another.

	1	2	3	4	5	6	7	
Delicate	<input type="radio"/>	Rugged						
Calm	<input type="radio"/>	Excitable						
Feminine	<input type="radio"/>	Masculine						
Youthful	<input type="radio"/>	Mature						
Informal	<input type="radio"/>	Formal						
Economical	<input type="radio"/>	Extravagant						
Dull	<input type="radio"/>	Interesting						
Old-Fashioned	<input type="radio"/>	Modern						
Introvert	<input type="radio"/>	Extrovert						
Passive	<input type="radio"/>	Active						
Relaxed	<input type="radio"/>	Tense						
Unsophisticated	<input type="radio"/>	Sophisticated						
Not self-confident	<input type="radio"/>	Self-confident						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Simple	<input type="radio"/>	Complicated						
Awkward	<input type="radio"/>	Graceful						
Conservative	<input type="radio"/>	Liberal						
Serious	<input type="radio"/>	Humorous						
Follower	<input type="radio"/>	Leader						
Submissive	<input type="radio"/>	Dominating						
Unpopular	<input type="radio"/>	Popular						
Uninformed	<input type="radio"/>	Informed						
Weak	<input type="radio"/>	Strong						
Nonconformist	<input type="radio"/>	Conformist						

Deliberate	<input type="radio"/>	Impulsive
Cowardly	<input type="radio"/>	Brave
Stable	<input type="radio"/>	Changeable
Safe	<input type="radio"/>	Dangerous
Distasteful	<input type="radio"/>	Tasteful
Reliable	<input type="radio"/>	Unreliable
Dated	<input type="radio"/>	Stylish
Unpleasant	<input type="radio"/>	Pleasant
Ruffled	<input type="radio"/>	Clean-cut
Unromantic	<input type="radio"/>	Romantic
Mild	<input type="radio"/>	Powerful
Non-competitive	<input type="radio"/>	Competitive
Reality	<input type="radio"/>	Fantasy
Impersonal	<input type="radio"/>	Personal
Cruel	<input type="radio"/>	Kind

Note: This measure was repeated for each of the eight products.

## APPENDIX F

### Main Study

#### Section 1: Informed Consent



**Informed Consent**  
**Department of Journalism and Media Studies**

**Title of Study: The Role of Self-Concept in Consumer Behavior**  
**Investigator(s): Dr. Paul Traudt, Principal Investigator; Marisa Toth, Associate Investigator**

**For questions or concerns about the study, you may contact Dr. Paul Traudt at 702-895-3647 or via email at paul.traudt@unlv.edu; Marisa Toth at 360-708-7013 or via email at tothm2@unlvnevada.edu**

**For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted, contact the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 877-895-2794 or via email at IRB@unlv.edu.**

**Purpose of the Study**

You are invited to participate in a research study. The purpose of this study is to look at participants' evaluations of specific brands and their users. The study also examines participants' perception of themselves.

**Participants**

You are being asked to participate in this study because you comprise the demographic being targeted: undergraduate students at University of Nevada, Las Vegas.

**Procedures**

If you volunteer to participate in this study, you will be asked to do the following: take a single survey consisting of seven sections. This should take approximately an hour.

**Benefits of Participation**

You may receive credit towards one of your courses for participating in this study. Furthermore, your participation will contribute to explaining the research question at hand.

**Risk of Participation**

This study includes minimal risks. You may become uncomfortable when answering some questions.

**Cost/Compensation**

There will be no financial cost to you to participate in this study nor will you be financially compensated. The study will take approximately an hour of your time.

I have read and understood the above consent form and desire of my own free will to participate in this study.

Yes

No

## Section 2: Brand Evaluations



To what extent do you like the following products, or to what extent do they appeal to you?

	Very Much Dislike	2	3	4	5	6	Very Much Like
Brunswick Pool Table	<input type="radio"/>						
Jansport Backpack	<input type="radio"/>						
Crest Toothpaste	<input type="radio"/>						
Baldwin Piano	<input type="radio"/>						
Honda Civic	<input type="radio"/>						
Rayban Sunglasses	<input type="radio"/>						
Range Rover SUV	<input type="radio"/>						
Dove Soap	<input type="radio"/>						

Suppose you became aware of the need to purchase the following products and you can reasonably afford any brand. To what extent would you intend to, or would not intend to, purchase the following brands?

	Extremely Unlikely to Buy	2	3	4	5	6	Extremely Likely to Buy
Crest Toothpaste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baldwin Piano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dove Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range Rover SUV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brunswick Pool Table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honda Civic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jansport Backpack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rayban Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Section 3: Image Measures

#### *Brand Image*

UNLV

How would you describe the typical owner of [product]? What kind of personality/image would they have? Using the following dimensions, indicate how you would describe the typical user of this product.

Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme the adjective on the right. Consider 4 the neutral point in between the two adjectives, describing the typical user as not having more of one of the qualities than another.

	1	2	3	4	5	6	7	
Unpopular	<input type="radio"/>	Popular						
Safe	<input type="radio"/>	Dangerous						
Stable	<input type="radio"/>	Changeable						
Delicate	<input type="radio"/>	Rugged						
Cruel	<input type="radio"/>	Kind						
Unpleasant	<input type="radio"/>	Pleasant						
Simple	<input type="radio"/>	Complicated						
Ruffled	<input type="radio"/>	Clean-cut						
Not self-confident	<input type="radio"/>	Self-confident						
Reality	<input type="radio"/>	Fantasy						
Rural	<input type="radio"/>	Urban						
Reliable	<input type="radio"/>	Unreliable						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Relaxed	<input type="radio"/>	Tense						
Economical	<input type="radio"/>	Extravagant						

Note: This measure was repeated for each of the eight products.

*Self-Image*

# UNLV

Describe yourself as you *actually* are. To what extent do you think of yourself as having the personal characteristics listed below? I see myself as being...  
 Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme the adjective on the right. Consider 4 the neutral point in between the two adjectives, indicating that you are neither possess more of one quality over the other.

	1	2	3	4	5	6	7	
Stable	<input type="radio"/>	Changeable						
Relaxed	<input type="radio"/>	Tense						
Not self-confident	<input type="radio"/>	Self-confident						
Simple	<input type="radio"/>	Complicated						
Reliable	<input type="radio"/>	Unreliable						
Unpopular	<input type="radio"/>	Popular						
Ruffled	<input type="radio"/>	Clean-cut						
Cruel	<input type="radio"/>	Kind						
Safe	<input type="radio"/>	Dangerous						
Rural	<input type="radio"/>	Urban						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Reality	<input type="radio"/>	Fantasy						
Unpleasant	<input type="radio"/>	Pleasant						
Delicate	<input type="radio"/>	Rugged						
Economical	<input type="radio"/>	Extravagant						

How would you *ideally* like to see yourself? To what extent would you ideally like to see yourself as having the following personal characteristics listed below? I would like to ideally see myself as being...

Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. Consider 4 the neutral point in between the two adjectives, indicating that you would ideally possess the same amount of both traits.

	1	2	3	4	5	6	7	
Ruffled	<input type="radio"/>	Clean-cut						
Unpleasant	<input type="radio"/>	Pleasant						
Unpopular	<input type="radio"/>	Popular						
Economical	<input type="radio"/>	Extravagant						
Reality	<input type="radio"/>	Fantasy						
Simple	<input type="radio"/>	Complicated						
Relaxed	<input type="radio"/>	Tense						
Cruel	<input type="radio"/>	Kind						
Delicate	<input type="radio"/>	Rugged						
Reliable	<input type="radio"/>	Unreliable						
Stable	<input type="radio"/>	Changeable						
Rural	<input type="radio"/>	Urban						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Safe	<input type="radio"/>	Dangerous						
Not self-confident	<input type="radio"/>	Self-confident						

Describe how you believe others *actually* see you. To what extent do you believe others see you as having the following personal characteristics listed below? I believe others see me as being... Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. Consider 4 the neutral point in between the two adjectives, indicating that you would ideally possess the same amount of both traits.

	1	2	3	4	5	6	7	
Rural	<input type="radio"/>	Urban						
Delicate	<input type="radio"/>	Rugged						
Unpopular	<input type="radio"/>	Popular						
Reality	<input type="radio"/>	Fantasy						
Economical	<input type="radio"/>	Extravagant						
Ruffled	<input type="radio"/>	Clean-cut						
Simple	<input type="radio"/>	Complicated						
Stable	<input type="radio"/>	Changeable						
Unpleasant	<input type="radio"/>	Pleasant						
Reliable	<input type="radio"/>	Unreliable						
Cruel	<input type="radio"/>	Kind						
Safe	<input type="radio"/>	Dangerous						
Not self-confident	<input type="radio"/>	Self-confident						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Relaxed	<input type="radio"/>	Tense						

How would you *ideally* like others to see you? To what extent would you like others to describe you as having the following personal characteristics listed below? I, ideally, would like others to see me as being...

Each dimension should be rated on a scale from 1-7, with 1 being the extreme of the adjective on the left and 7 being the extreme of the adjective on the right. Consider 4 the neutral point in between the two adjectives, indicating that you would ideally possess the same amount of both traits.

	1	2	3	4	5	6	7	
Relaxed	<input type="radio"/>	Tense						
Simple	<input type="radio"/>	Complicated						
Cruel	<input type="radio"/>	Kind						
Reality	<input type="radio"/>	Fantasy						
Stable	<input type="radio"/>	Changeable						
Unpopular	<input type="radio"/>	Popular						
Reliable	<input type="radio"/>	Unreliable						
Ruffled	<input type="radio"/>	Clean-cut						
Safe	<input type="radio"/>	Dangerous						
Not self-confident	<input type="radio"/>	Self-confident						
Economical	<input type="radio"/>	Extravagant						
Unpleasant	<input type="radio"/>	Pleasant						
Delicate	<input type="radio"/>	Rugged						
Unenthusiastic	<input type="radio"/>	Enthusiastic						
Rural	<input type="radio"/>	Urban						

## Section 4: Self-Monitoring



The statements below concern your personal reactions to a number of situations. No two statements are exactly alike, so consider each statement carefully before answering. If a statement is true or mostly true as applied to you, mark it as your answer. If a statement is false or not usually true as applied to you, mark false as your answer. It is important that you answer as frankly and as honestly as you can. Record your responses in the spaces provided on the right.

	True	False
I find it hard to imitate the behaviors of other people.	<input type="radio"/>	<input type="radio"/>
My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.	<input type="radio"/>	<input type="radio"/>
At parties and social gatherings, I do not attempt to do or say things that others will like.	<input type="radio"/>	<input type="radio"/>
I can only argue for ideas I already believe.	<input type="radio"/>	<input type="radio"/>
I can make impromptu speeches even on topics about which I have almost no information.	<input type="radio"/>	<input type="radio"/>
I guess I put on a show to impress or entertain people.	<input type="radio"/>	<input type="radio"/>
When I am uncertain how to act in a social situation, I look to the behavior of others for cues.	<input type="radio"/>	<input type="radio"/>
I would probably make a good actor/actress.	<input type="radio"/>	<input type="radio"/>
I rarely need the advice of my friends to choose movies, books, or music.	<input type="radio"/>	<input type="radio"/>
I sometimes appear to others to be experiencing deeper emotions than I actually am.	<input type="radio"/>	<input type="radio"/>
I laugh more when I watch a comedy with others than when I'm alone.	<input type="radio"/>	<input type="radio"/>
In a group of people I am rarely the center of attention.	<input type="radio"/>	<input type="radio"/>
In different situations and with different people, I often act like very different persons.	<input type="radio"/>	<input type="radio"/>
I am not particularly good at making other people like me.	<input type="radio"/>	<input type="radio"/>

Even if I am not enjoying myself, I often pretend to be having a good time.	<input type="radio"/>	<input type="radio"/>
I'm not always the person I appear to be.	<input type="radio"/>	<input type="radio"/>
I would not change my opinions (or the way I do things) in order to please someone else or win their favor.	<input type="radio"/>	<input type="radio"/>
I have considered being an entertainer.	<input type="radio"/>	<input type="radio"/>
In order to get along and be liked, I tend to be what people expect me to be rather than anything else.	<input type="radio"/>	<input type="radio"/>
I have never been good at games like charades or improvisational acting.	<input type="radio"/>	<input type="radio"/>
I have trouble changing my behavior to suit different people and different situations.	<input type="radio"/>	<input type="radio"/>
At a party, I let others keep the jokes and stories going.	<input type="radio"/>	<input type="radio"/>
I feel a bit awkward in company and do not show up quite so well as I should.	<input type="radio"/>	<input type="radio"/>
I can look anyone in the eye and tell a lie with a straight face (if for a right end).	<input type="radio"/>	<input type="radio"/>
I may deceive people by being friendly when I really dislike them.	<input type="radio"/>	<input type="radio"/>

## Section 5: Demographics



Please complete the following demographic questions.

### Gender

- Male
- Female

### Age

### Ethnicity

- White/Caucasian
- African American
- Hispanic
- Asian
- Native American
- Pacific Islander
- Other

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