The Role of Self Concept in Consumer Behavior

Marisa Toth

University of Nevada, Las Vegas, marisa.toth@unlv.edu

Repository Citation
https://digitalscholarship.unlv.edu/grad_symposium/2014/april_21/11
The Role of Self Concept in Consumer Behavior

Marisa Toth  
University of Nevada, Las Vegas

Introduction

Understanding the processes that underlie consumer behavior has become an increasingly important area of research, especially for businesses and marketers. One of the most commonly studied variables believed to impact consumer behavior is self-concept. The purpose of the current study is to examine the influence of self-concept in consumer behavior and identity factors that influence the relationship. Specifically, what is self-concept and the consumption of publicly and privately consumed luxuries and necessities? Furthermore, how will this relationship be affected by the level of self-monitoring an individual displays?

Method

Pretest 1

The objective of the first survey, Pretest 1, was to identify products that were familiar to the demographic sampled and that varied on the public/private, luxury/necessity dimensions. Eight products, ten for each condition, were included for use in the main study. Ninety-two responses were recorded and used in analysis.

Pretest 2

The objective of the second survey, Pretest 2, was to obtain dimensions on which product image and self-image would be described in the main study. One hundred and one responses were recorded and used in analysis. Fifteen dimensions were determined relevant to all eight of the brands and were included in the main study.

Product Conspicuousness
- Publicly consumed luxury (PLUX): a product consumed in public view and not commonly owned or used.
- Privately consumed necessity (PNC): a product consumed out of public view and not commonly owned or used.

Self-concept
- High self-monitors: an individual would like to see him/herself.
- Low self-monitors: an individual would like to see him/herself. 

Self-Monitoring
- Self-monitoring was assessed using Snyder’s self-monitoring. This scale consists of 25 true-false statements that describe concern with social presentation; attention to social comparison, expressive behavior; and the use of self-monitoring. The scale so far has been used to control and modify one’s self-presentation in social situations, and we are using this ability in particular situations.

Acknowledgments

I am not really sure for acknowledgments, but this study would not have been possible without the help and guidance from: Dr. Julian Kilker, Dr. Robert Futrell and Dr. Paul Traudt. The authors would like to extend their gratitude to the students who participated in this study.

Works Cited


Further information

For more information about this study, or to read the thesis in its entirety, please contact the author, Marisa Toth at totthm2@unlv.nevada.edu.