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SELF-CONCEPT IN CONSUMER
BEHAVIOR

A Dissertation Presented

By

MACK JOSEPH SIRGY

Submitted to the Graduate School of the
University of Massachusetts in partial fulfillment
of the requirements for the degree of

DOCTOR OF PHILOSOPHY

September 1979

Department of Psychology

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SELF-CONCEPT IN CONSUMER BEHAVIOR

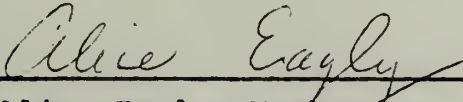
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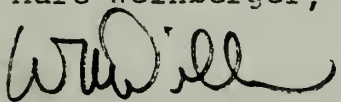
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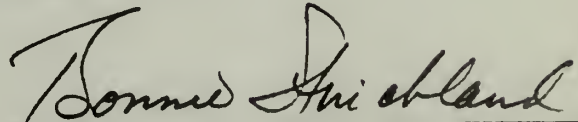
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This dissertation is dedicated to my wife, KAREN, who has taken a lot on herself to allow me to get that far, and to my daughter, MELISSA, who was partially neglected in the midst of all of this.

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Thanks are due to Professor Seymour Epstein who got me to think about self-ideal discrepancies and whose influence is deeply imprinted in this study, to Professor Alice Eagly who provided valuable criticisms throughout the development of the study, to Professor Marc Weinberger who provided a lot of support which was greatly appreciated, to Professor William Dillon who provided some statistical and methodological insights plus continuous support, and to Jean Losco who helped me indirectly in formulating my theoretical position.

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ABSTRACT

Self-Concept in Consumer Behavior

September 1979

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A self-concept model was proposed in this study to predict product preference and purchase intention.

One-hundred-and-one female subjects were presented with a visual picture display of four products (PLAYGIRL Magazine, GLAMOUR Magazine, MGB Automobile, and VW RABBIT Automobile) and were then instructed to respond to a questionnaire. The questionnaire contained items measuring the following variables: product preference (i.e., degree to which a subject likes a product), purchase intention (i.e., degree to which a subject would hypothetically intend to purchase a product), product image (i.e., degree to which a subject believes that a product projects a specific image), actual-self-image (i.e., degree to which a subject believes that she has a specific image), social-self-image (i.e., degree to which a subject believes that she is perceived by others as having a specific image), ideal-self-image (i.e., degree to which a subject would like to have a specific image), and ideal-social-self-image (i.e., degree to which a subject would like to be

perceived by others as having a specific image).

It was hypothesized that congruity between product image and a consumer's self-perspectives (i.e., self-congruity, ideal-congruity, social-congruity, ideal-social-congruity), together with self-ideal discrepancies (discrepancies between ideal-self-image or ideal-self-image and actual-self-image or social-self-image), are related in specific ways to product preference and purchase intention. It was also hypothesized that the degree to which a product is "personalizing" (i.e., the degree to which a product can reveal personality characteristics of the consumer) moderates the congruity effect on both product preference and purchase intention. The data were mostly consistent with the hypotheses.

Further theorizing led to the introduction of a product-related variable (image attainability) and a personality variable (self-esteem) moderating the congruity effect on purchase motivation.

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CHAPTER I

INTRODUCTION

Personality can be viewed as composed of a core or center of gravity, called the "self-concept," and an integrated system of learned responses, called "traits," which are the individual's characteristic methods of adjustment to life situations. The self-concept and traits are interrelated, with the core influencing the periphery and vice-versa.

Definition of Self-Concept

Many years ago, James (1890) called the core of the personality, which provides its unity, the "self." According to James, a person's self is the sum total of all that he can call his. Freud (1924) referred to it as the "ego," and Sullivan (1953) used the term "self-system."

There are many more definitions of the self-concept to suggest there is no consistency in usage among the theorists.

Rosenberg (1979) noted however that one fundamental distinction has come to be recognized--that between the self as subject or agent and the self as object of the person's own knowledge and evaluation:

The individual is standing outside himself and looking at an object, describing it, evaluating it, responding to it; but the object he is perceiving, evaluating, or responding to is himself. . . . It should be noted that this ability is distinctive to mankind, one not shared by the lower forms of animal life. Thus, it has been said that while all of animal life has consciousness, man alone has self-consciousness. Man

alone can stand outside himself, describe himself, judge himself, condemn himself; man alone can feel pride, shame, guilt (p. 20).

Rosenberg's definition of the self-concept is "the totality of the individual's thoughts and feelings having reference to himself as an object."

Self-Concept Models

In Smith's (1976) article of "Our Many Versions of the Self," he touched upon many versions of the model "self." Among those explicated were the Jungian model of the "iceberg self" which represents each human being as an island joined to other islands by deep connections under the surface. These connections are the collective unconscious, and each island rises above the water like a volcano, which sometimes allows what lies below to erupt into consciousness. The Skinnerian model of the "vacuum self" describes the person as a bundle of conditioned responses. The humanistic approach, exemplified by Maslow, espouses the model of the self as "you plant the acorn, and you water it, and it flowers into a tree, and the process of human growth is supposed to be the same." The social learning and role theory models involve the "onion self" which describes men as all alike, and that we are simply creatures of our social roles. The existentialist's model is the "self as chooser" which focuses on the arbitrariness and essential humanness of choice. The social-psychological model of the "mirror self," which was advanced by William James and amplified by George Herbert Mead, suggests that what is essential to human nature emerges in the process of interaction with others. Selfhood develops with the

ability to communicate, and we communicate not only with others but with ourselves, through inner dialogue. Many other metaphors of the self-concept are accounted for, such as the religious "self as pilgrim or godhead," or the mathematical "self as a digital computer," or the economists' "self as the calculator of self-interest."

Self-Concept as a "Self-Theory"

Kelly (1955) viewed the person as a scientist who looks at his world through transparent patterns or templates (constructs) which he creates and attempts to fit over the realities of which the world is composed. A personal construct is a representation of some event in the person's environment, a way of looking at something which is then tested against the reality of the environment. Constructs are not abstracted from existing realities; rather, they are imposed upon real events: a construct comes from the person who uses it, not from the event it is being used to construe. A person hypothesizes that a particular construct will adequately fit some event in the environment and then puts this hypothesis to test by interacting with the event, be it interpersonal or material in nature, in the manner dictated by the construct. If the prediction is confirmed, the construct from which it was derived receives support and is therefore maintained as useful. If the prediction is disconfirmed, then it is likely to undergo some revision or it may be discarded altogether.

Epstein's (1973) theory of the personal theory of reality (self-theory) has a close affinity to Kelly's theory of the psychology of personal constructs. Both theories view man as a scientist and his

psychological dynamics as resembling what a scientist does in investigating scientific principles. Epstein assumes that the person has two major construal systems: one system involves construing the nature of the world (world-theory), whereas the other involves the nature of the self (self-theory). The individual's self-theory is not independent of his world-theory, and vice-versa. Epstein's notion of "self-theory" corresponds in many ways to what has been referred to throughout the psychological literature as the self-concept. We shall concentrate primarily on the individual's self-theory, which is the nucleus of the individual's overall theory of reality, as the focus of this study.

The Nature of the Self-Concept

James (1890) was the first to suggest that a person has many "selves." The basic-self or actual-self, for example, is what a person really believes he is, his ideal-self is what the person aspires to be, his social-self is what he believes others think of him and how they perceive him. In addition to these self-perspectives, it is suggested by the present writer that the ideal-social-self plays an important role in human behavior. Ideal-social-self might be referred to as how he would like to appear or be perceived by others (and particularly significant others).

Within the self-theory, this writer distinguishes between two types of personal constructs. One type involves conceptions, beliefs, expectancies, or construals about the basic-self, social-self, ideal-self, and ideal social-self. These are termed psychological personal constructs which have minimal affect-laden properties to them. The

other type of personal constructs involve values, attitudes, interests or sentiments about the basic-self, ideal-self, social-self, and ideal social-self. These are termed attitudinal personal constructs which have maximal affect-laden properties. This distinction may be construed as analogous to the distinction made between the cognitive and affective components of an attitude (cf. Fishbein & Ajzen, 1975).

James (1907) considered the self to be both differentiated and integrated. Divisions of the self consist of the material me, the social me, and the spiritual me. The material me refers to a person's body, his physical needs, clothing, immediate family, and physical possessions, including his home. The social me consists largely of the roles an individual plays. As people have a need to be recognized and admired by others, they acquire social roles that gain them acceptance and approval. The spiritual me refers to the individual's inner self, including his feelings, thoughts, fantasies, and impulses. All individuals have a sense of inner identity that is different from their physical selves.

It is assumed that personal constructs can be either common (i.e., found in every person) or unique (i.e., found in specific persons). Personal constructs are organized in a hierarchical order with the more central constructs occupying a higher-level in the construal system (Epstein, 1973). Organized under these central constructs is a hierarchical arrangement of constructs of lesser significance. According to Epstein, these central constructs play a more critical role in maintaining a favorable pleasure/pain balance, in assimilating the data of experience, and in maintaining and enhancing

self-esteem than noncentral constructs which occupy a lower-level in the construal system.

CHAPTER I I

THE SELF-CONCEPT IN RELATION TO PRODUCT PREFERENCE AND PURCHASE INTENTION

The discussion of self-image and product-image congruity was initiated by Gardner and Levy (1955) and Levy (1959).¹

The main attention was focused upon the image projected by various products. Consumers were thought to prefer products with images which are congruent with their self-image. In 1967, Grubb and Grathwohl formally proposed that:

. . . the consuming behavior of an individual will be directed toward furthering and enhancing of his self-concept through the consumption of goods as symbols (p. 26).

This has become known as the "self-congruity" hypothesis in the literature of consumer behavior.²

Although the implications of the self-congruity hypothesis are not fully articulated, one can gather the following assumptions from the literature:

1. In some forms of consumer behavior, the consumer simply seeks to express the kind of person he thinks himself to be (i.e., his actual-self-image).

2. Products and suppliers convey certain images to consumers.

3. Consumers seek out products and suppliers whose images are congruent with their actual-self-images.

Research supporting the self-congruity model has been conducted by Birdwell (1968), Grubb and Hupp (1968), Grubb and Stern (1971), and Ross (1971); however, negative findings have been reported by Green, Maheshwan, and Roa (1969).

Birdwell (1968) was the first researcher to measure the extent to which actual-self-image is congruent with purchase. Using a semantic differential, he found that actual-self-image was significantly more congruent with the brand of car owned than with the seven other brands studied. In addition, he found that each car-ownership group had significantly different images from other car-ownership groups. Finally, Birdwell found that these findings were stronger for luxury cars than for economy compacts. He reasoned that high income is a factor which enables consumers to make purchases compatible with their actual self-images. Four general limitations of this study should be noted.

First, Evans (1968) challenged Birdwell's study by noting that it failed to consider the prediction of brand choice from prior information about image-congruence (the respondents had been selected on the basis of the brands they had previously chosen). Evans argued that post-purchase data cannot prove that congruity between actual-self-image and product-image (self-congruity) caused the purchase. Perhaps, it was only after the purchase that the consumer came to define the product-image as being similar to his actual-self-image. This after-purchase similarity might be caused by several factors. Dissonance might pressure the consumer into believing that the product expresses his true self. A more subtle possibility is that consumers may come to

judge themselves according to their purchases. When asked to describe his actual-self-image, a consumer might respond in terms of products he already owns (his home or his social club, for example) (Sommers, 1963).

Second, Landon (1974) noted an important limitation in the semantic differential used in Birdwell's study. The use of the same personality adjectives to measure both actual-self-image and product image may be inappropriate. Only a different set of adjectives may be appropriate for measuring each concept because an adjectival pair may have a different meaning when measuring actual-self-image than when measuring product image.

Third, another problem not recognized by researchers in this area is the arbitrary use of personality adjectives. The personality adjectives used in the semantic differential were arbitrarily chosen by the investigator and were not particularly well suited to describing product attributes (e.g., style, reliability, quality), assuming that there is some relationship between the product attributes as transmitted to the consumer through marketing communications and the personal images associated with the product (product-image). To restate, these personality adjectives have to be related to the objective product attributes. Suppose that a given product (e.g., car) is advertised as a luxury car, stylish, of high quality, having sex-appeal, etc. The product-image which will be most probably associated with that car is richness, stylishness, concern with high quality goods, and concern with sex-appeal. Therefore, the product attributes which might concern

us the most in the above example involve luxury, style, quality, and sex-appeal, and the corresponding personality adjectives or characteristics that should be used to tap the product image and the consumer self-image might be concern with luxury, being stylish, concern with quality goods, and concern with sex-appeal.

Another procedure for deriving personality adjectives (perceived images associated with the actual-self and the product at hand) involves eliciting the personality adjectives from an independent sample prior to the development of the questionnaire in order to obtain a highly consensual set of images. These, in turn, may then be used as the personality adjectives in the final questionnaire.

A fourth and final criticism of Birdwell's study is its limited treatment of the self-concept. Hughes and Guerrero (1971) argued for a consideration of "social congruity" in addition to "self-congruity."

The self-congruity model implies that a person will select that brand of product whose image most closely resembles his self-image, thus ignoring the concept of upward mobility. However, a buyer may select the brand which fits the image he would like to be (what he considers socially acceptable) (p. 125).³

Martineau (1957) and Britt (1960) suggested that the "ideal self-concept" (ideal-self-image), the way a person wants to be or would like to see himself, more closely corresponds to or explains his consumption preference than the "actual self-concept" (actual-self-image), the way a person says he is or really sees himself. Ditcher (1964) and Grossack and Schlesinger (1964), on the other hand, imply that the actual-self-image better accounts for consumer preferences. Levy (1959) argued that "both actual and ideal self-concepts are important to behave in

ways that are consistent with a set of ideas he has about the kind of person he is or wants to be" (p. 410).

Dolich (1969) advanced the research in this area by treating two levels of self (ideal and actual) and the congruence between these levels as related to product preference. He employed a semantic differential, 8 of the 22 adjectival pairs of which were also used by Birdwell. Dolich studied actual-self-, ideal-self-, and product-images of most and least preferred brands in four product categories (grocery products). He found that there was greater congruity between actual-self-image and most preferred brand than between ideal-self-image and most preferred brand in all four product categories. Even though it was expected that socially consumed products might be less congruent than privately consumed products, it was found that actual-self-image was equally effective for most preferred brands of "social" products (e.g., beer and cigarettes) as for most preferred brands of "private" products (e.g., bar soap and toothpaste). On the other hand, for the least preferred brand of bar soap, there was a significantly larger discrepancy between ideal-self-image and brand-image (more incongruous) than actual-self-image and brand-image for males but not for females.

Ross (1971) compared the actual-self-image with the ideal-self-image in product preference. He hypothesized that in some cases ideal-self-image would best describe product preferences, while in other cases actual-self-image would best "fit." Two products were chosen to represent the polar extremes of the conspicuousness dimension (cars as

high in conspicuousness and magazines as low in conspicuousness). The semantic differential technique was employed to measure actual-self-, ideal-self-, and brand-images. The results indicated that consumers preferred products which were similar to their actual-self-images but not necessarily to their ideal-self-images. This finding supports the notion that self-congruity is more important than ideal-congruity in product preference.

Dornoff and Tatham (1972) conducted a study to determine the relationship between store image and the various perspectives of the self-concept in store selection. In a shopping situation where an individual's behavior is routinized and selections are familiar, Dornoff and Tatham argued that behavior is mostly influenced by the actual-self-image. They further argued that in a shopping situation where behavior is externally visible and is guided by status-seeking and a search for belonging but yet is non-routine in nature, the image that others have of one will serve as the individual's behavioral prescription. On the other hand, a shopping expedition that is regular but infrequent is guided more by expectations than by either routine behavior or status needs because of the heterogeneity of the demand and supply for goods. In this regard, they argued that the degree of internalization tends to be less intense, leading to the acceptance of ideal-self-image as the behavioral norm.

As a result of the above reasoning, Dornoff and Tatham arrived at the following hypotheses: (1) In selecting a supermarket where shopping tends to be regular and frequent, the store chosen is more a reflection of the consumer's actual-self-image than his ideal-self-image

of the image of his "best friend." (2) In selecting a specialty store, the consumer's decision is more influenced by the image of his "best friend" than by his actual-self-image or his ideal-self-image. (3) In selecting a department store, the consumer's decision is more influenced by his ideal-self-image than by his actual-self-image or the image of his "best friend." Eighty-four participants were contacted at their residence. A semantic differential using four personality adjectives was used to measure consumers' actual-self-images, ideal-self-images, images of their "best friend," and store-images. The results of this study supported the hypotheses.

Landon (1974) conducted a study to investigate the relationship between consumers' actual-self-image, ideal-self-image, and purchase intention (note that purchase intention should be distinguished from product preference). Purchase intention was chosen as the dependent variable rather than product preference for the purpose of making an attempt to counteract Evans' (1968) argument that studies investigating the self-congruity relation using a sample of product owners do not establish a causal link between self-congruity and purchase behavior. Three hundred and fifty-two students rated their actual-self- and ideal-self-images with respect to 12 products on a semantic differential.

The results indicated that (a) purchase intentions of some products are more correlated with actual-self-image than with ideal-self-image, (b) purchase intentions of some products are more correlated with ideal-self-image than with actual-self-image, (c) some subjects are characterized by a higher correlation between actual-self-image and purchase intention than between ideal-self-image and purchase intention.

These subjects were referred to by Landon as "actualizers." And (d) some subjects are characterized by a higher correlation between ideal-self-image and purchase intention than between actual-self-image and purchase intention. These subjects were referred to by Landon as "perfectionists."

Two important limitations in Landon's study should be noted. First, the product adjectives used in the semantic differential seems to have its drawback. French and Glaschner (1971) have argued that subjects, especially those from a lower socioeconomic background, may find it difficult to describe themselves in terms of adjectives, let alone products. Second, to classify subjects as "actualizers" or "perfectionists" solely on the basis of the actual-self- and ideal-self-image/purchase intention correlation with no confirmation from other sources of "actualizing" and "perfectionist" responses is indeed indefensible.

The Ross (1971), Dornoff and Tatham (1972), and Landon (1974) studies described above can be criticized for their theory and methodology. First, the same criticisms directed at the use of the semantic differential by Birdwell (1968), Grubb and Hupp (1968), Grubb and Stern (1971), and Green, Maheshwan, and Roa (1969) apply equally to Dolich (1969), Ross (1971), and Dornoff and Tatham (1972). That is, the use of general and arbitrarily selected personality adjectives to measure actual-self-, ideal-self-, and product-images seems inappropriate.

Second, product preference should be differentiated from product choice or purchase intention. Many studies (e.g., Birdwell, 1968;

Dolich, 1969; Dornoff & Tatham, 1972; Green et al., 1969; Grupp & Hupp, 1968; Grupp & Stern, 1971) have been justly criticized for using samples of product owners in an attempt to establish the causal link between actual-self-image together with ideal-self-image and product preference and argue that product preference leads to purchase behavior without substantiating this claim. Evans (1968) challenged this interpretation by noting that post-purchase data cannot prove that congruity between any of the self-perspectives and product-image caused the purchase. The point that needs to be made here is that product preference and purchase intention may operate at different psychological levels. A person may indicate his preference for a product without having any intention of buying it and vice-versa.

Third, the Dolich (1969) and Ross (1971) studies have employed the actual-self-image and ideal-self-image as two different perspectives of the self-concept. Dornoff and Tatham (1972) used an additional perspective of "best friend" image. Hughes and Guerrero (1971) argued for social-congruity to supplement self-congruity. Social-congruity was interpreted by the self-concept researchers to signify congruity between ideal-self-image and product image. According to the present writer, social-congruity involves what has been referred to earlier as the social-self or the social-self-image. In addition to social-congruity, consumer behavior researchers should pay some attention to ideal-social-congruity in which the ideal-social-self plays a significant role. Schewe and Dillon (1978) endorse this position by noting that " . . . sometimes the individual is concerned with projecting an image that is seen as being desirable to others" (p. 68). Green

et al. (1969) argued that alternative formulations of the self should be explored, such as the "ideal-self" (ideal-self-image), "self as attributed to significant others" (ideal-social-self-image), and "stereotyped self" (social-self-image).

CHAPTER III

A PROPOSED SELF-CONCEPT MODEL

The proposed self-concept model described below involves five major variables: self-concept, product image, product personalization, product preference, and purchase intention. These variables can be classified as independent and dependent variables.

Independent Variables

- Self-Concept
 - Actual-Self-Image
 - Ideal-Self-Image
 - Social-Self-Image
 - Ideal-Social-Self-Image
- Product Image
- Product Personalization

Dependent Variables

- Product Preference
- Purchase Intention

The Self-Concept Variables

As discussed earlier, the self-concept may be viewed from four self-perspectives: the actual-self-image (i.e., image of the self as perceived by the person), the social-self-image (i.e., image of the self as perceived by others), the ideal-self-image (i.e., image of the self as the individual would like to be), and the ideal-social-self-image (i.e., image of the self as the individual wants to be perceived by others).

The Product-Image Variable

It is assumed that every product is viewed as having certain attributes or perceived instrumentalities (i.e., the advantages and

disadvantages of a product). Based on the theory of expectancy-value, these perceived instrumentalities, or so-called "saliency weights," are associated with expectations about the benefits and potential ill-effects of the product, i.e., beliefs that a given object or response is instrumental in obtaining positively valued goals (or consequences) and in blocking (or preventing) the occurrence of negatively valued goals (Fishbein, 1963; Rosenberg, 1956). Benefit segmentation studies in consumer research are usually conducted based on the perceived instrumentalities of a given product.

From a self-concept perspective, these perceived instrumentalities can be viewed as expectancies restricted to images associated with a product (i.e., advantages and disadvantages of the reflected images associated with a product) or what is referred to in the self-concept literature as the "product image." In other words, working from an expectancy-value attitude model these perceived instrumentalities might cover a wide range of advantages and disadvantages including those associated with the product-image. In other words, not all product-images are perceived instrumentalities.

If we consider an expensive luxury automobile, for example, the perceived product instrumentalities might include a wide range of benefits, such as providing transportation and a reliable means for "getting around," presenting an image of being wealthy, dominant, etc. These perceived instrumentalities might all be construed as valid consumers' expectations about owning an expensive luxury automobile. However, only the perceived instrumentalities associated with the reflected product-image of being wealthy and dominant are treated as

perceived instrumentalities related to the self-concept, namely the product image.

Congruity between the Various Perspectives of the Self-Concept and the Product Image

The proposed model presented here defines congruity as a psychological state in which the product-image is perceived to match, or be consistent (congruous) with, any of the self-perspectives. Incongruity is defined as the absence of this psychological state. Specifically, self-congruity occurs when there is a match between the actual-self-image and the product image; social-congruity occurs when there is a match between the social-self-image and the product image; ideal-congruity occurs when there is a match between the ideal-self-image and the product image; and ideal-social-congruity occurs when there is a match between the ideal-social-self-image and the product image.

For example, the product image ("I perceive a particular luxury car as reflecting an image of wealth and dominance") and the ideal-self-image ("I want to become wealthy and dominant") involves a match between these two elements, and the resultant state is called ideal-congruity. "I am not wealthy and dominant" (actual-self-image) is not matched with the product-image resulting in self-incongruity. "I like others to see me as being wealthy and dominant" (ideal-social-self-image) is matched with the product image resulting in ideal-social-congruity. The measurement of the various congruity states is treated in Chapter 5.

The Product Personalization Variable

Product personalization refers to the extent to which a product image is perceived to be reflective of the consumer's personality. The consumption of some products reveals some significant aspect of a person while other products do not reveal anything significant about the user's personality. For example, reading a pornographic magazine, such as CHIC magazine, may suggest that the user is a "swinger," occupied with sexual concerns, more interested in "getting it on" than "being in love," and so on. Such a product may be construed as scoring highly on the product-personalization dimension. On the other hand, using another product, such as drinking MAXWELL HOUSE coffee, does not reflect anything significant about the user's personality. Such a product may be construed as scoring low on the product-personalization dimension.

Determining Product Preference

Product preference refers to the overall attitude toward or the degree of appeal or liking of a certain product.

Martineau (1957) and Britt (1960) suggested that "ideal self-concept," the way a person wants to be or would like to see himself, more closely corresponds to or explains his consumption preference than his "actual self-concept." One can indulge in fantasizing the consumption of preferred products without being constrained by reality perceptions. Such behavior enhances the individual's self-concept by vicariously satisfying or approaching the ideal-self-image.

It is hypothesized that product preference is more related to ideal-congruity and ideal-social-congruity than to self-congruity and

social-congruity. In other words, product preference is directly related to the degree of experienced ideal-congruity and ideal-social-congruity. Any relationship that exists between product preference and self-congruity or social-congruity may be mediated by ideal-congruity or ideal-social-congruity. That is, product preference may be indirectly related to self-congruity or social-congruity through the presence of experienced ideal-congruity or ideal-social-congruity and not otherwise.

For example, in the case of a luxury car which has an image of influence, wealth, and dominance, ideal-congruity may occur if the consumer were to have an ideal-self-image of "I like to be influential, wealthy, and dominant." This ideal-congruity may be responsible for the high product preference, "I like that luxury car." At the same time, the same person may hold an actual-self-image of "I am not influential, wealthy; nor dominant," which will create a state of self-incongruity with the product image. Despite the experienced self-incongruity, the person's product preference will remain unaffected by it. The same applies to social-congruity in relation to product preference.

Using the above example of the luxury car, ideal-social-congruity will occur if the consumer has an ideal-social-self-image of "I like others to see me as influential, wealthy, and dominant." This ideal-social-congruity may result in high product preference, "I like that luxury car," and might not be affected by self-incongruity or social-incongruity ("I am not influential, wealthy, nor dominant" and "people do not see me as influential, wealthy, nor dominant").

From a different perspective the formation of an attitude toward a product using self-concept/product-image congruity indices may be

construed to have conceptual equivalence to Rosenberg's (1956, 1960) and Fishbein's (1963) multiattribute attitude model in which attitude = $\sum a_i b_i$ where b_i = a specific perceived instrumentality i of a product attribute and a_i = the desirability or evaluative weight placed on perceived instrumentality i . Perceived product-images may be construed as perceived instrumentalities or saliency weights (b_i) using the terminology of Rosenberg and Fishbein, and ideal-self-images and ideal-social-self-images may represent the evaluative component or desirability weight (a_i) in the multiattribute attitude model. Ideal-congruity or ideal-social-congruity has been conceptualized as the interaction between ideal-self-image or ideal-social-self-image and product image. Such an interaction corresponds to the interaction construed between desirability and saliency weights ($a_i b_i$) in Rosenberg-Fishbein's model.

The relationships described above are most apparent when there is no major discrepancy between the ideal-self-image ("I like to be influential, wealthy, and dominant") and the ideal-social-self-image ("I like others to see me as influential, wealthy, and dominant"). However, what happens if such a discrepancy exists? For example, "I like to be influential, wealthy, and dominant; however, I don't like to be perceived by others as influential, wealthy, and dominant." If such a discrepancy were to exist between the ideal-self-image and the ideal-social-self-image, then how does it affect product preference?

It is hypothesized that product preference is high under high ideal-congruity and high ideal-social-congruity, moderate under high ideal-congruity and low ideal-social-congruity, moderate under low

ideal-congruity and high ideal-social-congruity, and low under low ideal-congruity and low ideal-social-congruity (see Figure 1). In other words, both of ideal-congruity and ideal-social-congruity affect product preference and their effects are additive.

The rationale underlying this hypothesized relationship is inherent in the dynamics of psychological conflict. Conflict is defined as an awareness of an inconsistency between or among personal constructs embedded in the person's construal system. This conflict among the personal constructs acts in a way to reduce overall liking towards the product at hand.

In the language of the Rosenberg-Fishbein multiattribute model high ideal-congruity and low ideal-social-congruity (or vice versa) represent different a_i in the $\sum a_i b_i$ model and the resultant score from summing these components ($\sum a_i$) cancel one another resulting in a less than optimal overall score.

The relationships described between product preference and the various congruity indices are hypothesized to be moderated by product personalization. Specifically, it is hypothesized that the relationships between product preference and the various congruity indices would be most apparent for high personalizing products and least apparent for low personalizing products. Examples of high personalizing products are reading a pornographic magazine, such as CHIC magazine, or driving a flashy sports car, such as FERRARI. Examples of low personalized products are reading a common magazine, such as TIME magazine, or driving an ordinary transportation car, such as PINTO.

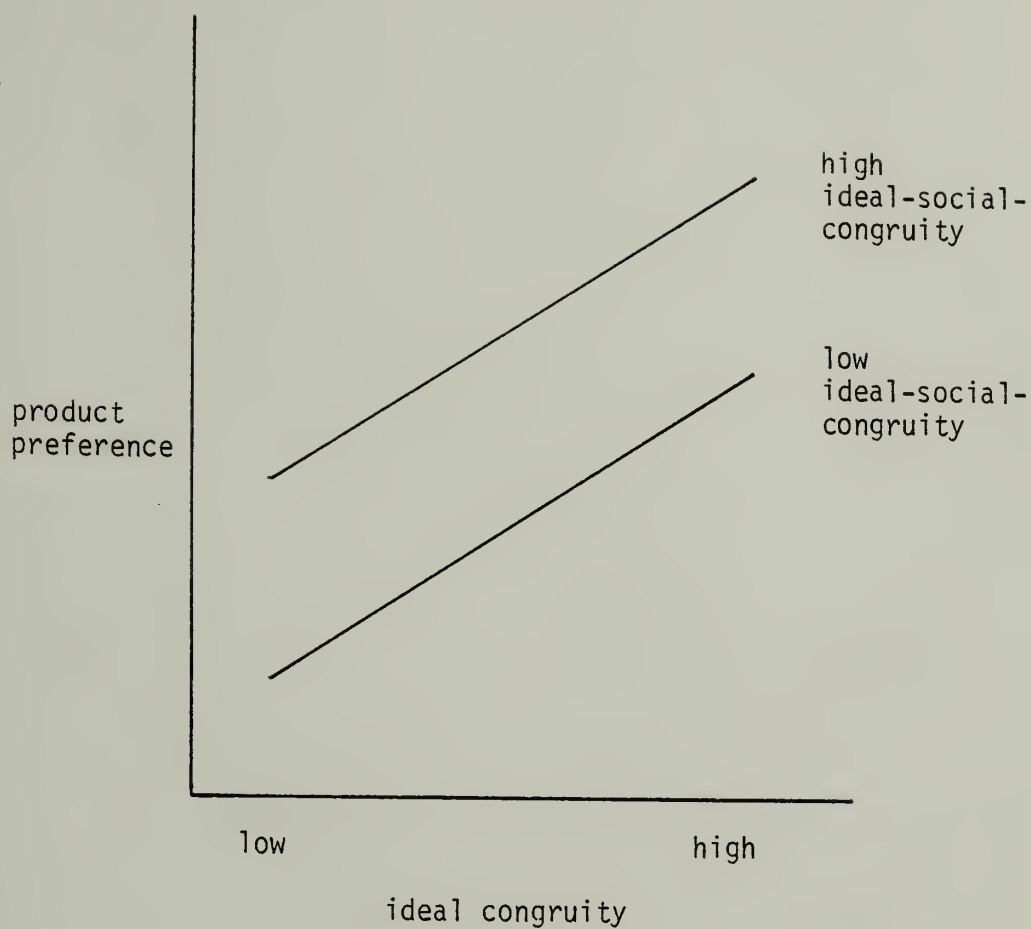


Fig. 1. Hypothesized relationship between product preference, ideal-congruity and ideal-social-congruity.

Determining Purchase Intention

There are two basic self-concept motivational tendencies, namely self-enhancement and self-consistency. Self-enhancement is defined as the psychological movement from the self as actually and socially perceived (actual-self and social-self) toward an ideal image of one's self (ideal-self) or a socially desirable image (ideal-social-self). According to Rogers (1959), each person strives to achieve greater congruence between the actual-self and the ideal-self. This is accomplished by approaching the ideal components of the self-concept. Approaching the idealized-images of the self-concept enhances the self-concept by boosting one's level of self-esteem. Congruence between the actual and ideal components of the self-concept can also be attained by lowering the ideal component to facilitate congruence.

Self-consistency is defined as the tendency to behave in ways consistent with one's actual-self-image or social-self-image. Reality data which do not fit in the person's construal system may provoke anxiety threatening the self-system. In order to protect oneself against ensuing anxiety, the person perceives and acts in ways consistent with his self-concept in an attempt to preserve the unity of his construal system (see Epstein, 1973, 1976, 1978, in press).

Lecky (1969) argued that one overriding need of the individual is to preserve the unity of his construal system. There are two basic problems that every individual must solve, namely maintaining internal consistency in the construal system, and adapting realistically to the outer world. Wylie (1974) in a self-concept literature review, stated

that people are motivated to reduce "inconsistencies within the conscious self-concept which can lead to conflicting behavior tendencies" by behaving consistently with the actual-self-concept.

Translating these principles into consumer behavior, it can be said that product preference is strongly regulated by self-enhancement. A consumer may like a specific product because it fits or is congruous with his ideal-self-image or ideal-social-image or both. In other words, one can like a product because it enhances one's self-esteem. However, when it comes to actual buying the consumer's purchase intention becomes regulated by a number of significant factors which include (1) degree of product preference as determined by ideal-congruity and ideal-social-congruity, (2) reality constraints, such as unaffordable price, (3) anticipated personal and/or social change, such as graduation from college or getting married, (4) the salience of the product's functional attributes, such as reliable transportation in buying a car, and (5) discrepancy between self- and ideal-perspectives of the self-concept.

It seems rather obvious that people buy things they like. That is to say that product preference precedes purchase intention. In situations where consumers buy things they do not like, they do so because of reality constraints, such as high price (e.g., "I have to buy this awful-looking car because I can't afford anything else"), or because the functional attributes of the product are highly salient (e.g., "I don't like this car but I'll buy it anyway because it can provide me with the reliable transportation I desperately need"), or because of

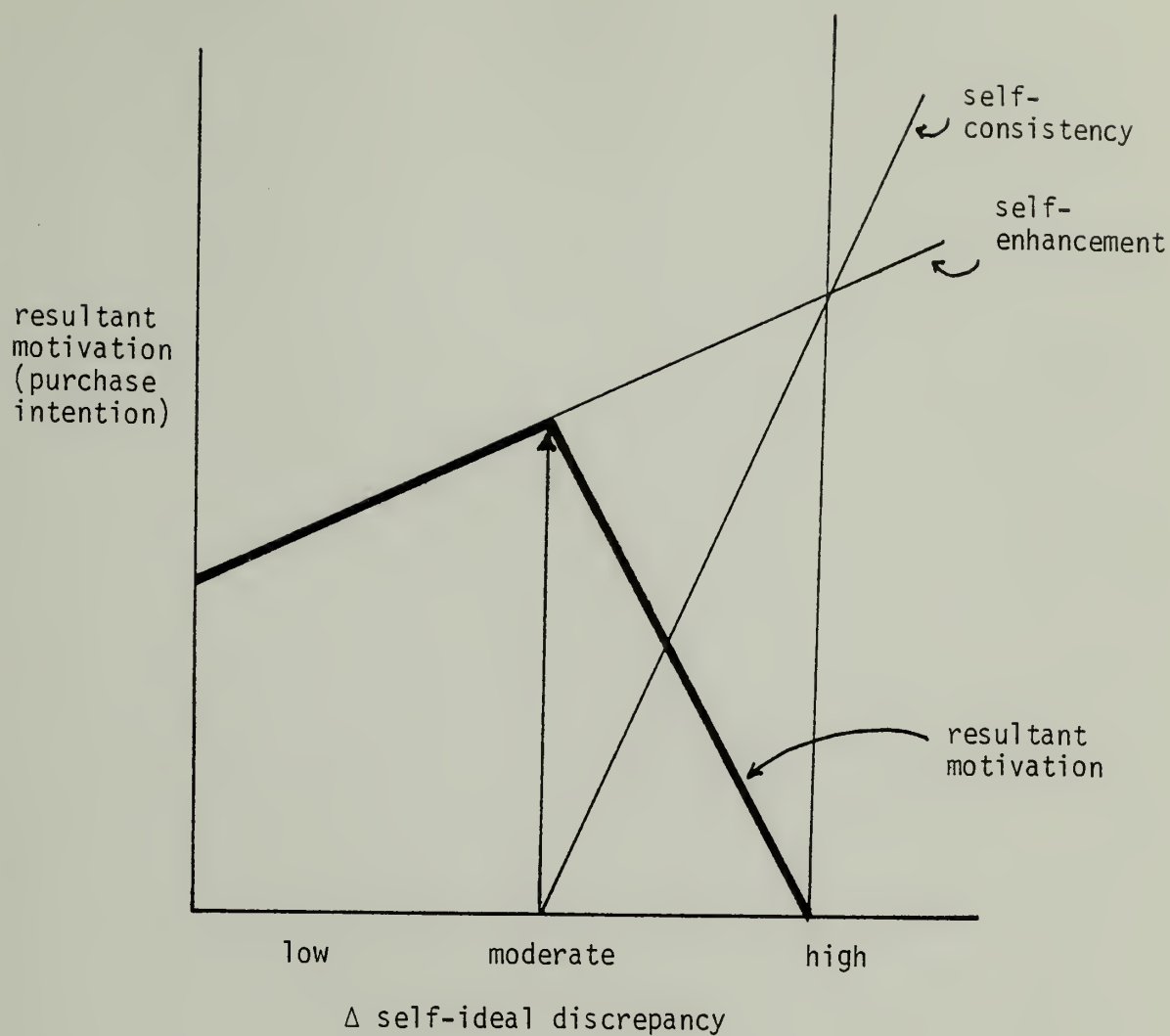


Fig. 2. Two self-concept motivational tendencies (self-enhancement versus self-consistency) influencing purchase intention).

To exemplify the situation when an individual experiences moderate self-ideal discrepancy, let us go back to the sports car example. A consumer may perceive himself as "not being that sexy-looking" (actual-self-image) and believes that others perceive him as "not that sexy-looking" (social-self-image), however, he wishes to "become sexy-looking" (ideal-self-image), or would like to have others perceive him as "being sexy-looking" (ideal-social-self-image). In this situation, the individual might be motivated to approach his ideal-self-image and his ideal-social-self-image by buying the automobile (enhancement motivation).

For a consumer who has a high self-ideal discrepancy (i.e., "I don't have any sex-appeal at all" or "people see me as ugly-looking") this consumer may be more motivated to maintain his actual-self-image and social-self-image rather than enhance his ideal-self-image or ideal-social-self-image ("I like to have sex-appeal" and "I like others to see me as having sex-appeal") resigning or accepting himself as potentially "unbeautifiable." Therefore, this individual's level of resultant motivation to buy the "sexy" car may be indeed minimal.

It may be argued that ideal-congruity and ideal-social-congruity (or product preference) interacts with self-ideal discrepancies to determine purchase motivation or intention. In other words, it is expected that purchase intention peaks under specific levels of self-ideal discrepancies under different levels of ideal-congruity and ideal-social-congruity (or product preference). Specifically, consumers who experience high ideal-congruity and ideal-social-congruity (or product

preference) with a particular product would be most motivated to purchase that product under moderate degrees of positive self-ideal discrepancies and least motivated to purchase that product under high self-ideal discrepancy conditions. On the other extreme, consumers who experience low ideal-congruity and ideal-social-congruity (or product preference) with a particular product would be least motivated to purchase that product under moderate degrees of negative self-ideal discrepancies and most motivated to purchase that product under high self-ideal discrepancy conditions. This interaction effect between ideal-congruity together with ideal-social-congruity (or product preference) and self-ideal discrepancies on purchase motivation is expected to be moderated by the overall ideal-congruity and ideal-social-congruity (or product preference) main effect. Specifically, consumers who experience high ideal-congruity and high ideal-social-congruity (or high product preference) with a particular product would be more motivated to buy that product than consumers who experience low ideal-congruity and low ideal-social-congruity (or low product preference) with the same product (see Figure 3).

The relationships described above involving purchase intention and the various congruity indices is hypothesized to be moderated by product personalization. Specifically, it is hypothesized that the relationships described between purchase intention and the various congruity indices and self-ideal discrepancies would be stronger for high personalizing products than for products of low personalization potential. Examples of using high personalized products are reading a pornographic magazine, wearing "flashy" clothes, and driving a fancy

sports car. Moderately personalized products include driving a compact economy transportation car, watching comedy shows on TV, etc. Least personalized products include most grocery items.

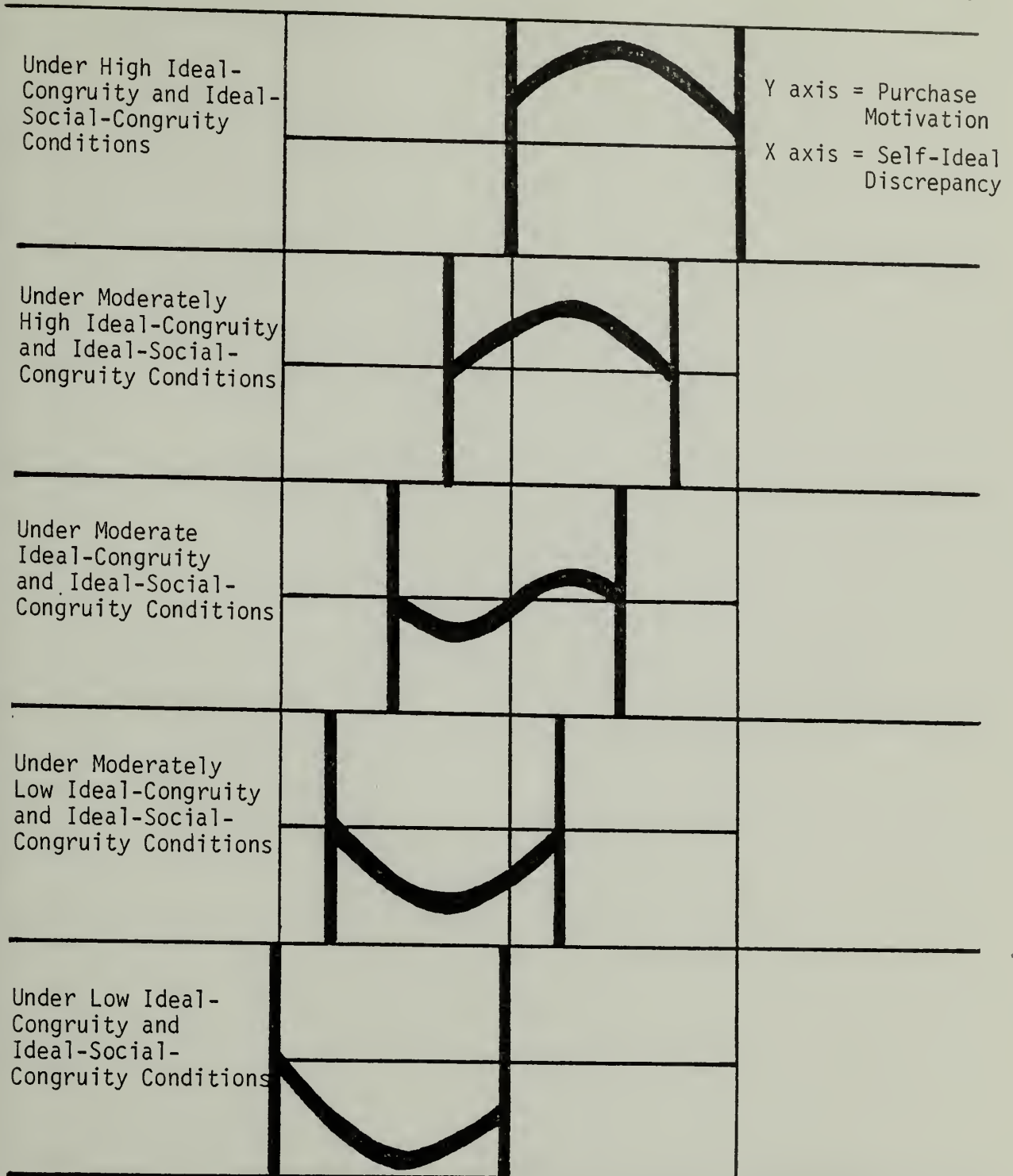


Fig. 3. Purchase Motivation as a Function of Self-Ideal Discrepancy Under Various Levels of Ideal-Congruity and Ideal-Social-Congruity (or Product Preference)

CHAPTER IV

METHOD

Subjects

One hundred and twenty-four female students enrolled in undergraduate psychology classes were recruited as subjects.

Products

Six brands of magazines and six brands of automobiles were selected which were assumed to be variable in their personalization potential. These brands for magazines are: PLAYGIRL, PEOPLE, FAMILY CIRCLE, MS, GLAMOUR, and CO-ED, and for automobiles: VW RABBIT, VW BEETLE, MGB, MAZDA RX7, BMW, and FORD LTD.

Preliminary Procedure

In an effort to obtain a highly consensual set of images associated with each of the designated automobiles and magazines that would be as salient as possible for the population under consideration, 23 female subjects in an independent sample were asked prior to the development of the questionnaire what characteristic images and stereotypes they thought would be associated with driving each of the designated automobiles and with reading each of the designated magazines. The following questions were asked to tap the product-images:

Imagine a woman who prefers to read that magazine more than any other. Your task is to describe the kind of person who would most prefer to read that particular magazine. Let me give you an example using a male magazine, such as the PLAYBOY magazine. The first thing that comes to my mind is that the

typical person who reads this magazine might be a young business man, who is concerned about his masculinity and preoccupied with "getting it on" with other women. This person is assertive, powerful, and manipulative. This is my stereotype of the PLAYBOY reader.

Again, imagine a woman who prefers to drive such an automobile. Your task is to describe the kind of person who would most prefer to drive that make of automobile.

Responses to these questions were subjected to a content-analysis procedure and those images which were found to be highly consensual were presented in the final questionnaire (for more detail of the content-analysis procedure, refer to Appendix A).

In addition to obtaining a highly consensual set of images, the subjects were also required to rate the extent to which a product is personality-revealing or "personalizing." This procedure allowed a classification of these various products along the product-personalization dimension.

The following questions were asked:

To what extent do you think you might be judged or evaluated by others by using or owning that product? In other words, to what extent do you think that this product reveals something about your personality? Let me give you an example. To me, I think that reading a pornographic magazine, such as CHIC, suggests that the reader is a "swinger," occupied with sexual concerns, more interested in "getting it on" than "being or falling in love," and so on. However, using another product, such as drinking MAXWELL HOUSE coffee doesn't reveal anything significant about the user's personality.

The subjects were instructed to use a paired-comparison method in recording their responses (for more detail of this procedure, refer to Appendix B).

Four products (two automobiles and two magazines) which varied in their personalizing scores were selected for inclusion in the final

questionnaire. The products, ranked from high to low on the product-personalizing dimension, were: PLAYGIRL ($\bar{X} = 7.956$, $SD = 2.899$), MGB ($\bar{X} = 5.869$, $SD = 2.627$), GLAMOUR ($\bar{X} = 4.913$, $SD = 2.083$), and VW RABBIT ($\bar{X} = 2.304$, $SD = 2.116$) (refer to Appendix B for more detail).

Procedure

The remaining 101 females subjects were run in groups of 5-15. The products were displayed in pictures removed from magazines and pasted on 8 1/2 x 11 1/2 white bond paper. The subjects were instructed to look at these products and to become familiar with them before proceeding to respond to the questionnaire (see pictures in Appendix C).

Questionnaire

The questionnaire was divided in two parts. Part 1 included questions concerning product preferences and purchase intentions for each product. Part 2 included questions on product images, actual-self-images, social-self-images, ideal-self-images, and ideal-social-self-images, respectively (see Questionnaire in Appendix D).

Product Preference was assessed by the following question:

To what extent do you like PRODUCT X, or to what extent does it appeal to you? (Note that the question is about liking not buying or using PRODUCT X.)

Responses to this question were rated on a 5-point scale ranging from very-much-dislike to very-much-like.

Purchase Intention for automobiles was assessed by the following question:

Suppose that you have become aware of the need to buy a car, and suppose that you can reasonably afford any car of your choice. Would you intend to buy or drive AUTOMOBILE X or a similar car in the near future, assuming that your marital status remains the same?

Responses to this question were rated on a 5-point scale ranging from definitely-would-not-intend-to-buy-it to definitely-would-intend-to-buy-it.

Purchase Intention for magazines was assessed by the following question:

Suppose that you have just become aware or ran across MAGAZINE X, and suppose that you can reasonably afford it and can read or glance through it without anybody knowing about it. Would you intend to buy or use MAGAZINE X or a similar magazine?

Responses to this question were rated on a 5-point scale ranging from definitely-would-not-intend-to-buy-it to definitely-would-intend-to-buy-it.

The Product Image variable was assessed for each product by the following question:

Imagine yourself using PRODUCT X. What kind of image do you think others would have of you using this PRODUCT X. For example, if I imagine myself driving or owning a CADILLAC the kind of image others would have of me would be that of being wealthy, upper class, powerful, and dominant. Now using PRODUCT X may elicit a certain type of image of being:

Thirty images were listed and subjects were instructed to rate the likelihood of each image being associated or reflective of that product on a 5-point scale ranging from very-unlikely to very-likely.

The Actual Self-Image was assessed by the following question:

How do you see yourself? To what extent do you think of yourself as having the following personal characteristics listed below?

These personal characteristics (images) were the same images used to tap the Product Image. Responses to this question were rated on a 5-point scale ranging from very-much-unlike-me to very-much-like-me.

The Social-Self Image was assessed by the following question:

How do other people see you? To what extent do you think that people you know see you as having the following personal characteristics listed below?

These personal characteristics (images) were the same images used to tap the Product Image and the Actual-Self-Image. Responses to this question were rated on a 5-point scale ranging from highly-improbable to highly-probable.

The Ideal-Self Image was assessed by 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?

These personal characteristics (images) were the same images used to tap the Product Image, the Actual-Self-Image, the Social-Self-Image. Responses to this question were rated on a 5-point scale ranging from very-much-dislike to very-much-like.

The Ideal-Social-Self-Image was assessed by the following question:

How would you ideally like others to see you? To what extent would you ideally like others to see you as having the following personal characteristics listed below?

These personal characteristics (images) again were the same images used to tap the Product Image, the Actual-Self-Image, the Social-Self-Image, and the Ideal-Self-Image. Responses to this question were rated on a 5-point scale ranging from very-much-dislike to very-much-like.

CHAPTER V

HYPOTHESES AND DATA ANALYSIS

Hypotheses

Hypothesis 1

Product preference is a function of ideal-congruity (and ideal-social-congruity). Product preference is not a function of ideal-congruity plus self-congruity, nor is it a function of ideal-social-congruity plus social-congruity.

Corollary 1. Product preference is high under conditions of high ideal-congruity and high ideal-social-congruity, moderate under high ideal-congruity and low ideal-social-congruity, moderate under low ideal-congruity and high ideal-social-congruity, and low under low ideal-congruity and low ideal-social-congruity.

Corollary 2. The relationships described in the first hypothesis and its first corollary are stronger for high personalizing products than for low personalizing products.

Hypothesis 2

Purchase intention is a function of ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity).

Corollary 1. Under conditions of high ideal-congruity and high ideal-social-congruity (or high product preference), subjects who experience moderate degrees of positive self-ideal discrepancies

are more motivated to purchase a product than those who experience low degrees of positive self-ideal discrepancies, who, in turn, are more motivated to purchase that product than those who experience high degrees of positive self-ideal discrepancies. At the other extreme, under conditions of low ideal-congruity and low ideal-social-congruity (or low product preference), subjects who experience moderate degrees of negative self-ideal discrepancies are more motivated not to purchase a product than those who experience low degrees of negative self-ideal discrepancies, who, in turn, are more motivated not to purchase that product than those who experience high degrees of negative self-ideal discrepancies (see Figure 3).

This hypothesis assumes that purchase intention (motivation) is directly related to ideal-congruity and ideal-social-congruity (or product preference).

Corollary 2. The relationships described in the second hypothesis and its first corollary are stronger for high personalizing products than for low personalizing products.

Data Analyses

The variables involved in this study are displayed schematically in Figure 4.

The variables classified under the antecedent conditions (i.e., Self-Concept and Product Image variables), moderating states (i.e., Product Personalization), and consequent conditions (i.e., Product Preference and Purchase Intention variables) were all operationalized and directly measured by questions included in the Questionnaire (refer

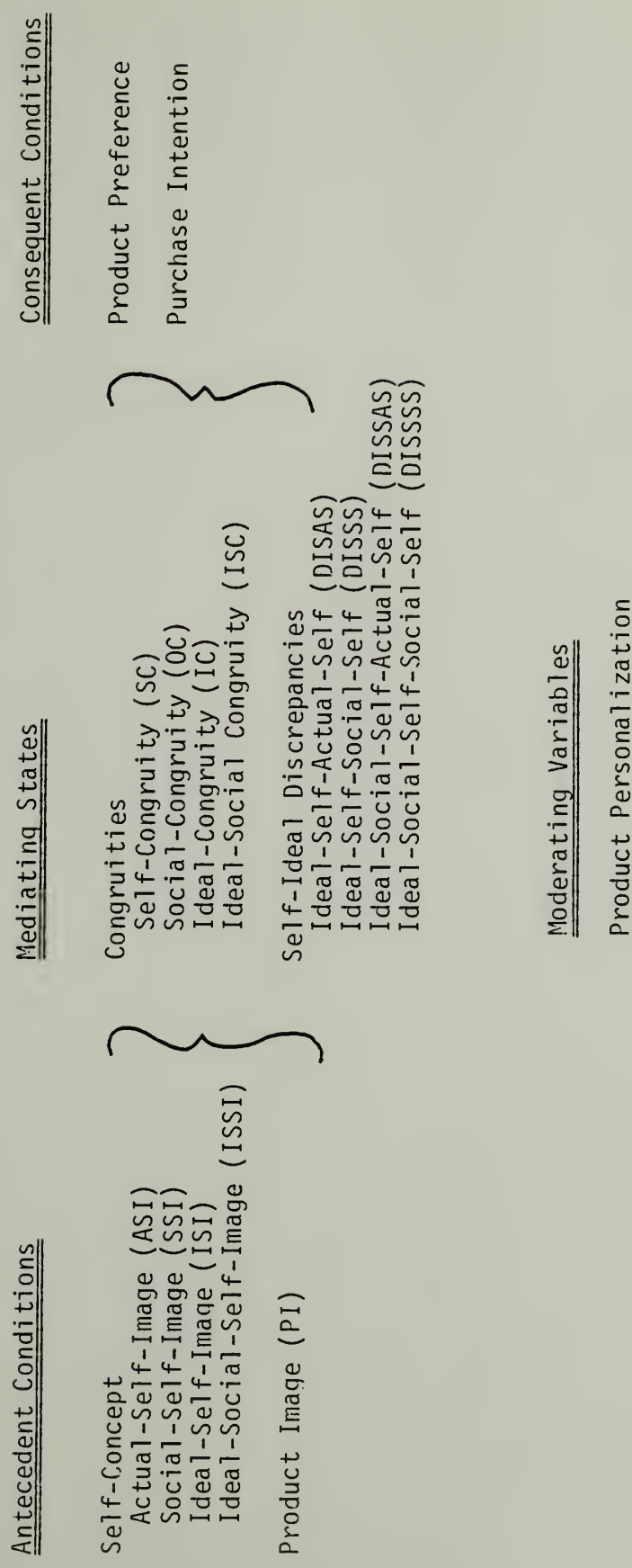


Fig. 4. A classification scheme of the variables involved in the proposed self-concept model.

back to the description of the Questionnaire in the Method section or see Questionnaire in Appendix D). The variables classified under the mediating states (i.e., Congruities and Self-Ideal Discrepancies) were created through mathematical transformation of the data obtained from the Self-Concept and Product-Image variables.

Five different mathematical models were evaluated for the purpose of indexing the congruity states: multiplicative index, simple-deviation index, absolute-deviation index, simple-ratio index, and absolute-ratio index. After a careful examination of these mathematical models, it was decided that the absolute-deviation index was the most suitable model to index the congruity states (refer to Appendix E for a detailed description of the selection process).

The absolute-deviation index involved taking the absolute difference of a specific self-perspective (ASI, SSI, ISI, and ISSI) and Product Image (PI) with respect to only one image or attribute. Symbolically represented, Self-Congruity (SC), Social-Congruity (OC), Ideal-Congruity (IC), Ideal-Social-Congruity (ISC) were formulated as follows:

$$SC = |PI - ASI|$$

$$OC = |PI - SSI|$$

$$IC = |PI - ISI|$$

$$ISC = |PI - ISSI|$$

So far nothing has been said about how the various congruity elements combine or interact to provide an overall congruity score per subject. Can we use a compensatory model similar to that of Rosenberg-Fishbein in which an additive ($\sum a_i b_i$) or average formulation is applied ($\sum a_i b_i / N$), or should we use a noncompensatory model, such as the dominance, conjunctive, disjunctive, or lexicographic models described in the information-processing literature (see Montgomery &

Svenson, 1976, for an exhaustive review of the decision rules)?

Simon (1966) argued that people are not necessarily rational in making decisions, they "satisfice" (this strategy is described as having the consumer reach a decision by considering a minimal set of requirements). It is well documented that there are large individual differences in selecting various decision rules which are used in formulating a decision, whether it is about liking a product or deciding to buy it (Hansen, 1976).

The best strategy to pursue is to find out which decision rules each consumer employs in reaching his overt verbalization of liking or intention decision. However, to do this entails an exhaustive effort which is beyond the scope of this study. Moreover, finding out the type of decision rule each consumer uses is generally subject to social desirability and halo effects (Beckwith & Lehmann, 1976; Bettman, Capon & Lutz, 1975). Individuals like to appear more rational in arriving at a decision (social desirability), and the endorsement of the various elements responsible for the final decision is biased to appear consistent with the implicit decision already made (halo effect).

Since the assessment of the various decision rules is beyond the scope of the present study, a strategy involving the use of an average compensatory model was employed in assessing the magnitude of overall congruity. Symbolically stated,

$$\text{Overall SC} = \Sigma (|PI-ASI|) / N$$

$$\text{Overall OC} = \Sigma (|PI-SSI|) / N$$

$$\text{Overall IC} = \Sigma (|PI-ISI|) / N$$

$$\text{Overall ISC} = \Sigma (|PI-ISSI|) / N$$

Self-Ideal Discrepancies were measured using a simple-discrepancy index. Symbolically represented,

$$\text{DISAS} = \text{ISI-ASI}$$

$$\text{DISSS} = \text{ISI-SSI}$$

$$\text{DISSAS} = \text{ISSI-ASI}$$

$$\text{DISSSS} = \text{ISSI-SSI}$$

Similarly, overall Self-Ideal Discrepancies were measured using a compensatory average model. Symbolically represented,

$$\text{Overall DISAS} = \Sigma(\text{ISI-ASI})/N$$

$$\text{Overall DISSS} = \Sigma(\text{ISI-SSI})/N$$

$$\text{Overall DISSAS} = \Sigma(\text{ISSI-ASI})/N$$

$$\text{Overall DISSSS} = \Sigma(\text{ISSI-SSI})/N$$

The hypothesis that product preference is a function of only ideal-congruity (and ideal-social-congruity) and not ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity (see p. 20) was tested through a standard multiple regression analysis. This was accomplished by regressing Product Preference on Ideal-Congruity and Self-Congruity, taken jointly. An incremental F-test was used to test the incremental difference in R^2 between the full model (i.e., Ideal-Congruity and Self-Congruity) and the reduced model (i.e., Ideal-Congruity alone partialling out the effect of Self-Congruity). A significant F-ratio indicates that the reduced model is not an adequate model (i.e., Self-Congruity is contributing to a significant portion of the predicted variance and therefore should be retained for better prediction). The same analysis was conducted by treating Product Preference as a function of Ideal-Social-Congruity and Social-Congruity. No significant incremental F-ratios were expected for any product.

The same hypothesis was also tested using a canonical correlation analysis. This statistical procedure was found to be more appropriate since it controls the multicollinearity problem existent among the independent variables. All of the independent variables pertaining to all four products (i.e., the congruity indices) were lumped in the predictor variables set and the dependent variables (i.e., Product Preference) pertaining to all four products were treated as the criterion variables set. The relative importance of each variable in the predictor and criterion sets was evaluated in terms of the canonical coefficients/weights and the percentage of squared loadings explained by each variable.

The first corollary of the first hypothesis, which states that product preference is high under high ideal-congruity and high-ideal-social-congruity, moderate under high ideal-congruity and low ideal-social-congruity, moderate under low ideal-congruity and high ideal-social-congruity, low under low ideal-congruity and low ideal-social-congruity (see p. 22), was tested by regressing Product Preference scores on Ideal-Congruity (IC) and Ideal-Social-Congruity (ISC) together with their interaction (ICxISC). Only Ideal-Congruity and/or Ideal-Social-Congruity were expected to predict a significant portion of the variance. The interaction variable was expected not to contribute to a significant portion of the variance.

The test of this corollary was supplemented by a canonical correlation analysis treating the IC, ISC and ICxISC variables for all four products as the predictor variables set and Product Preference for

all four products as the criterion variables set.

The second corollary of the first hypothesis, which states that the relationships specified by the two preceding hypotheses are stronger for high personalizing products than for low personalizing products (see p. 23), was tested by inspecting the results of the canonical analyses. Again, the functions hypothesized by the first hypotheses and its first corollary were expected to show most strongly for high personalizing products (i.e., PLAYGIRL), moderately strong for moderately high personalizing products (i.e., MGB and GLAMOUR), and least strong for low personalizing products (i.e., VW RABBIT).

The second hypothesis, which states that purchase intention is a function of ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity) was tested by regressing Purchase Intention scores on Ideal-Congruity and Self-Congruity taken jointly (i.e., standard multiple regression analysis). A similar analysis was performed treating Purchase Intention scores as a function of Ideal-Social-Congruity and Social-Congruity. Two incremental F-tests were used: the first F-test was designed to test the incremental difference in R^2 between the full model (i.e., Ideal-Congruity and Self-Congruity) and the reduced model in which Ideal-Congruity was treated alone while partialling out the effect of Self-Congruity; the second F-test was designed to test the incremental difference in R^2 between the full model and the reduced model in which Self-Congruity was treated alone while partialling out the effect of Ideal-Congruity. The same analysis was conducted by treating Purchase Intention as a function of Ideal-Social-

anticipated personal or social change (e.g., "I don't like this station wagon, but I think I'll buy it because I am getting married and my wife will surely need it").

Reality constraints, anticipated personal and social changes, and product's functional salience are all "socioeconomic" factors which can explain a significant portion of the predicted variance in purchase behavior. With respect to personality, people are motivated to buy certain products to (1) enhance their self-concepts by approaching their ideal-selves and/or ideal-social-selves, and (2) maintain their self-concepts by behaving consistently with their actual-selves and/or social-selves. It is therefore hypothesized that purchase intention is related to ideal-congruity and ideal-social-congruity as well as self-congruity and social-congruity.

In a situation where there is little or no discrepancy between the self- and ideal-components of the self-concept, the enhancement and maintenance motivational tendencies compel the individual to maintain this harmonious psychological state. For example, "I am sexy-looking" (actual-self-image), "I like being sexy-looking" (ideal-self-image), "people see me as sexy-looking" (social-self-image), and "I like to have people see me as sexy-looking" (ideal-social-self-image) are self-related images embedded in the individual's self-concept. Therefore, the person would be motivated to purchase the car which has a "sex-appeal" image because it is congruent with his self-concept. Such behavior serves to maintain and enhance the unity of the construal system.

However, what happens if there is a discrepancy between the ideal- and self-components of the self-concept? The consistency and

enhancement motivational tendencies will then become oppositional in nature--the tendency to approach the ideal-self-image is counteracted by the tendency to maintain the actual-self-image. It is postulated that these two motivational tendencies will not come into opposition with minimal and moderate amounts of self-ideal discrepancies, but will be most apparent with greater and extreme self-ideal discrepancies. The nature of the interaction of these two motivational tendencies is depicted in Figure 2. With minimum degrees of self-ideal discrepancies, the resultant motivation to buy a particular product would be moderately high. As the self-ideal discrepancy increases, the resultant buying motivation will increase to an optimal level (as indicated by the vertical arrow in the figure) and then subsides with greater degrees of self-ideal discrepancies (as indicated by the right vertical line and the area to the right in the figure). The resultant motivation curve is also depicted in Figure 2.

The rationale for assuming that the gradient of self-consistency is steeper than the gradient of self-enhancement motivation is that self-enhancement motivation is more influenced by wish fulfillment (e.g., daydreaming) than self-consistency motivation which becomes particularly critical as large departures from the actual-self or social-self become possible, as it is absolutely necessary to maintain a self-concept in order to function. That is, one can indulge in enhancement up to a point, but not when it seriously threatens the maintenance function (Epstein, personal communication).

Congruity and Social-Congruity. Significant F-ratios were expected under each type of analysis for all four products.

The test of this hypothesis was supplemented by a canonical correlation analysis treating the congruity indices for all four products as the predictor variables set and Purchase Intention for all four products as the criterion variables set.

The first corollary, which states that purchase intention or lack of intention is high under moderate self-ideal discrepancy conditions, moderate under low self-ideal discrepancy conditions, and low under high self-deal discrepancy conditions (see p. 27) and Figure 3 for more elaboration), was tested using two types of procedures: group-level analysis and image-level analysis. A group-level analysis involves having one score per subject for each variable in question, averaging across all images, and treating the data accordingly. Overall congruity scores were utilized under this procedure. Image-level analysis, on the other hand, may be viewed as a micro-level analysis in which each image was subjected to a separate statistical treatment. Simple (not overall) congruity scores were utilized for this procedure.

Using a group-level analysis, an analysis-of-variance procedure was implemented treating Purchase Intention scores as the dependent variable and Product Preference (a variable interchangeable with Ideal-Congruity and Ideal-Social-Congruity) together with Self-Ideal Discrepancies as two independent variables for each product.

A Product Preference (or Ideal-Congruity and Ideal-Social-Congruity) main effect was expected together with an interaction effect

between Product Preference (or Ideal-Congruity and Ideal-Social-Congruity) and Self-Ideal Discrepancy for each type of Self-Ideal Discrepancy (i.e., DISAS, DISSS, DISSAS, and DISSS) for each product.

Image-level analysis involved the statistical treatment of the data at the image level. In order to perform this analysis, Purchase Intention scores were partitioned or broken down to the image level. In other words, the decomposed or partitioned Purchase Intention score of Image i was made to reflect the contribution of that image alone on the overall Purchase Intention Score. This was accomplished by implementing a procedure which partitions subjects' overall Purchase Intention scores based on their average congruity scores for each image in question.

This procedure employed an average of Self-Congruity, Social-Congruity, Ideal-Congruity, and Ideal-Social-Congruity scores to transform overall Purchase Intention scores into weighted Purchase Intention Scores for each image. Specifically, for Image i , Self-Congruity (SC_i), Social-Congruity (OC_i), Ideal-Congruity (IC_i), and Ideal-Social-Congruity (ISC_i) were measured as follows:

$$\begin{aligned} SC_i &= |PI_i - ASI_i| \\ OC_i &= |PI_i - SSI_i| \\ IC_i &= |PI_i - ISI_i| \\ ISC_i &= |PI_i - ISSI_i| \end{aligned}$$

These congruity scores varied from 0 (high congruity) to 4 (low congruity). This congruity scale was then reversed and followingly transformed into scale varying from .01 (low congruity) to .99 (high congruity). These transformed congruity scores, in turn, were averaged

across each image and multiplied by overall Purchase Intention scores to weight overall Purchase Intention for each image, thus,

$$\text{Weighted Purchase Intention Score for Image } i = \text{Overall Purchase Intention Score} \times \text{Transformed Average Congruity Score}$$

An example using an image-level procedure can be presented as follows: Suppose subject X rated his purchase intention as 4 on a 5-point scale varying from low (a score of 1) to high (a score of 5). The same subject happened to have a self-congruity score of 1 in association with a particular image--"displays youth." This self-congruity score was determined by figuring out the absolute difference between the actual-self-image score, which was 4 measured on a 5-point scale varying from low (a score of 1) to high (a score of 5), and the product-image score, which was 5 measured on a 5-point scale varying from low (a score of 1) to high (a score of 5).

$$\text{Self-Congruity with image - "displays youth"} = \left| \begin{array}{l} \text{Product Image} \\ - \text{"displays youth"} \end{array} - \begin{array}{l} \text{Actual-Self-Image} \\ - \text{"I am young"} \end{array} \right|$$

$$1 = |5 - 4|$$

A similar procedure is implemented for figuring out social-congruity, ideal-congruity, and ideal-social-congruity in respect to that image.

$$\text{Social-Congruity with Image - "displays youth"} = \left| \begin{array}{l} \text{Product Image} \\ - \text{"displays youth"} \end{array} - \begin{array}{l} \text{Social-Self-Image} \\ - \text{"people see me as being young"} \end{array} \right|$$

$$1 = |5 - 4|$$

$$\text{Ideal-Congruity with Image - "displays youth"} = \left| \begin{array}{l} \text{Product Image} \\ - \text{"displays youth"} \end{array} - \begin{array}{l} \text{Ideal-Self-Image -} \\ \text{"I like to be young"} \end{array} \right|$$

$$2 = \left| 5 - 3 \right|$$

$$\text{Ideal-Social-Congruity with Image = "displays youth"} = \left| \begin{array}{l} \text{Product Image} \\ - \text{"displays youth"} \end{array} - \begin{array}{l} \text{Ideal-Social-Self-Image -} \\ \text{"I like others to see me as being young"} \end{array} \right|$$

$$2 = \left| 5 - 3 \right|$$

From the arithmetical operations performed above, we get a self-congruity score of 1, a social-congruity score of 1, an ideal-congruity score of 2 in respect to Image--"displays youth." These congruity scores are then transformed on a scale varying from .01 to .99 where .01 indicates low congruity and .99 indicates high congruity. Specifically, the "1" scores of self-congruity and social-congruity become ".75" and the "2" scores of ideal-congruity and ideal-social-congruity become ".50." In other words, self-congruity now takes on a score of .75, social-congruity now takes on a .75 score, ideal-congruity now takes on a .50 score, and ideal-social-congruity now takes on a .50 score with respect to Image--"displays youth." Followingly, these congruity scores are averaged ($\frac{.75 + .75 + .50 + .50}{4}$) and the result is .625. This value is called the "transformed average congruity score."

Now in order to weight the purchase intention score, which is 4, to reflect the contribution of the congruity effect of the Image--

"displays youth" alone, we multiply the average transformed congruity score for that image, which is .625, with the purchase intention score to obtain a value of 2.490. In simple language, the 2.490 score says that out of the 4 purchase intention score, 2.490 of it is "determined" by the congruity effect associated with the Image--"displays youth."

$$\begin{array}{lcl} \text{Weighted Purchase} & & \\ \text{Intention score for} & = & \text{Purchase Intention} \\ \text{Image - "displays} & & \text{score} \\ \text{youth"} & & \times \text{Transformed} \\ & & \text{Average Congruity} \\ & & \text{score} \end{array}$$

$$2.490 = 4 \times .625$$

It must be noted that this method of partitioning does not render mutually exclusive and exhaustive set of weighted purchase intention scores.

The rationale underlying the weighting of Purchase Intention scores using average congruity scores involves the assumption that purchase intention is related to all congruity indices. This assumption was tested by correlating Purchase Intention scores with Self-Congruity, Social-Congruity, Ideal-Congruity, and Ideal-Social-Congruity scores. The results indicated that Purchase Intention was significantly correlated with all of the congruity variables across all of the four products (MGB $\rightarrow r_{SC.PI} = -.490, p < .01$; $r_{OC.PI} = -.448, p < .01$; $r_{IC.PI} = -.501, p < .01$; and $r_{ISC.PI} = -.561, p < .01$; PLAYGIRL $\rightarrow r_{SC.PI} = -.435, p < .01$; $r_{OC.PI} = -.441, p < .01$; $r_{IC.PI} = -.515, p < .01$; and $r_{ISC.PI} = -.555, p < .01$; GLAMOUR $\rightarrow r_{SC.PI} = -.577, p < .01$; $r_{OC.PI} = -.508, p < .01$; $r_{IC.PI} = -.547, p < .01$; and $r_{ISC.PI} =$

$-.530, p < .01$; VW RABBIT $\rightarrow r_{SC.PI} = -.467, p < .01$; $r_{OC.PI} = -.333, p < .01$; $r_{IC.PI} = -.527, p < .01$; and $r_{ISC.PI} = -.556, p < .01$) and therefore supporting the above assumption.

Another strategy to weight Overall Purchase Intention scores for each image was using subjects' explicit and overt attributions of their intention decisions. Subjects were instructed to attribute the extent to which (using percent scores) each image influenced their overall intention decision. These percent Attribution Scores were multiplied by Overall Purchase Intention Scores resulting into Partitioned Purchase Intention Score for each image. Thus,

$$\begin{array}{lcl} \text{Partitioned Purchase} & & \text{Overall Purchase} \\ \text{Intention Score for} & = & \text{Intention Score} \\ \text{Image } i & & \end{array} \quad \times \quad \begin{array}{l} \% \text{ Attribution} \\ \text{Score} \end{array}$$

The partitioning procedure using subjects' overt attributions of their intention decision was based on the assumption that people are basically aware of the inner dynamics involving their decision making. This procedure was tested on a preliminary basis but then discarded since it produced little to no variability among the Partitioned Purchase Intention scores. This was directly due to using too many attributes (30 images in all) coupled with the fact that subjects attributed their intention decision mostly to very few images. As a result, the scores were contaminated with too many zeros which in turn suppressed any variability among the scores (see Appendix F for a detailed reference to this methodology).

To use the image-level procedure, only those images which scored high on Product-Image variables were selected, otherwise these

hypothesized relationships might not have been at all visible. Secondly, since we were testing across various levels of Ideal-Congruity and Ideal-Social-Congruity, specific images which met the criteria of the various levels of Ideal-Congruity and Ideal-Social-Congruity specified below were selected. For example, in order to test the Self-Ideal Discrepancy-Purchase Intention relation under high Ideal-Congruity and Ideal-Social-Congruity, those images in which subjects have mostly experienced high ideal-congruity and ideal-social-congruity were selected for this condition, and similarly for the remaining conditions. This task was accomplished by inspecting the average Ideal-Self-Image and Ideal-Social-Self-Image scores pertaining to each image. Images which had high average Ideal-Self-Image and Ideal-Social-Self-Image scores indirectly indicate that most of the subjects have experienced high ideal-congruity and ideal-social-congruity on those images, and therefore those images were selected for the high ideal-congruity and ideal-social-congruity condition. This procedure was further complemented by selecting those subjects who experienced high ideal-congruity and ideal-social-congruity in reference to those images which were selected for the high Ideal-Congruity and Ideal-Social-Congruity condition.

A similar selection procedure was implemented to place images in the moderately high, moderate, moderately low, and low Ideal-Congruity and Ideal-Social-Congruity conditions.

To test for the relationship between Purchase Intention and Self-Ideal Discrepancy under high Ideal-Congruity, those images which were

selected for this condition were subjected to an analysis-of-variance procedure. Specifically subjects who experienced high Ideal-Congruity with those images were selected. Followingly, an analysis-of-variance procedure was undertaken treating Purchase Intention scores as the dependent variable and DISAS scores as the independent variable and the obtained relationship plotted. In statistical terms, the scores falling in the high Ideal-Congruity condition of the Ideal-Congruity variable were treated with DISAS scores (the independent variable) by the weighted Purchase Intention scores (the dependent variable) in a one-way analysis-of-variance procedure. To test for curvilinearity, weighted Intention scores were regressed on DISAS scores and $(DISAS)^2$. This R^2 increment due to $(DISAS)^2$ was then tested for significance using an F-test. The same procedure was implemented with DISSS scores.

To test for the relationship between Purchase Intention and Self-Ideal Discrepancy under high Ideal-Social-Congruity, the same procedure applied to the high Ideal-Congruity condition was implemented here with the exception of treating DISSAS and DISSS scores as the independent variable in two separate one-way analysis-of-variance procedures.

CHAPTER VI

RESULTS

Table 1 shows that both Product Preference scores and Purchase Intention scores are significantly and highly correlated with Self-Congruity, Social-Congruity, Ideal-Congruity, and Ideal-Social-Congruity scores. That is, the data strongly show that congruities between the various perspectives of the self-concept and product-images are strongly related to both product preference and purchase intention.

The exact nature of these relationships was tested by finding out to what extent the data confirm or disconfirm the following hypotheses:

The first hypothesis was tested by regressing Product Preference scores on Ideal-Congruity (Ideal-Social-Congruity) and Self-Congruity (Social-Congruity) taken jointly (i.e., standard multiple regression analysis), and the results are shown in Table 2. The results of this analysis show that the reduced model in which Ideal-Congruity was treated alone while partialling out Self-Congruity was statistically more adequate in predicting Product Preference for only the MGB and VW RABBIT compared to the full model in which both Ideal-Congruity and Self-Congruity were entered. The same pattern was revealed in testing for the significance of the R^2 increment between the full model in which Ideal-Social-Congruity and Social-Congruity were both entered and the reduced model in which Ideal-Social-Congruity was treated alone while partialling out Social-Congruity.

TABLE 1

PRODUCT PREFERENCE AND PURCHASE INTENTION
CORRELATED WITH SELF-CONGRUITY, SOCIAL-CONGRUITY, IDEAL-
CONTRUITY, AND IDEAL-SOCIAL-CONGRUITY

Products

Variables	MGB	PLAYGIRL	GLAMOUR	VW RABBIT
PREF with SC	-.249****	-.467****	-.645****	-.257****
PREF with OC	-.231****	-.483****	-.565****	-.168****
PREF with IC	-.295****	-.464****	-.612****	-.320****
PREF with ISC	-.256****	-.488****	-.592****	-.341****
INT with SC	-.490****	-.435****	-.577****	-.467****
INT with OC	-.448****	-.441****	-.508****	-.333****
INT with IC	-.501****	-.515****	-.547****	-.527****
INT with ISC	-.516****	-.555****	-.530****	-.556****
PREF with INT	.475****	.630****	.836****	.567****

Note: PREF = Product Preference
INT = Purchase Intention
SC = Self-Congruity
OC = Social-Congruity
IC = Ideal-Congruity
ISC = Ideal-Social-Congruity

*p<.10

**p<.05

***p<.025

****p<.01

High Scores indicate high incongruity.
Thus, negative correlations mean that
the greater the congruity, the greater
the preference or intention to purchase.

TABLE 2

RESULTS OF STANDARD MULTIPLE REGRESSION ANALYSIS
TREATING PRODUCT PREFERENCE AS A FUNCTION OF IDEAL-CONGRUITY
(IDEAL-SOCIAL-CONGRUITY) AND SELF-CONGRUITY (SOCIAL-CONGRUITY)

Product	Product Preference R^2	= Ideal-Congruity (Beta)(Simple r)	+ Self-Congruity (Beta)(Simple r)	Incremental F-test between full model (IC+SC) and reduced model (IC)
MGB	.087****	= (-.264*)(-.295****) .078	+ (-.037)(-.249****) .009	1.966
PLAYGIRL	.237****	= (-.248*)(-.465****) .110	+ (-.262*)(-.467****) .122	16.910****
VW RABBIT	.102****	= (-.307**)(-.320****) .098	+ (-.016)(-.257****) .004	.436
GLAMOUR	.428****	= (-.217)(-.612****) .133	+ (-.457****)(-.645****) .295	50.542****

TABLE 2

(Continued)

Product	Product Preference R ²	Ideal-Social- Congruity (Beta)(Simple r)	+ Social Congruity (Beta)(Simple r)	Incremental F-test between full model (ISC+OC) and reduced model (ISC)
MGB	.069***	$=(-.188)(-.256^{****})$.048	+ $(-.092)(-.231^{****})$.021	2.210
PLAYGIRL	.262****	$=(-.282^{**})(-.488^{****})$.137	+ $(-.258^{*})(-.483^{****})$.125	16.599****
VW RABBIT	.121****	$=(-.394^{****})(-.341^{****})$ + .134	$(.083)(-.168^{**})$ -.014	1.449
GLAMOUR	.370****	$=(-.395^{****})(-.592^{****})$ + .234	$(-.241^{*})(-.565^{****})$.136	21.155****

* p < .10
 ** p < .05
 *** p < .025
 **** p < .01

Note: IC = Ideal-Congruity
 SC = Self-Congruity
 ISC = Ideal-Social-Congruity
 OC = Social-Congruity

Two canonical correlation analyses were performed on the same data. The first analysis treated Ideal-Congruity and Self-Congruity with respect to each product as the predictor variables set and Product Preference with respect to each product as the criterion variables set. The results of this analysis are shown in Table 3. The second analysis treated Ideal-Social-Congruity and Social-Congruity with respect to each product as the predictor variables set and Product Preference with respect to each product as the criterion variables set. The results of this analysis are shown in Table 3.

The pattern of results was found to be consistent with the results produced by the regression analyses. That is, Ideal-Congruity (and Ideal-Social-Congruity) were found to be better predictors of Product Preference than Self-Congruity (and Social-Congruity) with respect to the MGB and VW RABBIT. However, with respect to PLAYGIRL and GLAMOUR, both Ideal-Congruity (and Ideal-Social-Congruity) and Self-Congruity (and Social-Congruity) were found to be equally predictive of Product Preference.

The first corollary to the first hypothesis which states that product preference is high under high ideal-congruity and high ideal-social-congruity, moderate under high ideal-congruity and low ideal-social-congruity, moderate under low ideal-congruity and high ideal-social-congruity, and low under low ideal-congruity and low ideal-social-congruity, was tested by regressing Product Preference scores on Ideal-Congruity, Ideal-Social-Congruity, and the interaction between Ideal-Congruity and Ideal-Social-Congruity, taken jointly.

TABLE 3

RESULTS OF TWO CANONICAL ANALYSES TREATING PRODUCT
PREFERENCE WITH IDEAL-CONGRUITY TOGETHER WITH
SELF-CONGRUITY AND IDEAL-SOCIAL-CONGRUITY
TOGETHER WITH SOCIAL-CONGRUITY
ACROSS ALL FOUR PRODUCTS

	Variate I		Variate II		Variate III	
	Weights	% Squared Loadings	Weights	% Squared Loadings	Weights	% Squared Loadings
<u>Criterion</u> <u>Variables Set</u>						
PREF-MGB	.099	3.07	.266	14.83	.866	73.64
PREF-PLAYGIRL	.242	20.58	.815	63.04	-.451	18.86
PREF-VW RABBIT	-.270	11.37	-.373	18.29	-.447	7.27
PREF-GLAMOUR	.816	64.98	-.655	17.18	-.141	.23
<u>Predictor</u> <u>Variables Set</u>						
IC-MGB	-.080	8.47	-.269	.50	-1.070	47.51
IC-PLAYGIRL	.145	10.41	-.505	21.10	.706	8.12
IC-VW RABBIT	.407	7.51	.465	28.65	.545	2.79
IC-GLAMOUR	-.338	20.83	.795	15.03	-.085	2.18
SC-MGB	-.041	11.64	.248	.08	-.039	21.33
SC-PLAYGIRL	-.112	12.36	-.371	17.19	.022	7.88
SC-VW RABBIT	.093	3.24	-.144	11.13	-.286	4.85
SC-GLAMOUR	-.530	25.54	.023	6.31	.458	5.33
Canonical Correlation	.718 (p<.000)		.612 (p<.000)		.436 (p<.020)	

TABLE 3
(Continued)

	Variate I		Variate II		Variate III	
	Weights	[%] Squared Loadings	Weights	[%] Squared Loadings	Weights	[%] Squared Loadings
<u>Criterion Variables Set</u>						
PREF-MGB	.099	.95	.225	.00	-.766	70.72
PREF-PLAYGIRL	.557	11.93	.591	21.34	.516	17.34
PREF-VW RABBIT	-.418	23.52	-.305	9.22	.575	11.82
PREF-GLAMOUR	.484	33.23	-.937	69.43	.045	.11
<u>Predictor Variables Set</u>						
ISC-MGB	-.028	7.45	-.229	2.45	1.225	47.73
ISC-PLAYGIRL	-.235	17.85	-.426	2.75	-.774	4.89
ISC-VW RABBIT	.591	12.68	.238	12.24	-.139	2.79
ISC-GLAMOUR	-.221	11.95	.880	47.75	-.052	1.40
OC-MGB	-.105	9.06	.238	1.94	-.159	24.21
OC-PLAYGIRL	-.177	20.55	-.464	3.67	.209	4.54
OC-VW RABBIT	-.018	3.13	-.108	2.43	-.241	10.59
OC-GLAMOUR	-.218	17.32	.319	27.04	-.289	3.84
Canonical Correlation	.703 (p<.000)		.617 (p<.000)		.436 (p<.020)	

Note: IC = Ideal-Congruity
 SC = Self-Congruity
 PREF = Product Preference

ISC = Ideal-Social-Congruity
 OC = Social-Congruity

With respect to the MGB, 11.4% of the total variance was predicted ($p < .01$) mainly by Ideal-Congruity (Beta = $-.848$, $p < .01$). Ideal-Social-Congruity and the interaction term failed to account for any significant portion of the predicted variance.

With respect to PLAYGIRL, 23.9% of the total variance was predicted ($p < .01$) mainly by Ideal-Social-Congruity (Beta = $-.542$, $p < .01$). Ideal-Congruity and the interaction term failed to account for any significant portion of the predicted variance.

With respect to the VW RABBIT, 13.2% of the total variance was predicted ($p < .01$) mainly by Ideal-Social-Congruity (Beta = $-.618$, $p < .01$). Ideal-Congruity and the interaction term failed to account for any significant portion of the predicted variance.

And finally with respect to GLAMOUR, 37.5% of the total variance was predicted ($p < .01$) mainly by Ideal-Congruity (Beta = $-.527$, $p < .01$). Ideal-Social-Congruity and the interaction variable failed to account for any significant portion of the predicted variance.

It may be speculated that the reason for the suppression of either Ideal-Congruity or Ideal-Social-Congruity effects may be due to the extreme multicollinearity between these two variables (MGB \rightarrow $r = .957$, $p < .01$; PLAYGIRL \rightarrow $r = .948$, $p < .01$; GLAMOUR \rightarrow $r = .939$, $p < .01$; and VW RABBIT \rightarrow $r = .957$, $p < .01$).

It was expected that only Ideal-Congruity and Ideal-Social-Congruity contribute significantly to the predicted variance. The results indicated that the interaction between Ideal-Congruity and Ideal-Social-Congruity failed to reach significance in every case and therefore support the hypothesis that Ideal-Congruity and Ideal-Social-

Congruity are additive and not interactive.

The same hypothesis (1st corollary) was tested by a canonical correlation analysis in an attempt to control for the high multicollinearity between Ideal-Congruity and Ideal-Social-Congruity. The following variables were lumped in the predictor variables set: Ideal-Congruity (IC), Ideal-Social-Congruity (ISC), and the interaction between IC and ISC with respect to all four products. The criterion variables set comprised of Product Preference with respect to all four products.

The results of this analysis are shown in Table 4. The pattern of results indicates that both IC and ISC were equally contributing to the predicted variance of Product Preference. Their interaction (ICxISC) contributed also to the predicted variance, however in the negative direction. These findings roughly correspond to the results derived from the regression analyses.

The second corollary which hypothesized a moderating effect due to product personalization was tested by inspecting the results of the three canonical analyses reported above. The first two canonical analyses tested the effect of Product Personalization on the relationship specified by the first hypothesis (see Table 3). The pattern of results suggests that the obtained relations were stronger for PLAYGIRL, MGB, and GLAMOUR (products varying from high to moderate in their personalization potential, respectively) than for the VW RABBIT (a low personalizing product). The third canonical analysis tested the effect of Product Personalization on the hypothesized relationship specified by the first corollary of the first hypothesis (the "additivity"

TABLE 4

RESULTS OF CANONICAL ANALYSIS TREATING PRODUCT PREFERENCE
WITH IDEAL-CONGRUITY AND IDEAL-SOCIAL-CONGRUITY AND THE
INTERACTION BETWEEN IDEAL-CONGRUITY AND
IDEAL-SOCIAL-CONGRUITY ACROSS ALL
FOUR PRODUCTS

	Variate I		Variate II		Variate III	
	Weights	% Squared Loadings	Weights	% Squared Loadings	Weights	% Squared Loadings
<u>Criterion</u> <u>Variables Set</u>						
PREF MGB	.239	6.36	.116	.12	.789	59.83
PREF PLAYGIRL	.246	19.32	.879	64.03	-.396	22.83
PREF VW RABBIT	-.415	17.80	-.220	12.53	-.561	11.71
PREF GLAMOUR	.699	56.51	-.686	23.33	-.394	5.62
<u>Predictor</u> <u>Variables Set</u>						
IC MGB	.116	7.16	-.256	.00	-.803	16.65
IC PLAYGIRL	.862	7.52	-.764	10.72	.902	7.11
IC VW RABBIT	.728	6.48	-.569	13.68	1.680	.81
IC GLAMOUR	-2.154	12.81	1.780	11.20	-2.574	9.18
ISC MGB	-.450	6.97	.144	.00	-1.214	13.50
ISC PLAYGIRL	-1.556	7.94	-1.262	10.51	.090	7.83
ISC VW RABBIT	-.374	5.18	.802	14.26	-.317	.54
ISC GLAMOUR	1.092	11.77	.201	7.98	1.038	12.78
A MBG	.088	7.02	.185	.26	1.223	10.17
B PLAYGIRL	.665	8.51	1.135	9.88	-.666	7.83
C VW RABBIT	.332	5.72	.056	13.68	-1.186	.36
D GLAMOUR	.475	12.91	-1.205	7.82	2.211	13.23

Note: PREF = Product Preference

IC = Ideal-Congruity

ISC = Ideal-Social-Congruity

A = ICxISC (MGB)

B = ICxISC (PLAYGIRL)

C = ICxISC (VW RABBIT)

D = ICxISC (GLAMOUR)

Canonical Correlation

I .730 (p<.000)

II .641 (p<.000)

III .532 (p<.003)

hypothesis) (see Table 4). The pattern of results was again found to be consistent with the product personalization hypothesis (second corollary of the first hypothesis). That is, the obtained relations were found to be stronger for PLAYGIRL, MGB, and GLAMOUR than for the VW RABBIT.

To summarize the results of the first hypothesis and its two corollaries, it can be stated that the standard regression analyses plus the canonical analyses produced results consistent with the first hypothesis only with respect to the MGB and VW RABBIT. That is, Ideal-Congruity (and Ideal-Social-Congruity) were found to be better predictors of Product Preference than Self-Congruity (and Social-Congruity). With respect to PLAYGIRL and GLAMOUR, both Ideal-Congruity (and Ideal-Social-Congruity) and Self-Congruity (and Social-Congruity) were found to contribute significantly to the predicted variance.

The results of the standard regression analysis and the canonical analysis support the hypothesis that Ideal-Congruity and Ideal-Social-Congruity affect Product Preference in an additive manner (first corollary). With respect to the moderating role of Product Personalization (second corollary) on the relationships hypothesized by the first hypothesis and its first corollary, the canonical analyses revealed a pattern consistent with what was expected. The obtained relations were found to be stronger for PLAYGIRL, MGB, and GLAMOUR (products varying from high to moderate in their personalization potential, respectively) than for the VW RABBIT (a low personalizing product).

The second hypothesis states that purchase intention is a function of both ideal-congruity and self-congruity or both ideal-social-

congruity and social-congruity. This hypothesis was tested by conducting separate standard multiple regression analyses for each product. Two incremental F-tests were used: the first F-test was designed to test the incremental difference in R^2 between the full model (i.e., Ideal-Congruity and Self-Congruity) and the reduced model in which Ideal-Congruity was treated alone while partialling out Self-Congruity; the second F-test was designed to test the incremental difference in R^2 between the full model and the reduced model in which Self-Congruity was treated alone while partialling out Ideal-Congruity (see Table 5). The results of this analysis indicated that both Ideal-Congruity and Self-Congruity should be included in the prediction model with respect to the MGB, VW RABBIT, and GLAMOUR but not with respect to PLAYGIRL. With respect to PLAYGIRL, Self-Congruity was found to be statistically not important in predicting Purchase Intention scores and therefore could be eliminated.

The same analyses were conducted by treating Purchase Intention as a function of Ideal-Social-Congruity and Social-Congruity (see Table 5). The results of these analyses indicated that both Ideal-Social-Congruity and Social-Congruity should be included in the prediction model with respect to the MGB and GLAMOUR but not with respect to PLAYGIRL and VW RABBIT. With respect to PLAYGIRL and VW RABBIT, Social-Congruity was found to be statistically not important in predicting Purchase Intention scores and therefore could be eliminated.

These results were supplemented by a canonical correlation analysis treating the congruity variables for all four products as the predictor variables set and Purchase Intention for all four products

TABLE 5

RESULTS OF STANDARD MULTIPLE REGRESSION ANALYSIS
TREATING PURCHASE INTENTION AS A FUNCTION
OF IDEAL-CONGRUITY (IDEAL-SOCIAL-CONGRUITY)
AND SELF-CONGRUITY (SOCIAL-CONGRUITY)

Product	Purchase Intention R ²	= Ideal-Congruity (Beta)(Simple r)	+ Self-Congruity (Beta)(Simple r)	Incremental F-test between full model (IC+SC) and reduced model (IC)	Incremental F-test between full model (IC+SC) and reduced model (SC)
MGB	.273****	= (-.302**)(-.501****) .152	+ (-.248*)(-.490****) .121	16.311***	20.355****
PLAYGIRL	.270****	= (-.493****)(-.515****)+ .254	+ (-.026)(-.435****) .011	2.148	34.730****
VW RABBIT	.285****	= (-.417****)(-.527****)+ .219	+ (-.139)(-.467****) .065	8.950****	30.154****
GLAMOUR	.342****	= (-.189)(-.547****) .103	+ (-.414****)(-.577****) .239	35.536****	15.370****

TABLE 5
(Continued)

Product	Purchase Intention = R^2	Ideal-Social-Congruity (Beta)(Simple r)	+ Social Congruity (Beta)(Simple r)	Incremental F-test between full model (ISC+OC) and reduced model (ISC)	Incremental F-test between full model (ISC+OC) and reduced model (OC)
MGB	.275****	= (-.408****)(-.516****) .210	+ (-.145)(-.448****) .065	8.718****	28.399****
PLAYGIRL	.309****	= (-.558****)(-.555****) .308	+ (-.004)(-.441****) .001	.000	44.064****
VW RABBIT	.312****	= (-.579****)(-.556****) .322	+ (.036)(-.333****) -.012	.000	46.151****
GLAMOUR	.297****	= (-.348**)(-.530****)	+ (-.223)(-.508****)	15.697****	25.607****

* $p < .10$
 ** $p < .05$
 *** $p < .025$
 **** $p < .01$

Note: IC = Ideal-Congruity
 SC = Self-Congruity
 ISC = Ideal-Social-Congruity
 OC = Social-Congruity

as the criterion variables set (see Table 6). The pattern of results was consistent with the regression results. That is, the hypothesis was supported with respect to the MGB and GLAMOUR but not with respect to PLAYGIRL and VW RABBIT.

The first corollary of the second hypothesis that under conditions of high ideal-congruity and high ideal-social-congruity (or high product preference), subjects who experience moderate degrees of positive self-ideal discrepancies would intend to purchase a product than those who experience low degrees of positive self-ideal discrepancies, who, in turn, would intend to purchase that product than those who experience high degrees of positive self-ideal discrepancies. At the other extreme, under conditions of low ideal-congruity and low ideal-social-congruity (or low product preference), subjects who experience moderate degrees of negative self-ideal discrepancies would not intend to purchase a product than those who experience low degrees of negative self-ideal discrepancies, who, in turn, would not intend to purchase that product than those who experience high degrees of negative self-ideal discrepancies (see Figure 3). This hypothesis also assumes that purchase intention is directly related to ideal-congruity and ideal-social-congruity (or product preference).

At the group-level, Product Preference scores and Self-Ideal Discrepancy scores were treated as two independent variables against the dependent variable, Purchase Intention, in a two-way analysis-of-variance between-subjects. An interaction effect between Product Preference (PREF) and each type of Self-Ideal Discrepancy (DISAS, DISSS, DISSAS, and DISSSS) was expected. This effect was only produced

TABLE 6

RESULTS OF CANONICAL ANALYSIS TREATING PURCHASE INTENTION
WITH IDEAL-CONGRUITY TOGETHER WITH SELF-CONGRUITY AND
IDEAL-SOCIAL-CONGRUITY TOGETHER WITH SOCIAL-CONGRUITY
ACROSS ALL FOUR PRODUCTS

	Variate I		Variate II		Variate III	
		%		%		%
	Weights	Squared Loadings	Weights	Squared Loadings	Weights	Squared Loadings
<u>Criterion Variables Set</u>						
INT-MGB	.347	16.85	.513	38.53	.733	27.40
INT-PLAYGIRL	.256	16.92	-.810	52.04	.129	.15
INT-VW RABBIT	-.582	30.43	.195	2.83	-.326	11.92
INT-GLAMOUR	.440	35.79	.326	6.50	-.951	60.53
<u>Predictor Variables Set</u>						
IC-MGB	-.375	13.65	-.297	14.41	-.199	4.51
IC-PLAYGIRL	-.058	12.27	.892	24.90	.415	1.20
IC-VW RABBIT	.522	16.43	-.028	10.99	.590	9.22
IC-GLAMOUR	.014	9.63	-.504	8.98	-.099	38.78
SC-MGB	-.063	12.83	-.404	18.14	-.643	5.71
SC-PLAYGIRL	.049	11.49	.209	11.79	-.390	.10
SC-VW RABBIT	.184	10.75	-.120	5.24	-.412	4.61
SC-GLAMOUR	-.430	12.94	.005	5.54	1.226	35.87
Canonical Correlation	.751 (p<.000)		.644 (p<.000)		.533 (p<.000)	

TABLE 6
(Continued)

	Variate I		Variate II		Variate III	
	Weights	% Squared Loadings	Weights	% Squared Loadings	Weights	% Squared Loadings
<u>Criterion</u> <u>Variables Set</u>						
INT-MGB	.388	15.44	-.449	31.50	.635	19.65
INT-PLAYGIRL	.375	17.32	.833	50.43	-.065	6.28
INT-VW RABBIT	-.680	33.19	-.043	.21	-.314	2.14
INT-GLAMOUR	.222	16.66	-.454	17.85	-.971	68.85
<u>Predictor</u> <u>Variables Set</u>						
ISC-MGB	-.412	15.78	.241	16.53	-.530	1.65
ISC-PLAYGIRL	-.113	13.22	-.941	20.78	.528	1.06
ISC-VW RABBIT	.713	20.01	-.007	7.08	.288	.43
ISC-GLAMOUR	-.164	6.40	.718	16.88	.168	35.42
OC-MGB	-.141	13.18	.451	17.95	-.237	12.64
OC-PLAYGIRL	-.102	14.13	-.212	10.03	-.484	5.10
OC-VW RABBIT	.030	8.17	.048	1.14	-.221	.67
OC-GLAMOUR	.061	8.47	-.032	9.33	1.004	33.62
Canonical Correlation	.780 (p<.000)		.663 (p<.000)		.468 (p<.001)	

Note: IC = Ideal-Congruity ISC = Ideal-Social-Congruity
 SC = Self-Congruity OC = Social-Congruity
 INT = Purchase Intention

for PREF x DISSAS interaction for PLAYGIRL ($F = 2.316$, $df = 4/91$, $p < .10$) and for PREF x DISSS interaction for VW RABBIT ($F = 2.928$, $df = 4/90$, $p < .025$) (see complete set of the analysis-of-variance results in Appendix H). By inspecting the scatter plots of these relations, a markedly unbalanced distribution of scores across the various Self-Ideal Discrepancy conditions was readily observed, and therefore may account for the suppression of the expected interaction effects (see scatter plots in Appendix H for more detail).

The same hypothesis was tested using a standard multiple regression analysis treating Purchase Intention scores as a function of Product Preference, Self-Ideal Discrepancies, and the interaction between Product Preference and Self-Ideal Discrepancies. In addition to this analysis, the same hypothesis was tested using a similar standard multiple regression procedure treating Purchase Intention scores as a function of Ideal-Congruity plus Ideal-Social-Congruity (IC + ISC), Self-Ideal Discrepancies, and the interaction between Ideal-Congruity plus Ideal-Social-Congruity and Self-Ideal Discrepancies. The pattern of results was fairly comparable to the analysis-of-variance results described above. That is only the Product Preference variable (and the IC + ISC variable) was found to significantly predict Purchase Intention compared to the Self-Ideal Discrepancy and the interaction variables. Still testing the first corollary of second hypothesis, an image-level procedure was used to examine the nature of the relationship between Purchase Intention and Self-Ideal Discrepancies under various levels of Ideal-Congruity and Ideal-Social-Congruity for each selected image.

By inspecting the means and standard deviations of the Product Images and Ideal-Self-Images together with Ideal-Social-Self-Images, Image 21 ("displays independence") was selected for the high Ideal-Congruity and Ideal-Social-Congruity condition as applied to the MGB; Image 8 ("displays sex-appeal") was selected for the moderately high Ideal-Congruity and Ideal-Social-Congruity condition as applied to the MGB; Image 12 ("displays being good at manipulating men") was selected for the moderate Ideal-Congruity and Ideal-Social-Congruity condition as applied to PLAYGIRL; Image 11 ("displays a preoccupation with looks") was selected for the moderately low Ideal-Congruity and Ideal-Social-Congruity condition as applied to GLAMOUR; and Image 15 ("displays self-centeredness") was selected for the low Ideal-Congruity and Ideal-Social-Congruity condition as applied to GLAMOUR (refer back to Data Analysis section for a review of this selection procedure and see Appendix I for more detail on the selection process).

A one-way analysis-of-variance between-subjects breakdown on Self-Ideal Discrepancy scores by Purchase Intention scores for those subjects who experienced high Ideal-Congruity (with Image 21--"displays independence" as applied to the MGB) shows that discrepancy scores between Ideal-Self-Images and Actual-Self-Image (IC-DISAS) and between Ideal-Self-Image and Social-Self-Image (IC-DISSS) were significantly related to Purchase Intention Scores ($F = 4.449$, $df = 4/29$, $p < .01$ and $F = 2.425$, $df = 3/29$, $p < .10$, respectively); however, a test for curvilinearity and plot of the data failed to show the expected function. Discrepancy scores between Ideal-Social-Self-Image and Actual-

Self-Image (ISC-DISSAS) and between Ideal-Social-Self-Image and Social-Self-Image (ISC-DISSSS) were found not to be significantly related to Purchase Intention scores (for more detail, see complete set of breakdown tables, analysis-of-variance results, and data plots in Appendix J).

For those subjects who experienced moderately high Ideal-Congruity and Ideal-Social-Congruity (with Image 8--"displays sex-appeal" as applied to the MGB), IC-DISSS, and ISC-DISSAS scores were found to be significantly related to Purchase Intention scores ($F = 3.617$, $df = 5/43$, $p < .01$; $F = 2.704$, $df = 4/43$, $p < .05$; and $F = 3.904$, $df = 4/40$, $p < .025$, respectively), accounting for 32.2%, 21.7%, and 30.3% of the total variance, respectively. A test of curvilinearity indicated that the IC-DISSAS and ISC-DISSAS relations are curvilinear ($F = 4.101$, $df = 1/43$, $p < .05$ and $F = 3.787$, $df = 1/38$, $p < .10$, respectively). A plot of the means shows that the obtained pattern closely approximates the expected pattern with scores peaking at the moderate Self-Ideal Discrepancy conditions (for more detail, see complete set of breakdown tables, analysis-of-variance, and data plots in Appendix J).

For those subjects who experienced moderate Ideal-Congruity and Ideal-Social-Congruity (with Image 12--"displays a woman who is good at manipulating men" as applied to PLAYGIRL), none of the IC-DISSAS, IC-DISSS, ISC-DISSAS, ISC-DISSSS relations were found to be significant although some directional support was detected (for more detail, see complete set of breakdown tables, analysis-of-variance results, and data plots in Appendix J).

For those subjects who experienced low Ideal-Congruity and Ideal-Social-Congruity (with Image 13--"displays self-centeredness" as applied to GLAMOUR), the IC-DISAS and ISC-DISSAS relations were found to be significant ($F = 7.907$, $df = 2/12$, $p < .01$, and $F = 26.307$, $df = 2/11$, $p < .01$, respectively), accounting for 61.3% and 85.4% of the total variance, respectively. However, a test for curvilinearity showed that none of these obtained relations are curvilinear, but an examination of the plot of means indicates that these relations are more monotonic than curvilinear in form (for more detail, see complete set of breakdown tables, analysis-of-variance, and data plots in Appendix J).

In general, it could be stated that the pattern of the obtained results provided partial support for the first corollary of the second hypothesis. The obtained relations in the instance of the moderately low and low Ideal-Congruity and Ideal-Social-Congruity conditions approximated a monotonic function rather than the expected curvilinear function. This specific finding can be explained by taking into account the moderating role of "image attainability" which will be discussed fully in the Discussion chapter. Furthermore, it should be noted that the lack of significance of some of the results may not be indicative of "disconfirmation" but may reflect the distributional quality of the data (i.e., data sparseness). The data provided sufficient directional support for the hypothesis to warrant further attempt at experimental validation.

The second corollary of the second hypothesis, which states that the hypothesized function specified by the second hypothesis would be

stronger for high personalizing products than for low personalizing products, was tested through the canonical analysis procedure. These results show that the obtained relations were shown more strongly for the PLAYGIRL, MGB, and GLAMOUR (products varying from high to moderate in their personalization potential) than for the VW RABBIT (a low personalizing product), and therefore provide some support to the moderating role of product personalization on purchase intention.

The second corollary of the second hypothesis, which also states that the hypothesized relation between self-ideal discrepancies and purchase intention under the various levels of ideal-congruity and ideal-social-congruity (or product preference) would be more apparent for high personalizing products than for low personalizing products, was tested using both group-level and image-level procedures.

By comparing the analysis-of-variance results performed on the group-level treating Overall Purchase Intention scores as a function of Product Preference and Self-Ideal Discrepancies scores across the four products varying in their personalization potential, no apparent systematic deviations were visible among PLAYGIRL, MGB, GLAMOUR, and VW RABBIT products (see Appendix H for more detail on results).

The image-level analysis of the same hypothesis was conducted as follows: Upon inspection of the means and standard deviations of the Product Images, four images were found that varied considerably in their Product-Image scores across the four products with MGB, and PLAYGIRL having high scores (high personalizing products), GLAMOUR having a moderate score (moderate personalizing product), and the

VW RABBIT having a low score (low personalizing product). As a result of this inspection, Image 16 ("displays a person who does fun and crazy things"), Image 4 ("displays a carefree person"), Image 22 ("displays a person who is daring and is a flirt"), and Image 8 ("displays a sexy person") were selected to undergo further analysis.

Once these images were selected based on their declining mean perceived Product-Image scores, the decision was made pertaining to which Ideal-Congruity and Ideal-Social-Congruity condition each of these images should undergo analysis. This task was accomplished by examining the images mean Ideal-Self-Image (ISI) scores and mean Ideal-Social-Self-Image (ISSI) scores (the same task was performed for selecting images to place them under the various Ideal-Congruity and Ideal-Social-Congruity conditions in testing the second hypothesis) (refer back to Data Analysis chapter for a review of this selection procedure). Consequently, Images 16 and 4 were assigned to the high Ideal-Congruity and Ideal-Social-Congruity condition and Images 22 and 8 were assigned to the moderately high Ideal-Congruity and Ideal-Social-Congruity condition.

In respect to Image 16, those subjects who experienced high Ideal-Congruity and Ideal-Social-Congruity with that image were further selected out and their scores were subjected to a one-way analysis-of-variance between subjects treating Self-Ideal Discrepancies as the independent variable and Partitioned Purchase Intention scores as the dependent variable across all products. The results showed significance for the MGB IC-DISSS relation ($F = 3.120$, $df = 3/35$, $p < .05$, $\text{Eta}^2 =$

.226), for the GLAMOUR IC-DISAS relation ($F = 3.187$, $df = 2/14$, $p < .10$, $\text{Eta}^2 = .346$), for the GLAMOUR IC-DISSS relation ($F = 5.108$, $df = 3/14$, $p < .025$, $\text{Eta}^2 = .582$), for the VW RABBIT IC-DISAS relation ($F = 7.968$, $df = 2/9$, $p < .025$, $\text{Eta}^2 = .695$), for the VW RABBIT IC-DISSS relation ($F = 7.968$, $df = 2/9$, $p < .025$, $\text{Eta}^2 = .695$), and for the VW RABBIT ISC-DISSSS relation ($F = 4.906$, $df = 5/17$, $p < .025$, $\text{Eta}^2 = .671$). These significant relations were then tested for curvilinearity and the results showed significance for all of the above relations except for one (MGB IC-DISSS $\rightarrow F = 9.630$, $df = 1/33$, $p < .01$; GLAMOUR IC-DISAS $\rightarrow F = 5.406$, $df = 1/12$, $p < .05$; GLAMOUR IC-DISSS $\rightarrow F = 19.204$, $df = 1/12$, $p < .01$; VW RABBIT IC-DISAS $\rightarrow F = 55.785$, $df = 1/7$, $p < .01$; and VW RABBIT ISC-DISSSS $\rightarrow F = 19.793$, $df = 1/15$, $p < .01$). By inspecting the plot of the means, it was observed that almost all of these relations were curvilinear peaking at low or moderate levels of positive Self-Ideal Discrepancies (for more detail, see Appendix K). These results, although they provide additional support for the first corollary, failed to support the second corollary, i.e., no systematic deviations were detected among the four products varying in their personalization potential.

In respect to Image 4, the MGB IC-DISAS, IC-DISSS, and ISC-DISSAS relations were found to be significant ($F = 2.604$, $df = 5/36$, $p < .05$, $\text{Eta}^2 = .296$; $F = 2.599$, $df = 3/36$, $p < .10$, $\text{Eta}^2 = .191$; and $F = 2.085$, $df = 5/48$, $p < .10$, $\text{Eta}^2 = .195$, respectively). In addition, the VW RABBIT ISC-DISSAS relation was also significant ($F = 4.302$, $df = 3/23$, $p < .05$, $\text{Eta}^2 = .392$). In testing for curvilinearity, 3 out of 4 of these relations were found to be significant

(MGB IC-DISSS $\rightarrow F = 9.630$, $df = 1/33$, $p < .01$; MGB ISC-DISSAS $\rightarrow F = 4.540$, $df = 1/38$, $p < .05$; and VW RABBIT ISC-DISSAS $\rightarrow F = 8.978$, $df = 1/15$, $p < .01$). By inspecting the plot of the means, it was observed that most of these relations were curvilinear peaking at low or moderate levels of positive Self-Ideal Discrepancies (for more detail, see Appendix K). Again, it can be stated that these results failed to support the second corollary of the second hypothesis. In general, however, the results provided some additional support for the first corollary of the second hypothesis.

In respect to Image 22, the MGB IC-DISAS, IC-DISSS, ISC-DISSAS, and ISC-DISSSS relations were found to be significant ($F = 2.972$, $df = 5/38$, $p < .025$, $\text{Eta}^2 = .310$; $F = 2.060$, $df = 5/38$, $p < .10$, $\text{Eta}^2 = .238$; $F = 3.015$, $df = 3/31$, $p < .05$, $\text{Eta}^2 = .244$; and $F = 2.537$, $df = 5/31$, $p < .05$, $\text{Eta}^2 = .328$). However, in testing these relations for curvilinearity none were found significant (see Appendix K for more detail). These results failed to support the first and second corollaries of the second hypothesis.

In respect to Image 8, the following relations were found to be significant: MGB IC-DISAS ($F = 3.617$, $df = 5/43$, $p < .01$, $\text{Eta}^2 = .322$), MGB IC-DISSS ($F = 2.704$, $df = 4/43$, $p < .05$, $\text{Eta}^2 = .217$), MGB ISC-DISSAS ($F = 3.909$, $df = 4/40$, $p < .025$, $\text{Eta}^2 = .303$), VW RABBIT IC-DISAS ($F = 14.172$, $df = 3/34$, $p < .01$, $\text{Eta}^2 = .578$), and VW RABBIT IC-DISSS ($F = 6.052$, $df = 4/34$, $p < .01$, $\text{Eta}^2 = .447$). Tests for curvilinearity show that only the MGB IC-DISAS was significant ($F = 4.101$, $df = 1/41$, $p < .05$) (see Appendix K for more detail).

These results failed to provide significant support for the first and second corollaries.

Again, it should be noted that the lack of support shown for the hypothesis does not necessarily mean "disconfirmation" but could be reflective of the sparseness of relevant data. It could be stated however that directional support was provided for the first and second corollaries of the second hypothesis. This assertion is partially based on inspecting the breakdown analyses and data plots prima facia. Increasing the sample size might provide full confirmation of these hypotheses.

CHAPTER VII

DISCUSSION

One clearcut finding which appeared highly visible in this study is that both product preference and purchase intention were significantly and highly related to self-congruity, social-congruity, ideal-congruity, and ideal-social-congruity. This finding establishes the fact that congruence between a product symbol or image and the consumer's self-concept does indeed have a lot to do with his/her liking or disliking of that product as well as his/her stated motivation to buy or not to buy that product.

Specifically, the hypothesis that product preference is a function of ideal-congruity (and ideal-social-congruity) alone, and not a function of ideal-congruity plus self-congruity (and ideal-social-congruity plus social-congruity) was supported only with respect to the MGB and VW RABBIT. With respect to PLAYGIRL and GLAMOUR, product preference was found to be a function of both ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity).

By inspecting the means of the various congruity variables for each product, it was observed that the mean Ideal-Congruity (IC) and Ideal-Social-Congruity (ISC) scores for both MGB and VW RABBIT were relatively equal to their Self-Congruity (SC) and Social-Congruity counterparts (MGB \rightarrow IC = 1.251, ISC = 1.264, SC = 1.172, and

OC = 1.262; and VW RABBIT \rightarrow IC = 1.168, ISC = 1.129, SC = 1.067, and OC = 1.107). However, for PLAYGIRL and GLAMOUR the mean IC and ISC scores were relatively different from the mean SC and OC scores (PLAYGIRL \rightarrow IC = 1.573, ISC = 1.580, SC = 1.380, and OC = 1.362; and GLAMOUR \rightarrow IC = 1.377, ISC = 1.365, SC = 1.179, and OC = 1.189). This disparity between the ideal and self-components provides a possible explanation for the obtained pattern of results. That is, given the fact that ideal-congruity (or ideal-social-congruity) is equal to or greater than self-congruity (or social-congruity), ideal-congruity (or ideal-social-congruity) will determine product preference. However, given that ideal-congruity (or ideal-social-congruity) is less than self-congruity (or social-congruity), ideal-congruity (or ideal-social-congruity) and self-congruity (or social-congruity) will together determine product preference.

Other explanations of this finding can be advanced. One explanation might involve the distinction between magazines and automobiles. It can be argued that automobiles are highly conspicuous, durable, highly priced, have high perceived risk associated with them, and therefore may be viewed as ego-involving products. Magazines, on the other hand, are not necessarily conspicuous, nondurable, affordably priced, and therefore may be viewed as low ego-involving products. Consequently, products which are ego-involving may have the tendency to influence the ideal components of the self-concept more than non-ego-involving products.

Still another explanation involves focusing on specific characteristics associated with GLAMOUR and PLAYGIRL magazines. It can

be argued that when it comes to clothes and physical appearance, consumers' actual- and social-self-images do play a dominant role in influencing product preference. Also, a person's sexuality may be strongly regulated by "what she is" and not particularly by "what she would like to be." Since GLAMOUR is a magazine of fashion and cosmetics, and PLAYGIRL is a sex magazine, it may be expected that self-congruity and social-congruity would play an equivalent role to ideal-congruity and ideal-social-congruity in influencing product preference.

In addition, the same finding may also be attributed to the high interrelationships found among the congruity variables (see correlation matrix in Appendix G). Moreover, the variability of scores constituting the congruity variables were found to be highly restricted, and therefore casting doubt on the reliability of the findings.

The hypothesis that ideal-congruity and ideal-social-congruity are additive in relation to product preference was supported by the data. Moreover, the relationships hypothesized above were found to be stronger for products varying from high to moderate in their personalization potential (i.e., PLAYGIRL, MGB, and GLAMOUR) than for a low personalizing product (i.e., VW RABBIT). It should be noted that results testing the moderating effect of product personalization on product preference were highly suggestive and not conclusive.

In respect to purchase intention, several hypotheses were advanced in an attempt to delineate the effect of the various congruity variables on stated purchase motivation. It was expected that both

ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity) would play a significant role in determining purchase intention. The results indicate that for some products, such as PLAYGIRL and VW RABBIT, ideal-congruity and/or ideal-social-congruity seem to play a more dominant role in predicting purchase intention than ideal-congruity together with self-congruity (and ideal-social-congruity together with social-congruity). For other products, such as the MGB and GLAMOUR, both ideal-congruity and self-congruity (and both ideal-social-congruity and social-congruity) seem to be essential in predicting purchase intention.

With respect to PLAYGIRL, it may be speculated that Purchase Intention scores were more affected by negative ideal images associated with that product, such as that of "preoccupation with sex and men" (Product Image: $\bar{X} = 3.426$, $SD = .766$, measured on a 5-point likelihood scale varying from 0 as low to 4 as high). Such a negative ideal image which is reflected in the subjects' ideal-self-image ($\bar{X} = .941$, $SD = 1.037$, measured on a 5-point desirability scale varying from 0 as low to 4 as high) and ideal-social-self-image ($\bar{X} = .713$, $SD = .887$, measured on a 5-point desirability scale varying from 0 as low to 4 as high) may have a stronger impact on purchase motivation than the subjects' actual-self-image ($\bar{X} = 1.455$, $SD = .954$, measured on a 5-point likelihood scale varying from 0 as low to 4 as high) or their social-self-image ($\bar{X} = 1.386$, $SD = 1.077$, measured on a 5-point likelihood scale varying from 0 as low to 4 as high). The same argument can be applied with respect to the VW RABBIT, however limited to the

ideal-social-self-image. That is, female college students may have a negative ideal-social-self-image in relation to "housewifing" ($\bar{X} = .495$, $SD = .879$). And since the VW RABBIT has a "middle-class housewife" image associated with it (Product Image: $\bar{X} = 2.574$, $SD = 1.013$), it may therefore account for their lack of purchase motivation.

Another explanation of this finding involves the unreliability of the data due to the high interrelationships found among the congruity variables plus the restricted range displayed by the congruity scores with respect to the effect of self-ideal discrepancies on stated purchase motivation. Specifically, it was hypothesized that consumers who experience high ideal-congruity and high ideal-social-congruity (or high product preference) with a particular product would be more motivated to purchase that product when they experience moderate degrees of positive self-ideal discrepancies than those who experience low degrees of positive self-ideal discrepancies, who, in turn, would be more motivated to purchase the same product than those who experience high degrees of positive self-ideal discrepancies. At the other extreme, consumers who experience low ideal-congruity and low ideal-social-congruity (or low product preference) with a particular product would be more motivated not to purchase that product when they experience moderate degrees of negative self-ideal discrepancies than those who experience low degrees of negative self-ideal discrepancies, who, in turn, would be more motivated not to purchase the same product than those who experience high degrees of negative self-ideal discrepancies (see Figure 3).

The statistical analysis using both group-level and image-level procedures as well as the plot of the data provided only directional support for this relationship. Again, it may be argued that with the elimination of the extreme multicollinearity problem, or correcting for the markedly unbalanced distribution of scores across the self-ideal discrepancies would have a better chance for confirming the hypothesized functions.

It was noted in the Results chapter that in some cases, especially under the moderately low and low ideal-congruity and ideal-social-congruity conditions, the obtained relations had scores peaking in the low self-ideal discrepancy conditions rather than in the moderate self-ideal discrepancy conditions. In order to explain this finding, we need to introduce the concept of "image attainability." Some desirable attributes seem to be commonly perceived as more "attainable" or reachable (e.g., sex-appeal) while other attributes may be commonly perceived as less "attainable" (e.g., daring, socially outgoing, etc.). By the same token, some undesirable attributes seem to be commonly perceived as difficult to do away with (e.g., self-centeredness or a preoccupation with one's looks). It seems reasonable to surmise that "nonattainable" images may force a function which peaks at low rather than moderate self-ideal discrepancies. Theoretically speaking, "nonattainable" images or attributes have the potential to induce self-consistency needs more than self-enhancement needs.

For example, consumers who experience ideal-congruity with a product which has an attainable image of "sex-appeal" and perceive

themselves as being "not that sexy" would be motivated to purchase that product to approach their ideal-image of "sex-appeal" (moderate degrees of positive self-ideal discrepancy) more than those consumers who experience ideal-congruity with the same product but perceive themselves as "being quite sexy" (low degrees of positive self-ideal discrepancy), who, in turn, would be motivated to purchase that product to maintain their ideal and actual image of themselves as "being sexy." Those consumers who experience low degrees of positive self-ideal discrepancy would be more motivated to purchase that product than those who experience ideal-congruity but perceive themselves as "ugly-looking" or potentially "unbeautifiable" and, as a result, abandon any attempt to approach this ideal but unrealistic image of "becoming sexy-looking."

On the other hand, consumers who experience ideal-congruity with a product which has a nonattainable or less attainable image of being "socially outgoing" and perceive themselves as being "socially outgoing" (low degrees of positive self-ideal discrepancy) would be motivated to purchase that product to maintain this satisfactory image of themselves more than those who experience the same amount of ideal-congruity but perceive themselves as "not being very much socially outgoing" (moderate degrees of positive self-ideal discrepancy). Those consumers who perceive themselves as "not being very much socially outgoing" would be somewhat motivated to purchase that product hoping to become more "socially outgoing" but not as motivated as those who already perceive themselves to be "socially outgoing" since becoming

more "socially outgoing" involves an image which is perceived difficult to attain. These two groups of consumers who experience low and moderate degrees of positive self-ideal discrepancy would, in turn, be more motivated than those who experience high degrees of positive self-ideal discrepancy (i.e., perceive themselves as "socially shy"). Consequently, it is postulated that "image attainability" may play a significant role in moderating the relationship between purchase intention and self-ideal discrepancy. The exact nature of this type of postulation is shown schematically in Figure 5.

Another explanation which may account for the obtained pattern produced under moderately low and low ideal-congruity and ideal-social-congruity conditions involves personality differences in self-esteem. Low self-esteem subjects might have been more motivated to purchase products which have images consistent with their actual- and social-selves (self-consistency motivation) than with their ideal- and ideal-social-selves (self-enhancement motivation). According to Losco (1979), low self-esteem individuals are less able to tolerate inconsistencies than high self-esteem individuals. High self-esteem individuals, on the other hand, may be more motivated to purchase products having images which enhance the self-concept by allowing the individual to approach his ideal-self or ideal-social-self (self-enhancement). In Kellian terminology (Kelly, 1955), high self-esteem individuals "extend" their construal systems by choosing or behaving in ways to approach their idealized images and thus enhance the conceptual differentiation of their construal systems. Low self-esteem

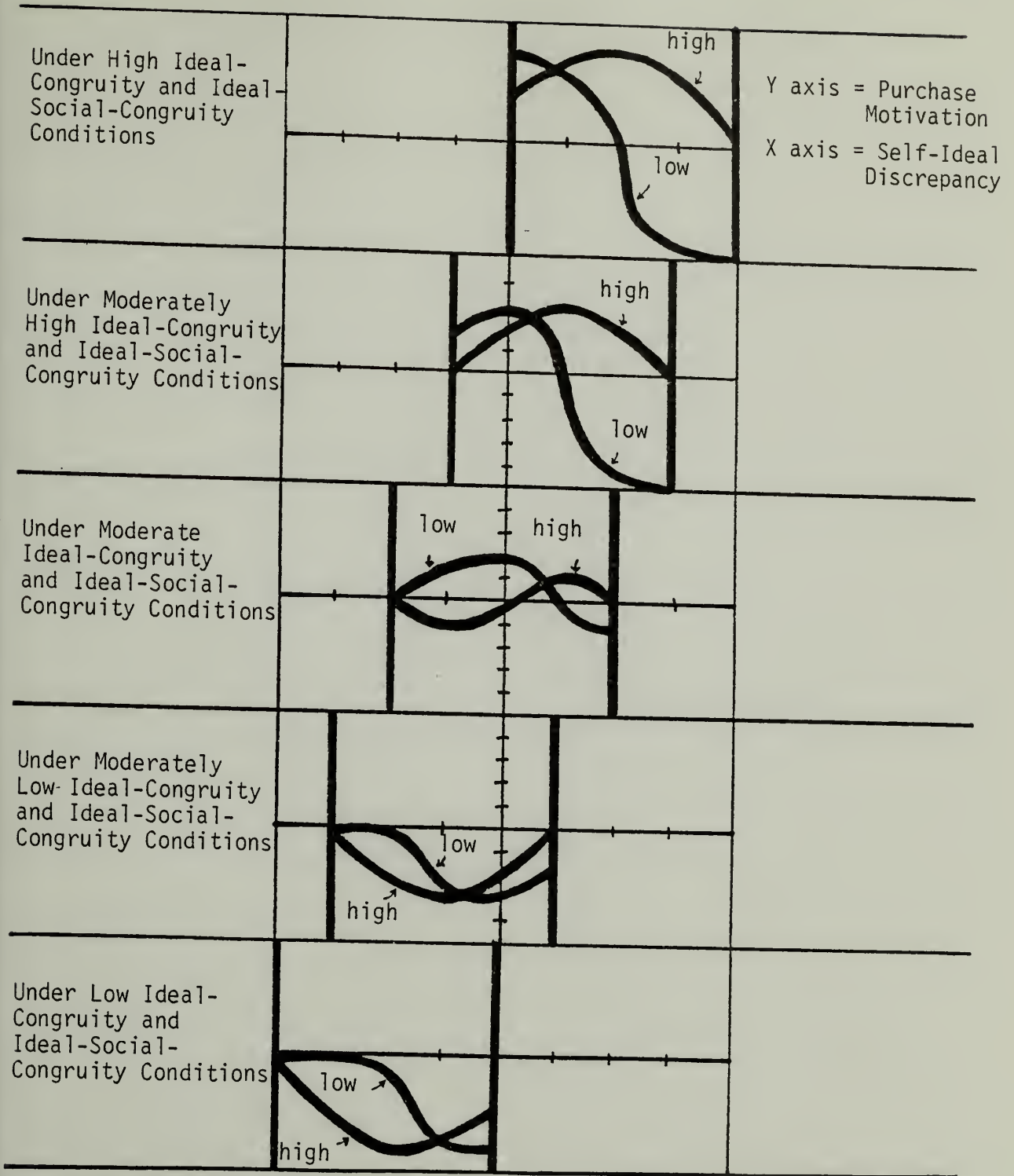


Fig. 5. Purchase Motivation as a Function of Self-Ideal Discrepancy and "Image-Attainability" Under Various Conditions of Ideal-Congruity and Ideal-Social-Congruity (or Product Preference)

individuals may be constricted by "definition." They act in ways that limit conceptual differentiation, since approach behavior may be accompanied with stimuli and events which can threaten their construal system by provoking anxiety. As a result, low self-esteem individuals limit their experiences to the familiar, to the knowable, and behave more consistently with their actual- and social-selves (self-consistency motivation) in order to protect their self-systems from threatening anxiety. However, the distinction between high and low self-esteem individuals must be accompanied by a further differentiation between "true" high self-esteem individuals and "defensive" high self-esteem individuals. Defensive high self-esteem people are low self-esteem people disguised as high self-esteem individuals. Defensive behavior in relation to self-esteem, according to Silber and Tippet (1965), can be thought of as an attempt by the person to accentuate his feelings of self-satisfaction as a defense against lower self-esteem. This defensive behavior has points of similarity to what has been referred to in relation to psychological tests as "faking good" or "social desirability" and involves the presentation of overly positive feelings about the self. Defensive high self-esteem subjects have frustrated self-enhancement needs and therefore tend to over-compensate by behaving in ways to reflect their idealized images of themselves (Combs, Richards & Richards, 1976; Losco, 1979). Therefore, it may be argued that defensive high self-esteem consumers would tend to be more motivated to purchase products consistent with their ideal-self-images and ideal-social-self-images (self-enhancing) than products consistent with their actual-self-images and social-self-images (main-

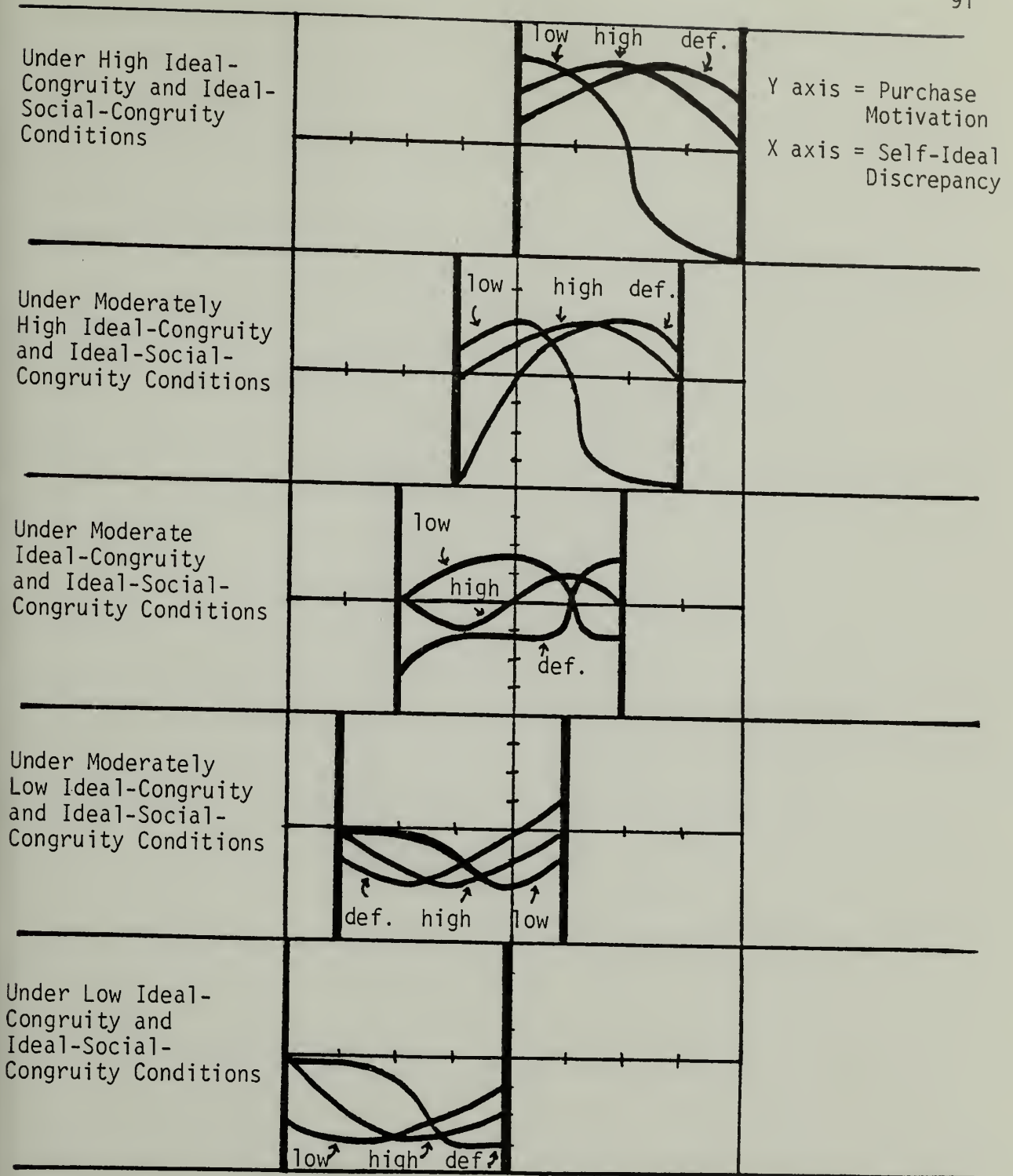


Fig. 6. Purchase Motivation as a Function of Self-Ideal Discrepancy and Self-Esteem Under Various Conditions of Ideal-Congruity and Ideal-Social-Congruity (or Product Preference).

taining consistency). The moderating role of self-esteem on the relationship between purchase motivation and self-ideal discrepancy as hypothesized by the present writer is schematically presented in Figure 6.

In respect to the moderating role of product personalization on the relationship between purchase intention and the congruity variables, the pattern of results provided some support for the hypothesis. However, the moderating effect of product personalization on the relationship between purchase intention and self-ideal discrepancy was not shown by the results obtained from both group-level and image-level procedures.

Conceptual and Methodological Difficulties

First, the measurement of purchase intention seemed to be strongly affected by the availability of other brands of the same product. Contrary to purchase intention, product preference did not seem to be affected by other brands. This problem was recognized during the preliminary testing procedure, and the question on purchase intention was phrased to reflect buying motivation or intention of that product or other brands similar to the product presented. This issue was apparently not thoroughly resolved since the experimenter had noticed that the similarity notion had been vague for some subjects. It is thus recommended in future studies that instructions elaborating the similarity notion must be presented to the subjects. These instructions should explain the similarity notion using product symbolism. For example, if the product at hand were a Jaguar, then the purchase

intention question should be phrased as follows: "Would you intend to buy a Jaguar or a similar sports car?"

Second, the usage of subjects' overt attributions of their purchase intentions to break down their intention scores to allow per-image analysis was not used in the overall analysis after it was shown in a preliminary test that the decomposed scores had very little variability for each image. The reason for this failure is twofold: one problem involves using too many images--30 to be exact; the second problem is that subjects were attributing their intention decision to only a few images. That is to say that by assigning certain percentage points to each image according to its importance to the subject's overall intention-decision left many images with 0 percentage points which overpowered any visible and true variability among the scores (see Appendix F).

Decomposition of intention scores based on average self-concept/product-image congruity scores was found to be more successful, and it may be construed as an information processing strategy that people do in fact utilize, psychologically speaking. However, caution must be exercised using this procedure since it decomposes the scores in a manner which probablistically favors a correlation with congruity scores.

Third, the use of the compensatory average or summative model to combine the various congruity or self-ideal discrepancy scores is a very crude procedure with many inherent problems discussed in the Data Analysis section. Briefly, first, the compensatory model assumes that people make rational decisions in the sense that they

consider all of the attributes involving the decision. Second, some images which have no bearing or association with a product have to be included in the assessment of overall congruity or overall self-ideal discrepancy to allow cross-product analysis. Third, specific types of congruities involving high perceived product-image scores are conceptually not equivalent to congruities involving low perceived product-image scores, although they have equivalent scores.

Recommendations for Future Research

The proposed self-concept model introduced in this study was tested using correlational techniques. The nature of the data was suggestive but not conclusive. The reason why the data failed to provide stronger confirmation supporting the model may be primarily due to the distributional problem encountered among the various congruities. This problem marked an imbalance in the distribution of scores throughout the various conditions. To remedy this ailment, two approaches may be pursued. One approach would be to conduct a large-scale correlational survey; the second approach would be to conduct laboratory experiments in which subjects would be instructed to play specified self-concept roles and then respond to consumer behavior situations, such as buying behavior. Future studies might be conducted in that direction.

The self-concept model as presented here explains how the consumer's self-concept interacts with perceptions of product symbols (product-images) to influence buying behavior. In other words, the proposed self-concept as introduced and tested in this study is a process model (i.e., explains and describes the self-concept/product-

image interaction process in determining product preference and purchase intention).

What needs to be done now is to find out the various personality, socio-cultural, socio-economic, situational, and product-related variables that moderate the congruity process.

Product Personalization is one product-related variable which was hypothesized to have a moderating effect on the self-concept in determining product preference and purchase motivation. The data provided some directional support for this hypothesis. It is suggested that GLAMOUR magazine and the VW RABBIT automobile may not be truly moderate and low, respectively, in their personalization potential but in fact comparably high or moderately high to the MGB automobile and the PLAYGIRL magazine. Future studies should use a larger pool of products from which products strongly varying in their personalization potential may be selected for further testing.

"Image attainability" is a product-related variable discussed previously (see Figure 6) which was postulated to play a salient role in moderating the relationship between purchase motivation and self-ideal discrepancy. Future studies should test these relationships.

Self-esteem is hypothesized to moderate the relationship between purchase intention and self-ideal discrepancy as described in the preceding section and as portrayed in Figure 7. Self-esteem can also interact with "image attainability" to produce a compounded effect.

Certain demographic variables may moderate the congruity process through their correlation with self-esteem. For example, race or ethnicity may moderate the congruity process through its correlation with self-esteem needs. Poor black people often dress "flashy" and drive "luxury" cars. This phenomenon can be explained if we speculate that these people are, in general, "defensive" in their self-esteem needs. Again, this type of speculation should be a subject of rigorous study.

Marketing Implications

The proposed self-concept model has clear implications for marketing research, product development, promotional strategies and pricing decisions.

For marketing research, the self-concept model serves as a frame-of-reference from which research can be conducted. Marketing research can provide the marketing manager with estimates of the relationship between purchase intention and self-ideal discrepancy for the desired market segment which can then be used in making marketing decisions. Further marketing research analysis can be performed relating demographic and other variables to the relationship between purchase intention and self-ideal discrepancy.

The information derived from the self-concept marketing analysis can be used to further develop the product to meet the needs and tastes of the desired market segments. The same information can be used for product positioning and developing advertising and promotional strategy to appeal to the desired marketing segment. Understanding the

market segment's degree of motivation to purchase the product can provide the marketing manager with information which can be used to estimate the demand-elasticity curve and thus further direct pricing decisions.

Recommendations for Proper Research Applications

1. The product-images have to be elicited from subjects who meet the qualifications of the desired market segment.
2. Use a summary profile containing the various elicited images instead of single images if at all possible.
3. To perform image-level analysis, the attribution method for decomposing overall purchase intention or motivation scores to reflect the contribution of each image is only recommended when there are only a few images.
4. The decomposition of overall purchase intention scores using average congruity scores is not recommended since the procedure forces a correlation between the decomposed purchase intention scores and congruity scores. This method is only to be used when such a correlation has already been shown.
5. The use of the compensatory model to derive overall congruity of self-ideal discrepancy scores is conceptually and methodologically "crude." Other more refined decision models must be developed for future applications. One suggestion involves the use of "importance weights." Subjects are instructed to rank or rate the designated images along an importance criterion revealing the extent to which the concerned images are important in their construal systems. These

importance weights may then be used to weight the various congruities or discrepancies before final summation or averaging is done.

6. To account for a major and significant portion of the variance in the relationship between purchase motivation and self-ideal discrepancy, the following moderating variables have to be entered in the analysis: product personalization, image attainability, and self-esteem needs.

Summary

A model of the self-concept was proposed in this study to predict product preference and purchase intention.

Twelve products selected from a large pool of products were pretested with 23 female subjects for the purpose of (1) eliciting consensual stereotypic images associated with the products, and (2) ranking the 12 products along a dimension of product personalization (i.e., the degree to which the use of a product can reveal personality characteristics of the consumer). Four products (PLAYGIRL magazine, MGB automobile, GLAMOUR magazine, and VW RABBIT automobile), varying from high to low in their personalization potential, along with their stereotypic images were selected to make-up the final questionnaire. The questionnaire contained items measuring the following variables: product preference (i.e., the degree to which a subject says she likes a product), purchase intention (i.e., the degree to which a subject says she would hypothetically intend to purchase a product), product image (i.e., the degree to which a subject states that the product projects a specific image), actual-self-image (i.e., the degree to

which a subject states that she perceives herself to have a specific image), social-self-image (i.e., the degree to which a subject states that she is perceived by others as having a specific image), ideal-self-image (i.e., the degree to which a subject states that she would like to have a specific image), and ideal-social-self-image (i.e., the degree to which a subject states that she would like to be perceived by others as having a specific image). One hundred and one female subjects were presented with a visual picture display of the four products and were then instructed to respond to the questionnaire.

It was hypothesized that congruity between a product image (PI) and the consumer's self-perspectives (i.e., self-congruity, social-congruity, ideal-congruity, and ideal-social-congruity), together with self-ideal discrepancies (discrepancies between ideal-self-image or ISI or ideal-social-self-image or ISSI and actual-self-image or ASI or social-self-image or SSI), are related to product preference and purchase intention. It was also hypothesized that the degree to which a product is personality-revealing (scores highly on the dimension of product personalization) moderates the congruity effect on both product preference and purchase intention.

At the image-level (i.e., analysis performed for a specific image rather than for the entire set of images), congruity between a product image and each of the self-perspectives was measured using an absolute-deviation index. Symbolically, self-congruity was measured as $|PI-ASI|$, ideal-congruity as $|PI-ISI|$, social-congruity as $|PI-SSI|$, and ideal-social-congruity as $|PI-ISSI|$. Self-ideal discrepancies were measured using a simple-discrepancy index. Symbolically, the discrepancy between

ISI and ASI was measured as ISI-ASI, the discrepancy between ISI and SSI as ISI-SSI, the discrepancy between ISSI and ASI as ISSI-ASI, and the discrepancy between ISSI and SSI as ISSI-SSI. A compensatory model (using an average index) was used to derive overall congruity and self-ideal discrepancy scores to allow analysis at the group-level (i.e., analysis performed for the entire set of images by providing one score per subject averaging across all images).

The hypothesis that product preference is a function of only ideal-congruity (and ideal-social-congruity) and not ideal-congruity plus self-congruity (and ideal-social-congruity plus social-congruity) was supported only with respect to the MGB and VW RABBIT. Preference to PLAYGIRL and GLAMOUR was affected by both ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity).

The data provided support for the hypothesis that ideal-congruity and ideal-social-congruity are related to product preference in an additive manner.

As expected, the relationships specified by the two preceding hypotheses were stronger for high to moderate personalizing products (i.e., PLAYGIRL, MGB, and GLAMOUR, respectively) than for a low personalizing product (i.e., VW RABBIT).

The pattern of results also showed that purchase intention is a function of both ideal-congruity and self-congruity (and ideal-social-congruity and social-congruity) only with respect to the MGB and GLAMOUR. Ideal-congruity (and ideal-social-congruity) was found to be a sufficient predictor of purchase intention of PLAYGIRL and VW

RABBIT, contrary to expectations.

It was also hypothesized that subjects who experience moderate degrees of positive self-ideal discrepancies are more motivated to purchase products through which they experience high ideal-congruity and high ideal-social-congruity or high product preference than those who experience low degrees of positive self-ideal discrepancies than those who experience high degrees of positive self-ideal discrepancies, in that order. On the other extreme, subjects who experience moderate degrees of negative self-ideal discrepancies are more motivated not to purchase products through which they experience low ideal-congruity and low ideal-social-congruity or low product preference than those who experience low degrees of negative self-ideal discrepancies than those who experience high degrees of negative self-ideal discrepancies, in that order. This hypothesis was tested using two types of procedures: group-level analysis and image-level analysis. Using the group-level procedure, the data provided little support for the hypothesis. To implement an image-level analysis, purchase intention scores had to be partitioned at the image-level. That is, each image had to have a purchase intention score which reflects the contribution of that image and that image alone to the overall purchase intention score. This task was accomplished by obtaining the average of self-congruity, ideal-congruity, social-congruity, and ideal-social-congruity scores pertaining to that image, transforming this average score on a scale ranging from .01 to .99, and then multiplying the result by the overall purchase intention score. This procedure

partitioned the purchase intention variable to the image level. The results derived from the image-level analysis provided some evidence in support of this hypothesis.

It was also hypothesized that the relationship between purchase intention and the congruity variables is moderated by product personalization. The pattern of results was somewhat consistent with this hypothesis. The relationship between purchase intention and self-ideal discrepancy was also hypothesized to be moderated by product personalization. This hypothesis was tested using both group-level and image-level procedures. The results provided little support for this hypothesis.

It was argued that the reason that the data failed to provide stronger confirmation of the proposed set of relationships may be primarily due to the markedly imbalanced distribution of scores across conditions. As a result, it was concluded that these findings were at best suggestive. Further experimental and/or survey validation was recommended.

Further theorizing led to the introduction of a product-related variable (image attainability) and a personality variable (self-esteem) moderating the congruity effect on purchase motivation.

FOOTNOTES

- 1 Self-image and product-image congruity refer to the match between the self-concept (any of the self-perspectives) and the portrayed image presented by a product, service, or store.
- 2 Although Grubb and Grathwohl's "self-congruity" model addresses itself to the furthering and enhancement of the self-concept "through the consumption of goods as symbols" which implies ideal-congruity or purchase behavior designed to realize the ideal-self-image, they only make reference to the actual-self-image.
- 3 Although Hughes and Guerrero refer to social-congruity, which denotes the tendency to match the social-self-image with the product-image, they seem to be really pointing out to ideal-congruity or ideal-social-congruity. This is reflected in their assertion "a buyer may select the brand which fits the image of what he would like to be (what he considers socially acceptable)."
- 4 The distinction between product preference and purchase intention is an important one. Consumers may like certain products but may not feel compelled to buy them. According to Lavidge and Steiner's (1961) "hierarchy of effects" model, product preference is a consumer phenomenon which occurs at the cognitive-affective levels of the cognitive-affective-conative hierarchy, whereas purchase intention occurs at the affective-conative levels.
- 5 Multicollinearity is a statistical term which refers to high intercorrelations among the independent variables treated in regression analysis.

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APPENDIX A

Frequency of Elicited Images of Six Automobiles

Image	Ford LTD	BMW	Mazda RX 7	MGB	VW Beetle	VW Rabbit
showy	2		2			
ambitious	1					1
wealthy	7	2	4			
spoiled	1		2	2		
ecology-minded		1			1	2
conservative	1	4			1	2
sporty		3	2	3		2
assertive	1	1				2
egotistical			1			
exhibitionist			1			
carefree			3	1		
summer-type person				1		
prestige-seeking				1		
powerful				2		
can get what she wants			1	1		
isn't rich	1		1	1		
average		1			3	1
inconspicuous	1				1	
easy to push around					1	
modern					1	
demanding						1
not forceful		1				1
woman's libber						1
stylish			1			1
practical	2		1			2
economy-minded		2			3	3
tries to get most of her \$		3			1	5
young		1			1	
fast-paced	5	1	9	6	4	3
outgoing			1	1		
likes to go out at night		1	1	3		
classy			3	1		
active			1			
not impulsive	1	1		3		1
doesn't value material things					1	
housewife					1	
has a small family		1			2	4
upper middle class	1	3			4	
slow-paced	4	3				
fun-going					1	
tends to do crazy things				5		
concerned with saving money			1	1		
a sale-opportunist					1	
late 40's-early 50's					1	
her children are grown						1
has a successful career	2	2				1
medical doctor	1					1

Image	Ford LTD	BMW	Mazda RX 7	MGB	VW Beetle	VW Rabbit
lives in a city apartment			2	1		
lives in a country backroad					1	
not into fashion					1	
has little imagination					1	
has many boyfriends					1	
traditional	1			2		
perfectionist		2		1		
more relaxed		1		1		
casual		1		1		
doesn't care what others think of her						
secure					1	
energetic					1	
optimistic			1			
caring			1			
overworked						1
available for men						1
submissive	1					
sophisticated	1					
free-spirited	2	3				
middle-class				1		
swinger		1				2
selfish			1	1		
stuck-up			1			
shallow				1		
has a big dog						1
no financial responsibilities						1
lower middle class			1			
struggling to save money					1	
has a large family					1	
drives the kids around						1
boring		1				2
model						
not practical			1			
divorced			1			
efficient		1			1	
lacking in drive					1	1
not concerned with her appearance					1	
not looking for a man					2	
co-habiting					1	
materialistic	3					1
concerned about what others think of her	2					
has a management job	1	1				
educated		1				
aware of many social issues		1		1	1	
sexist			1			
high school or college age			1			
loves to travel		1	2	2		

<u>Image</u>	Ford LTD	BMW	Mazda RX 7	MGB	VW Beetle	VW Rabbit
lives in the suburbs					1	1
social worker						1
enjoys helping people						2
lives a quiet life					1	1
concerned about finances						1
looking for a husband						1
late 20's-early 30's	3		2	1		1
prefers comfort over economy	4	1				1
chic	2					
single	3		8	5	3	2
wife of a professor		1				
has dark brown hair		1				
organized		1				
fresh from college			1		2	
has a good paying job	2	1	5	2		1
is in the dating category			1			
still in college				2	6	1
not that intelligent			1		1	
enjoys driving		1		3	1	
single parent					1	
working to support herself					2	1
like to get away on weekends						1
comes from a wealthy family			4			
working woman		1		1	2	3
office worker					3	
married with a small child						2
popular	1					
domineering	1					
acts helpless in front of men	1					
wild		1				
free		1				
restless		1				
lot of job responsibilities		1				
has a sense of humor		1		1		
non-working girl		1	1			
arrogant			1			
typifies the word bitch			1			
easy-going				2		
outdoorsy				3		
mother						2
hates to drive						1
enjoys luxuries	3	1				
flashy	1		2			
tries to impress men a lot			2			
living with friends				1		
housewife active in community	1					1
plays tennis a lot		2		1		
concerned about status	1	1			1	
concerned with her looks		1	1			

Image	Ford LTD	BMW	Mazda RX 7	MGB	VW Beetle	VW Rabbit
has an active social life	1		1	1		
displays her freedom	1					
displays her confidence	1					
independent	4					
self-confident	2	3	3	3	1	
displays her wealth	3	1	2	1	1	
displays her independence			1	1		
hard-working					1	3
not particularly stylish					1	
a career woman	2	3	2	1		1
married to an executive	2			1		
not concerned about energy conservation	1					
a disco-goer			1			
has swinging weekends			1			
slim			1			
well-dressed	2	1	1			
living in California			1			
poor				1		
married student					1	
unpretentious				1	1	
has a good income	1					
married to a wealthy man	3	2	2			
busy						
bleached blonde or blonde	4		1			1
visits the beauty parlor often	3					
wears a mink coat & jewelry	2		1			
children take ballet lessons	1					
well-to-do	2	1	2	1		
dependable					1	1
down-to-earth					1	1
likeable		1		1		1
young executive	2	1				
travels a lot	1	1		2		
well-respected	1					
very smart	1				1	
lives an exciting life	1	1	1	3		
lives in an expensive house	1	2				
middle-aged	2	3			1	1
dresses quite glamoursly	2	1	1			
sexy	1		1			
attractive	5		2	3		
executive secretary			1	1		
likes to live it up				1		
beach person				3		
teacher					1	
thrifty					4	2
has many friends				1	1	

<u>Image</u>	<u>Ford</u> <u>LTD</u>	<u>BMW</u>	<u>Mazda</u> <u>RX 7</u>	<u>IGB</u>	<u>VW</u> <u>Beetle</u>	<u>VW</u> <u>Rabbit</u>
logical					1	
attention-seeking	2		1			
business person		3	1	1		1
middle-aged executive		1	1			
adventurous				1		
daring				2		
a tease or flirt				1		
married woman	2				2	1
successful	1	1				
a woman with subtle class		1				
glamorous			1			
risk-taker			2			
wears tight jeans			1			
enjoys being seen				1		1
serious						1
high class	2					

Frequency of Elicited Images of Six Magazines

Image	Ms.	Glamour	Co-Ed	Family Circle	People	Playgirl
single	4	3			1	7
interested in women's issues	12			1		
outspoken	1				1	
career woman	2					2
working woman	5	4			1	3
educated	3					
achieving	3					
young	7					1
feminist or woman's libber	10	9	2			6
assertive	3					2
outgoing	1					2
knows what she wants	1				1	1
catching up on the latest "in" things	1					
not sophisticated	1	3				
likes gossip	1		1			
talkative	1				6	
independent	6				2	
displays her independence	1					4
well-dressed	2					
demanding	1					
powerful	1					1
pushy	1					
liberal	3				1	1
not bigoted	1					
dynamic	1					
wants to become assertive	1					
interested in men but not dependent on them	1					
concerned with personal growth	1					
student	1					
ambitious	2	1				
has a good paying job	1					1
opinionated	1					
wants to be treated as an individual	1					
wants her opinions heard	1					
thinks highly of herself	1					
city woman	1					
not active but interested in political issues	1					
aggressive	2					
interested in social & world issues	2					3
active	1					

Image	Ms.	Glamour	Co-Ed	Family Circle	People	Playgirl
enjoys being with people	1					
self-assured	1					
struggling for identity	1					
concerned about latest fashions, cosmetics, etc		12	2			
concerned about her looks		10	2			
not very educated		1				2
traditional		1		1	4	
college girl		1		1		
wants to be popular		1	8			1
wants to be more feminine		1				
attractive		6				
wants to become a model		1			1	3
flashy dresser		1				
healthy-looking		1				
sweet		1				
easy-going		1				
average		1		1		
wants to be accepted by her peer group		1		1	1	
likes fairly light reading		2	1			
spends lot of money improving her looks		1	1	1	1	
man-pleaser		2				
shallow		1				
not secure about her appearance		1			1	
wants to look her best		1				
dependent		2				
easily persuaded		2				
wants to look more attractive to men		1				
very feminine		2				
looking for a man		1				
always dieting		2	2		1	1
plays tennis often		1				
goes to singles bars		1				
submissive		1				2
preoccupied with relations with men		1	1	1		
not sexually fulfilled		2				
self-centered		1				
low energy		1				
boring		1				
young girl entering college						
college girl in a small college						
not very aware of social issues						
has a traditional female major						
interested in campus styles						
popular cheerleader						
sexy						

<u>Image</u>	<u>Ms.</u>	<u>Glamour</u>	<u>Co-Ed</u>	<u>Family</u>	<u>People</u>	<u>Playgirl</u>
				<u>Circle</u>		
dominant	1					
wants to keep up with the latest teenage secrets	1					
curious	1					
very likeable	1				1	1
enjoys group activities	1					
needs some tips to adjust to college life	1					
non-assertive	2					
college cutie	1					
not concerned about growing	1					
wants to get married, settle down & raise a family	1					
preoccupied with improving her relationships with friends	1		1			
concerned about what others think of her	1					
sporty	1					
in college for social rather than academic reasons	1					
sorority girl	2					
normal & healthy student	2					
casual	1					
not very bright	1					
disco-girl	1					
middle-aged	1					
housewife		5				
concerned with economizing		10			2	
mother		2				
homey-type woman		10			1	
likes cooking, sewing, etc.		3				
quiet		10				
passive		1				
caring		1				
grandmother		1				
owns a station wagon		1				
conservative		1				
a person who is set in her ways		2				
performs housekeeping chores		1				
practical		4				
friendly		1				
she loves being complimented about her household-related tasks		2				
interested in her family's welfare & her home		1				
money-saver		8				
		1				

Image	Ms.	Glamour Co-Ed	Family Circle	People	Playgirl
married			7		
content with family-role			1		
intelligent			1		
simple			1		
middle-class			1		
efficient			1	2	
energetic			1		
not interested in social & world issues			1		
interested in celebrations, movies, & music			1	1	1
not active				9	
not a career woman				1	
likes excitement				3	
any age bracket	1			3	
from professional women to homemakers				9	
25 year old secretary				5	
hopes to be an actress someday				1	
gossiper				1	
showy				5	
attention-seeker				1	
day-dreamer				1	
small-minded				2	1
easily influenced				1	
watches Charlie's Angels				1	
fantasizes about being Cheryl Ladd				1	
doesn't like challenge				1	
watches lot of TV				3	
has an active social life					2
not concerned about long- term relationships					6
in her 20's					3
preoccupied with sex					4
daring					1
dancer for a nightclub in a big city					1
leads an exciting life					1
often fantasizes about making love					1
manipulative					2
overly attracted to men					1
competes for men					6
flirtative					4
views men as sex objects					2
looking for that perfect body					1
successful					1

Image

Ms. Glamour Co-Ed Family People Playgirl
Circle

has several boyfriend
bored with her everyday
 routine
a good lover
free
unsure of herself but tries
 to cover it up
has modern values
likes to intimidate men
trying to figure out the
 perfect orgasm

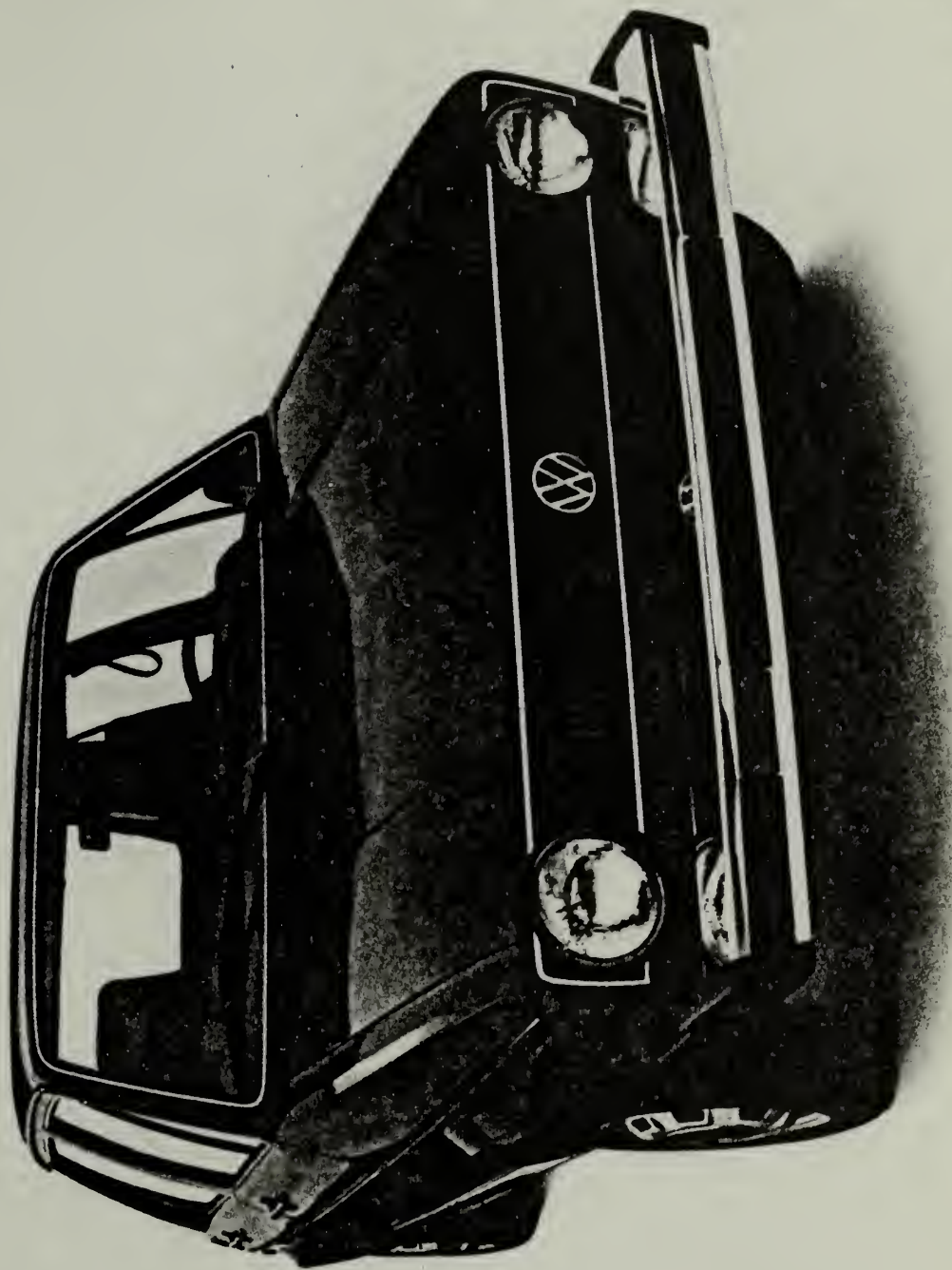
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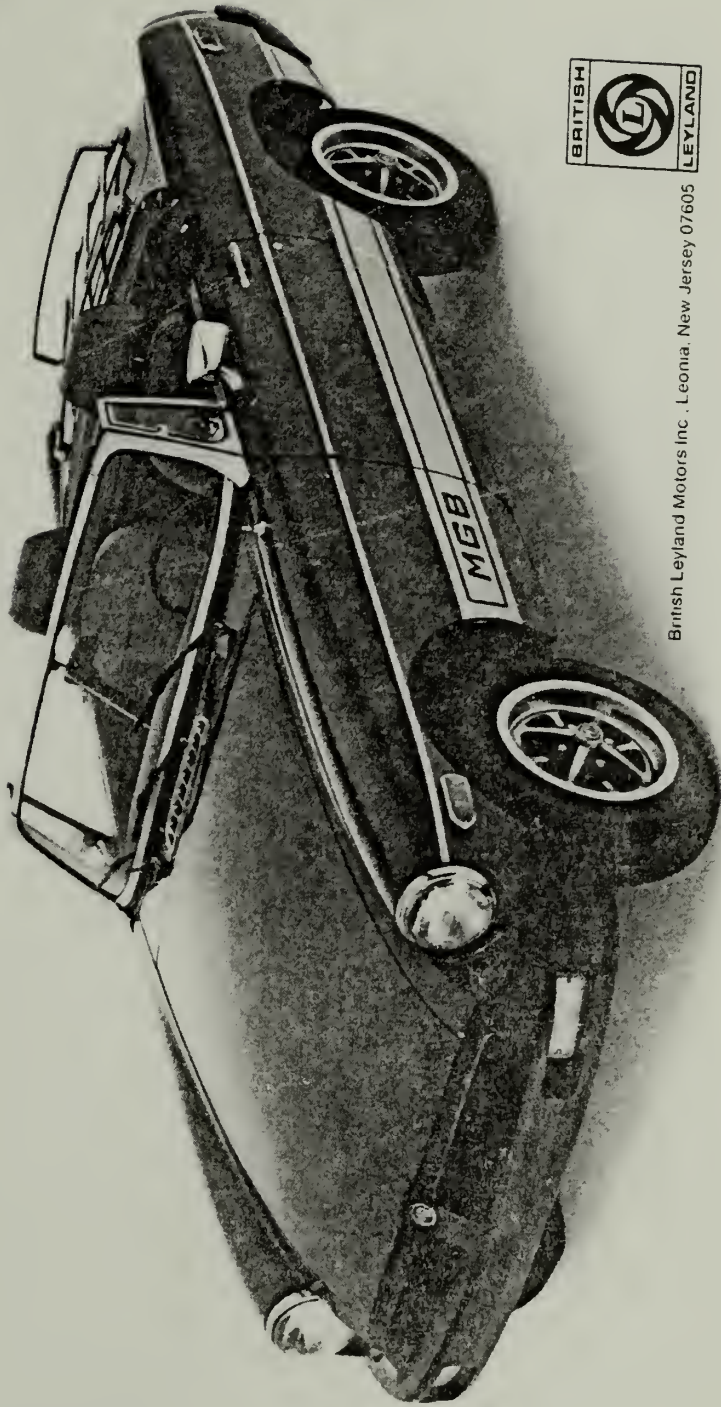
APPENDIX B

Means and Standard Deviations of Product
Personalization Scores of 12 Different Products

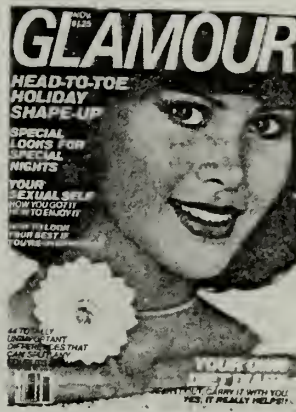
<u>Product</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>N</u>
Ford LTD	4.695	2.821	23
BMW	4.348	2.442	23
Mazda RX7	5.913	3.243	23
MGB	5.869	2.627	23
VW Beetle	2.695	2.116	23
VW Rabbit	2.304	1.627	23
Ms.	6.391	2.533	23
Glamour	4.913	2.083	23
Co-Ed	2.565	2.393	23
Family Circle	3.869	3.194	23
People	2.304	1.852	23
Playgirl	7.956	2.898	23

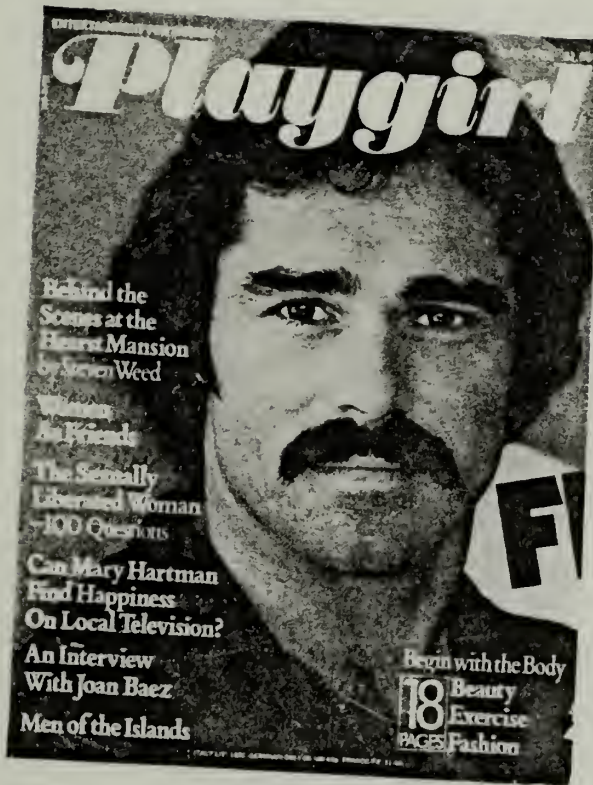
APPENDIX C





British Leyland Motors Inc. Leonia New Jersey 07605





APPENDIX D

INSTRUCTIONS

This is a consumer psychology study. This study examines how consumers' perceptions about themselves can affect their buying habits.

Look at the photos of the cars and magazines displayed in front of you: MGB, VW RABBIT, PLAYGIRL, and GLAMOUR.

You are probably quite familiar with these products. If you aren't familiar with any of these products, take a minute to examine the photos carefully and read the brief description of the product below:

MGB is a British-made sports car.

VW RABBIT is a German-made transportation car.

PLAYGIRL is a sexually-entertaining magazine for women

GLAMOUR is a magazine which contains fashion, cosmetic, and beauty aids tips for women.

If you have any questions about these products or about anything relevant to the study, please don't hesitate to ask anytime.

PLEASE TAKE YOUR TIME IN READING THE QUESTIONS CAREFULLY BEFORE YOU START ANSWERING AND DON'T RUSH WHILE ANSWERING. WE NEED YOUR FULL COOPERATION. THE DATA WILL NOT BE USEFUL IF YOUR RESPONSES AREN'T ACCURATE.

Note: Use the computer answer sheet to record your responses.

1. To what extent do you like the MGB automobile, or to what extent does it appeal to you? (Note that the question is about liking not buying or driving the car.)

1	2	3	4	5
very	dislike	inbetween	like	very
much				much
dislike				like

NOW TRY TO IGNORE WHAT YOU SAID ABOUT LIKING OR DISLIKING THIS AUTOMOBILE.

2. Suppose that you have become aware of the need to buy a car, and suppose that you can reasonably afford any car of your choice. Would you intend to buy or drive a MGB automobile or a similar car in the near future, assuming that your marital status remains the same. To what extent would you intend or not intend to buy

1	2	4	5
definitely	probably	probably	definitely
would not	not	would	would intend
intend to			to buy it
buy it			

don't use 3

3. To what extent do you like PLAYGIRL magazine, or to what extent does it appeal to you? (Note that question is about liking not buying or using the magazine.)

1	2	3	4	5
very	dislike	inbetween	like	very
much				much
dislike				like

NOW TRY TO IGNORE WHAT YOU SAID ABOUT LIKING OR DISLIKING THIS MAGAZINE.

4. Suppose that you have become aware or ran across PLAYGIRL magazine, and suppose that you can reasonably afford it and can read or glance through it without anybody knowing about it. Would you intend to buy or use PLAYGIRL magazine or a similar magazine? To what extent would you intend or not intend to buy PLAYGIRL magazine?

1	2	4	5
definitely	probably	probably	definitely
would not	not	would	would intend
intend to			to buy it
buy it			

don't use 3

5. To what extent do you like the VW RABBIT automobile or to what extent does it appeal to you? (NOTE that the question is about liking not buying or driving the car.)

1	2	3	4	5
very	dislike	inbetween	like	very
much				much
dislike				like

NOW TRY TO IGNORE WHAT YOU SAID ABOUT LIKING OR DISLIKING THIS AUTOMOBILE.

6. Suppose that you have become aware of the need to buy a car, and suppose that you can reasonably afford any car of your choice. Would you intend to buy or drive a VW RABBIT automobile or a similar car in the near future, assuming that your marital status remains the same. To what extent would you intend or not intend to buy a VW RABBIT automobile?

1	2	4	5
definitely	probably	probably	definitely
would not	not	would	would intend
intend to			to buy it
buy it			

7. To what extent do you like GLAMOUR magazine, or to what extent does it appeal to you? (Note that the question is about liking not buying or using the magazine)

1	2	3	4	5
very	dislike	inbetween	like	very
much				much
dislike				like

NOW TRY TO IGNORE WHAT YOU SAID ABOUT LIKING OR DISLIKING THIS MAGAZINE.

8. Suppose that you have just become aware or ran across GLAMOUR magazine, and suppose that you can reasonably afford it and can read or glance through it without anybody knowing about it. Would you intend to buy or use GLAMOUR magazine or a similar magazine? To what extent would you intend or not intend to buy GLAMOUR magazine?

1	2	4	5
definitely	probably	probably	definitely
would not	not	would	would intend
intend to			to buy it
buy it			

Imagine yourself driving or owning a MGB automobile. What kind of image do you think others would have of you driving or owning this car?

For example, if I imagine myself driving or owning a CADILLAC, the kind of image others might have of me would be that of being wealthy, upper class, powerful, and dominant.

Now driving or owning a MGB automobile may elicit a certain type of image. Describe this image by checking the likelihood of the personal characteristics listed below:

Driving or owning a MGB automobile elicits an image of being:					
	very unlikely			very likely	
11. young.....	1	2	3	4	5
12. a working woman.....	1	2	3	4	5
13. single & uncommitted.....	1	2	3	4	5
14. carefree.....	1	2	3	4	5
15. spoiled.....	1	2	3	4	5
16. conservative.....	1	2	3	4	5
17. not educated.....	1	2	3	4	5
18. sexy.....	1	2	3	4	5
19. preoccupied with sex & men....	1	2	3	4	5
20. not concerned with a permanent relationship.....	1	2	3	4	5
21. preoccupied with her looks....	1	2	3	4	5
22. good at manipulating men.....	1	2	3	4	5
23. shallow & boring.....	1	2	3	4	5
24. a woman who is trying to get married & settle down.....	1	2	3	4	5
25. self-centered.....	1	2	3	4	5
26. a person who does fun & crazy things.....	1	2	3	4	5
27. dependent on men.....	1	2	3	4	5
28. a middle-class housewife.....	1	2	3	4	5
29. a woman who visits the singles' bars often.....	1	2	3	4	5
30. not rich.....	1	2	3	4	5
31. independent.....	1	2	3	4	5
32. daring & is a flirt.....	1	2	3	4	5
33. a woman who has modern values.	1	2	3	4	5
34. sporty & socially active.....	1	2	3	4	5
35. thrifty, practical, & economy-minded.....	1	2	3	4	5
36. casual & relaxed.....	1	2	3	4	5
37. a woman who runs around with many men.....	1	2	3	4	5
38. immature.....	1	2	3	4	5
39. irresponsible.....	1	2	3	4	5
40. stylish.....	1	2	3	4	5

Imagine yourself looking or using PLAYGIRL magazine.
What kind of image do you think others would have of you
using or reading this magazine?

Now looking through or reading PLAYGIRL magazine
elicits an image of being:

	very unlikely			very likely	
41. young.....	1	2	3	4	5
42. a working woman.....	1	2	3	4	5
43. single & uncommitted.....	1	2	3	4	5
44. carefree.....	1	2	3	4	5
45. spoiled.....	1	2	3	4	5
46. conservative.....	1	2	3	4	5
47. not educated.....	1	2	3	4	5
48. sexy.....	1	2	3	4	5
49. preoccupied with sex & men....	1	2	3	4	5
50. not concerned with a permanent relationship.....	1	2	3	4	5
51. preoccupied with her looks....	1	2	3	4	5
52. good at manipulating men.....	1	2	3	4	5
53. shallow & boring.....	1	2	3	4	5
54. a woman who is trying to get married & settle down.....	1	2	3	4	5
55. self-centered.....	1	2	3	4	5
56. a person who does fun & crazy things.....	1	2	3	4	5
57. dependent on men.....	1	2	3	4	5
58. a middle-class housewife.....	1	2	3	4	5
59. a woman who visits the singles' bars often.....	1	2	3	4	5
60. not rich.....	1	2	3	4	5
61. independent.....	1	2	3	4	5
62. daring & is a flirt.....	1	2	3	4	5
63. a woman who has modern values.	1	2	3	4	5
64. sporty & socially active.....	1	2	3	4	5
65. thrifty, practical, & economy- minded.....	1	2	3	4	5
66. casual & relaxed.....	1	2	3	4	5
67. a woman who runs around with many men.....	1	2	3	4	5
68. immature.....	1	2	3	4	5
69. irresponsible.....	1	2	3	4	5
70. stylish.....	1	2	3	4	5

Imagine yourself driving or owning a VW RABBIT.
What kind of image do you think others would have of
you driving or owning this car?

Driving or owning a VW RABBIT automobile elicits
an image of being:

		very unlikely			very likely	
71.	young.....	1	2	3	4	5
72.	a working woman.....	1	2	3	4	5
73.	single & uncommitted.....	1	2	3	4	5
74.	carefree.....	1	2	3	4	5
75.	spoiled.....	1	2	3	4	5
76.	conservative.....	1	2	3	4	5
77.	not educated.....	1	2	3	4	5
78.	sexy.....	1	2	3	4	5
79.	preoccupied with sex & men....	1	2	3	4	5
80.	not concerned with a permanent relationship.....	1	2	3	4	5
81.	preoccupied with her looks....	1	2	3	4	5
82.	good at manipulating men.....	1	2	3	4	5
83.	shallow & boring.....	1	2	3	4	5
84.	a woman who is trying to get married & settle down.....	1	2	3	4	5
85.	self-centered.....	1	2	3	4	5
86.	a person who does fun & crazy things.....	1	2	3	4	5
87.	dependent on men.....	1	2	3	4	5
88.	a middle-class housewife.....	1	2	3	4	5
89.	a woman who visits the singles' bars often.....	1	2	3	4	5
90.	not rich.....	1	2	3	4	5
91.	independent.....	1	2	3	4	5
92.	daring & is a flirt.....	1	2	3	4	5
93.	a woman who has modern values.	1	2	3	4	5
94.	sporty & socially active.....	1	2	3	4	5
95.	thrifty, practical, & economy- minded.....	1	2	3	4	5
96.	casual & relaxed.....	1	2	3	4	5
97.	a woman who runs around with many men.....	1	2	3	4	5
98.	immature.....	1	2	3	4	5
99.	irresponsibile.....	1	2	3	4	5
100.	stylish.....	1	2	3	4	5

Imagine yourself looking through or using GLAMOUR magazine. What kind of image do you think others would have of you using or reading this magazine?

Now looking through or reading GLAMOUR magazine elicits an image of being:

	very unlikely			very likely	
101. young.....	1	2	3	4	5
102. a working woman.....	1	2	3	4	5
103. single & uncommitted.....	1	2	3	4	5
104. carefree.....	1	2	3	4	5
105. spoiled.....	1	2	3	4	5
106. conservative.....	1	2	3	4	5
107. not educated.....	1	2	3	4	5
108. sexy.....	1	2	3	4	5
109. preoccupied with sex & men....	1	2	3	4	5
110. not concerned with a permanent relationship.....	1	2	3	4	5
111. preoccupied with her looks....	1	2	3	4	5
112. good at manipulating men.....	1	2	3	4	5
113. shallow & boring.....	1	2	3	4	5
114. a woman who is trying to get married & settle down.....	1	2	3	4	5
115. self-centered.....	1	2	3	4	5
116. a person who does fun & crazy things.....	1	2	3	4	5
117. dependent on men.....	1	2	3	4	5
118. a middle-class housewife.....	1	2	3	4	5
119. a woman who visits the singles' bars often.....	1	2	3	4	5
120. not rich.....	1	2	3	4	5
121. independent.....	1	2	3	4	5
122. daring & is a flirt.....	1	2	3	4	5
123. a woman who has modern values.	1	2	3	4	5
124. sporty & socially active.....	1	2	3	4	5
125. thrifty, practical, & economy- minded.....	1	2	3	4	5
126. casual & relaxed.....	1	2	3	4	5
127. a woman who runs around with many men.....	1	2	3	4	5
128. immature.....	1	2	3	4	5
129. irresponsible.....	1	2	3	4	5
130. stylish.....	1	2	3	4	5

How do you see yourself? To what extent do you think of yourself as having the following personal characteristics listed below?

I see myself as being:

		very much unlike me		very much like me	
131. young.....	1	2	3	4	5
132. a working woman.....	1	2	3	4	5
133. single & uncommitted.....	1	2	3	4	5
134. carefree.....	1	2	3	4	5
135. spoiled.....	1	2	3	4	5
136. conservative.....	1	2	3	4	5
137. not educated.....	1	2	3	4	5
138. sexy.....	1	2	3	4	5
139. preoccupied with sex & men....	1	2	3	4	5
140. not concerned with a permanent relationship.....	1	2	3	4	5
141. preoccupied with her looks....	1	2	3	4	5
142. good at manipulating men.....	1	2	3	4	5
143. shallow & boring.....	1	2	3	4	5
144. a woman who is trying to get married & settle down.....	1	2	3	4	5
145. self-centered.....	1	2	3	4	5
146. a person who does fun & crazy things.....	1	2	3	4	5
147. dependent on men.....	1	2	3	4	5
148. a middle-class housewife.....	1	2	3	4	5
149. a woman who visits the singles' bars often.....	1	2	3	4	5
150. not rich.....	1	2	3	4	5
151. independent.....	1	2	3	4	5
152. daring & is a flirt.....	1	2	3	4	5
153. a woman who has modern values.	1	2	3	4	5
154. sporty & socially active.....	1	2	3	4	5
155. thrifty, practical, & economy- minded.....	1	2	3	4	5
156. casual & relaxed.....	1	2	3	4	5
157. a woman who runs around with many men.....	1	2	3	4	5
158. immature.....	1	2	3	4	5
159. irresponsible.....	1	2	3	4	5
160. stylish.....	1	2	3	4	5

How do other people see you? To what extent do you think that people you know see you as having the following personal characteristics listed below:

People I know see me as being:

2nd COMPUTER ANSWER SHEET

		highly improbable			highly probable	
1.	young.....	1	2	3	4	5
2.	a working woman.....	1	2	3	4	5
3.	single & uncommitted.....	1	2	3	4	5
4.	carefree.....	1	2	3	4	5
5.	spoiled.....	1	2	3	4	5
6.	conservative.....	1	2	3	4	5
7.	not educated.....	1	2	3	4	5
8.	sexy.....	1	2	3	4	5
9.	preoccupied with sex & men....	1	2	3	4	5
10.	not concerned with a permanent relationship.....	1	2	3	4	5
11.	preoccupied with her looks....	1	2	3	4	5
12.	good at manipulating men.....	1	2	3	4	5
13.	shallow & boring.....	1	2	3	4	5
14.	a woman who is trying to get married & settle down.....	1	2	3	4	5
15.	self-centered.....	1	2	3	4	5
16.	a person who does fun & crazy things.....	1	2	3	4	5
17.	dependent on men.....	1	2	3	4	5
18.	a middle-class housewife.....	1	2	3	4	5
19.	a woman who visits the singles' bars often.....	1	2	3	4	5
20.	not rich.....	1	2	3	4	5
21.	independent.....	1	2	3	4	5
22.	daring & is a flirt.....	1	2	3	4	5
23.	a woman who has modern values.	1	2	3	4	5
24.	sporty & socially active.....	1	2	3	4	5
25.	thrifty, practical, & economy- minded.....	1	2	3	4	5
26.	casual & relaxed.....	1	2	3	4	5
27.	a woman who runs around with many men.....	1	2	3	4	5
28.	immature.....	1	2	3	4	5
29.	irresponsibile.....	1	2	3	4	5
30.	stylish.....	1	2	3	4	5

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:

		very much dislike			very much like	
31.	young.....	1	2	3	4	5
32.	a working woman.....	1	2	3	4	5
33.	single & uncommitted.....	1	2	3	4	5
34.	carefree.....	1	2	3	4	5
35.	spoiled.....	1	2	3	4	5
36.	conservative.....	1	2	3	4	5
37.	not educated.....	1	2	3	4	5
38.	sexy.....	1	2	3	4	5
39.	preoccupied with sex & men....	1	2	3	4	5
40.	not concerned with a permanent relationship.....	1	2	3	4	5
41.	preoccupied with her looks....	1	2	3	4	5
42.	good at manipulating men.....	1	2	3	4	5
43.	shallow & boring.....	1	2	3	4	5
44.	a woman who is trying to get married & settle down.....	1	2	3	4	5
45.	self-centered.....	1	2	3	4	5
46.	a person who does fun & crazy things.....	1	2	3	4	5
47.	dependent on men.....	1	2	3	4	5
48.	a middle-class housewife.....	1	2	3	4	5
49.	a woman who visits the singles' bars often.....	1	2	3	4	5
50.	not rich.....	1	2	3	4	5
51.	independent.....	1	2	3	4	5
52.	daring & is a flirt.....	1	2	3	4	5
53.	a woman who has modern values.	1	2	3	4	5
54.	sporty & socially active.....	1	2	3	4	5
55.	thrifty, practical, & economy- minded.....	1	2	3	4	5
56.	casual & relaxed.....	1	2	3	4	5
57.	a woman who runs around with many men.....	1	2	3	4	5
58.	immature.....	1	2	3	4	5
59.	irresponsibile.....	1	2	3	4	5
60.	stylish.....	1	2	3	4	5

How would you ideally like others to see you? To what extent would you ideally like others to see you as having the following personal characteristics listed below?

I like people to ideally see me as being:

		very much dislike		very much like	
61. young.....	1	2	3	4	5
62. a working woman.....	1	2	3	4	5
63. single & uncommitted.....	1	2	3	4	5
64. carefree.....	1	2	3	4	5
65. spoiled.....	1	2	3	4	5
66. conservative.....	1	2	3	4	5
67. not educated.....	1	2	3	4	5
68. sexy.....	1	2	3	4	5
69. preoccupied with sex & men....	1	2	3	4	5
70. not concerned with a permanent relationship.....	1	2	3	4	5
71. preoccupied with her looks....	1	2	3	4	5
72. good at manipulating men.....	1	2	3	4	5
73. shallow & boring.....	1	2	3	4	5
74. a woman who is trying to get married & settle down.....	1	2	3	4	5
75. self-centered.....	1	2	3	4	5
76. a person who does fun & crazy things.....	1	2	3	4	5
77. dependent on men.....	1	2	3	4	5
78. a middle-class housewife.....	1	2	3	4	5
79. a woman who visits the singles' bars often.....	1	2	3	4	5
80. not rich.....	1	2	3	4	5
81. independent.....	1	2	3	4	5
82. daring & is a flirt.....	1	2	3	4	5
83. a woman who has modern values.	1	2	3	4	5
84. sporty & socially active.....	1	2	3	4	5
85. thrifty, practical, & economy- minded.....	1	2	3	4	5
86. casual & relaxed.....	1	2	3	4	5
87. a woman who runs around with many men.....	1	2	3	4	5
88. immature.....	1	2	3	4	5
89. irresponsible.....	1	2	3	4	5
90. stylish.....	1	2	3	4	5

APPENDIX E

Five different mathematical models were contemplated for the purpose of indexing self-concept/product-image congruity. These are: a multiplicative index, a simple-deviation index, an absolute-deviation index, a simple-ratio index, and an absolute-ratio index.

The multiplicative index involves multiplying Product Image (PI) with a specific self-perspective^{or} Self-Image (Actual-Self-Image or ASI, Social-Self-Image or SSI, Ideal-Self-Image or ISI, and Ideal-Social-Self-Image or ISSI). Symbolically stated, Self-Congruity can be represented as $SC = PI \times ASI$, Social-Congruity as $OC = PI \times SSI$, Ideal-Congruity as $IC = PI \times ISI$, and Ideal-Social-Congruity as $ISC = PI \times ISSI$. The higher the resultant score the greater the experienced congruity. This formulation adheres to the expectancy-value tradition. Ideal-Congruity and Ideal-Social-Congruity may be construed as analogous to Rosenberg-Fishbein's notion of an "attitude" (A) in which $A = \sum a_i b_i$ where a_i = evaluative aspect of consequence i of that product (desirability/weight), and b_i = the strength of the individual's belief that this product will lead to consequence i (saliency weight). From this perspective, the product image can be construed as representing the saliency weight component and both ideal-self image and ideal-social-self image can be construed as representing the the desirability weight component of the multiattribute-attitude model. Such an analogy cannot be drawn to self-congruity nor social-congruity since their ASI and SSI components are not construed to be evaluative in nature.

The absolute-deviation index involves taking the absolute difference of a specific Self-Image (ASI, SSI, ISI, or ISSI) and Product Image (PI). Symbolically stated, Self-congruity can be represented as $SC = |PI - ASI|$, Social-Congruity as $OC = |PI - SSI|$, Ideal-Congruity as $IC = |PI - ISI|$, and Ideal-Social-Congruity as $ISC = |PI - ISSI|$. The lower the score the greater the resultant congruity.

The simple-deviation index involves subtracting a specific Self-Image (ASI, SSI, ISI, ISSI) from Product Image (PI). Symbolically stated, Self-Congruity can be represented as $SC = PI - ASI$, Social-Congruity as $OC = PI - SSI$, Ideal-Congruity as $IC = PI - ISI$, and Ideal-Social-Congruity as $ISC = PI - ISSI$. The lower the score the greater the resultant congruity.

The simple-ratio index involves subtracting a specific Self-Image (ASI, SSI, ISI, or ISSI) from Product Image (PI) and dividing the result by the sum of the Self-Image and Product Image. Symbolically stated, Self-Congruity can be represented as $SC = (PI - ASI) / (PI + ASI)$, Social-Congruity as $OC = (PI - SSI) / (PI + SSI)$, Ideal-Congruity as $IC = (PI - ISI) / (PI + ISI)$, and Ideal-Social-Congruity as $ISC = (PI - ISSI) / (PI + ISSI)$. The lower the resultant score the greater the experienced congruity.

The absolute-ratio index involves taking the absolute difference of a specific Self-Image (ASI, SSI, ISI, or ISSI) and Product Image (PI) and dividing this absolute difference score by the sum of the Self-Image and PI. Symbolically stated, Self-Congruity can be represented as $SC = |PI - ASI| / (PI + ASI)$, Social-Congruity as $OC = |PI - SSI| / (PI + SSI)$, Ideal-Congruity as $IC = |PI - ISI| / (PI + ISI)$, and Ideal-Social-Congruity as $ISC = |PI - ISSI| / (PI + ISSI)$. The lower the resultant score the greater the experienced congruity.

Upon close examination of the various congruity indices (see Table) it can be observed that these indices vary with variations among the scores of both Product Image and Self-Image (i.e., Actual-Self-Image, Ideal-Self-Image, Social-Self-Image, and Ideal-Social-Self-Image). Notice that among the first group of scores congruity takes on values ranging from 5 (low) to 25 (high) using the multiplicative index, 4 (low) to 0 (high) using the simple and absolute-deviation indices, and .67 (low) to .00 (high) using the simple- and absolute-ratio indices. Also, notice that both the multiplicative and the simple- and absolute deviation indices have equal intervals, whereas the simple- and absolute-ratio indices lack this property.

Since the exponential score variation of the ratio indices does not have any conceptual bearing to the theorized congruity state, the ratio indices (simple and absolute) were not considered to appropriately measure experienced states of self-concept/product-image congruity.

Focusing on the multiplicative index in group 2, notice that 4 versus 3 provides a congruity score of 12 which is highly discrepant from 4 versus 5 providing a congruity score of 20. Conceptually speaking, these two states of congruities should be relatively equal. The same problem exists with the simple-deviation index. The absolute-deviation index, on the other hand, treats these two congruity states as equal in magnitude which is conceptually justifiable. The absolute-deviation index therefore was decided to provide the most appropriate measure of congruity.

However, it should be noted that the absolute-deviation index was selected with the full awareness of the "equivalence problem." For example, a 5 versus 1 ($|5-1|=4$) from group 1 is not conceptually equivalent to 1 versus 5 ($|1-5|=4$) from group 5. A Product-Image score of 5 and a Self-Image score of 1 means that there is a mismatch between the two images resulting in low congruity; however, a Product-Image score

A Comparison Among the Various Congruity Indices

	PI vs. SI	Multiplicative Index PI x SI	Absolute-Discrepancy Index $ PI - SI $	Simple-Discrepancy Index (PI - SI)	Absolute-Ratio Index $ PI - SI / (PI + SI)$	Simple-Ratio Index (PI - SI) / (PI + SI)
Group 1	5 vs. 1 5 vs. 2 5 vs. 3 5 vs. 4 5 vs. 5	5 10 15 20 25	4 3 2 1 0	4 3 2 1 0	.67 .43 .25 .11 .00	.67 .43 .25 .11 .00
Group 2	4 vs. 1 4 vs. 2 4 vs. 3 4 vs. 4 4 vs. 5	4 8 12 16 20	3 2 1 0 1	3 2 1 0 -1	.60 .33 .14 .00 .11	.60 .33 .14 .00 -.11
Group 3	3 vs. 1 3 vs. 2 3 vs. 3 4 vs. 4 4 vs. 5	3 6 9 12 15	2 1 0 1 2	2 1 0 -1 -2	.50 .20 .00 .14 .25	.50 .20 .00 -.14 -.25
Group 4	2 vs. 1 2 vs. 2 2 vs. 3 2 vs. 4 2 vs. 5	2 4 6 8 10	1 0 1 2 3	1 0 -1 -2 -3	.33 .00 .20 .33 .43	.33 .00 -.20 -.33 -.43
Group 5	1 vs. 1 1 vs. 2 1 vs. 3 1 vs. 4 1 vs. 5	1 2 3 4 5	0 1 2 3 4	0 -1 -2 -3 -4	.00 .33 .50 .60 .67	.00 -.33 -.50 -.60 -.67

Note: PI = Product-Image

SI = Self-Image (i.e., Actual-Self-Image, Ideal-Self-Image, Social-Self-Image, or Ideal-Social-Self-Image)

of 1 and a Self-Image score of 5 involves a mismatch between the two images, but the resulting state is not conceptually equivalent to the low congruity or incongruity specified above. The same distinction applies to all Product-Images which have low ratings compared to those of high ratings. It may therefore be argued that only those Product Images which have high ratings be included in the analysis. However, if other images were to be excluded from the analysis, then it would be conceptually, as well as methodologically, unjustifiable to perform any analysis across products, since products would now assume different images. With this problem at hand, the absolute-deviation index was utilized in the study with the full awareness of this paradoxical issue.

APPENDIX F

To what extent do you think your intention or lack of intention to buy or use a MGB automobile was influenced by the personal characteristics listed on the following page (turn the page and glance through the list of personal characteristics)?

Your task is check-off (put a check mark by) those personal characteristics which you believe influenced your intention to buy or not to buy a MGB automobile. Then rank those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention to buy or use a MGB automobile. Also, you are to assign percentage points to those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention decision. Both ranking and assigning percentage points are designed to get to "same thing," namely, how important each personal characteristic influenced your intention or lack of intention decision.

Let me give you an example using a CADILLAC automobile. Let us say that John Doe would never intend to buy a CADILLAC (even if he could afford it), and he would give it a score of 1 or 2 on the intention scale. He thinks that he wouldn't buy a CADILLAC because it displays wealth and upper-class status which doesn't fit his image nor does he want to be that wealthy and have an upper-class status. It also appears to him to display power and dominance, and that he isn't power-hungry and dominant. Therefore, using the list of personal characteristics shown below, he checks off those personal characteristics related to displaying wealth, upper-class status, power, and dominance as those personal characteristics which he believes would affect his intention or lack of intention decision. He then ranks "displays wealth" as 1, "displays upper-class status" as 2, "displays power" as 3, and "displays dominance" as 4, because he thinks that his intention not to buy a CADILLAC would be mostly influenced by its wealth image, followed by its upper-class status image, followed by its power image, and followed by its dominance image. Since he believes that the wealth and upper-class status images were the two primary images which would strongly influence his intention not to buy a CADILLAC, he assigns the wealth image 40 points out of 100, assigns the upper-class status image 30 points out of 100, assigns the power image 20 points out of 100, and assigns the dominance image 10 points out of 100. These points have to sum up to 100.

He wouldn't intend to buy a CADILLAC because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays middle-class status.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays power.....	x	3	20
displays wealth.....	x	1	40
displays a liberal status.....	_____	_____	_____
displays dominance.....	x	4	10
displays intellect.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays upper-class status.....	x	2	30
			100

RATE YOUR RESPONSES TO THIS QUESTION ON THIS SHEET (NOT ON THE
COMPUTER ANSWER SHEET).

I would (would not) intend to buy a MGB automobile because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays youth.....	_____	_____	_____
displays status of a working woman.....	_____	_____	_____
displays being single & uncommitted....	_____	_____	_____
displays being carefree.....	_____	_____	_____
displays being spoiled.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays lack of education.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays a preoccupation with sex & men	_____	_____	_____
displays a woman who isn't concerned	_____	_____	_____
with a permanent relationship.....	_____	_____	_____
displays a preoccupation with looks....	_____	_____	_____
displays a woman who manipulates men...	_____	_____	_____
displays a woman who is shallow &	_____	_____	_____
boring.....	_____	_____	_____
displays a woman who is trying to get	_____	_____	_____
married & settle down.....	_____	_____	_____
displays self-centeredness.....	_____	_____	_____
displays a woman who does fun & crazy	_____	_____	_____
things.....	_____	_____	_____
displays dependency on men.....	_____	_____	_____
displays a middle-class housewife.....	_____	_____	_____
displays a woman who visits the singles'	_____	_____	_____
bars often.....	_____	_____	_____
displays a woman who isn't rich.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays a woman who is daring & is a	_____	_____	_____
flirt.....	_____	_____	_____
displays a woman who has modern values.	_____	_____	_____
displays a sporty and socially active	_____	_____	_____
woman.....	_____	_____	_____
displays a woman who is thrifty,	_____	_____	_____
practical, and economy-minded.....	_____	_____	_____
displays a woman who is casual &	_____	_____	_____
relaxed.....	_____	_____	_____
displays a woman who runs around with	_____	_____	_____
many men.....	_____	_____	_____
displays immaturity.....	_____	_____	_____
displays irresponsibility.....	_____	_____	_____
displays being stylish.....	_____	_____	_____

To what extent do you think your intention or lack of intention to buy or use PLAYGIRL magazine was influenced by the personal characteristics listed on the following page (turn the page and glance through the list of personal characteristics)?

Your task is check-off (put a check mark by) those personal characteristics which you believe influenced your intention to buy or not to buy PLAYGIRL magazine. Then rank those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention to buy or use PLAYGIRL magazine. Also, you are to assign percentage points to those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention decision. Both ranking and assigning percentage points are designed to get to the same thing, namely, how important each personal characteristic influenced your intention or lack of intention decision.

Let me give you an example using a CADILLAC automobile. Let us say that John Doe would never intend to buy a CADILLAC (even if he could afford it), and he would give it a score of 1 or 2 on the intention scale. He thinks that he wouldn't buy a CADILLAC because it displays wealth and upper-class status which doesn't fit his image nor does he want to be that wealthy and have an upper-class status. It also appears to him to display power and dominance, and that he isn't power-hungry and dominant. Therefore, using the list of personal characteristics shown below, he checks off those personal characteristics related to displaying wealth, upper-class status, power, and dominance as those personal characteristics which he believes would affect his intention or lack of intention decision. He then ranks "displays wealth" as 1, "displays upper-class status" as 2, "displays power" as 3, and "displays dominance" as 4, because he thinks that his intention not to buy a CADILLAC would be mostly influenced by its wealth image, followed by its upper-class status image, followed by its power image, and followed by its dominance image. Since he believes that the wealth and upper-class status images were the two primary images which would strongly influence his intention not to buy a CADILLAC, he assigns the wealth image 40 points out of 100, assigns the upper-class status image 30 points out of 100, assigns the power image 20 points out of 100, and assigns the dominance image 10 points out of 100. These points have to sum up to 100.

He wouldn't intend to buy a CADILLAC because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays middle-class status.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays power.....	<u>x</u>	<u>3</u>	<u>20</u>
displays wealth.....	<u>x</u>	<u>1</u>	<u>40</u>
displays a liberal status.....	_____	_____	_____
displays dominance.....	<u>x</u>	<u>4</u>	<u>10</u>
displays intellect.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays upper-class status.....	<u>x</u>	<u>2</u>	<u>30</u>
			100

RATE YOUR RESPONSES TO THIS QUESTION ON THIS SHEET (NOT THE COMPUTER ANSWER SHEET).

I would (would not) intend to buy PLAYGIRL magazine because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays youth.....	_____	_____	_____
displays status of a working woman.....	_____	_____	_____
displays being single & uncommitted.....	_____	_____	_____
displays being carefree.....	_____	_____	_____
displays being spoiled.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays lack of education.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays a preoccupation with sex & men	_____	_____	_____
displays a woman who isn't concerned	_____	_____	_____
with a permanent relationship.....	_____	_____	_____
displays a preoccupation with looks....	_____	_____	_____
displays a woman who manipulates men...	_____	_____	_____
displays a woman who is shallow &	_____	_____	_____
boring.....	_____	_____	_____
displays a woman who is trying to get	_____	_____	_____
married & settle down.....	_____	_____	_____
displays self-centeredness.....	_____	_____	_____
displays a woman who does fun & crazy	_____	_____	_____
things.....	_____	_____	_____
displays dependency on men.....	_____	_____	_____
displays a middle-class housewife.....	_____	_____	_____
displays a woman who visits the singles'	_____	_____	_____
bars often.....	_____	_____	_____
displays a woman who isn't rich.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays a woman who is daring & is a	_____	_____	_____
flirt.....	_____	_____	_____
displays a woman who has modern values.	_____	_____	_____
displays a sporty and socially active	_____	_____	_____
woman.....	_____	_____	_____
displays a woman who is thrifty,	_____	_____	_____
practical, and economy-minded.....	_____	_____	_____
displays a woman who is casual &	_____	_____	_____
relaxed.....	_____	_____	_____
displays a woman who runs around with	_____	_____	_____
many men.....	_____	_____	_____
displays immaturity.....	_____	_____	_____
displays irresponsibility.....	_____	_____	_____
displays being stylish.....	_____	_____	_____
			100

To what extent do you think your intention or lack of intention to buy or use a VW RABBIT automobile was influenced by the personal characteristics listed on the following page (turn the page and glance through the list of personal characteristics)?

Your task is check-off (put a check mark by) those personal characteristics which you believe influenced your intention to buy or not to buy a VW RABBIT automobile. Then rank those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention to buy or use a VW RABBIT automobile. Also, you are to assign percentage points to those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention decision. Both ranking and assigning percentage points are designed to get to the same thing, namely, how important each personal characteristic influenced your intention or lack of intention decision.

Let me give you an example using a CADILLAC automobile. Let us say that John Doe would never intend to buy a CADILLAC (even if he could afford it), and he would give it a score of 1 or 2 on the intention scale. He thinks that he wouldn't buy a CADILLAC because it displays wealth and upper-class status which doesn't fit his image nor does he want to be that wealthy and have an upper-class status. It also appears to him to display power and dominance, and that he isn't power-hungry and dominant. Therefore, using the list of personal characteristics shown below, he checks off those personal characteristics related to displaying wealth, upper-class status, power, and dominance as those personal characteristics which he believes would affect his intention or lack of intention decision. He then ranks "displays wealth" as 1, "displays upper-class status" as 2, "displays power" as 3, and "displays dominance" as 4, because he thinks that his intention not to buy a CADILLAC would be most influenced by its wealth image, followed by its upper-class status image, followed by its power image, and followed by its dominance image. Since he believes that the wealth and upper-class status images were the two primary images which would strongly influence his intention not to buy a CADILLAC, he assigns the wealth image 40 points out of 100, assigns the upper-class status image 30 points out of 100, assigns the power image 20 points out of 100, and assigns the dominance image 10 points out of 100. These points have to sum up to 100.

He wouldn't intend to buy a CADILLAC because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays middle-class status.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays power.....	X	3	20
displays wealth.....	X	1	40
displays a liberal status.....	_____	_____	_____
displays dominance.....	X	4	10
displays intellect.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays upper-class status.....	X	2	30
			100

RATE YOUR RESPONSES TO THIS QUESTION ON THIS SHEET (NOT ON THE COMPUTER ANSWER SHEET).

I would (would not) intend to buy a VW RABBIT automobile because it

	<u>check-off</u>	<u>rank</u>	<u>sc</u>
displays youth.....	_____	_____	_____
displays status of a working woman.....	_____	_____	_____
displays being single & uncommitted....	_____	_____	_____
displays being carefree.....	_____	_____	_____
displays being spoiled.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays lack of education.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays a preoccupation with sex & men	_____	_____	_____
displays a woman who isn't concerned	_____	_____	_____
with a permanent relationship.....	_____	_____	_____
displays a preoccupation with looks....	_____	_____	_____
displays a woman who manipulates men...	_____	_____	_____
displays a woman who is shallow &	_____	_____	_____
boring.....	_____	_____	_____
displays a woman who is trying to get	_____	_____	_____
married & settle down.....	_____	_____	_____
displays self-centeredness.....	_____	_____	_____
displays a woman who does fun & crazy	_____	_____	_____
things.....	_____	_____	_____
displays dependency on men.....	_____	_____	_____
displays a middle-class housewife.....	_____	_____	_____
displays a woman who visits the singles	_____	_____	_____
bars often.....	_____	_____	_____
displays a woman who isn't rich.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays a woman who is daring & is a	_____	_____	_____
flirt.....	_____	_____	_____
displays a woman who has modern values.	_____	_____	_____
displays a sporty and socially active	_____	_____	_____
woman.....	_____	_____	_____
displays a woman who is thrifty,	_____	_____	_____
practical, and economy-minded.....	_____	_____	_____
displays a woman who is casual &	_____	_____	_____
relaxed.....	_____	_____	_____
displays a woman who runs around with	_____	_____	_____
many men.....	_____	_____	_____
displays immaturity.....	_____	_____	_____
displays irresponsibility.....	_____	_____	_____
displays being stylish.....	_____	_____	_____

To what extent do you think your intention or lack of intention to buy or use GLAMOUR magazine was influenced by the personal characteristics listed on the following page (turn the page and glance through the list of personal characteristics)?

Your task is check-off (put a check mark by) those personal characteristics which you believe influenced your intention to buy or not to buy GLAMOUR magazine. Then rank those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention to buy or use GLAMOUR magazine. Also, you are to assign percentage points to those personal characteristics that you have checked-off according to how important each characteristic influenced your intention or lack of intention decision. Both ranking and assigning percentage points are designed to get to the same thing, namely, how important each personal characteristic influenced your intention or lack of intention decision.

Let me give you an example using a CADILLAC automobile. Let us say that John Doe would never intend to buy a CADILLAC (even if he could afford it), and he would give it a score of 1 or 2 on the intention scale. He thinks that he wouldn't buy a CADILLAC because it displays wealth and upper-class status which doesn't fit his image nor does he want to be that wealthy and have an upper-class status. It also appears to him to display power and dominance, and that he isn't power-hungry and dominant. Therefore, using the list of personal characteristics shown below, he checks off those personal characteristics related to displaying wealth, upper-class status, power, and dominance as those personal characteristics which he believes would affect his intention or lack of intention decision. He then ranks "displays wealth" as 1, "displays upper-class status" as 2, "displays power" as 3, and "displays dominance" as 4, because he thinks that his intention not to buy a CADILLAC would be mostly influenced by its wealth image, followed by its upper-class status image, followed by its power image, and followed by its dominance image. Since he believes that the wealth and upper-class status images were the two primary images which would strongly influence his intention not to buy a CADILLAC, he assigns the wealth image 40 points out of 100, assigns the upper-class status image 30 points out of 100, assigns the power image 20 points out of 100, and assigns the dominance image 10 points out of 100. These points have to sum up to 100.

He wouldn't intend to buy a CADILLAC because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays middle-class status.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays power.....	__X__	3	20
displays wealth.....	__X__	1	40
displays a liberal status.....	_____	_____	_____
displays dominance.....	__X__	4	10
displays intellect.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays upper-class status.....	__X__	2	30
			100

RATE YOUR RESPONSES TO THIS QUESTION ON THIS SHEET (NOT ON THE COMPUTER ANSWER SHEET).

I would (would not) intend to buy GLAMOUR magazine because it

	<u>check-off</u>	<u>rank</u>	<u>%</u>
displays youth.....	_____	_____	_____
displays status of a working woman.....	_____	_____	_____
displays being single & uncommitted.....	_____	_____	_____
displays being carefree.....	_____	_____	_____
displays being spoiled.....	_____	_____	_____
displays conservatism.....	_____	_____	_____
displays lack of education.....	_____	_____	_____
displays sex-appeal.....	_____	_____	_____
displays a preoccupation with sex & men	_____	_____	_____
displays a woman who isn't concerned	_____	_____	_____
with a permanent relationship.....	_____	_____	_____
displays a preoccupation with looks.....	_____	_____	_____
displays a woman who manipulates men....	_____	_____	_____
displays a woman who is shallow &	_____	_____	_____
boring.....	_____	_____	_____
displays a woman who is trying to get	_____	_____	_____
married & settle down.....	_____	_____	_____
displays self-centeredness.....	_____	_____	_____
displays a woman who does fun & crazy	_____	_____	_____
things.....	_____	_____	_____
displays dependency on men.....	_____	_____	_____
displays a middle-class housewife.....	_____	_____	_____
displays a woman who visits the singles'	_____	_____	_____
bars often.....	_____	_____	_____
displays a woman who isn't rich.....	_____	_____	_____
displays independence.....	_____	_____	_____
displays a woman who is daring & is a	_____	_____	_____
flirt.....	_____	_____	_____
displays a woman who has modern values.	_____	_____	_____
displays a sporty and socially active	_____	_____	_____
woman.....	_____	_____	_____
displays a woman who is thrifty,	_____	_____	_____
practical, and economy-minded.....	_____	_____	_____
displays a woman who is casual &	_____	_____	_____
relaxed.....	_____	_____	_____
displays a woman who runs around with	_____	_____	_____
many men.....	_____	_____	_____
displays immaturity.....	_____	_____	_____
displays irresponsibility.....	_____	_____	_____
displays being stylish.....	_____	_____	_____

APPENDIX G

Correlation Matrix of Self-Congruity, Social-
Congruity, Ideal-Congruity, and Ideal-Social-Congruity Scores
(Group-Level Analysis)

Products

Variables	MGB				PLAYGIRL				GLAMOUR				VW RABBIT			
	SC	OC	IC	ISC	SC	OC	IC	ISC	SC	OC	IC	ISC	SC	OC	IC	ISC
SC	/	.863*	.801*	.788 ^u	/	.553*	.541*	.412*	/	.912*	.865*	.831*	/	.867*	.784*	.742*
OC	/	/	.759*	.741 ^u	/	/	.786*	.797*	/	/	.846*	.820*	/	/	.677*	.637*
IC	/	/	/	.956*	/	/	/	.948 ^u	/	/	/	.939*	/	/	/	.957
ISC	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

Note: SC= Self-Congruity
OC= Social-Congruity
IC= Ideal-Congruity
ISC= Ideal-Social-Congruity

*p<.01

Analysis of Variance of Product Preference as a Function
of Ideal-Congruity and Ideal-Social-Congruity
(Group-Level Analysis)

		MGB IC				
		(high) 0	1	2	3	(low) 4
ISC	(high) 0	\bar{X} SD N	3.583 .654 24	3.250 .957 4	3.000 1.414 2	
	1	\bar{X} SD N	3.286 .951 7	2.881 .984 59	2.500 1.732 4	
	2	\bar{X} SD N		2.000 0 1		
	3	\bar{X} SD N				
	(low) 4	\bar{X} SD N				

Variables	SS	df	MS	F	Eta ²
IC	1.521	2	.760	.839	.016
ISC	2.034	2	1.017	1.122	.021
IC x ISC	.099	2	.047	.052	.001
Within	85.181	94	.906		
Total	96.515	100	.965		

Note: IC= Ideal-Congruity
ISC= Ideal-Social-Congruity

Analysis of Variance of Product Preference as a Function
of Ideal-Congruity and Ideal-Social-Congruity
(Group-Level Analysis)

PLAYGIRL

		(high)		IC		(low)	
		0	1	2	3	4	
ISC	(high)	0	\bar{X} SD N	2.500 1.500 4	2.000 1.414 2		
	1	\bar{X} SD N		1.506 1.071 77	3.000 1.414 2		
	2	\bar{X} SD N		1.000 1.732 3	.385 .768 13		
	3	\bar{X} SD N					
	(low)	4	\bar{X} SD N				

Variables	SS	df	MS	F	Eta ²
IC	.537	2	.269	.230	.004
ISC	8.292	2	4.146	3.546**	.062
IC x ISC	4.817	1	4.817	4.120**	.036
Within	111.074	95	1.169		
Total	134.535	100	1.345		

Note: IC= Ideal-Congruity
ISC= Ideal-Social-Congruity

*p<.10

**p<.05

Analysis of Variance of Product Preference as a Function of
Ideal-Congruity and Ideal-Social-Congruity
(Group-Level Analysis)

GLAMOUR

		(high) IC (low)					
		0	1	2	3	4	
ISC	(high)	0	\bar{X}	3.312	3.750	2.000	
			SD	.602	.500	0	
			N	16	4	1	
	1		\bar{X}	3.000	2.449	.714	
			SD	0	1.219	1.113	
			N	4	69	7	
	2		\bar{X}				
			SD				
			N				
	3		\bar{X}				
			SD				
			N				
(low)	4		\bar{X}				
			SD				
			N				

Variables	SS	df	MS	F	Eta ²
IC	.293	2	.147	.122	.002
ISC	6.463	2	3.232	2.677*	.042
IC x ISC	1.693	1	1.693	1.402	.011
Within	114.689	95	1.207		
Total	155.129	100	1.551		

Note: IC= Ideal-Congruity
ISC= Ideal-Social-Congruity

*p<.10

Analysis of Variance of Product Preference of a Function of
Ideal-Congruity and Ideal-Social-Congruity}
(Group-Level Analysis)

VW. RABBIT

		(high) IC (low)				
		0	1	2	3	4
ISC	(high) 0	\bar{X} SD N	3.214 .787 28	3.375 .517 8		
	1	\bar{X} SD N	3.143 .899 7	2.555 1.192 54	1.000 0 1	
	2	\bar{X} SD N			2.667 1.527 3	
	3	\bar{X} SD N				
	(low) 4	\bar{X} SD N				

Variables	SS	df	MS	F	Eta ²
IC	3.152	2	1.576	1.448	.027
ISC	5.053	2	2.527	2.320*	.043
IC x ISC	1.737	1	1.737	1.595	.015
Within	103.446	95	1.089		
Total	118.139	100	1.131		

Note: IC= Ideal-Congruity
ISC= Ideal-Social-Congruity

*p<.10

APPENDIX H

Analysis of Variance of Intention Scores as a Function of
Self-Ideal Discrepancies and Product Preference across
Products of Varying Personalizing Potential
(Group-Level Analysis)

Products	Variables	SS	df	MS	F	Eta ²
MGB	PREF	67.347	4	16.837	16.176****	.399
	DISAS	1.467	1	1.467	1.409	.008
	PREF x DISAS	5.343	3	1.781	1.711	.032
	Within	95.757	92	1.041		
	Total	168.574	100	1.686		
	PREF	66.689	4	16.672	15.673****	.396
	DISSS	.892	1	.892	.333	.005
	PREF x DISSS	3.840	3	1.280	1.254	.023
	Within	97.836	92	1.063		
	Total	168.574	100	1.686		
	PREF	65.327	4	16.332	15.003****	.387
	DISSAS	.399	1	.399	.365	.002
	PREF x DISSAS	2.053	3	.684	.629	.012
	Within	100.115	92	1.088		
	Total	168.574	100	1.686		
	PREF	55.914	4	13.979	17.991****	.386
	DISSSS	3.616	1	3.616	4.654**	.025
	PREF x DISSSS	3.086	3	1.029	1.324	.021
	Within	71.484	92	.777		
	Total	144.673	100	1.447		

Note: PREF= Product Preference
DISAS= Discrepancy between Ideal-Self and Actual-Self
DISSS= Discrepancy between Ideal-Self and Social-Self
DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self
DISSSS= Discrepancy between Ideal-Social-Self and Social-Self

*p<.10
**p<.05
***p<.025
****p<.01

Analysis of Variance of Intention Scores as a Function of
Self-Ideal Discrepancies and Product Preference across
Products of Varying Personalizing Potential
(Group-Level Analysis)

Products	Variables	SS	df	MS	F	Eta ²
PLAYGIRL	PREF	55.914	4	13.979	17.991****	.386
	DISAS	3.616	1	3.615	4.654**	.025
	PREF x DISAS	3.086	3	1.029	1.324	.021
	Within	71.484	92	.777		
	Total	144.673	100	1.447		
	PREF	59.399	4	14.850	18.177****	.411
	DISSS	.937	1	.937	1.147	.006
	PREF x DISSS	2.087	3	.696	.852	.014
	Within	75.161	92	.817		
	Total	144.673	100	1.447		
	PREF	62.567	4	15.642	20.071****	.435
	DISSAS	.047	1	.047	.060	.000
	PREF x DISSAS	7.219	4	1.825	2.316*	.050
	Within	70.920	91	.779		
	Total	144.673	100	1.447		
	PREF	66.633	4	16.658	20.541****	.461
	DISSSS	.513	2	.257	.316	.003
	PREF x DISSSS	4.683	4	1.171	1.444	.032
	Within	72.989	90	.811		
	Total	144.673	100	1.447		

Note: PREF= Product Preference
DISAS= Discrepancy between Ideal-Self and Actual-Self
DISSS= Discrepancy between Ideal-Self and Social-Self
DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self
DISSSS= Discrepancy between Ideal-Social-Self and Social-Self

*p<.10
**p<.05
***p<.025
****p<.01

Analysis of Variance of Intention Scores as a Function of
Self-Ideal Discrepancies and Product Preference across
Products of Varying Personalizing Potential
(Group-Level Analysis)

Products	Variables	SS	df	MS	F	$\bar{\eta}^2$
GLAMOUR	PREF	113.050	4	28.263	40.056****	.560
	DISAS	2.469	1	2.469	3.500*	.012
	PREF x DISAS	2.079	4	.520	.737	.010
	Within	64.208	91	.706		
	Total	201.861	100	2.019		
	PREF	127.699	4	31.925	42.783****	.633
	DISSS	.115	1	.115	.154	.000
	PREF x DISSS	.737	4	.184	.247	.004
	Within	167.905	91	.746		
	Total	201.861	100	2.019		
	PREF	133.054	4	33.264	46.538****	.659
	DISSAS	.013	1	.013	.018	.000
	PREF x DISSAS	3.700	4	.925	1.294	.018
	Within	65.044	91	.715		
	Total	201.861	100	2.019		
	PREF	126.743	4	31.686	42.814****	.628
	DISSSS	.045	2	.022	.030	.000
	PREF x DISSSS	2.103	4	.526	.711	.010
	Within	66.609	90	.740		
	Total	201.861	100	2.019		

Note: PREF= Product Preference
DISAS= Discrepancy between Ideal-Self and Actual-Self
DISSS= Discrepancy between Ideal-Self and Social-Self
DISSAS= Discrepancy between Ideal-Social-Self and
Actual-Self
DISSSS= Discrepancy between Ideal-Social-Self and
Social-Self

*p<.10
**p<.05
***p<.025
****p<.01

Analysis of Variance of Intention Scores as a Function of
Self-Ideal Discrepancies and Product Preference across
Products of Varying Personalizing Potential
(Group-Level Analysis)

Products	Variables	SS	df	MS	F	Eta ²
VW RABBIT	PREF	75.838	4	18.960	18.703****	.435
	DISAS	.704	1	.704		.004
	PREF x DISAS	4.659	4	1.165		.027
	Within	92.249	91	1.014		
	Total	174.356	100	1.744		
	PREF	77.787	4	19.447	19.581****	.446
	DISSS	1.852	1	1.852		.011
	PREF x DISSS	5.384	4	1.346		.031
	Within	90.376	91	.993		
	Total	174.356	100	1.744		
	PREF	76.414	4	19.104	18.734****	.438
	DISSAS	.612	1	.612		.003
	PREF x DISSAS	4.206	4	1.051		.024
	Within	92.794	91	1.020		
	Total	174.356	100	1.744		
	PREF	70.485	4	17.621	18.448****	.404
	DISSSS	.459	2	.229		.003
	PREF x DISSS	11.186	4	2.797		.004
	Within	85.967	90	.955		
	Total	174.356	100	1.744		

Note: PREF= Product Preference
DISAS= Discrepancy between Ideal-Self and Actual-Self
DISSAS= Discrepancy between Ideal-Social-Self and
Actual-Self
DISSSS= Discrepancy between Ideal-Social-Self and
Social-Self

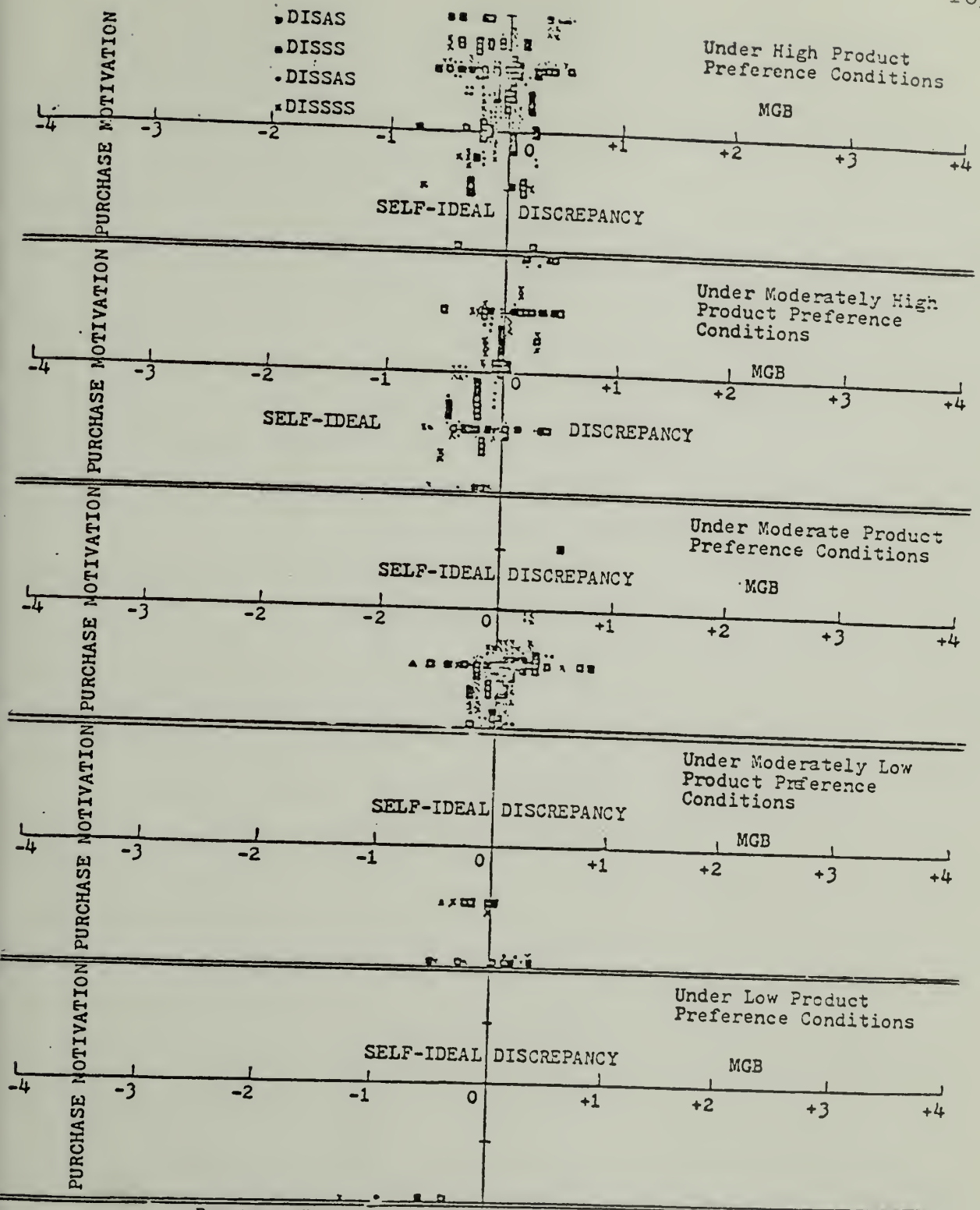
*p<.10
**p<.05
***p<.025
****p<.01

Analysis of Variance of Intention Scores as a Function of
Self-Ideal Discrepancies and Product Preference across
Products of Varying Personalizing Potential
(Group-Level Analysis)

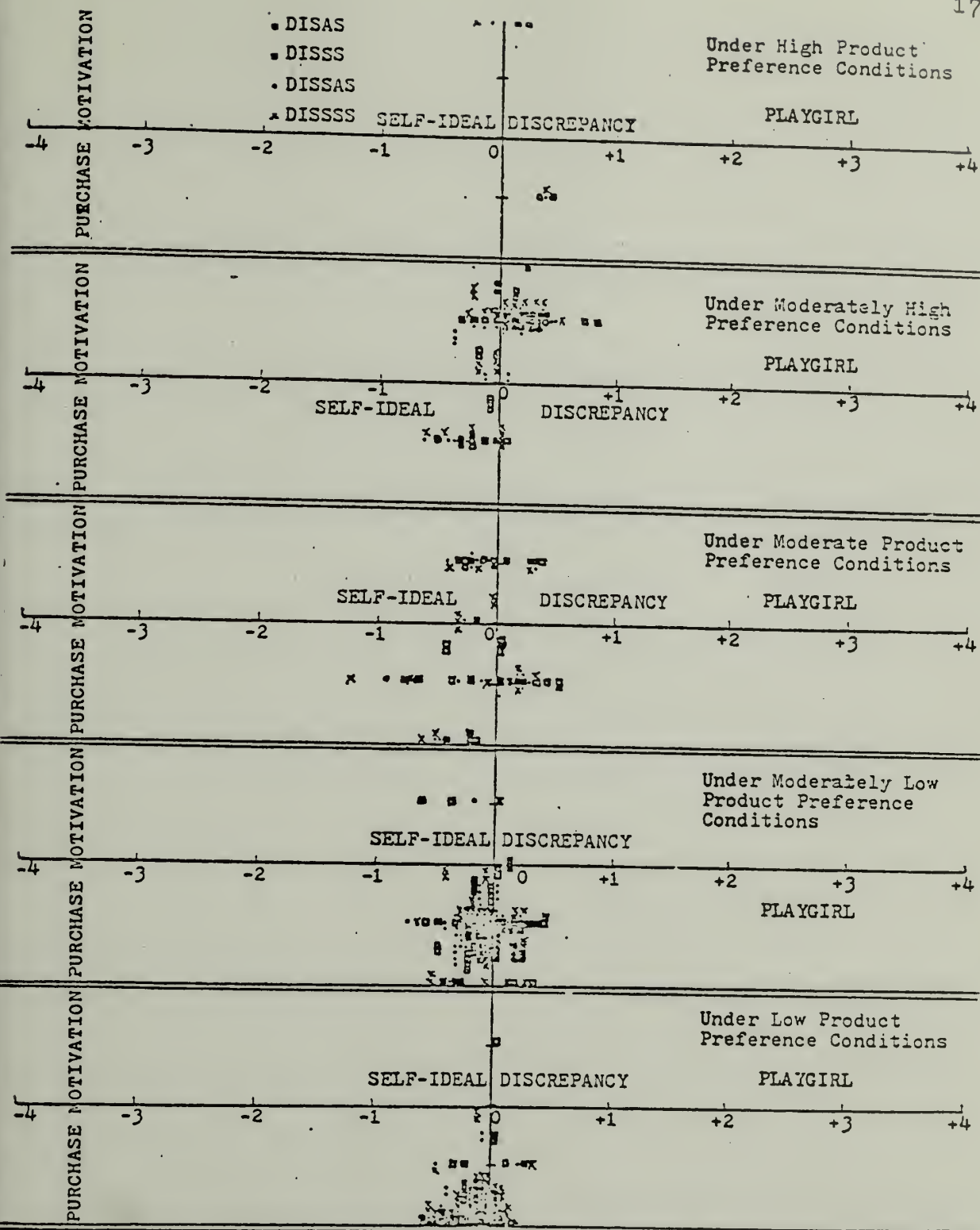
Products	Variables	SS	df	MS	F	Eta ²
VW RABBIT	PREF	75.838	4	18.960	18.703****	.435
	DISAS	.704	1	.704	.695	.004
	PREF x DISAS	4.659	4	1.165	1.149	.027
	Within	92.249	91	1.014		
	Total	174.356	100	1.744		
	PREF	77.787	4	19.447	19.581****	.446
	DISSS	1.852	1	1.852	1.865	.011
	PREF x DISSS	5.384	4	1.346	1.355	.031
	Within	90.376	91	.993		
	Total	174.356	100	1.744		
	PREF	76.414	4	19.104	18.734****	.438
	DISSAS	.612	1	.612	.600	.003
	PREF x DISSAS	4.206	4	1.051	1.031	.024
	Within	92.794	91	1.020		
	Total	174.356	100	1.744		
	PREF	70.485	4	17.621	18.448****	.404
	DISSSS	.459	2	.229	.240	.003
	PREF x DISSS	11.186	4	2.797	2.928***	.004
	Within	85.967	90	.955		
	Total	174.356	100	1.744		

Note: PREF= Product Preference
DISAS= Discrepancy between Ideal-Self and Actual-Self
DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self
DISSSS= Discrepancy between Ideal-Social-Self and Social-Self

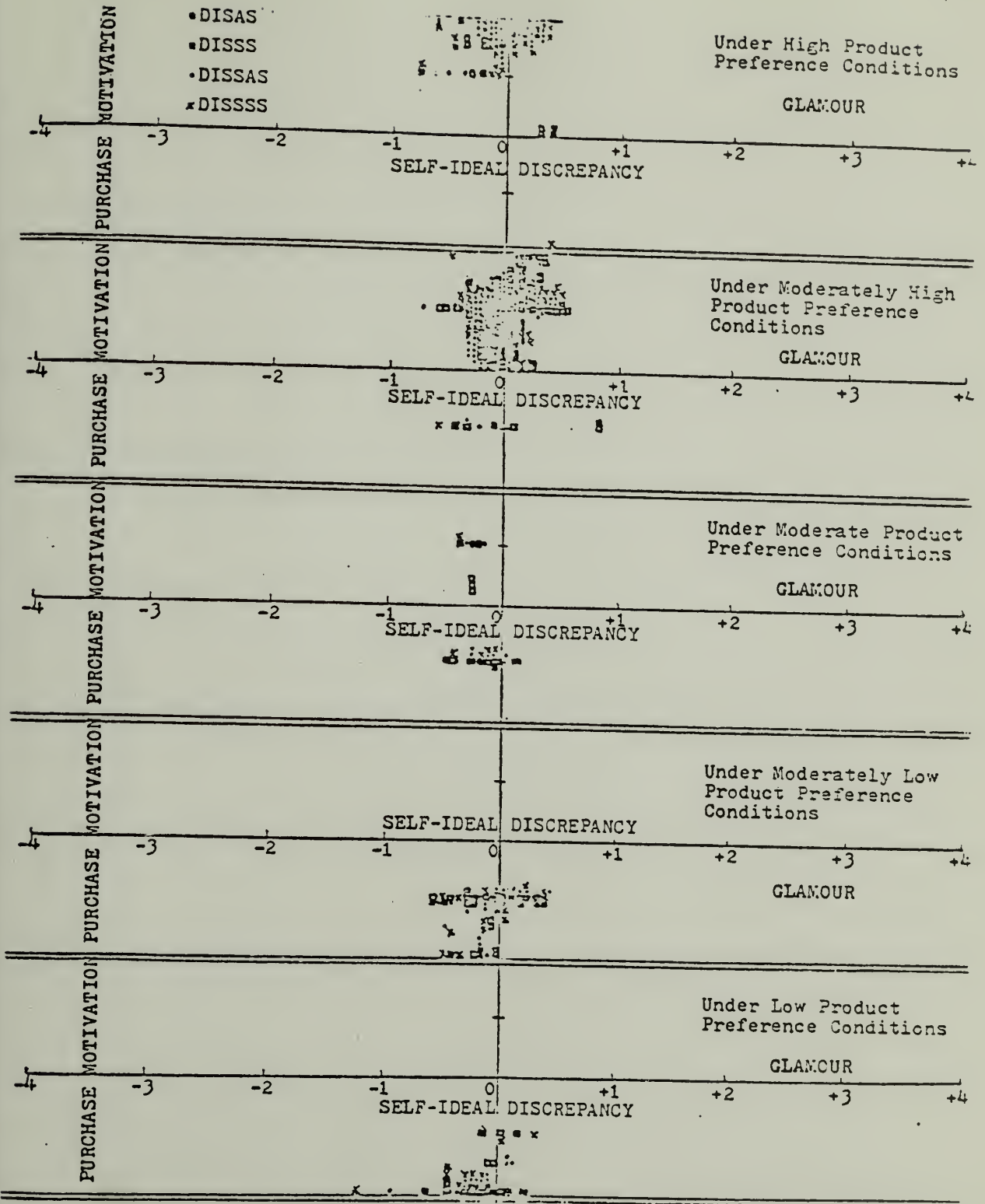
*p<.10
**p<.05
***p<.025
****p<.01



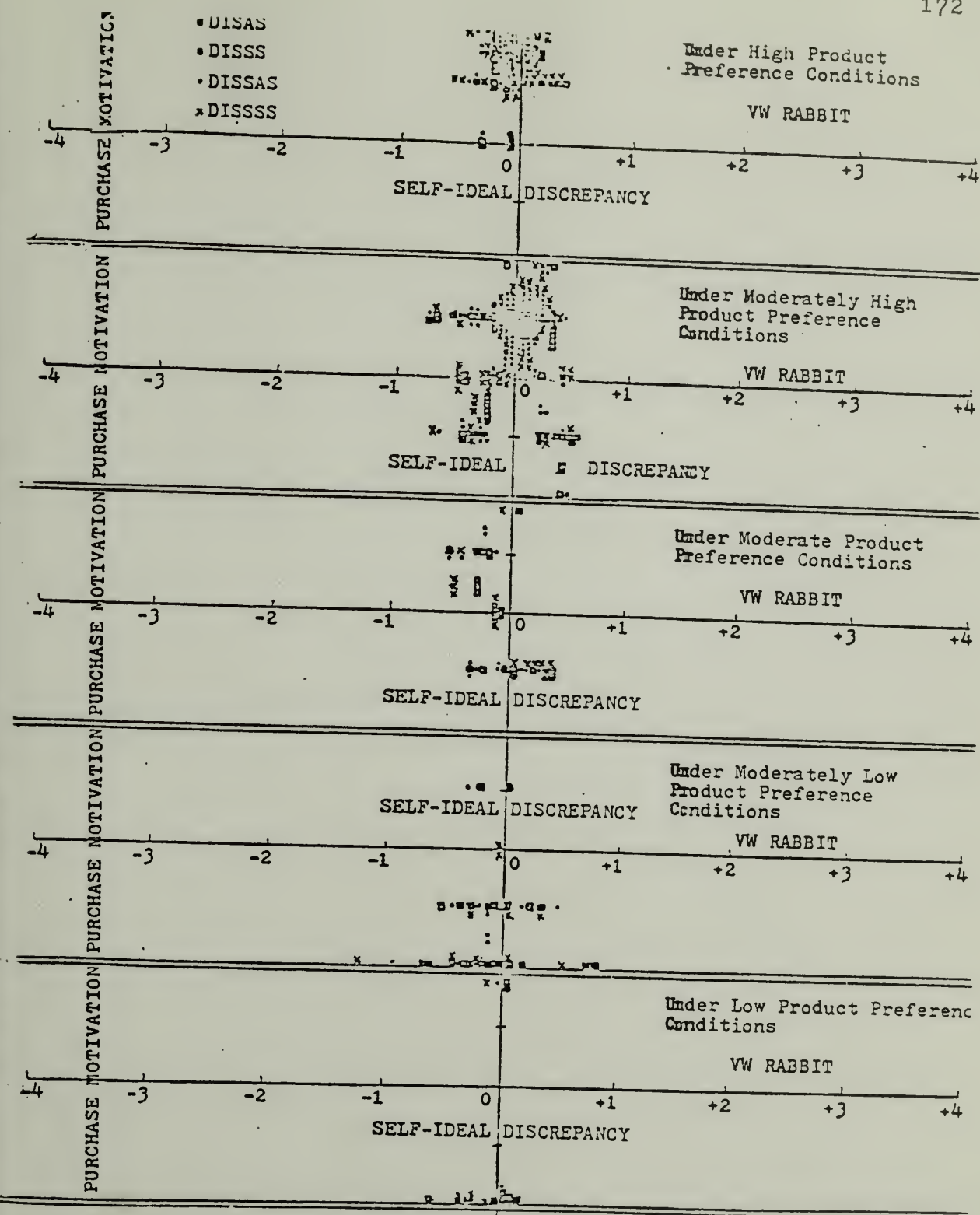
Purchase Intention (Motivation) as a Function of Self-Ideal Discrepancies Under Various Product Preference Conditions as Applied to a High Personalizing Product (MGB).



Purchase Intention as a Function of Self-Ideal Discrepancies
 • Under Various Conditions of Product Preference Conditions as
 Applied to a High Personalitizing Product (PLAYGIRL).



Purchase Intention (Motivation) as a Function of Self-Ideal Discrepancies Under Various Conditions of Product Preference as Applied to a Moderate Personalitizing Product (GLAMOUR).



Purchase Intention (Motivation) as a Function of Self-Ideal Discrepancies Under Various Conditions of Product Preference as Applied to a Low "Personalitizing" Product (VW RABBIT).

APPENDIX I

- By inspecting the means and standard deviations of the Product-Images and the Ideal-Self-Images together with the Ideal-Social-Self-Images, Images 21, 8, 12, 11, and 15 as applied to the MGB, MGE, PLAYGIRL, GLAMOUR, and GLAMOUR respectively, were selected for the Image-Level Analysis.

Image 21 ("displays independence") for the MGB had a consensually high Product-Image ($\bar{X} = 2.970$, $SD = .865$) with a high Ideal-Self-Image ($\bar{X} = 3.743$, $SD = .541$) and Ideal-Social-Self-Image ($\bar{X} = 3.653$, $SD = .607$) to qualify it for the high Ideal-Congruity (Ideal-Social-Congruity) condition.

Image 8 ("display sex-appeal") for the MGB had a consensually high Product-Image ($\bar{X} = 2.713$, $SD = .931$) with a moderately high Ideal-Self-Image ($\bar{X} = 2.782$, $SD = 1.026$) and Ideal-Social-Self-Image ($\bar{X} = 2.802$, $SD = 1.133$) to qualify it for the moderately high Ideal-Congruity (Ideal-Social-Congruity) condition.

Image 12 ("displays a person who is good at manipulating men") for PLAYGIRL had a consensually high Product-Image ($\bar{X} = 2.396$, $SD = .981$) with a moderate Ideal-Self-Image ($\bar{X} = 1.050$, $SD = 1.252$) to qualify it for the moderate Ideal-Congruity (Ideal-Social-Congruity) condition.

Image 11 ("displays a preoccupation with locks") for GLAMOUR has a consensually high Product-Image ($\bar{X} = 3.356$, $SD = .795$) with a moderately low Ideal-Self-Image ($\bar{X} = .891$, $SD = .999$) to qualify it for the moderately low Ideal-Congruity (Ideal-Social-Congruity) condition.

Image 15 ("displays self-centeredness") for GLAMOUR has a consensually high Product-Image ($\bar{X} = 2.455$, $SD = 1.025$), with a low Ideal-Self-Image ($\bar{X} = .410$, $SD = .840$) and Ideal-Social-Self-Image ($\bar{X} = .376$, $SD = .858$) to qualify it for the low Ideal-Congruity (Ideal-Social-Congruity) condition.

Means and Standard Deviations of
Perceived Product-Images of Selected Products
(Image-Level Analysis)

Images	MGB		PLAYGIRL		GLAMOUR		VW RABBIT	
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD
1	3.139	.906	2.822	1.043	3.059	.998	2.069	.972
2	2.317	1.216	1.941	.915	2.327	.928	3.030	.741
3	2.871	.871	3.119	.886	2.891	.359	1.743	.783
4	3.129	.808	2.861	.917	2.624	.335	1.842	.903
5	2.564	1.081	1.822	.984	1.921	1.083	1.030	.888
6	.673	.928	.614	1.077	1.475	.855	2.554	1.127
7	.931	.982	1.871	.891	1.396	.906	.921	.880
8	2.731	.931	2.723	.981	2.257	.913	1.218	.820
9	1.911	1.021	3.426	.766	2.218	1.292	.802	.800
10	1.891	.926	2.406	.982	1.564	.376	1.039	.871
11	2.554	.995	2.475	1.054	3.356	.795	.980	.812
12	2.030	1.044	2.396	.981	1.990	.922	1.030	.854
13	1.020	1.039	1.752	1.178	1.663	1.107	1.198	.980
14	.802	.906	1.020	.969	1.822	1.071	1.792	.973
15	2.346	1.053	2.040	.926	2.455	1.025	1.030	.842
16	2.931	.840	2.545	.794	2.097	.879	1.683	1.020
17	1.059	.978	2.218	1.110	2.109	1.057	1.378	.978
18	.455	.878	1.079	.956	1.208	1.013	2.574	1.013
19	2.228	.968	2.960	.948	2.000	1.095	.921	.808
20	.762	.950	1.941	.705	1.584	.791	2.360	.967
21	2.970	.865	2.525	.934	2.366	1.007	2.337	.853
22	2.563	.803	2.931	.875	2.267	1.019	1.099	.768
23	2.584	.908	2.703	1.054	2.644	.955	2.554	.964
24	3.247	.805	2.465	.912	2.792	.854	2.247	1.014
25	1.079	1.026	.950	.921	1.505	.945	3.445	.854
26	2.436	1.108	2.228	.979	2.238	.929	2.693	.821
27	2.049	.942	2.703	.995	1.871	.876	.871	.833
28	1.544	.954	2.386	1.095	1.594	1.106	.881	.836
29	1.624	1.038	1.980	1.086	1.515	1.006	.812	.913
30	3.327	.789	2.198	1.010	3.277	.896	1.812	1.007

Means and Standard Deviations of
Actual-Self-Image, Social-Self-Image,
Ideal-Self-Image, and Ideal-Social-Self-Image
(Image-Level Analysis)

Images	ASI		SSI		ISI		ISSI	
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD
1	3.525	.855	3.495	.912	3.436	.876	3.356	.965
2	2.594	1.290	2.436	1.352	3.366	.924	3.247	1.090
3	2.624	1.363	2.594	1.429	2.148	1.329	2.386	1.183
4	2.505	1.101	2.782	1.016	3.178	1.614	3.000	1.000
5	1.426	1.252	1.594	1.305	.634	1.027	.436	.910
6	1.861	1.158	1.762	1.250	1.505	1.376	1.515	1.278
7	.396	.813	.366	.689	.158	.717	.119	.571
8	2.059	.892	2.218	.944	2.782	1.026	2.802	1.133
9	1.455	.954	1.386	1.077	.941	1.037	.713	.887
10	1.257	1.254	1.485	1.197	1.238	1.226	1.109	.999
11	2.129	.986	1.812	1.027	1.129	1.074	.891	.999
12	1.574	1.080	1.525	1.230	1.505	1.338	1.050	1.252
13	.574	.920	.663	.752	.069	1.354	.099	.538
14	1.238	1.141	.980	1.200	1.089	1.157	.842	1.056
15	1.396	.939	1.139	1.039	.416	.840	.376	.856
16	2.960	1.029	2.772	1.094	3.436	.838	3.287	.942
17	1.247	1.135	1.218	1.196	.574	.841	.535	.795
18	.307	.758	.426	.898	.634	.926	.535	.878
19	.762	1.133	.772	1.085	.554	.943	.495	.879
20	2.346	1.260	2.188	1.231	1.099	1.137	1.445	1.228
21	3.138	.938	3.138	.928	3.743	.521	3.653	.607
22	1.802	1.166	2.000	1.200	1.980	1.257	1.743	1.278
23	2.990	1.005	2.941	.957	3.396	.826	3.416	.816
24	2.802	.980	2.832	1.030	3.525	.729	3.545	.671
25	2.842	.997	2.624	1.018	3.327	.814	3.228	.893
26	2.851	.931	2.832	.917	3.624	.614	3.525	.672
27	.584	.863	.713	1.152	.555	.830	.485	.782
28	.743	.902	.881	.930	.069	.253	.079	.392
29	.505	.832	.733	.893	.089	.432	.030	.222
30	2.445	.985	2.445	1.072	3.129	1.055	3.089	1.040

Note: ASI= Actual-Self-Image
SSI= Social-Self-Image
ISI= Ideal-Self-Image
ISSI= Ideal-Social-Self-Image

APPENDIX J

Analysis of Variance of Intention Scores by the Various Self-Ideal
Discrepancies under High Ideal-Congruity (Ideal-Social-Congruity)
for Image 21 "Displays Independence"
(Image-Level Analysis)

MGB

Variables	-4	-3	-2	-1	0	+1	+2	+3	+4	F	df	Eta ²
IC-DISAS	\bar{X} SD N			1.860 0 1	3.667 .896 17	2.223 .986 9	3.754 .401 2	2.800 0 1		4.449****	4/29	.416
IC-DISSS	\bar{X} SD N				3.590 .888 16	2.721 1.205 12	1.615 0 1	2.800 0 1		2.425*	3/29	.218
ISC-DISSAS	\bar{X} SD N			2.857 1.273 4	3.463 1.047 18	2.463 1.009 13	3.754 .401 2	2.800 0 1		2.012	4/37	.196
ISC-DISSSS	\bar{X} SD N				3.274 1.075 21	2.853 1.690 14	2.302 .972 2	2.800 0 1		.751	3/37	.062
Avg. S-I	\bar{X}			2.658	3.484	2.596	3.034	2.800				

Note:

IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under High Ideal-Congruity
 IC-DISSAS= Discrepancy between Ideal-Self and Social-Self under High Ideal-Congruity
 ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under High Ideal-Social-Congruity
 ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under High Ideal-Social-Congruity

*p<.10

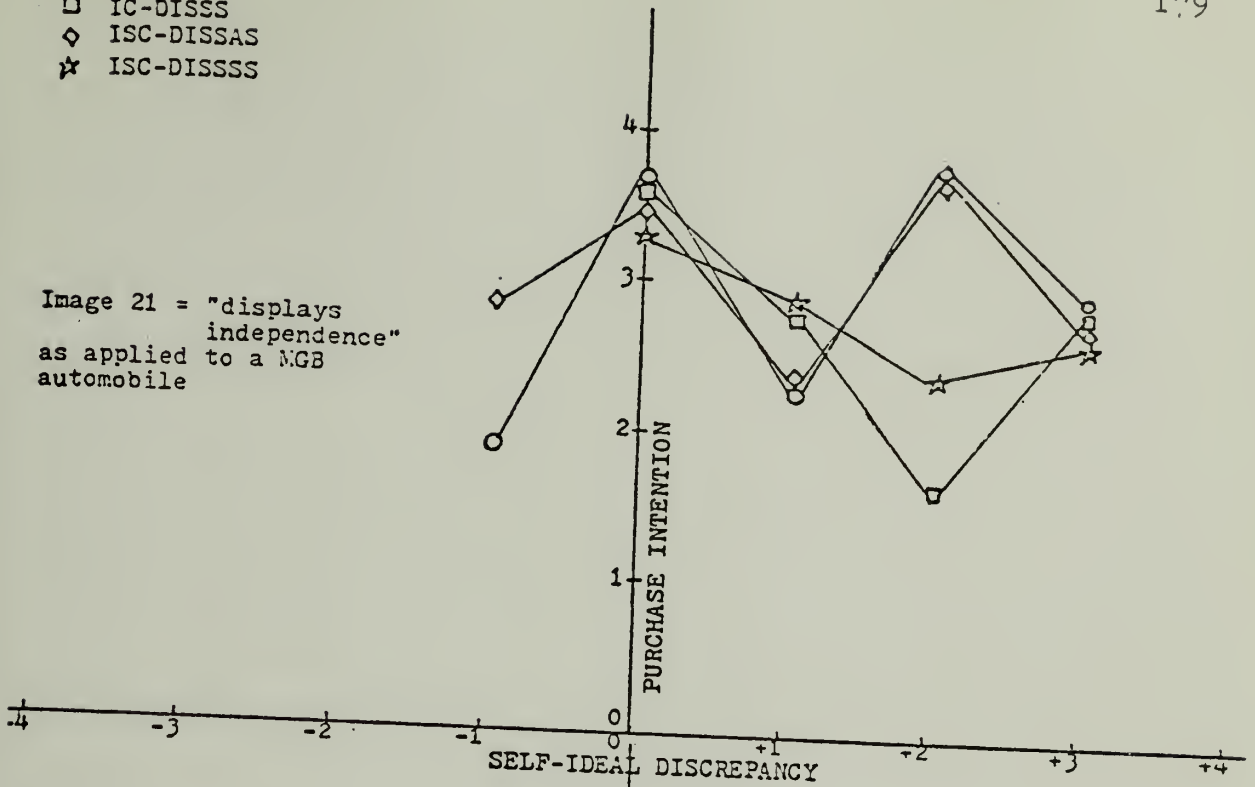
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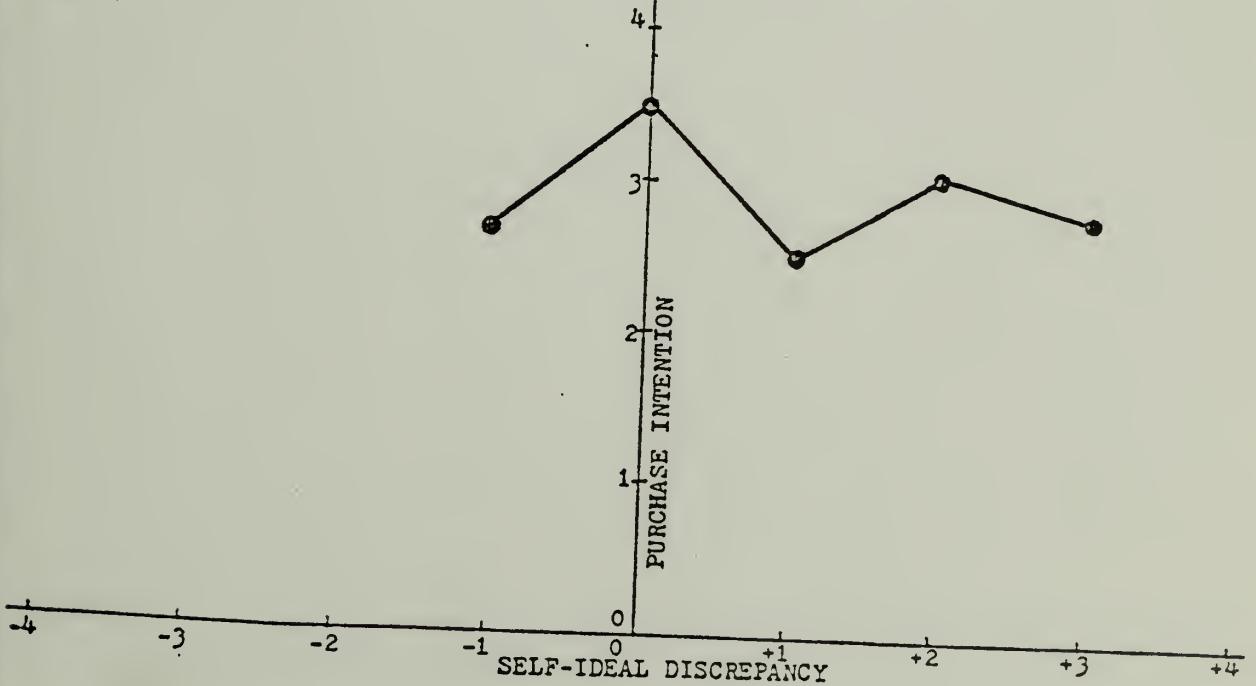
****p<.01

- IC-DISAS
- IC-DISSS
- ◇ ISC-DISSAS
- ★ ISC-DISSSS

Image 21 = "displays
independence"
as applied to a MGB
automobile



● Av. S-I



Purchase Intention as a Function of Self-Ideal Discrepancies
Under High Ideal-Congruity (Ideal-Social-Congruity)
for Image 21 - "Displays Independence"

Analysis of Variance of Intention Scores by the Various Self-Ideal
Discrepancies Under Moderately High Ideal-Congruity (Ideal-Social-
Congruity) for Image 8 - "Displays Sex Appeal"
(Image-Level Analysis)

MGB

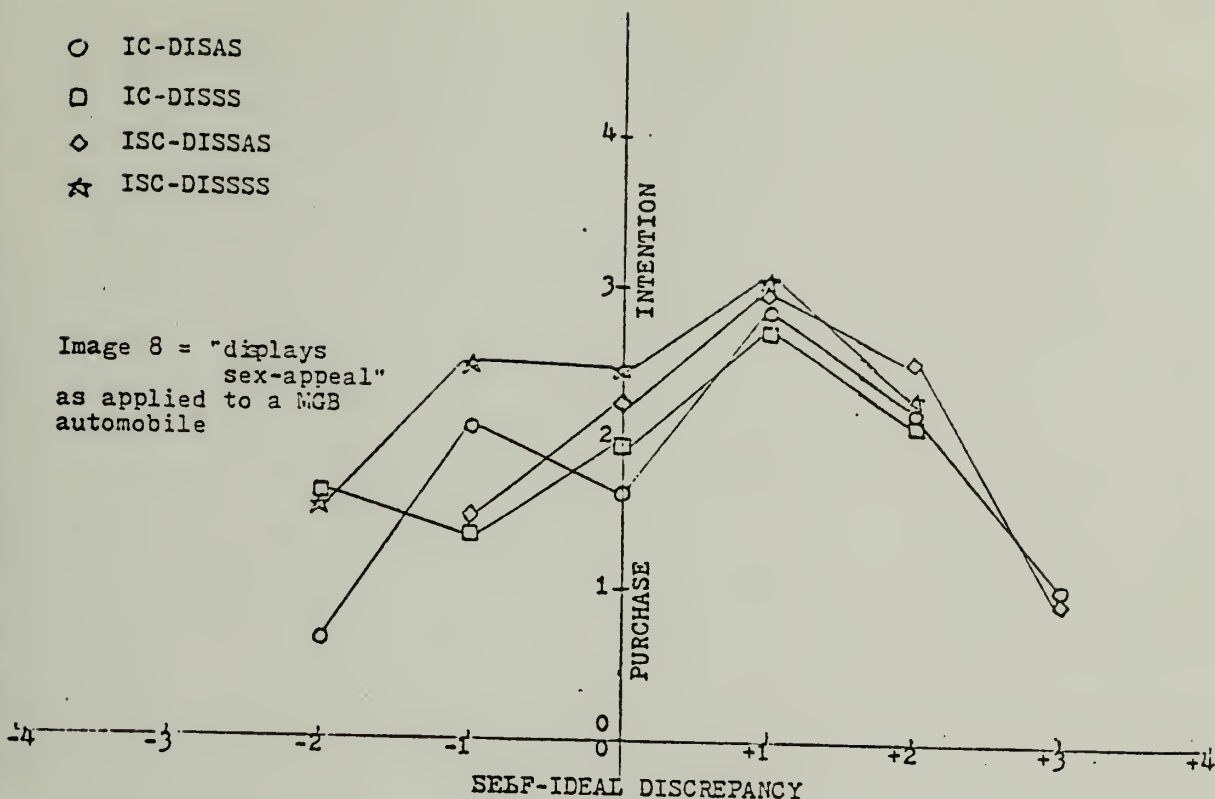
Variables	-4	-3	-2	-1	0	+1	+2	+3	+4	F	df	Eta ²
IS-DISAS			.685 0 1	2.054 1.119 5	1.639 .747 11	2.813 .951 18	2.196 1.005 7	1.031 .486 2		3.617****	5/43	.322
IC-DISSS			1.620 0 1	1.387 .976 7	1.920 .863 9	2.710 .963 18	2.185 1.109 9			2.704**	4/43	.217
ISC-DISSAS				1.617 .264 4	2.270 1.041 5	2.995 .944 23	2.551 .948 7	1.031 .486 2		3.909***	4/40	.303
ISC-DISSSS			1.620 0 1	2.501 1.288 5	2.247 .892 4	2.880 .983 22	2.239 1.062 9			1.035	4/40	.103
AVG. S-I			1.308	1.855	1.919	2.860	2.283	1.031				

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under Moderately High Ideal-
Congruity
IO-DISSS= Discrepancy between Ideal-Self and Social-Self under Moderately High Ideal-
Congruity
ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under Moderately
High Ideal-Social-Congruity
ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under Moderately
High Ideal-Social-Congruity

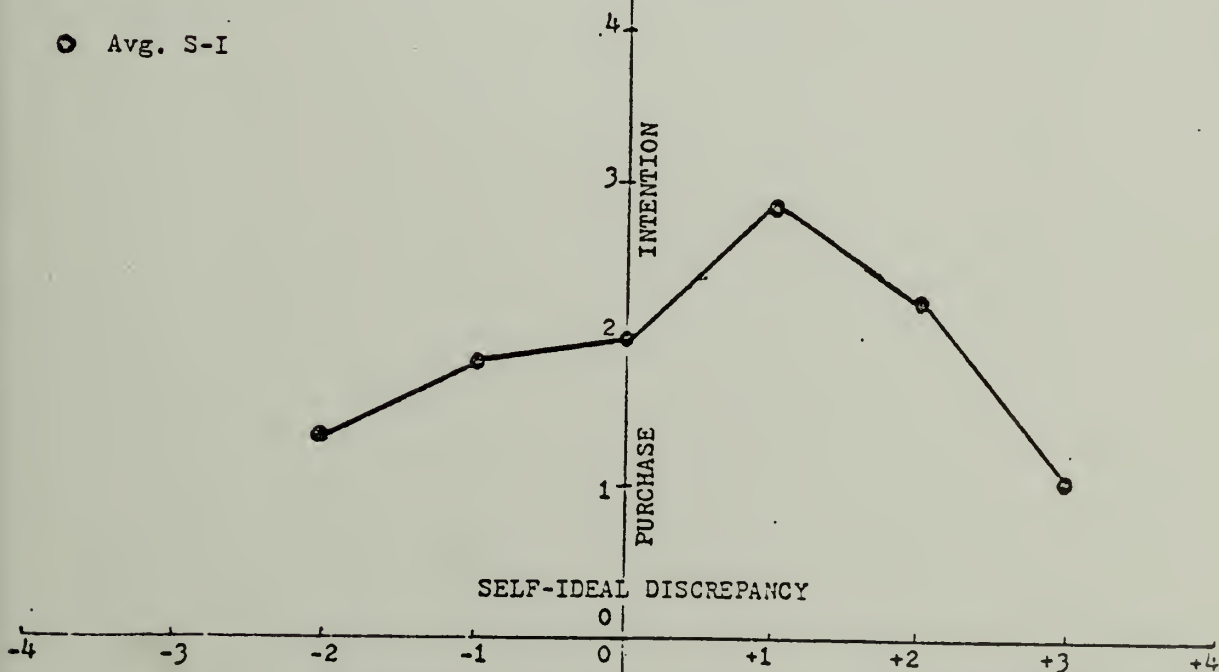
*p<.10
**p<.05
***p<.025
****p<.01

- IC-DISAS
- IC-DISSS
- ◇ ISC-DISSAS
- ☆ ISC-DISSSS

Image 8 = "displays
sex-appeal"
as applied to a MGB
automobile



● Avg. S-I



Purchase Intention as a Function of Self-Ideal Discrepancies
Under Moderately High Ideal-Congruity (Ideal-Social-Congruity)
for Image 8- "Displays Sex-Appeal"

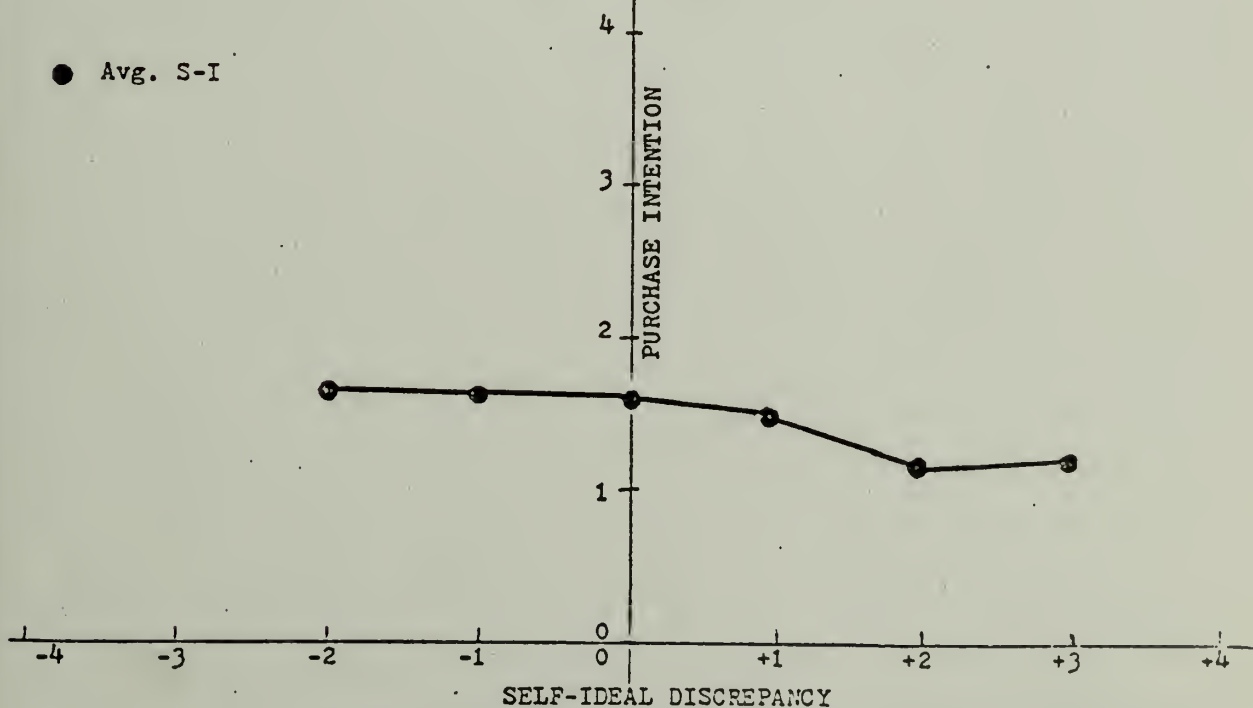
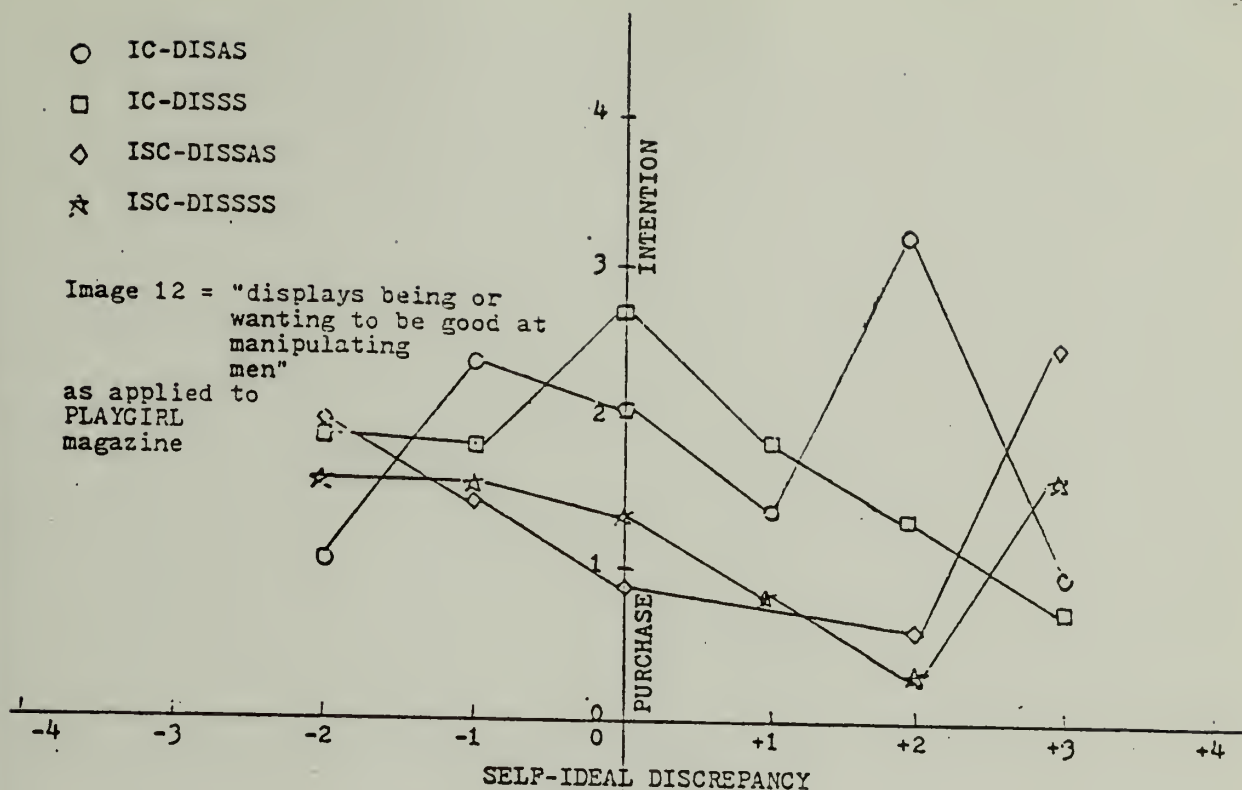
Analysis of Variance of Intention Scores by the Various Self-Ideal
Discrepancies under Moderate Ideal-Congruity (Ideal-Social-Congruity)
for Image 12- "Displays Belong or Wanting to be Good at
Manipulating Men"

(Image-Level Analysis)

PLAYGIRL

Variables	-4	-3	-2	-1	0	+1	+2	+3	+4	F	df	Eta ²
IC-DISAS			1.087 .569 2.	2.362 1.031 .5	2.059 1.344 4	1.370 0 1	3.230 0 1	.971 .594 3		1.326	5/15	.399
IC-DISSS			1.802 1.201 3	1.740 .169 5	2.725 1.292 3	1.819 1.015 2	1.370 0 1	.652 .307 2		1.068	5/15	.348
ISQ-DISSAS			1.886 1.055 6	1.456 .800 13	.900 .652 5		.649 .230 3	2.500 0 1		2.142	4/27	.271
ISC-DISSSS			1.653 .799 5	1.437 .889 11	1.333 .788 8	.755 0 1	.385 0 1	1.654 1.197 2		.457	5/27	.094
Avg. S-I			1.697	1.625	1.579	1.441	1.155	1.253				

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under Neutral Ideal-Congruity
IC-DISSS= Discrepancy between Ideal-Self and Social-Self under Neutral Ideal-Congruity
ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under Neutral Ideal-Social-Congruity
ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under Neutral Ideal-Social-Congruity



Purchase Intention as a Function of Self-Ideal Discrepancies
 Under Moderate Ideal-Congruity (Ideal-Social-Congruity)
 for Image 12-"Displays Being Good at Manipulating Men"

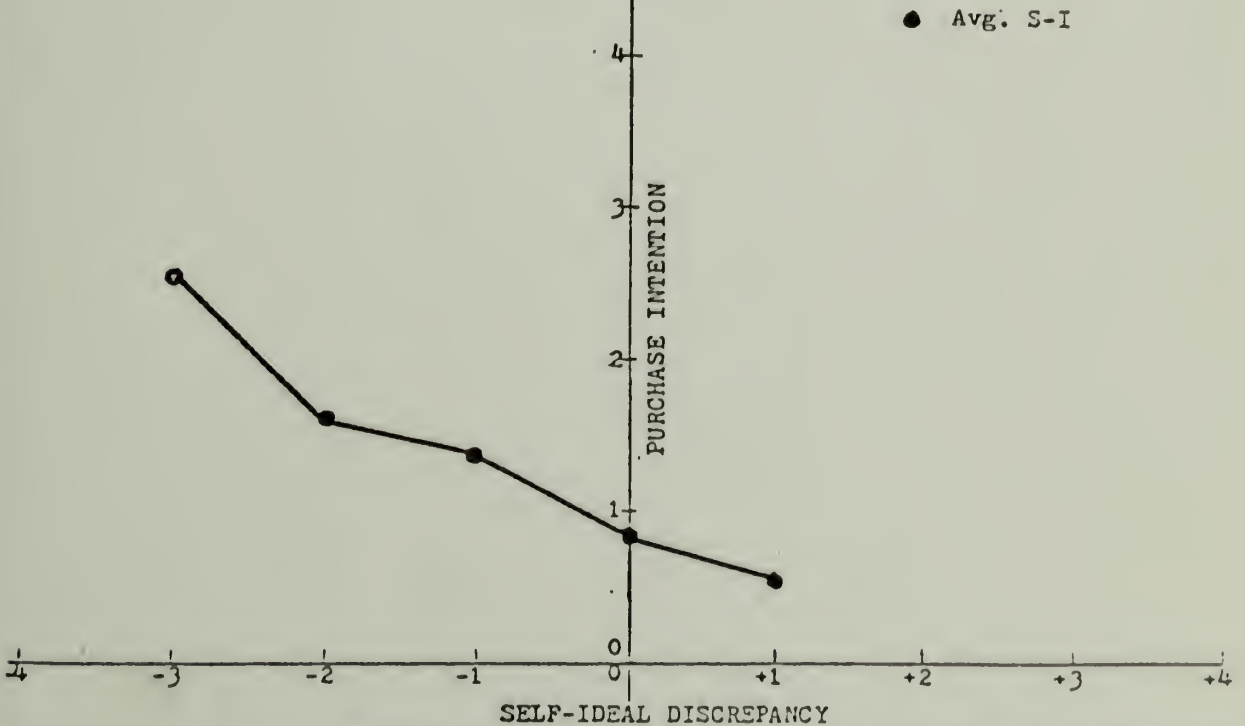
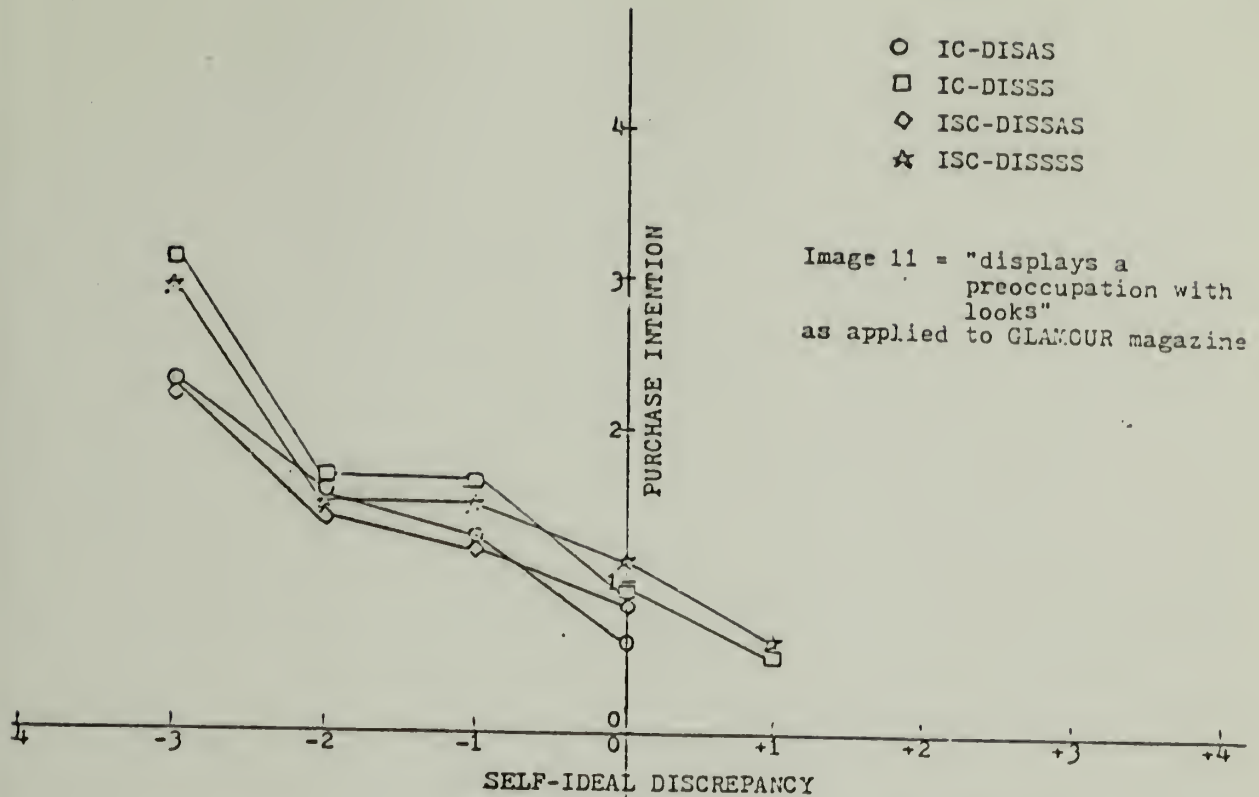
Analysis of Variance of Intention Scores by the Various Self-Ideal
Discrepancies under Moderately Low Ideal-Congruity
(Ideal-Social-Congruity)
"Displays a Preoccupation with Looks"
(Image-Level Analysis)

GLAMOUR

Variables	-4	-3	-2	-1	0	+1	+2	+3	+4	P	df	Eta ²
IC-DISAS	\bar{X} SD N	2.340 1.067 3	1.519 .674 10	1.313 .508 8	.610 .677 6					5.840****	3/26	.432
IC-DISSS	\bar{X} SD N	3.100 0 1	1.615 .822 8	1.698 .491 6	.915 .389 10	.510 .354 2				5.673	4/26	.508
ISC-DISSAS	\bar{X} SD N	2.246 1.235 6	1.617 .773 15	1.397 .673 11	.753 .250 3					2.552*	3/34	.198
ISC-DISSSS	\bar{X} SD N	2.933 .406 4	1.665 .891 12	1.508 .730 9	1.125 .354 8	.537 .315 2				5.854****	4/34	.438
Avg. S-I	\bar{X}	2.523	1.608	1.460	.891	.523						

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under Moderately Low Ideal-Congruity
IC-DISSS= Discrepancy between Ideal-Self and Social-Self under Moderately Low Ideal-Congruity
ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under Moderately Low Ideal-Social-Congruity
ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under Moderately Low Ideal-Social-Congruity

*p<.10
**p<.05
***p<.01



Purchase Intention as a Function of Self-Ideal Discrepancies Under Moderately Low Ideal-Congruity (Ideal-Social-Congruity) for Image 11 - "Displays a preoccupation with Looks"

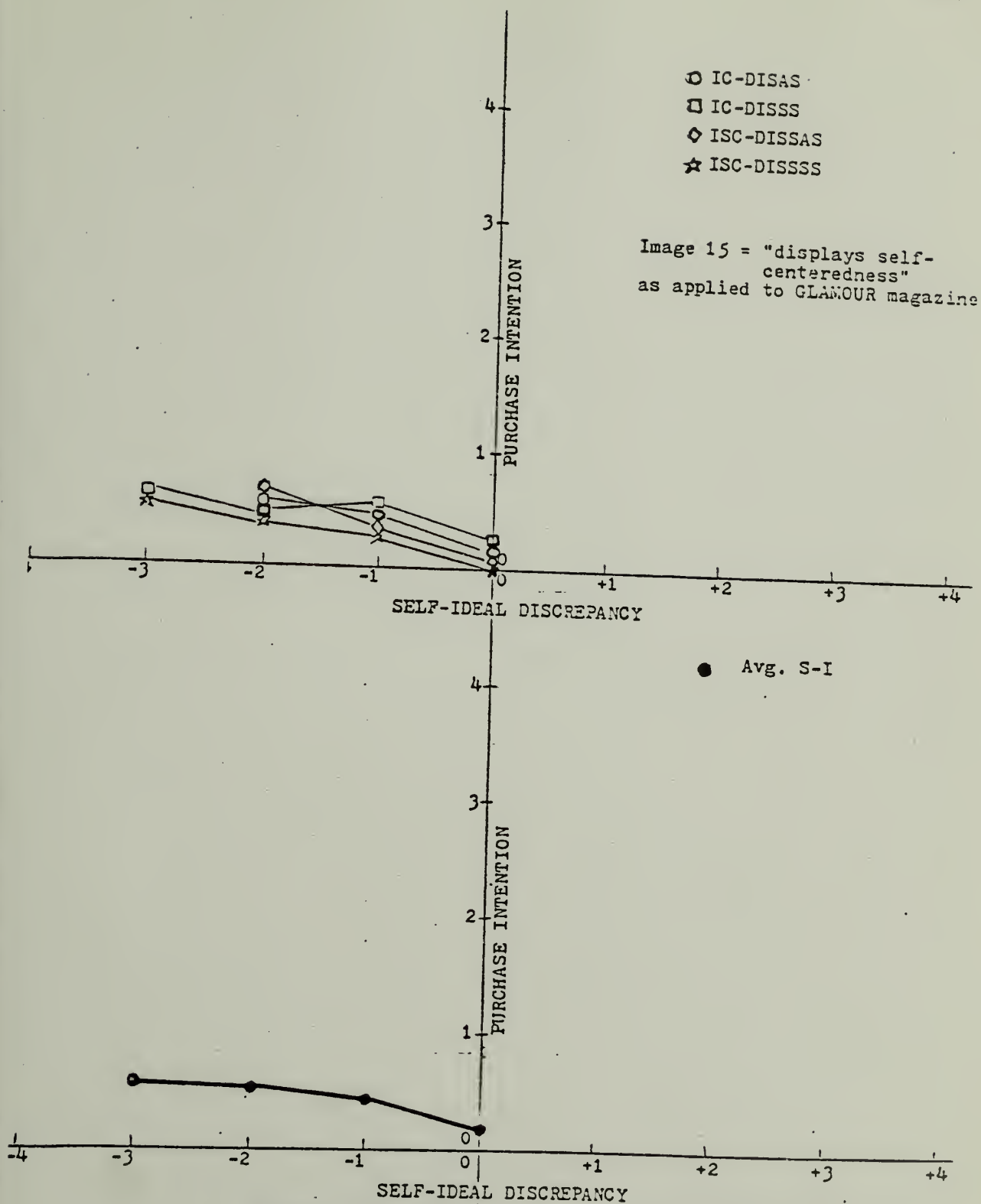
Analysis of Variance of Intention Scores by the Various Self-Ideal
Discrepancies under Low Ideal-Congruity (Ideal-Social-Congruity)
for Image 15- "Displays Self-Centeredness"

GLAMOUR

Variables	-4	-3	-2	-1	0	+1	+2	+3	+4	F'	df	Eta ²
IC-DISAS			.548 .127 4	.465 .145 4	.116 .220 5					7.907****	2/12	.613
IC-DISSS		.572 .088 2	.510 0 1	.517 .187 2	.243 .260 8					1.580	3/12	.345
ISC-DISSAS			.548 .127 4	.465 .145 4	.017 .005 4					26.307****	2/11	.54
ISC-DISSSS		.572 .088 2	.510 0 1	.517 .187 2	.205 .256 7					2.012	3/11	.430
Avg. S-I		.572	.540	.482	.168							

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under Low Ideal-Congruity
IC-DISSS= Discrepancy between Ideal-Self and Social-Self under Low Ideal-Congruity
ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under Low Ideal-Congruity
ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under Low Ideal-Congruity

*p<.10
**p<.05
***p<.025
****p<.01



Purchase Intention as a Function of Self-Ideal Discrepancies
Under Low Ideal-Congruity (Ideal-Social-Congruity)
for Image 15 - "Displays Self-Centeredness"

APPENDIX K

Analysis of Variance of Intention Scores by the Various Self-Ideal Discrepancies under High Ideal-Congruity (Ideal-Social-Congruity) across Products of Varying Personalizing Potential for Image 16- "Displays a Person Who Does Fun and Crazy Things"

(Image-Level Analysis)

Variables	F-ratio	df	Eta ²
MGB			
IC-DISAS	2.151	3/35	.168
IC-DISSS	3.120**	3/35	.226
ISC-DISSAS	1.909	5/40	.214
ISC-DISSSS	1.138	4/40	.112
PLAYGIRL			
IC-DISAS	1.225	2/17	.140
IC-DISSS	.699	4/17	.177
ISC-DISSAS	2.109	4/26	.277
ISC-DISSSS	.863	5/26	.170
GLAMOUR			
IC-DISAS	3.187*	2/14	.347
IC-DISSS	5.108***	3/14	.582
ISC-DISSAS	1.039	4/15	.274
ISC-DISSSS	1.656	4/15	.376
VW RABBIT			
IC-DISAS	7.968***	2/9	.695
IC-DISSS	7.968***	2/9	.695
ISC-DISSAS	1.898	5/17	.442
ISC-DISSSS	4.906***	5/17	.671

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under High Ideal-Congruity
 IC-DISSS= Discrepancy between Ideal-Self and Social-Self under High Ideal-Congruity
 ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under High Ideal-Congruity
 ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under High Ideal-Social-Congruity

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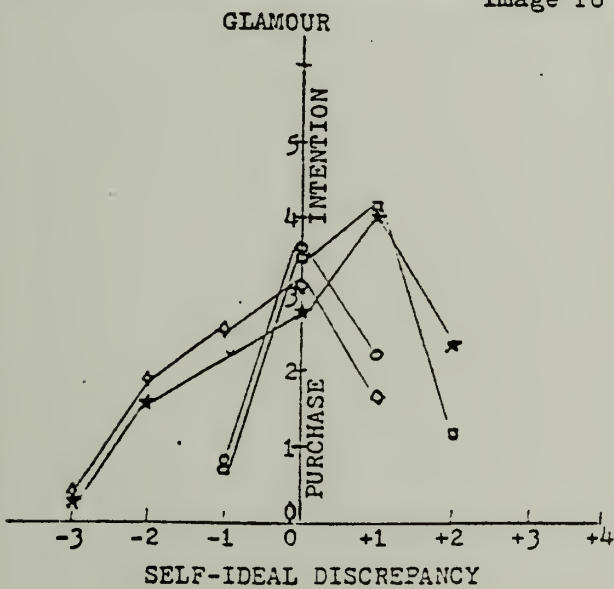
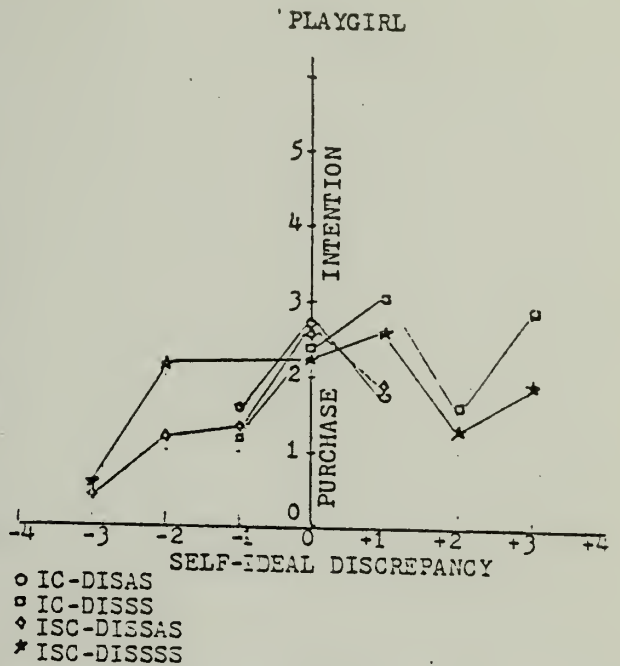
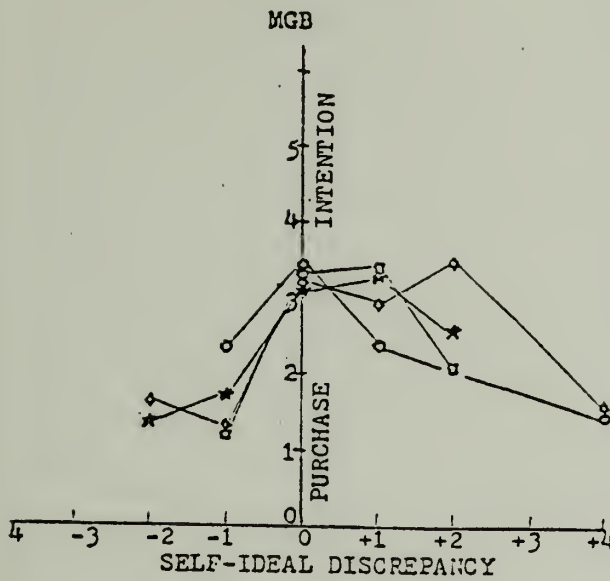
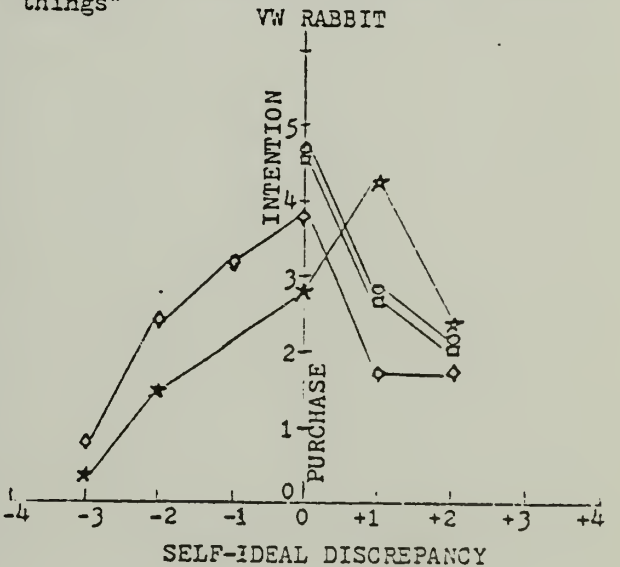


Image 16

"displays a woman who does fun & crazy things"



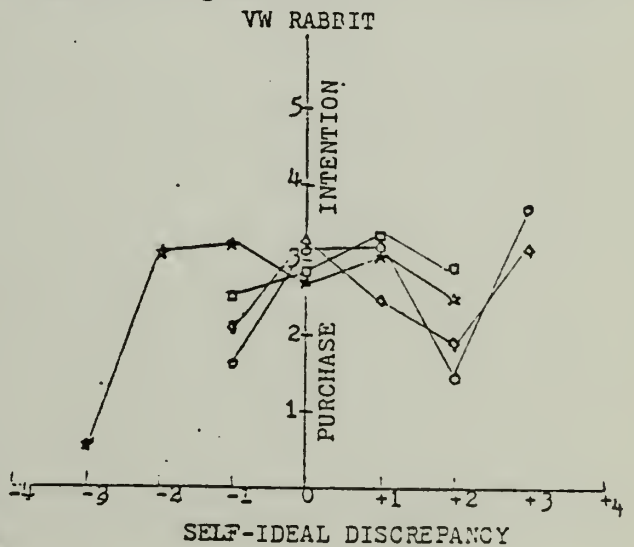
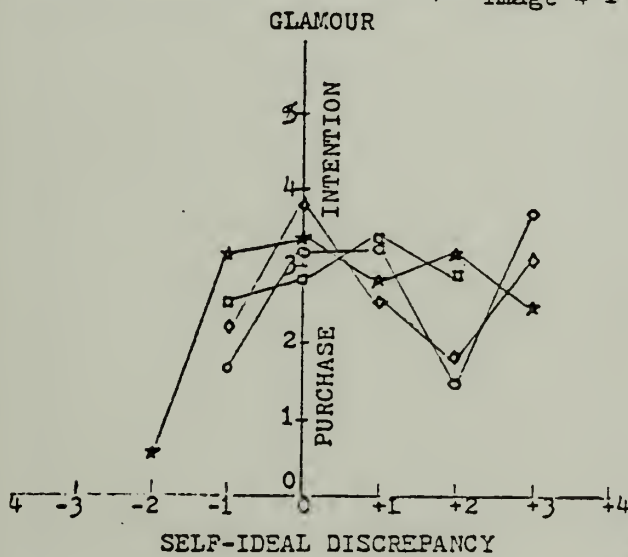
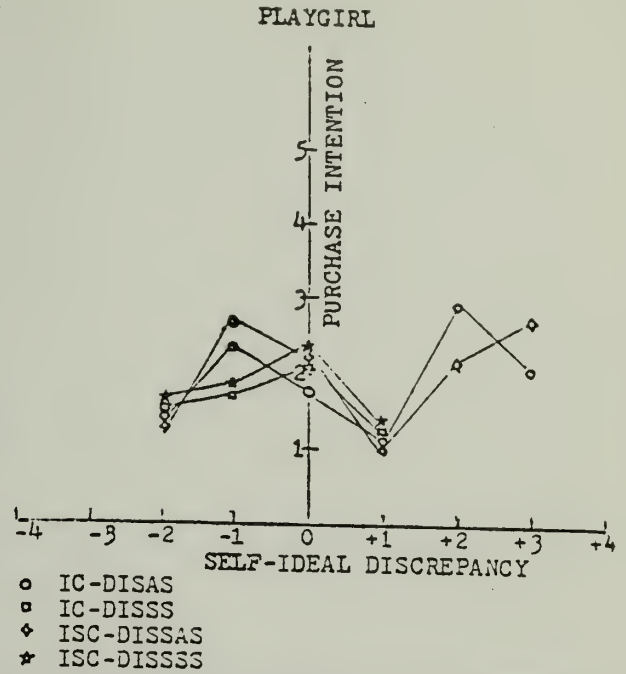
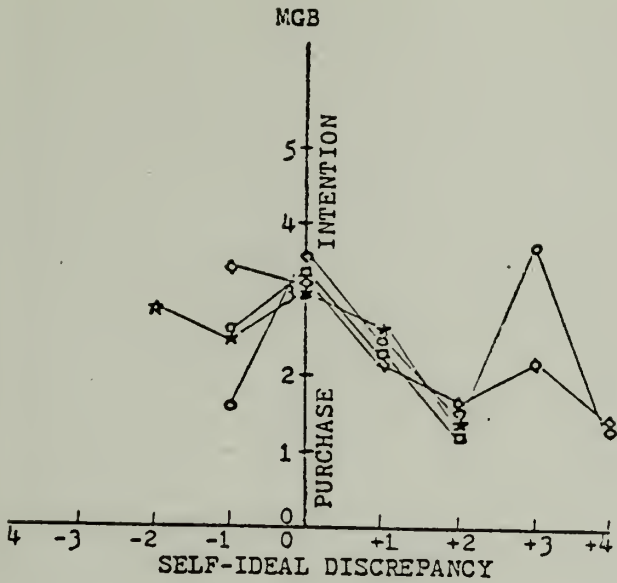
Purchase Intention as a Function of Self-Ideal Discrepancies Under High Ideal-Congruity (Ideal-Social-Congruity) Across Products of Varying "Personalization" Potential for Image 16-"Displays a Woman Who Does Fun and Crazy Things"

Analysis of Variance of Intention Scores by the Various Self-Ideal Discrepancies under High Ideal-Congruity (Ideal-Social-Congruity) across Products of Varing Persona-
 lizing Potential for Image 4- "Displays Being Carefree"
 (Image-Level Analysis)

Variables	F-ratio	df	Eta ²
MGB			
IC-DISAS	2.604**	5/36	.296
IC-DISSS	2.599*	3/36	.191
ISC-DISSAS	2.085*	5/48	.195
ISC-DISSSS	1.721	4/48	.135
PLAYGIRL			
IC-DISAS	.576	6/39	.095
IC-DISSS	.701	4/39	.074
ISC-DISSAS	.508	6/36	.508
ISC-DISSSS	1.029	4/36	.114
GLAMOUR			
IC-DISAS	1.865	4/33	.205
IC-DISSS	.272	3/33	.026
ISC-DISSAS	1.337	4/38	.136
ISC-DISSSS	.854	5/38	.115
VW RABBIT			
IC-DISAS	2.996	4/20	.428
IC-DISSS	1.517	4/20	.275
ISC-DISSAS	4.302**	3/23	.392
ISC-DISSSS	1.062	5/23	.228

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under High Ideal-Congruity
 IC-DISSS= Discrepancy between Ideal-Self and Social-Self under High Ideal-Congruity
 ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under High Ideal-Congruity
 ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under High Ideal-Social-Congruity

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Purchase Intention as a Function of Self-Ideal Discrepancies Under High Ideal-Congruity (Ideal-Social-Congruity) Across Products of Varying Personalization Potential for Image 4—"Displays Being Carefree."

Analysis of Variance of Intention Scores by the Various Self-Ideal Discrepancies under Moderately High Ideal-Congruity (Ideal-Social-Congruity) across Products of Varying Personalizing Potential for Image 22- "Displays a Person Who is Daring and a Flirt"

(Image-Level Analysis)

Variables	F-ratio	df	Eta ²
MGB			
IC-DISAS	2.972***	5/38	.310
IC-DISSS	2.060*	5/38	.238
ISC-DISSAS	3.015**	3/31	.244
ISC-DISSSS	2.537**	5/31	.328
PLAYGIRL			
IC-DISAS	.806	5/45	.092
IC-DISSS	.979	5/45	.109
ISC-DISSAS	2.060	5/35	.151
ISC-DISSSS	1.066	5/35	.151
GLAMOUR			
IC-DISAS	1.148	5/45	.126
IC-DISSS	1.920	5/45	.193
ISC-DISSAS	.297	6/39	.051
ISC-DISSSS	.880	5/39	.115
VW RABBIT			
IC-DISAS	.453	6/36	.083
IC-DISSS	2.410	4/36	.231
ISC-DISSAS	.714	5/34	.109
ISC-DISSSS	1.360	3/34	.116

Note: IC-DISAS= Discrepancy between Ideal-Self and Actual-Self under Moderately High Ideal-Congruity
 IC-DISSS= Discrepancy between Ideal-Self and Social-Self under Moderately High Ideal-Congruity
 ISC-DISSAS= Discrepancy between Ideal-Social-Self and Actual-Self under Moderately High Ideal-Congruity
 ISC-DISSSS= Discrepancy between Ideal-Social-Self and Social-Self under Moderately High Ideal-Social-Congruity

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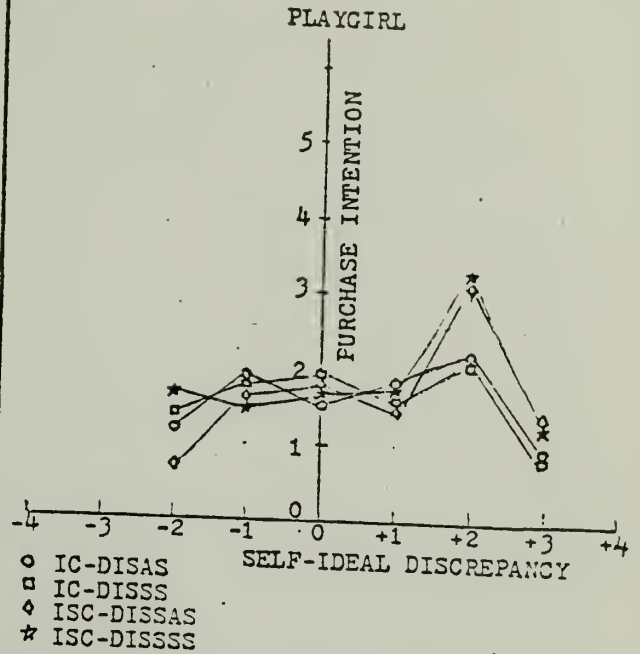
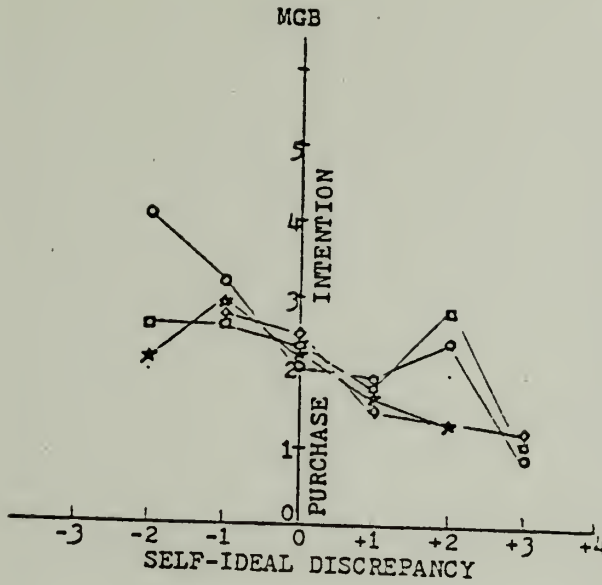
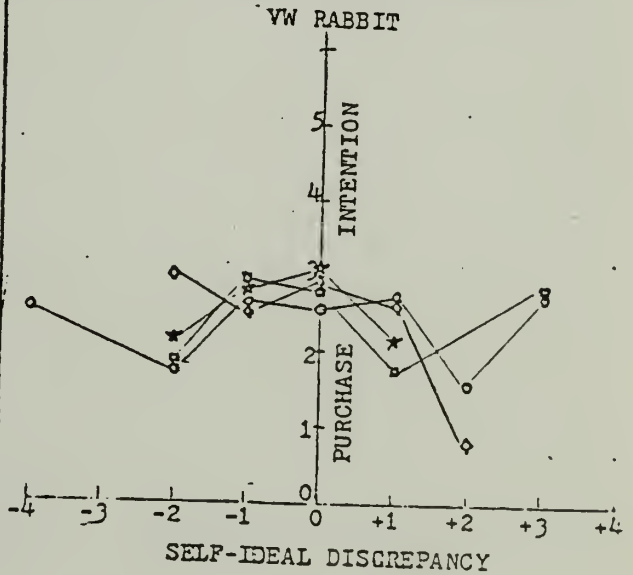
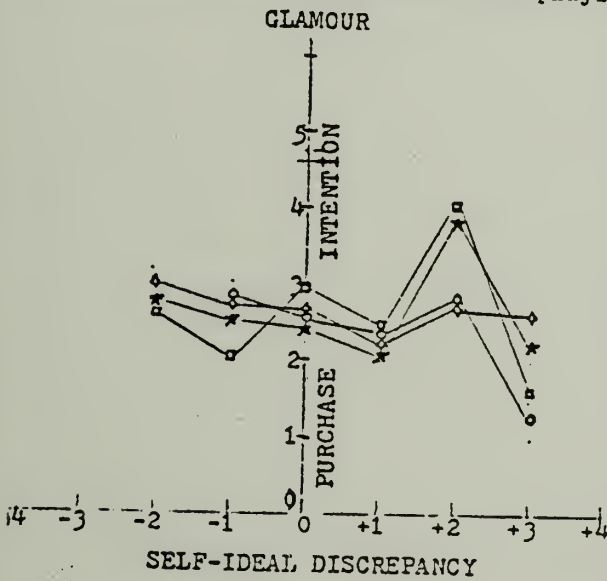


Image 22 = "displays a woman who is daring and is a flirt"



Purchase Intention as a Function of Self-Ideal Discrepancies Under Moderately High Ideal-Congruity (Ideal-Social-Congruity) Across Products of Varying Personalization Potential. Image 22-"Displays a Woman Who is Daring and a Flirt."

Analysis of Variance of Intention Scores by the Various
Self-Ideal Discrepancies under Moderately High Ideal-Congruity
(Ideal-Social-Congruity) across Products of Varying
Personalizing Potential for Image 8- "Displays Being Sexy"

(Image-Level Analysis)

Variables	F-ratio	df	Eta ²
MGB			
IC-DISAS	3.617****	5/43	.322
IC-DISSS	2.704**	4/43	.217
ISC-DISSAS	3.909***	4/40	.303
ISC-DISSSS	1.035	4/40	.103
PLAYGIRL			
IC-DISAS	1.840	4/51	.135
IC-DISSS	1.022	4/51	.080
ISC-DISSAS	1.112	4/41	.107
ISC-DISSSS	.947	6/41	.139
GLAMOUR			
IC-DISAS	1.280	4/49	.102
IC-DISSS	1.270	4/49	.101
ISC-DISSAS	.206	4/46	.019
ISC-DISSSS	1.794	5/46	.179
VW RABBIT			
IC-DISAS	14.172****	3/34	.578
IC-DISSS	6.052****	4/34	.447
ISC-DISSAS	1.819	4/26	.248
ISC-DISSSS	1.695	4/26	.236

Note: IC-DISAS= Discrepancy between Ideal-Self and
Actual-Self under Moderately High Ideal-Congruity
IC-DISSS= Discrepancy between Ideal-Self and Social-
Self under Moderately High Ideal-Congruity
ISC-DISSAS= Discrepancy between Ideal-Social-Self and
Actual-Self under Moderately High Ideal-Congruity
ISC-DISSSS= Discrepancy between Ideal-Social-Self and
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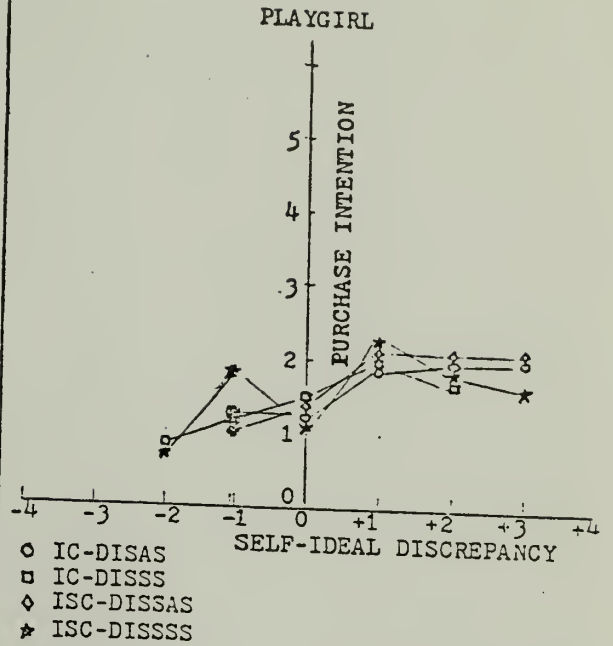
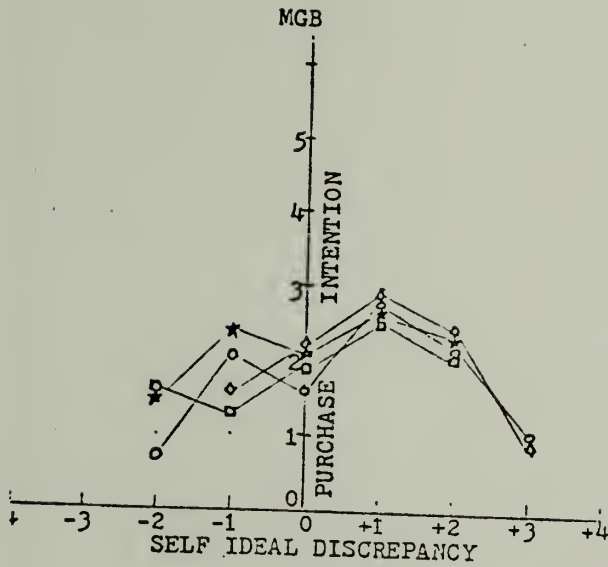
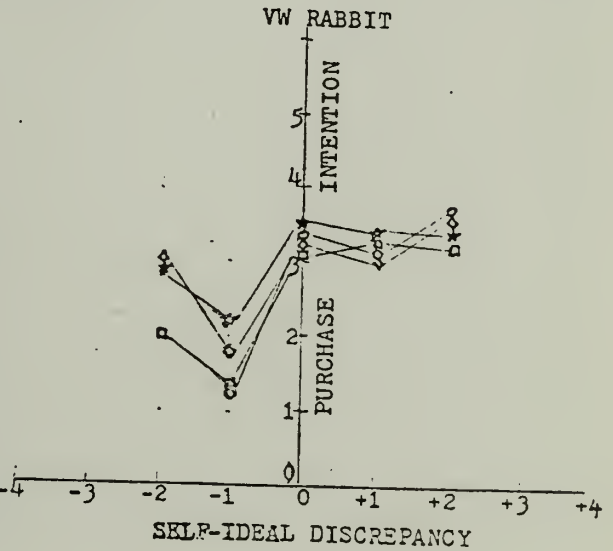
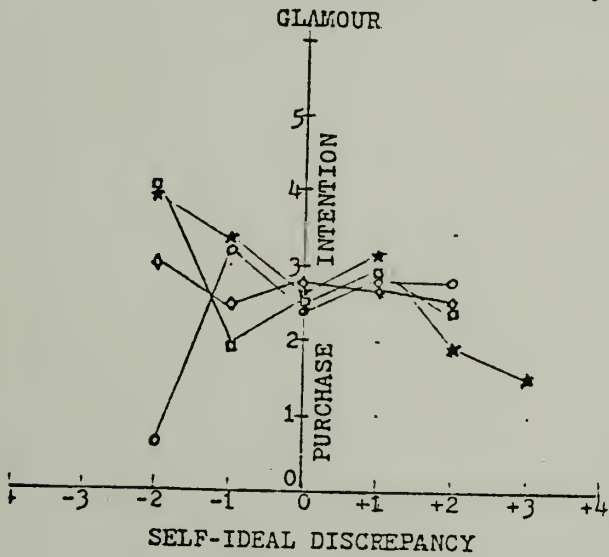


Image 8 = "displays sex-appeal"



Purchase Intention as a Function of Self-Ideal Discrepancies Under Moderately High Ideal-Congruity (Ideal-Social-Congruity) Across Products of Varying Personalization Potential for Image 8-"Displays Sex-Appeal."



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