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경영학석사학위논문

소비자 의사결정에 있어서
self-construal의 영향력 고찰

The effect of self-construal on self-relevant
and other-relevant consumer choices

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박미선

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지도교수 송인성
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박미선

박미선의 석사 학위논문을 인준함

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위원장	_____ 김병도 _____	(인)
부위원장	_____ 김진교 _____	(인)
위원	_____ 송인성 _____	(인)

ABSTRACT

The effect of self-construal on self-relevant and other-relevant consumer choices

Meesun Park
College of Business Administration
The Graduate School
Seoul National University

This paper focuses on how choices differ regarding differences in self-construal (i.e. independent self or interdependent self-construal) and choice recipients (i.e. self or in-group other). I suggest that the consumer who has an independent self-construal would more frequently choose self-expressive options (i.e. hedonic, enriched, and high price/quality options) as compared to the consumer who has an interdependent self-construal. More importantly, this effect can be manipulated by

situational cues. In study 2, participants who primed with independence were more likely to choose self-expressive options as compared to the participants who primed with interdependence.

Furthermore, the interaction effects of self-construal and choice recipient on choice dimensions have been founded. The independent selves more frequently chose self-expressive options when they made choices for themselves than they made choices for in-group others. However, interdependent selves did not show specific preferences.

Finally, independent selves indicated more satisfaction and confidence in their overall choices than interdependent selves. Independent selves showed bigger differences in choice satisfaction and confidence in choices between choices for themselves and choices for in-group others than interdependent selves. However, there was no significant difference in choice difficulty between independent and interdependent self-construal.

Keywords: self-construals, self-expressive and other-expressive choice dimensions, choice recipient, choice satisfaction, confidence in choice, choice difficulty

Student Number : 2010-20476

Table of Contents

I. Introduction	1
II. Theoretical Background	3
III. Hypotheses Development	10
IV. Pilot Study	13
V. Study I : Chronic Self-Construal	16
VI. Study II : Latent Self-Construal	24
VII. General Discussion	32
References	37
Appendix	45
Abstract (Korean)	47

Order of Figures

Figure 1. Choice Differences Regarding Differences in Chronic Self-construal	18
Figure 2. Choice Differences Regarding Differences in Choice Recipient (Chronically Independent)	20
Figure 3. Choice Differences Regarding Differences in Choice Recipient (Chronically Interdependent)	21
Figure 4. Choice Differences: Differences in Self-construal and Choice Recipient (Chronic Self-construal)	24
Figure 5. Choice Differences Regarding Differences in Latent Self-construal	26
Figure 6. Choice Differences Regarding Differences in Choice Recipient (Priming Independent)	27
Figure 7. Choice Differences Regarding Differences in Choice Recipient (Priming Interdependent)	29
Figure 8. Choice Differences: Differences in Self-construal and Choice Recipient (Latent Self-construal)	30

I. Introduction

Many of the observed differences in consumer judgment and decision making could be explained by individual differences in the self-construal. Self-construal refers to how people perceive themselves to be linked with others (Markus and Kitayama, 1991). Among numerous factors, the influence of differences in self-construal is an interesting research topic concerning self-construals play a major role in regulating various psychological processes: cognition, emotion, and motivation (Markus and Kitayama, 1991). The most significant difference between two construals is in the role that is assigned to the other in self-definition: "separated from others" or "close others". Independent selves strive to develop and express distinctive values and preferences, whereas interdependent selves strive to express social similarities and cultivate harmonious social relationships. Choice making situations offer rich opportunities to accomplish these different goals (Pöhlmann et al., 2007). Thus, the purpose of this paper is to investigate how divergent self-construals affect consumer choices.

I propose that the consumer will have different preferences regarding choice dimensions depending upon whether the consumer has a primarily independent or interdependent self-construal. Maimaran and Simonson (2011) show that various choice options (e.g., extreme versus compromise, risky versus safe, hedonic versus utilitarian, enriched versus impoverished, high price/quality versus low price/quality options) and

related choice behaviors can be mapped on a common dimension, defined by how self-expressive/unconventional versus other-expressive/conventional each options is. *Other-expressive options* serve to satisfy conformity needs, are chosen by majority of respondents, and are less likely to be criticized: when considering these options, consumers focus more on others' preferences and opinions and think of potential criticism. On the other hands, *self-expressive options* represent the unconventional, non-default options and are chosen by minority of consumers: When considering these options, consumers are likely to consider their individual tastes and desires.

Building on this founding, I suggest that consumers who have independent self-construal would more likely choose self-expressive options (i.e., hedonic, enriched, and high price/quality options). I would select only three choice problem sets among five dimensions of Maimaran and Simonson (2011)'s paper. This is because their pilot study which tests the self- versus other-expressive distinction shows that some scales of sure-risky and compromise-extreme cases are not significantly different from the midpoint. Besides, these three choice options (i.e. hedonic versus utilitarian, enriched versus impoverished, and high price/quality versus low price/quality options) seem more common choice dilemma in everyday life.

II. Theoretical Background

2.1. Self-construal

Self-construal is conceptualized as a constellation of thoughts, feelings, and actions concerning one's relationship to others, and the self as distinct from others (Singelis, 1994).

Until recently, research by social personality psychologists assumed that the self was composed of internal, private attributes and characteristics, and viewed self representations as bounded and separated from representations of others (Brewer and Gardner, 1996). However, cross-cultural research has shown that individuals' mental representations of self may depend on social aspects of self, such as relationships with others and membership in social groups (Brewer and Gardner, 1996; Markus and Kitayama, 1991; Triandis, 1989).

Plenty of research demonstrates that cultural differences in the structure of the self influence many cognitive, emotional, and motivational processes (Kim and Markus, 1999; Markus et al., 1996). Such research indicates that Westerners tend to focus on the personal self, thinking of themselves in terms of unique personal traits and attributes and de-emphasizing others (i.e. independent self-construal), whereas Easterners tend to focus on the social self and how the self is related to other people (i.e. interdependent self-construal; Markus and Kitayama, 1991). That

is, there are likely to be chronic differences in the relative strength of independent versus interdependent in their self-construals (Aaker and Schmitt, 2001; Lee et al., 2000; Markus and Kitayama, 1991; Triandis, 1989).

According to Markus and Kitayama (1991), *the independent self-construal* is characterized by "an individual whose behavior is organized and made meaningful primarily by reference to one's own internal repertoire of thoughts, feelings, and actions, rather than by reference to the thoughts, feelings, and actions of others." For independent selves, others are less centrally implicated in one's current self-definition or identity. The principal goals for them are to maintain a sense of autonomy and to "be true to one's own internal structures of references, rights, convictions, and goals" (Markus and Kitayama, 1994). Fulfilling these goals, they enhance self-esteem; consequently, thoughts and actions that highlight one's uniqueness or specialness, behaviors that cause one to stand out from others, and the development of skills or attributes that few others share serve as means to enhance self-esteem and self-evaluation (Markus and Kitayama, 1991; Weisz et al., 1984).

On the other hand, those with *an interdependent construal* of self base their attitudes and behavior on the thoughts, feelings, and actions of others in the relationship (Markus and Kitayama, 1991). What is focal and objectified in an interdependent self is not the inner self, but the relationships of the person to other actors (Hamaguchi, 1985). The principal goals of individuals with an interdependent self-construal are to develop self-defining relationships and to maintain connectedness with close others

(Cross and Madson, 1997; Markus and Kitayama, 1991). Maintaining connection requires inhibiting the "I" perspective and processing instead from the "thou" perspective (Hsu, 1981). It can signify a willingness to be responsive to others and to adjust one's own demands and desires so as to maintain the ever-important relation (Kim and Markus, 1999). One is conscious of where one belongs with respect to others and assumes a receptive stance toward these others, continually adjusting and accommodating to these others in many aspects of behavior (Azuma, 1984; Weisz et al., 1984).

However, Attention to others is not indiscriminate; it is highly selective and will be most characteristic of relationships with *in-group members*, such as family members or work group. Independent selves are also selective in their association with others but not to the extent of interdependent selves (Markus and Kitayama, 1991; Triandis, 1989).

2. 2. Self-construal Priming

Recent research examining the situational accessibility of a relatively independent versus interdependent self has shown that these two ways of viewing the self appear to coexist within every individual and in any culture, and when activated, appear to alter social perception and behavior in ways that are highly consistent with the cultural findings (Aaker and Lee, 2001; Aaker and Williams, 1998; Brewer and Gardner, 1996; Gardner et

al., 1999; Trafimow et al., 1991). That is, while specific cultures may encourage the chronic activation of one self, priming can make the other, latent self temporarily accessible (Agrawal and Maheswaran, 2005; Oyserman et al., 2002; Hong et al., 2000; Triandis, 1995).

2. 3. Self- versus other-expressive choice dimensions

Prior research on self-expression has built on the broader literature in social psychology and consumer behavior regarding the tension between conformity and receiving the approval of others and asserting one's independence and self-expression (Baumeister, 1982; Snyder and Fromkin, 1977; Tian et al., 2001). The need to conform and the need to assert one's distinctiveness are considered the basic motivations consumers have (Brewer, 1991). To maintain conformity, individuals try to be similar to others and to avoid criticism. However, individuals express unconventional opinions and present unique behaviors to differentiate themselves from others (Maimaran and Simonson, 2011).

Maimaran and Simonson (2011) apply the distinction between uniqueness and conformity motivations to the classification of options across a wide range of choice problems. They distinguish between options that appear more like the conventional defaults and are thus viewed as "other-expressive" and options that better express the consumer's individu-

al preferences and are thus perceived as "self-expressive". More specifically, other-expressive options serve to satisfy conformity needs and are less likely to be criticized. When considering these options, consumers focus more on others' preferences and opinions and think of potential criticism. In contrast, self-expressive options represent the unconventional, non default options and are chosen by minority of consumers. When considering these options, consumers are likely to consider their individual tastes and desires.

Thus, Maimaran and Simonson (2011) argue that because a compromise option, a safe option, a useful option, and a low-cost option are typically the conventional, default choices, they are less likely to be self-expressive than the extreme, risky, hedonic, and high-price options, respectively.

There are some previously studied choice dilemmas: (1) choosing between hedonic and utilitarian options (Dhar and Wertenbroch, 2000), (2) choosing between an enriched option, which has some advantages and some disadvantages, and an impoverished option, which has average values on all dimensions (Shafir, 1993), (3) choosing between high price/quality and low price/quality products (Maimaran and Simonson, 2011), (4) choosing between a middle or "compromise" option and two "extreme" options (Simonson, 1989), and (5) choosing between risky gambles and sure gains (Weber and Milliman, 1997).

(1) Choices between hedonic and utilitarian options: According to

Dhar and Wertenbroch (2000), utilitarian option is the conventional, default alternative that is easier to justify and less susceptible to criticism. Conversely, choosing the hedonic option can be viewed as an expression of desires and tastes.

(2) Choices between impoverished (i.e. all-average) and enriched (i.e. mixed-value) options: Simonson and Nowlis (2000) show that concerns about being evaluated and criticized tend to increase the share of the all-average (impoverished) option; thus, selecting this option can be viewed as another form of conventional, other-expressive choice behavior. In contrast, selecting a mixed-value (enriched) option better allows for expression of preference for one attribute over the other.

(3) Choices between higher-quality, higher-price and lower-quality, lower-price options: Simonson et al. (2004) suggest that the less expensive option is the default choice, whereas opting for the expensive alternative represents independence and self-expression.

(4) Choices between compromise and extreme options: Selecting a compromise option is considered the more conventional selection and is the default for most people (Briley et al., 2000; Simonson and Nowlis, 2000). Simonson (1989) shows that compromise choices are perceived as less likely to be criticized, though they are not easier to justify. In contrast, selecting an extreme option better allows for the expression of tastes because it can be viewed as a declaration of preference for one attribute over another (Maimaran and Simonson, 2011).

(5) Choices between risky gambles and sure gains: the default option is the sure gain because it requires no explanation and is less likely

to be criticized. Conversely, a willingness to take risks and be criticized for that can be viewed as more self-expressive, in the sense that this choice behavior better expresses the consumer's preference for the non-default behavior (Maimaran and Simonson, 2011).

2. 4. Choices for self versus choices for other

Research on gift-giving has shown that self-construals influence perceptions of choices for which others act as choosers or choice recipients (Pohlmann et al., 2007; Green and Alden, 1988; Joy, 2001). Iyengar and Lepper (1999) reported that compared to interdependent selves, independent selves were both more motivated to engage in tasks they chose for themselves, and less motivated to engage in tasks chosen for them by others. Hoshino-Browne et al. (2005) have also found that members of interdependent cultures experience more post-decision dissonance and engage in more decision justification after choosing for an in-group other, whereas members of independent cultures experience more post-decision dissonance and engage in more decision justification after choosing for themselves. Likewise, compared to independents, interdependents are more attentive to others' preferences, and more likely to use others' preferences to infer their own (Aaker and Maheswaran, 1997)

III. Hypotheses Development

On the basis of theoretical background, I propose that the consumer who has independent self-construal would be more likely to choose self-expressive or unconventional options (i.e. hedonic, enriched, high price/quality options) as compared to interdependent selves.

H1. The individual who has a chronically independent self-construal more frequently choose self-expressive options as compared to the individual who has interdependent self-construal.

Furthermore, not only chronic self-construal but also temporarily accessible self-construal can influence individuals' decision on choices. Previous research suggests that most individuals have a dynamic self consisting of both independent and interdependent traits and situational cues can activate either type (Agrawal and Maheswaran, 2005; Triandis, 1995). Drawing on this perspective of the dynamic self, I predict that participants primed independent selves promote choices of self-expressive options (i.e. hedonic, enriched, and HP/Q options), whereas participants primed interdependent selves would choose contrast dimension options (i.e. utilitarian, impoverished, and LP/Q options).

H2. The individual who primed with independence more frequently choose

self-expressive options as compared to the individual who primed with interdependence.

In addition, I expect that this self-construal influence on choice decisions would indicate different effect regarding choice recipients. As Pöhlman et al. (2007) show, independent selves may perceive choices they make for others and choices others make on them behalf as inconsistent with their personalized tastes and preferences. In contrast, interdependent selves may perceive choices they make for others and choices others make on them behalf as more consistent with what their own choices would be. Thus, the construal of the self in relation to others is the key to understanding perceptions of the choices involving the others.

According to Pöhlman et al. (2007), independent self-construal predict increased liking for outcomes chosen by the self, for the self, whereas interdependent self-construal predict increased liking for outcomes chosen by the self on behalf of an in-group other. Besides, independents are more attentive to their choice sets when choosing for themselves as compared to when choosing for an in-group other, whereas interdependent selves are more attentive to their choice sets when choosing for an in-group other as compared to when choosing for themselves.

Following Pöhlman et al. (2007) studies, in this paper, I suggest that the tendency to more frequently choose self-expressive options among individuals who have independent self-construal would not be shown when choosing for an in-group other. However, interdependent selves would show less difference in choice dimensions between choosing

for themselves and choosing for in-group other, compared to independent selves.

Furthermore, I would like to investigate whether there are differences in liking for the chosen options. To measure it, choice satisfaction, confidence in choices, and choice difficulty will be included as dependent variables.

H3-1. Independent selves choose more frequently self-expressive options when choosing for themselves than choosing for in-group other.

H3-2. Interdependent selves indicate less difference between choices for themselves and choices for in-group other, compared to independent selves.

H4-1. Independent selves indicate more liking for the chosen outcomes when choosing for themselves than choosing for in-group other.

H4-2. Interdependent selves indicates less difference in liking for the chosen outcomes between choosing for themselves and choosing for in-group other, compared to independent selves.

In short, I focus on two aspects of self, independent selves and interdependent selves and examine the effect of self-construal on consumer decision making. The primary goal of this paper is defining choice dimensions that can be preferred by individuals who have independent self-construal versus those who have interdependent self-construal. Moreover, the interactions between self-construal and the recipient of the choices will be investigated.

IV. Pilot Study

The purpose of Pilot Study is to test the distinction between self-expressive options (i.e., hedonic, enriched, and HP/Q) and other expressive options (i.e., utilitarian, impoverished, and LP/Q) across the problem types. Participants evaluated choices in the three problem types. They made a total of nine choices-three of each type.

To test whether self-construal can be temporarily primed, participants were randomly assigned to read one of two stories designed to prime independence or interdependence (Trafimow et al., 1991). Primes can be demonstrated to shift the balance between independent and interdependent self-construal on a self-construal task (Gardner et al., 1999).

The story primes described a dilemma in which a general had to choose a warrior to send to the king. In the independent condition, the general chose the person who was the best individual for the job and considered benefits to himself. In the interdependent condition, the general chose a member of his own family and considered benefits for his family. After reading the story, all participants completed a self-construal task (Singelis, 1994), in a counter-balanced order.

4. 1. Method

Participants. A total of 10 students (age = 28 years, 30% male) was participated in this study.

Procedure. Participants were told that they would be taking part in two separate studies. In the "first study," they evaluated which options could be distinguished for each dimension (i.e. hedonic vs. utilitarian, enriched vs. impoverished, and HP/Q vs. LP/Q option). Participants made a total of nine choices - three of each type no two problems of the same type were shown consecutively. To reduce the accessibility of the concepts invoked by the first study and reduce any perceived connection between the two portions of the study, a 10-minute break followed participants' completion of the questionnaire. After the break, they were guided to read the story from Trafimow et al., (1991), half of them were assigned an independent story and the other half were assigned an interdependent story, and completed the Singelis (1994)'s self-construal scale. The scale included 12 items measuring independence, (e.g., "I am comfortable with being singled out for praise or rewards"), and 12 items measuring interdependence, (e.g., "It is important for me to maintain harmony within my group").

4. 2. Result

From the first study, each of the nine options could be classified

into three dimensions: *hedonic versus utilitarian* (e.g., \$100 restaurant voucher versus \$100 grocery store voucher), *enriched versus impoverished* (e.g., outstanding service, limited menu, high sanitation, and long distance restaurant versus average service, average menu, average sanitation, and average distance restaurant), and *high price and quality versus low price and quality* (e.g., \$150 brand jeans versus \$50 no-brand jeans) options. Significance tests are based on a one-sample t-test against the midpoint 4.

Table 1. Mean (SD) Perception of choice options on the self-expressive and other-expressive scales (Pilot Study)

	t Value	DF	Pr > t	95% CL	Std Dev
Hedonic_1	-6.332	9	.000	-1.9002	-0.8998
Hedonic_2	-11.129	9	.000	-2.0456	-1.3544
Hedonic_3	-16.5	9	.000	-2.5016	-1.8984
Utilitarian_1	21	9	.000	2.4984	3.1016
Utilitarian_2	6.708	9	.000	0.9942	2.0058
Utilitarian_3	7.216	9	.000	1.2357	2.3643
HPQ_1	13.416	9	.000	1.6628	2.3372
HPQ_2	11	9	.000	1.7476	2.6524
HPQ_3	7.236	9	.000	1.0998	2.1002
LPQ_1	-11.699	9	.000	-2.5061	-1.6939
LPQ_2	-6.128	9	.000	-1.5061	-0.6939
LPQ_3	-11.699	9	.000	-2.5061	-1.6939
Enriched_1	11.699	9	.000	1.6939	2.5061
Enriched_2	15.057	9	.000	1.9544	2.6456
Enriched_3	10.585	9	.000	1.4939	2.3061
Impoverished_1	-13.416	9	.000	-2.3372	-1.6628
Impoverished_2	-14.697	9	.000	-2.7694	-2.0306
Impoverished_3	-10.776	9	.000	-2.7828	-1.8172

To confirm priming manipulation effect, I standardized participants' average scores on the Singelis independence and interdependence

subscales and subtracted interdependence from independence. I then classified participants with positive scores as independent, and participants with negative scores as interdependent. As expected, those who read independent story showed positive scores ($M = 2.6$, $SD = 0.55$), whereas those who read interdependent story showed negative scores ($M = -1.8$, $SD = 0.45$).

V. Study 1

The present experiment would provide a test of three hypotheses (H1, H3, and H4). All participants answered self-construal instrument (Singelis, 1994), which has 24 sentences, 12 sentences for independent measures and 12 sentences for interdependent measures to determine their chronic self-construal. They then made decisions about the choice problems. To figure out liking for the chosen options, choice satisfaction, confidence in choices, and choice difficulty regarding choices for themselves or choices for in-group other were also included in dependent variables.

5. 1. Method

Participants. Ninety undergraduate students were participated in this study.

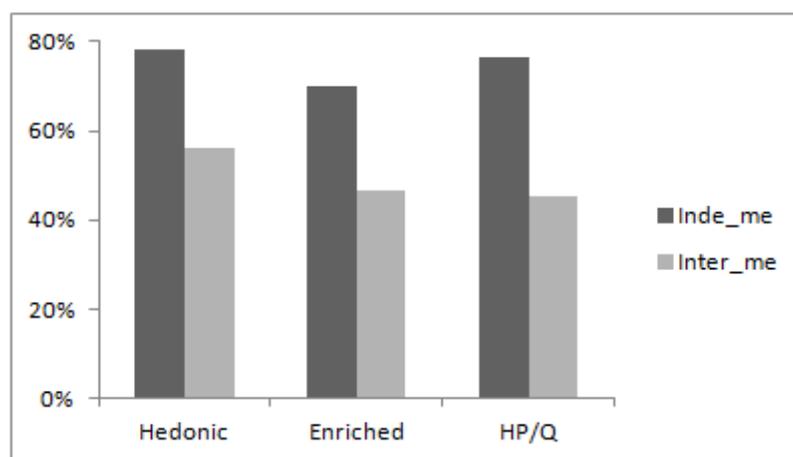
Procedure. Participants were told they would be taking part in two separate studies. In the "first study," which consisted of a questionnaire, participants completed the Singelis (1994)'s self-construal scale. In the "second study," participants made nine choices - three of each type. As indicated, the choice problems presented choices between hedonic and utilitarian options (e.g., a choice between a \$100 grocery store voucher vs. a \$100 restaurant voucher), between enriched and impoverished options (e.g., a choice between highly popular brand, unusual design, and high price clothes vs. average popular brand, typical design, average price clothes), and between high price/quality and low price/quality (e.g., a choice between a \$400 digital camera with variety functions and a \$250 digital camera with simple functions), no two problems of the same type were shown consecutively. After completing all choices, participants evaluated choice satisfaction, confidence in choices, and choice difficulty.

5. 2. Result

Similar to a pilot test, participants were categorized as independent or interdependent selves using a procedure established in prior research (e.g., Hannover, 2002; Hannover et al., 2006; Holland et al., 2004). Specific-

ally, I standardized participants' average scores on the Singelis independence and interdependence subscales and subtracted interdependence from independence. I then classified participants with positive scores as independent (n = 40), and participants with negative scores as interdependent (n = 50).

Figure 1. Choice Differences Regarding Differences in Chronic Self-construal



* There was no statistically significant difference in the enriched versus impoverished choice problems.

Choice Results. After categorizing participants based on their predominant self-construal, I compared the frequency of choices of the self-expressive options across the three tested problem types. Compared to participants who have interdependent self-construal, participants who have independent self-construal were more likely to choose the self-expressive options for

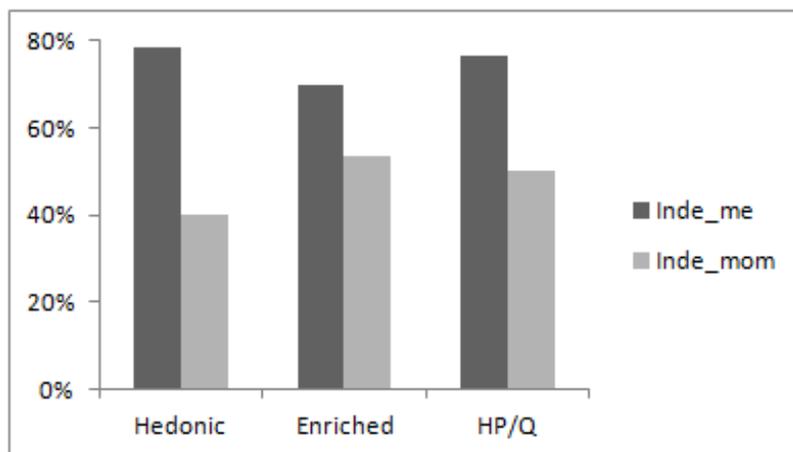
themselves across the all tested problem types (**Figure 1**). Specifically, across the three hedonic versus utilitarian choice problems, 78.3% of those who were independent selves chose the hedonic options, compared with 56% of those who were interdependent selves when they made choices for themselves. Similarly, across the three enriched versus impoverished choice problems, 70% of those who were independent selves chose the enriched options, compared with 46.7% of those who were interdependent selves when they made decisions for themselves. Finally, across the three high price and quality versus low price and quality choice problems, 76.7% of those who were independent selves chose the high price/quality options, compared with 45.3% of those who were interdependent selves when they made choices for themselves.

To test the significance of these effects, I ran a series of logistic regression models. The dependent variable was a 0-1 dummy variable where '1' denoted preference for the self-expressive options. The independent variables was a dummy variable for self-construal (1 = interdependent selves). The hedonic versus utilitarian choice problems (Wald = 4.98, $p < .05$) and the high price/quality versus low price/quality choice problems (Wald = 3.51, $p < .06$) indicated statistically significant differences, but not the case of the enriched versus impoverished choice problems.

The effect of choice recipient. To figure out the effect of choice recipient on choice dimensions, I further compared choices for themselves and choices for in-group other (i.e. their mothers). Interestingly, *independent selves* were more likely to choose the self-expressive options for themselv-

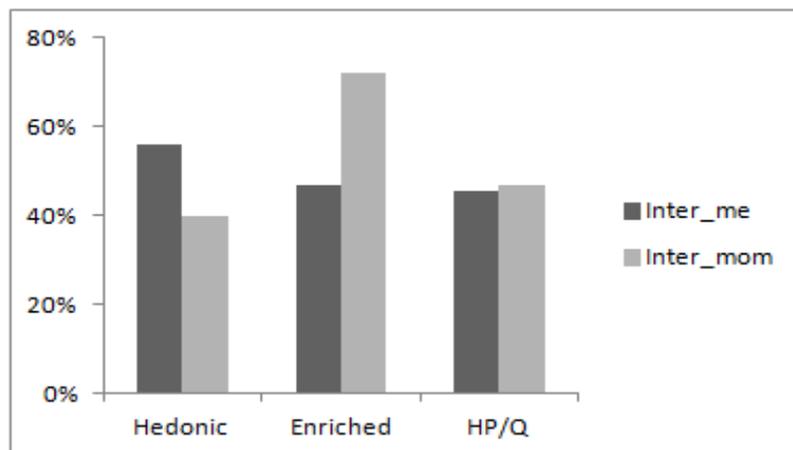
es, compared to choices for in-group other, across all tested problem types (**Figure 2**). Specifically, across the three hedonic versus utilitarian choice problems, 78.3% of independent selves chose the hedonic options for themselves while 40% of independent selves chose the hedonic options for their mothers. Similarly, across the three enriched versus impoverished choice problems, 70% of independent selves chose the enriched options for themselves, compared with 53.33% of independent selves chose the enriched options for their mothers. Finally, across the three high price/quality versus low price/quality choice problems, 76.7% of independent selves chose the high price/quality options for themselves, compared with 50% of independent selves chose the high price/quality options for their mothers.

Figure 2. Choice Differences Regarding Differences in Choice recipient
(People who are chronically independent)



To test the significance of these effects, I ran a series of logistic regression models. The dependent variable was a 0-1 dummy variable where '1' denoted preference for the self-expressive options. The independent variables was a dummy variable for choice recipient (1 = choices for mother). I found the expected differences between choices for themselves and choices for their mothers across all problem types: for the hedonic versus utilitarian choice problems, Wald = 13.337, $p < .00$; for the enriched versus impoverished choice problems, Wald = 4.24, $p < .05$; and for the high price/quality versus low price/quality choice problems, Wald = 7.486, $p < .01$.

Figure 3. Choice Differences Regarding Differences in Choice Recipient
(People who are chronically interdependent)



* There was no statistically significant difference in the high price/quality vs. low price/quality choice problems.

For the case of *interdependent selves*, I could not find specific preferences across the three choice problems (**Figure 3**). Across the three hedonic versus utilitarian choice problems, 56% of interdependent selves chose the hedonic options for themselves while 40% of interdependent selves chose the hedonic options for their mothers. However, across the three enriched versus impoverished choice problems, 46.7% of interdependent selves chose the enriched options for themselves, compared with 72% of interdependent selves chose the enriched options for their mothers. Across the three high price/quality versus low price/quality choice problems, 45.3% of interdependent selves chose the high price/quality options for themselves, compared with 46.7% of interdependent selves chose the high price/quality options for their mothers.

According to the logit models, the hedonic versus utilitarian choice problems (Wald = 3.813, $p < .06$) and the enriched versus impoverished choice problems (Wald = 9.707, $p < .01$) indicated statistically significant effects; but high price/quality versus low price/quality choice problems did not reveal significant difference.

Liking for the Chosen Outcomes. To compare liking for the chosen outcomes (i.e. choice satisfaction, confidence in choice, and choice difficulty), I conducted a 2 (self-construal: independent or interdependent) x 2 (choice recipient: for self or for mother) ANOVA on liking for the chosen outcomes.

As predicted, an ANOVA on the *choice satisfaction* index revealed a main effect of self-construal ($F(1, 86) = 8.709, p < .05$), and choice

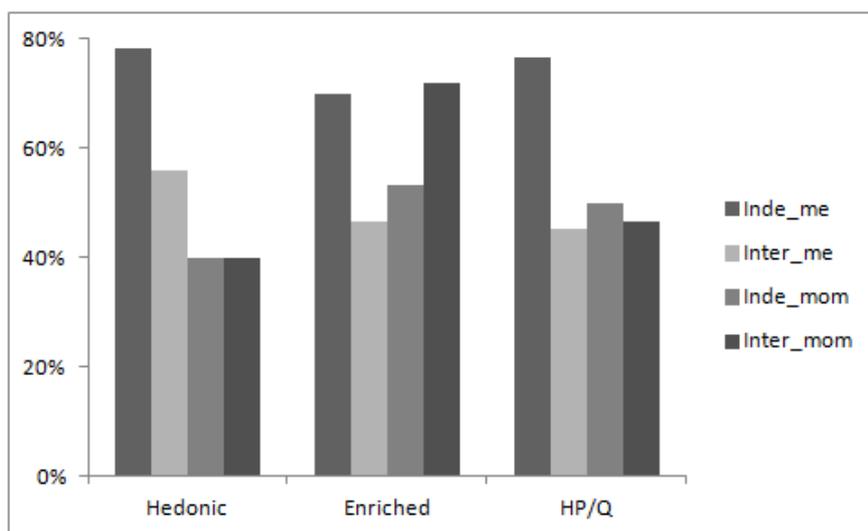
recipient ($F(1, 86) = 133.60, p < .05$). The two-way interaction of self-construal x choice recipient ($F(1, 86) = 279.65, p < .001$) on choice satisfaction was significant. Overall, independent selves were satisfied with their choices more than interdependent selves (mean = 4.7 and 4.22 for independent and interdependent selves respectively). As predicted, independent selves showed bigger differences in choice satisfaction between choices for themselves and choices for their mothers than interdependent selves (mean = 7.00 and 2.40 for choices for themselves and choices for their mothers respectively); interdependent selves showed less differences in choice satisfaction between choices for themselves and choices for their mothers (mean = 3.80 and 4.64 for choosing for themselves and choosing for their mothers respectively).

Similarly, an ANOVA on the *confidence in choices* index revealed a main effect of self-construal ($F(1, 86) = 8.89, p < .05$), and choice recipient ($F(1, 86) = 108.57, p < .001$). The two-way interaction of self-construal x choice recipient ($F(1, 86) = 237.679, p < .001$) on confidence in choices was also significant. Independent selves showed more confidence in their choices compared to interdependent selves (mean = 4.72 and 4.2 for independent and interdependent selves). As predicted, independent selves showed bigger differences in confidence in choices between choices for themselves and choices for their mothers than interdependent selves (mean = 7.00 and 2.45 for choices for themselves and choices for their mothers respectively); interdependent selves showed less differences in confidence in choices between choosing for themselves and choosing for their mothers (mean = 3.76 and 4.64 for choices for themselves and choices for their

mothers respectively).

However, the ANOVA on *choice difficulty* yielded no significant effects.

Figure 4. Choice Differences: Differences in Self-construal and Choice Recipient (Chronic self-construal)



VI. Study 2

This experiment would test three hypotheses (H2, H3, and H4). The design of study 2 was the same as in study 1, but with self-construal

priming manipulation instead of self-construal instrument (Singelis, 1994).

6. 1. Method

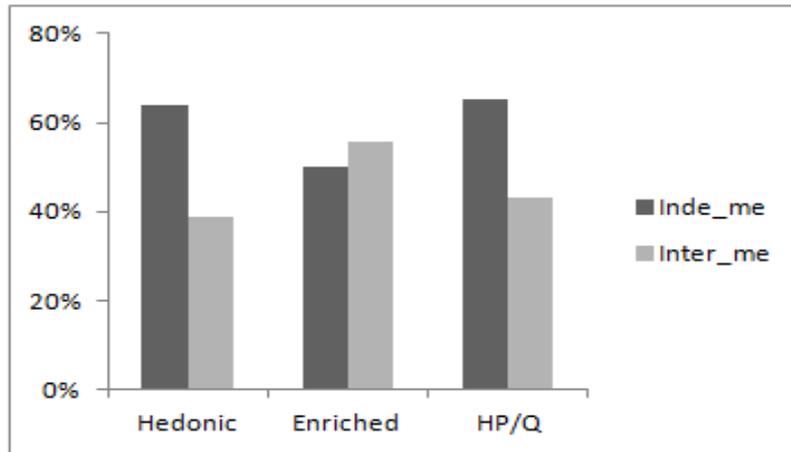
Participants. One hundred and seven students were participated in this study. They were divided into four groups. Twenty-four students were in independent self-construal and choosing for themselves condition; thirty-one students were in independent self-construal and choosing for their mothers condition; twenty-four students were in interdependent self-construal and choosing for themselves condition; and twenty-eight students were in interdependent self-construal and choosing for their mothers condition.

Procedure. Participants were told they would be taking part in two separate studies. In the "first study," similar to a pilot test, participants were given a survey which contained self-construal manipulation (Trafimow et al., 1991). After completing the survey, in the "second study," participants made nine choices – same as study 1, and then they evaluated choice satisfaction, confidence in choices, and choice difficulty.

6. 2. Result

Choice Results. Compared with participants who were primed interdepend-

Figure 5. Choice Differences Regarding Differences in Latent Self-construal



* There was no statistically significant difference in the enriched versus impoverished choice problems.

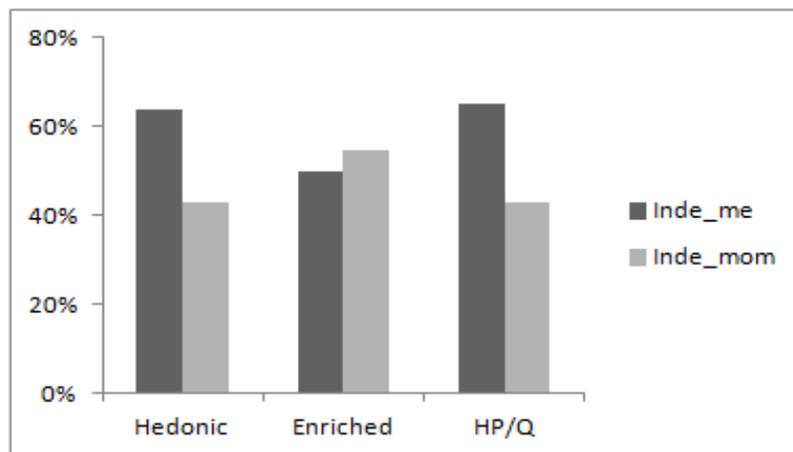
ent self-construal, participants who were primed independent self-construal were more likely to choose the self-expressive options for themselves across the two tested problem types (**Figure 5**). Specifically, across the three hedonic versus utilitarian choice problems, 63.9% of those who were independent primed selves chose the hedonic options, compared with 38.9% of those who were interdependent primed selves when choosing for themselves. Similarly, across the three high price/quality versus low price/quality choice problems, 65.3% of those who were independent primed selves chose the high price/quality options, compared with 43.1% of those who were interdependent primed selves when choosing for themselves.

However, across the three enriched versus impoverished choice problems, 55.6% of those who were interdependent primed selves chose

the enriched options, compared with 50% of those who were independent primed selves when choosing for themselves.

To test the significance of these effects, I ran a series of logistic regression models with choice as the dependent variable (choice of the self-expressive options, coded as 1) and the dummy variables for self-construal as the independent variables (1 = interdependent primed selves). The hedonic versus utilitarian choice problems (Wald = 4.92, $p < .05$) and the high price/quality versus low price/quality choice problems (Wald = 6.44, $p < .05$) indicated statistically significant results. However, for the enriched versus impoverished choice problems, there was no significant difference.

Figure 6. Choice Differences Regarding Differences in Choice Recipient
(Participants primed with independence)



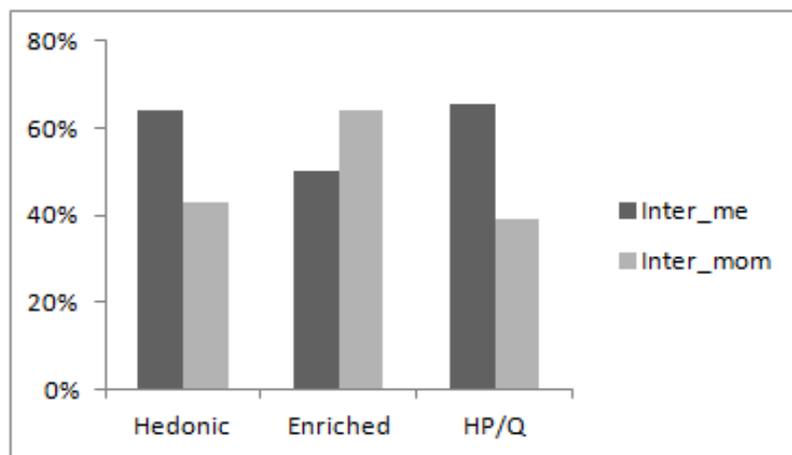
* All the differences were not statistically significant.

The effect of choice recipient. To figure out the effect of choice recipient on choice dimensions, I further compared choices for themselves and choices for in-group other (i.e. their mothers). *Independent primed selves* were more likely to choose the self-expressive options for themselves than for in-group other across two tested problem types (**Figure 6**). Specifically, across the three hedonic versus utilitarian choice problems, 63.9% of independent primed selves chose the hedonic options for themselves while 43% of independent primed selves chose the hedonic options for their mothers. Similarly, across the three high price/quality versus low price/quality choice problems, 65.3% of independent primed selves chose the high price/quality options for themselves, compared with 43% of independent primed selves chose the high price/quality options for their mothers. However, logistic regression models on all choice dimensions yielded no significant effects.

Similar to independent primed selves, *interdependent primed selves* were more likely to choose the self-expressive options for themselves across two tested problem types (**Figure 7**). Specifically, the three hedonic versus utilitarian choice problems, 63.9% of interdependent primed selves chose the hedonic options for themselves while 42.9% of interdependent primed selves chose the hedonic options for their mothers. Similarly, across the three high price/quality versus low price/quality choice problems, 65.3% of interdependent primed selves chose the high price/quality options for themselves, compared with 39.3% of interdependent primed selves chose the high price/quality options for their mothers.

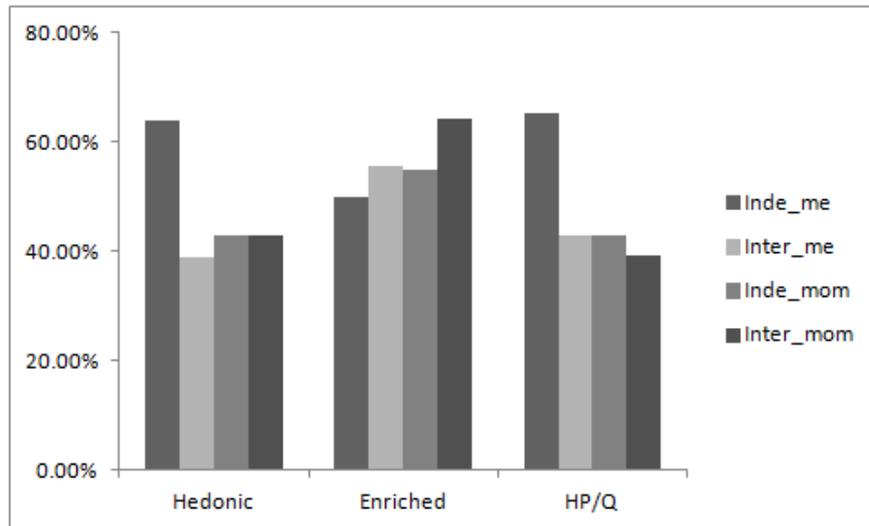
However, across the three enriched versus impoverished choice problems, 50% of interdependent primed selves chose the enriched options for themselves, compared with 64.3% of interdependent primed selves chose the enriched options for their mothers.

Figure 7. choice differences regarding differences in choice recipient
(Participants primed with interdependence)



According to the logit models, all problem types indicated significant differences between the groups: for the hedonic versus utilitarian choice problems, Wald = 6.47, $p < .05$; for the enriched versus impoverished choice problems, Wald = 4.97, $p < .05$; and for the high price/quality versus low price/quality choice problems, Wald = 6.47, $p < .05$.

Figure 8. choice differences: differences in self construal and choice recipient (Latent self-construal)



Liking for the Chosen Outcomes. To compare liking for the chosen outcomes (i.e. choice satisfaction, confidence in choices, and choice difficulty), I conducted a 2 (primed self-construal: independent or interdependent) x 2 (choice recipient: for self or for mother) ANOVA on liking for the chosen outcomes. Like study 1, self-construal and choice recipient have significant effects on liking for the chosen outcomes. Specifically, an ANOVA on the *choice satisfaction* index revealed a main effect of self-construal ($F(1, 103) = 7.32, p < .05$), and choice recipient ($F(1, 103) = 18.95, p < .001$). The two-way interaction of self-construal x choice recipient ($F(1, 103) = 33.31, p < .001$) on choice satisfaction was significant. Overall, independent primed selves were satisfied with their choices more than interdependent primed selves (mean = 5.02 and 4.67 for inde-

pendent and interdependent selves respectively). As predicted, independent primed selves showed bigger differences in choice satisfaction between choices for themselves and choices for their mothers than interdependent primed selves (mean = 6.00 and 4.26 for choosing for themselves and choosing for their mothers respectively); interdependent primed selves showed less difference in choice satisfaction between choices for themselves and choices for their mothers (mean = 4.54 and 4.79 for choosing for themselves and choosing for their mothers respectively).

Similarly, an ANOVA on the *confidence in choices* index revealed a main effect of self-construal ($F(1, 103) = 6.70, p < .05$), and choice recipient ($F(1, 103) = 8.99, p < .05$). The two-way interaction of self-construal x choice recipient ($F(1, 103) = 42.62, p < .001$) on confidence in choices was also significant. Overall, independent primed selves showed more confidence in their choices than interdependent primed selves (mean = 5.11 and 4.79 for independent and interdependent selves respectively). As predicted, independent primed selves showed bigger differences in confidence in choices between choices for themselves and choices for their mothers than interdependent primed selves (mean = 6.04 and 4.39 for choosing for themselves and choosing for their mothers respectively); interdependent primed selves showed less difference in confidence in choices between choices for themselves and choices for their mothers (mean = 4.46 and 5.07 for choosing for themselves and choosing for their mothers respectively).

However, the ANOVA on choice difficulty yielded no significant effects.

VII. General Discussion

7. 1. Overall findings

I began this research wishing to examine the effect of self-construal on the consumer decision making. This paper tries to figure out whether differences in self-construal have great effect on consumers' choices given that self-construal affect the self's function in many domains (Stein et al., 1992; Cross and Madson, 1997).

Two studies show that the consumers who have independent self-construals would more likely to choose self-expressive options (i.e. hedonic, enriched, and high price/quality options) as compared to the consumers who have interdependent self-construals. Furthermore, the interaction effects of self-construal and choice recipient on choice dimensions are suggested, although not all of the effects are indicated statistically significant. Specifically, in study 1, I found the differences between independent selves and interdependent selves across two problem types: for the hedonic versus utilitarian choice problems and for the high price/quality versus low price/quality choice problems.

Moreover, the independent selves more frequently chose self-expressive options when they made choices for themselves than they made choices for in-group others across all problem types: for the hedonic versus utilitarian choice problems, for the enriched versus impoverished

choice problems, and for the high price/quality versus low price/quality choice problems.

However, interdependent selves did not show specific preferences. For the hedonic versus utilitarian choice problems, they chose more self-expressive options for themselves than for in-group others. However, for the enriched versus impoverished choice problems, they chose more self-expressive options for in-group others than for themselves.

In addition, independent selves revealed more satisfaction and confidence in their choices than interdependent selves. Independent selves showed bigger differences in choice satisfaction and confidence in choices between choices for themselves and choices for in-group others than interdependent selves. However, there was no significant difference in choice difficulty between independent and interdependent self-construal.

In study 2, the fact that differences in self-construal can be manipulated by situational cues is verified. I then replicated results of study 1, though there were some differences. Compared with participants who were primed interdependent self-construal, participants who were primed independent self-construal were more likely to choose the self-expressive options across the two tested problem types: hedonic versus utilitarian and high price/quality versus low price/quality options.

However, different from study 1, independent primed selves did not show significant differences in frequency of self-expressive choice options between choices for themselves and choices for in-group others across all problem types. I assume that manipulation strength was rather

weak. This problem will be discussed in Limitations and Directions for Future Research.

In the case of interdependent selves, similar to study 1, they did not reveal specific preferences.

Same as study 1, independent primed selves indicated more satisfaction and confidence in their choices, compared to interdependent primed selves. Independent primed selves revealed bigger differences in choice satisfaction and confidence in choices between choices for themselves and choices for in-group others than interdependent primed selves. However, there was no significant difference in choice difficulty between independent and interdependent self-construal.

7. 2. Implication

The development of effective marketing strategies requires an understanding of the manner in which consumers choose among alternatives (Simonson and Tversky, 1992). Therefore, understanding self-construals' effect on decision making among choice options could shed new light on marketing management.

This paper suggests that the self-construal can be one of the key factors that underlie some consumer choices. I focus on individual differences due to differences in self-construal, both from chronic and latent tendencies. Such a viewpoint broadens the type of choices that lead

to decisions finally, and decision processes that lead to a result toward each option. Two studies showed that due to self- and other-oriented goal differences, consumers would make different decisions in a specific dimension on which options can be contrasted. This distinction between option characteristics and individual characteristics is important. Marketers can frame certain options as more independently or interdependently identified. Also they can manipulate self-construal prime to shift preferences in favor of certain options.

7. 3. Limitation and future research

I designed study 1 and study 2 the similarly in order to examining whether both chronic self-construal and latent self-construal could have effect on the consumer decision making. However, little difference between results of study 1 and study 2 is found. This difference may be resulted in manipulation problems. Because I tested manipulation method through the pretest, manipulation check was not included in study 2. Therefore, I made limitation of this paper. Specifically, to more accurately support my hypothesis 2, more proper manipulation method of self-construal might be needed. This is because the stories about an ancient warrior used in study 2 may not proper manipulation method in current Korean students.

An additional limitation in the present research involves choice problem options. In the case of enriched versus impoverished problems,

hypotheses was not fully supported. It may be due to the time-relevant options such as a long distance restaurant. Because participants may think their mothers had more spare time than themselves; thus, long distances seemed not bad choices for their mothers, but not good choices for themselves. However, it can also be explained that enriched options are not self-expressive options. Thus, further study should be needed to clarify this issue.

In addition, I expect that there are some unraveled consumer dimensions which can be distinguished by differences in self-construal. On the basis of these current studies, choice dimension and other key factors that influence preferences along that dimension could be interesting future studies.

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APPENDIX: Priming Story for Pilot Study & Study 2

(Trafimow et al., 1991)

"I would like you to read a couple of paragraphs on the following page. After reading these paragraphs, you will be asked to make a judgment about the main character.

"Sostoras, a warrior in ancient Sumer, was largely responsible for the success of Sargon I in conquering all of Mesopotamia. As a result, he was rewarded with a small kingdom of his own to rule. About 10 years later, Sargon 1 was conscripting warriors for a new war. Sostoras was obligated to send a detachment of soldiers to aid Sargon 1. He had to decide who to put in command of the detachment. After thinking about it for a long time, Sostoras eventually decided on Tiglath who was a . . ."

(1) In the independent self-condition

(continued) talented general. This appointment had several advantages. Sostoras was able to make an excellent general indebted to him. This would solidify Sostoras's hold on his own dominion. In addition, the very fact of having a general such as Tiglath as his personal representative would greatly increase Sostoras's prestige. Finally, sending his best general would be likely to make Sargon I grateful. Consequently, there was the possibility of getting rewarded by Sargon I."

(2) In the interdependent self-prime condition,
(continued) member of his family. This appointment had several advantages. Sostoras was able to show his loyalty to his family. He was also able to cement their loyalty to him. In addition, having Tiglath as the commander increased the power and prestige of the family. Finally, if Tiglath performed well, Sargon I would be indebted to the family"

All subjects answered the question "Do you admire Sostoras? Circle the appropriate answer." The choices were yes, no, and not sure.

국문초록

소비자 의사결정에 있어서 self-construal의 영향력 고찰

서울대학교 대학원
경영학과 경영학 전공
박미선

self-construal에 따라 개인은 두 그룹으로 분류될 수 있다. 비교문화연구에서 비롯된 self-construal 연구에 따르면 서양권의 특성에 속하는 independent self-construal 성향의 사람들은 타인으로부터 분리된 자아를 추구하는 경향이 있는 반면, 동양권의 특성에 속하는 interdependent self-construal 성향의 사람들은 자아가 타인과의 관계로부터 비롯되는 경향을 보인다. 이 연구는 self-construal이 소비자 의사결정에 미치는 영향에 대해 탐구했다. Independent self-construal과 interdependent self-constr-

ual의 성향을 가진 사람들이 어떤 choice dimension을 더 선호하는지, 그리고 최종소비자가 누구인지에 따른 소비자 의사결정 차이도 연구했다.

실험1에서 Independent self-construal 성향의 소비자들은 inter-dependent self-construal 성향의 소비자들에 비해 self-expressive option에 속하는 hedonic, 좋고 나쁜 특성이 혼합된 enriched, 그리고 고가격/고품질 option을 선호하는 경향을 보였다. Self-expressive option은 이전 연구에 따르면 unconventional option으로 개인의 독창성을 드러내는 반면, other-expressive option은 conventional option으로 타인으로 비판받을 가능성을 낮춰주는 보편적인 선택이라 할 수 있다. 따라서 타인과 분리된 자아를 추구하며, 타인의 평가로부터 보다 자유로운 independent self-construal 성향의 소비자들은 interdependent self-construal 성향의 소비자들에 비해 self-expressive option을 선호하는 경향을 보인다고 할 수 있다.

더 중요한 점은 이러한 효과는 개인의 내재된 성향뿐 아니라 priming을 통해서도 가능하다. 실험2에서는 self-construal priming manipulation을 통해 실험1과 유사한 결과를 도출했다. 따라서 마케터들은 상품과 상황에 따라 self-construal priming manipulation을 통해 소비자들의 구매를 유도할 수 있을 것으로 기대된다.

또한, 최종소비자 (choice recipient)가 자신인가 타인인가에 따라서도 구매의사결정에 차이가 있음을 확인했다. Independent self-construal 성향의 사람들은 자신의 어머니(in-group other)에게 선물할 것을 선택할 때보다, 자신이 소비할 것을 선택할 때 더 self-expressive option을 선택하는 경향을 보였다. 반면, Interdependent self-construal 성향의 사람들은 최종소비자에 따른 특정한 선호를 보이지 않았다.

마지막으로, Independent self-construal 성향의 사람들이 전반적으로 자신의 선택에 대해 더 큰 만족감과 자신감을 나타냈다. Independent

self-construal 성향의 참가자들은 자신의 것을 선택할 때, 자신의 어머니에게 선물할 것을 선택할 때에 비해 훨씬 큰 만족도와 자신감의 차이를 나타냈다. 반면, interdependent self-construal 성향의 사람들은 자신의 것과 어머니의 것 선택사이에 큰 차이를 나타내지 않았다.

주요어: 소비자 의사결정, self-construals, self-expressive and other-expressive choice dimensions, 최종 소비자, 선택 만족도, 선택 자신감

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