Last Name, First Name

Research Assignment 2: The Self Concept

Date:

MRKT 150

The self-concept strongly influences consumer behavior.Products often play a key role in defining the self-concept.In order to understand how to market to consumers, one must understand themselves first. Answer the following questions honestly showing you understand the concepts presented in the book.

1. Define self-concept.
   1. Explain why it is important for marketers to understand how consumers see themselves, and how this influences consumer purchase behavior.
2. Describe yourself across the four dimensions discussed in class: your conception of how we would like to be and compare it to your actual self: a more realistic appraisal of the qualities we have. Use the following dimensions:
   1. **Content** – facial appearance, mental aptitude, personality, true self
   2. **Positivity** - Self-esteem, body image, deep dark thoughts about your appearance, intellect, personality
   3. **Intensity & Stability** – The type and intensity of motivated behavior produced by self-discrepancies. Ex: Desire for: Social status, where you fit in socially, what others think about you, trust, support, selfish, mean, good friend, bad friend, to be liked, to be funny, to be stylish
   4. **Accuracy** – degree to which your assessments of self, corresponds to reality, predicting our behaviors impact on others
3. Define and describe your Actual vs. your Ideal self
   1. What products do you currently purchase or have purchased in the past that help you reach your ideal self?
   2. What products are consistent with your actual self? Give three examples.
4. Do you believe it is ethical for marketers/advertisers to dictate how a male or female should look, dress and act, purchase and use products/services? Explain.
5. Define impression management and detail what products or services you purchase and why, to manage what others think of you. (party/nigh-out setting, with your buddies, with family)
6. We all have multiple roles we play in our lives. We may have as many selves as we do different social roles. Describe three roles you play in your life and the products you buy to “act out” those roles in different situations.
7. We are attachedto an object when we rely on it to maintain our self-concept. What are three products or services you are attached to maintain your self-concept. How are they used?
8. Define the symbolic self-completion theory
   1. Describe what products you may use to complete your identity.
9. List external objects you consider to be a part of you
   1. Four levels:
      1. **Individual level**—Personal Possessions (cars, clothing)
      2. **Family level**—includes your house and furniture.
      3. **Community level**—includes your neighborhood and hometown.
      4. **Group level**—includes your religion, flag, sports team, etc.