The Self

Class 07

Chapter Outline

1. Self Concept
   - Self esteem
   - Real and Ideal Self

2. Idea of self
   - Fantasy
   - Multiple Selves
   - Virtual Identity

3. Product (Mirror and reflection of Self)
   - Self-product Congruence
   - Symbolic self completion theory

4. The extended self

5. Personality

6. Body image / Ideal beauty

What is the Self?

OBJECTIVE:

The Self =Beliefs a person holds about his or her attributes

and how he or she evaluates these qualities

- Main dimension of self concept.
 - Self Esteem
  - Real and Ideal Self

Self concept

- Summary of your own concept
  - which derived from a belief that you use to construct your own attribute.
    - How you eat?
    - How you look?
    - How you speak?

Self esteem

- Refers to **the positivity of a person's self concept.**

  – **People with low self esteem** expect that they will not perform very well, and they will try to avoid embarrassing, failure, or rejection.
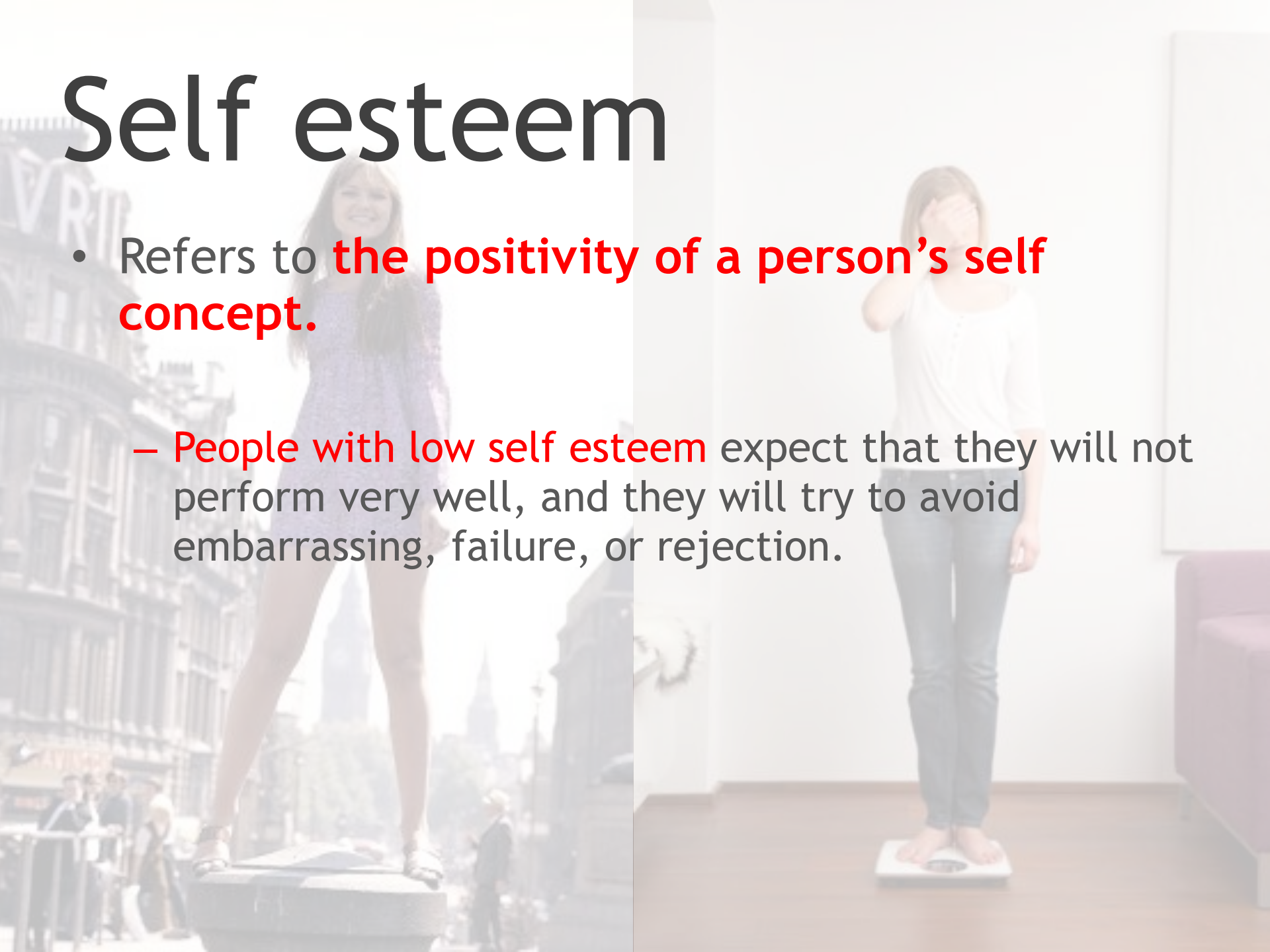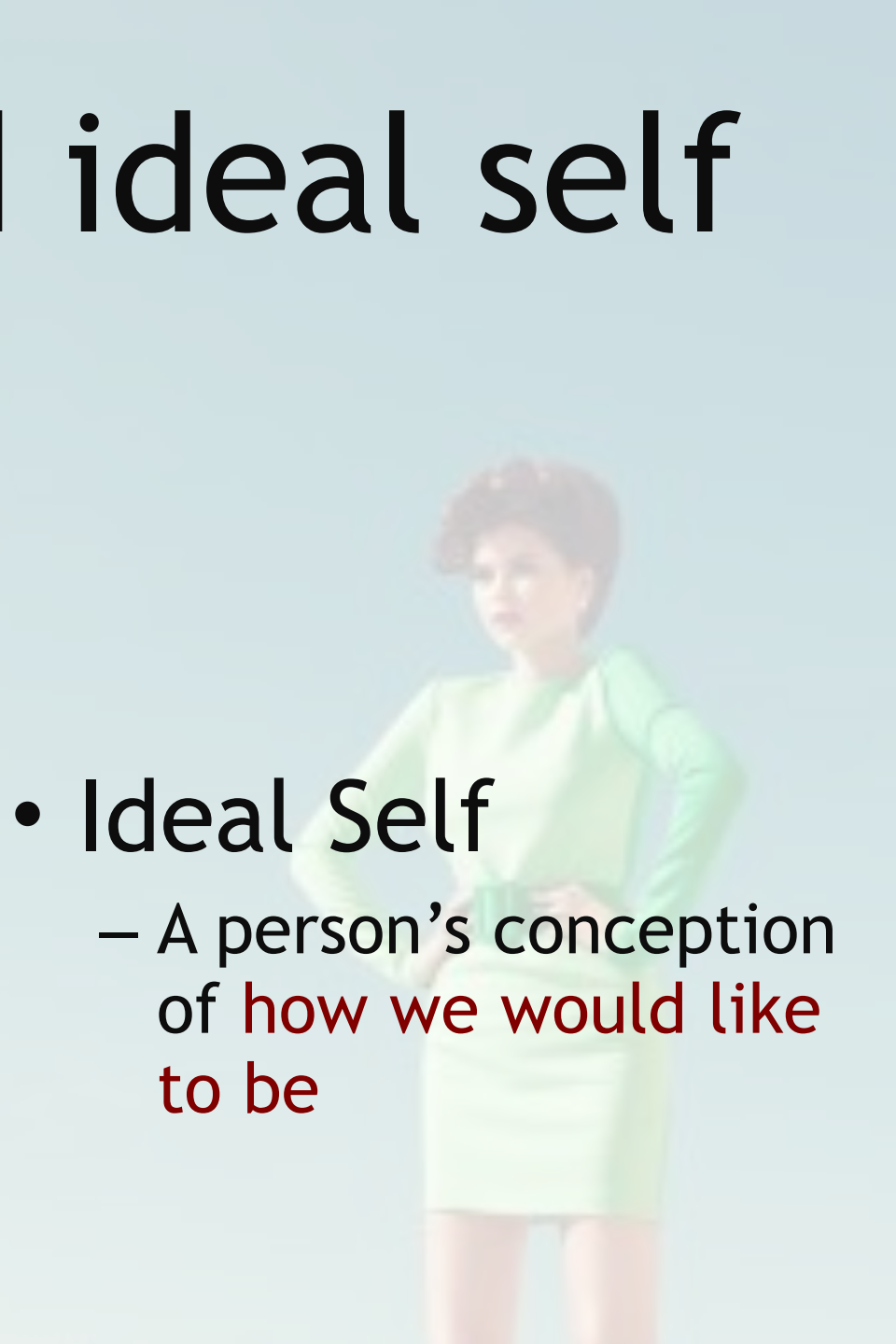
Real and ideal self

- Actual self
  - Refer to our more realistic appraisal of the qualities we have and don't have.

- Ideal Self
  - A person's conception of how we would like to be

Actual

Ideal

Gap
(Real Self VS. Ideal Self)

Most people experience a discrepancy between
their real self and ideal selves

Fantasy

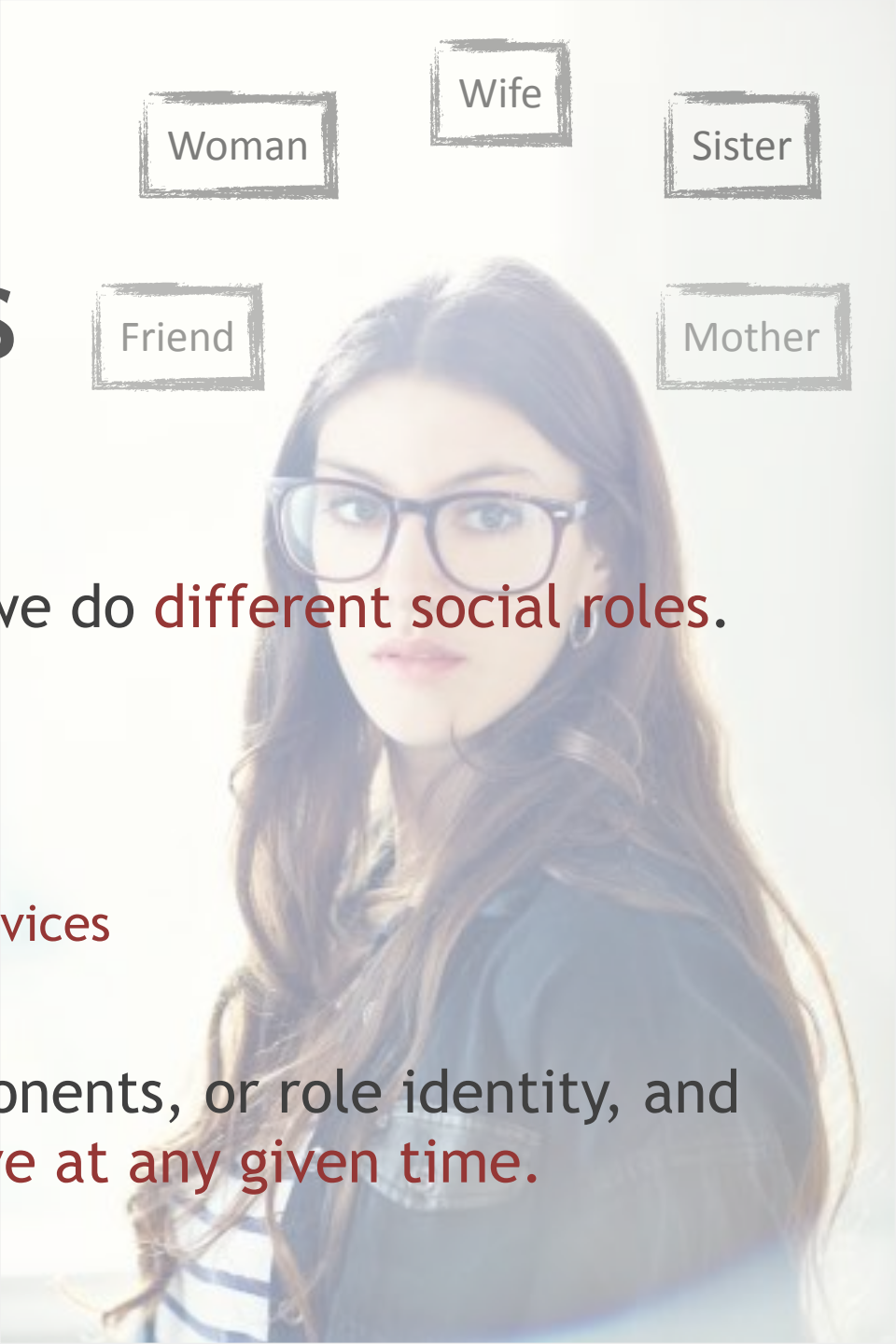**Fantasy: Bridging the gap between the selves**

- <u>So... use Fantasy Or daydream..</u>

- Fantasy is a self-induced shift in consciousness
  - it's a way to compensate for a lack of external stimulation
  - or to escape from problems in the real world.

Multiple selves

Wife

Woman

Sister

Friend

Mother

- We have as many selves as we do different social roles.

- Depending on the situation,
  - we act differently
  - use different products and services

- The self has different components, or role identity, and only some of these are active at any given time.
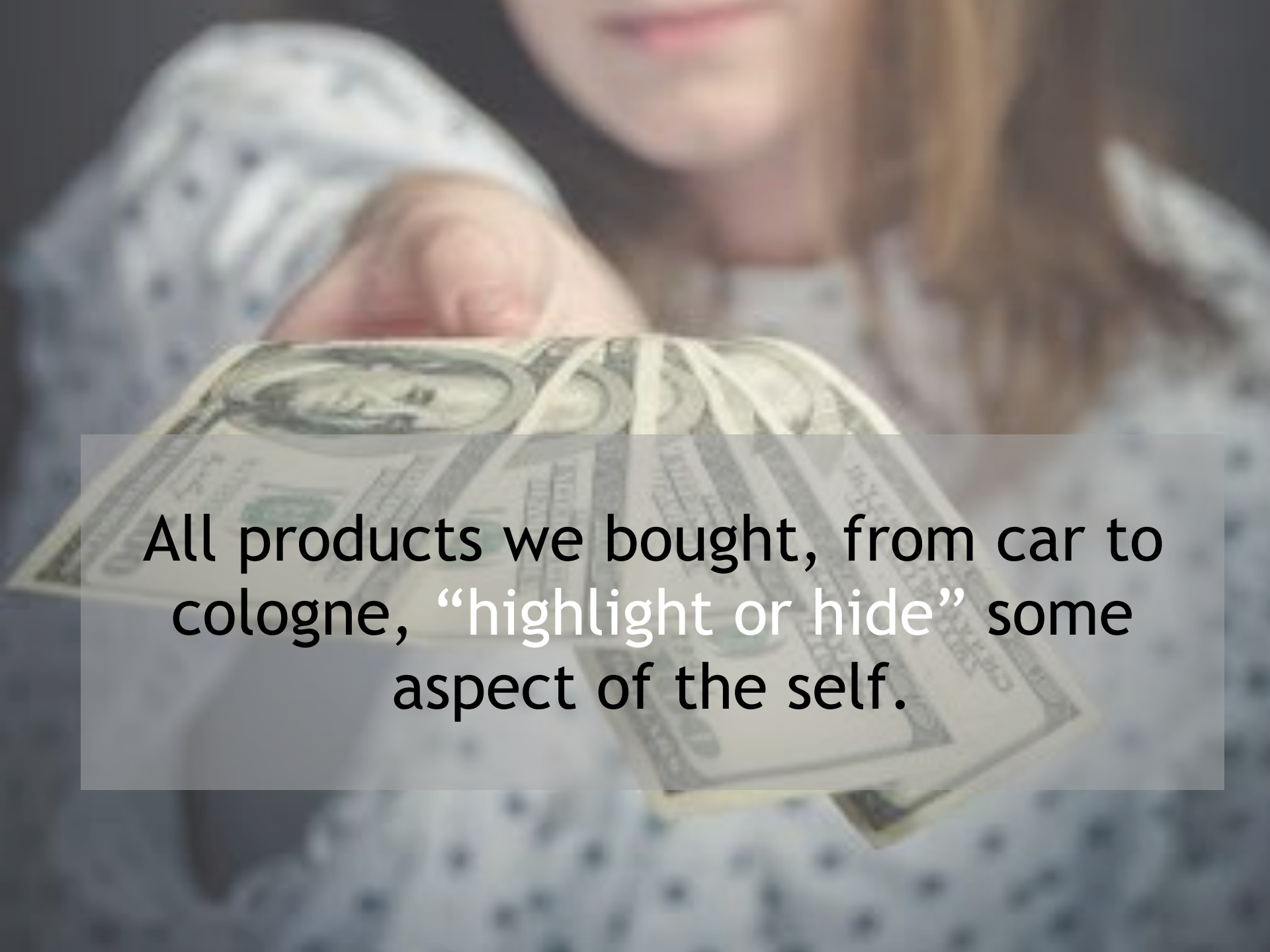
Digital Self

Virtual Identity

Virtual identity: in cyberspace

- This reflects the way people show and express themselves to other in the cyber world.

- Visual identity ,Avatar, Profile Display

All products we bought, from car to cologne, "highlight or hide" some aspect of the self.

WHY DO **PRODUCTS** OFTEN PLAY AN IMPORTANT ROLE IN DEFINING THE SELF CONCEPT?

Because………….

We choose some products because we think they are

1. consistent with our actual self, (Mirror)

1. while we buy others to help us reach an ideal standard. (Shape)

Self/Product **Congruence Model**
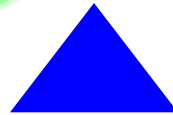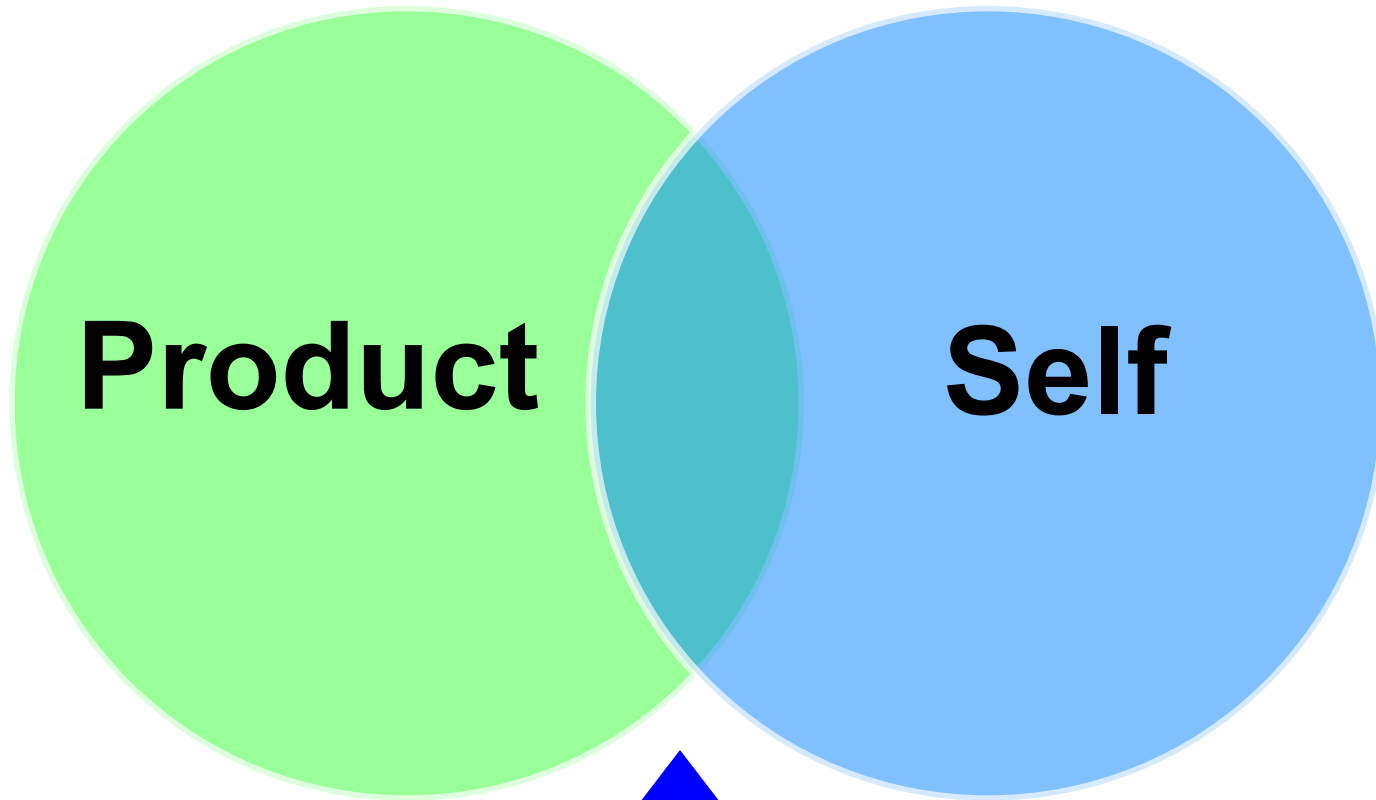
Product

Self

More overlap - better
you like the product

OBJECTIVE:

Self Product Congruence

- We choose product when their attributes match some aspect of the self.
  - A process of cognitive matching between product attributes and the consumer's self image.

- Every functional products
  - Is more relevant to actual self

- The emotion/ highly expressive social product – perfume
  - Is more likely using to express the ideal self rather than actual self.

Symbolic self-completion theory

People who have an incomplete self-definition tend to **complete their identity by acquiring and displaying symbols (product) they associate with that particular role.**

Ex. Adolescent boy use many "macho" products to bolster their developing masculinity.

The extended self

Many of the props and settings consumers use to define their social roles become parts of <u>their selves</u>

FRANCESCO**BIASIA**
HANDBAGS

The extended self

- How you extent or show your self concept to others.

- Those external objects that we consider a part of us comprise the extended self.
  - You favourite brand is also a part of your extended self.

- 4 levels of the extended self.
  - Individual level: personal possessions (cars, clothing)
  - Family level: residence and furnishings
  - Community level: neighbourhood or town where you live
  - Group level :social or other groups

OBJECTIVE:

Personality

Personality

- Refers to **a person's unique psychological makeup** and how it consistently influences **the way a person responds to her environment.**

How we form our personality?

Freudian Systems

ID	EGO	SUPEREGO

Freudian Theory
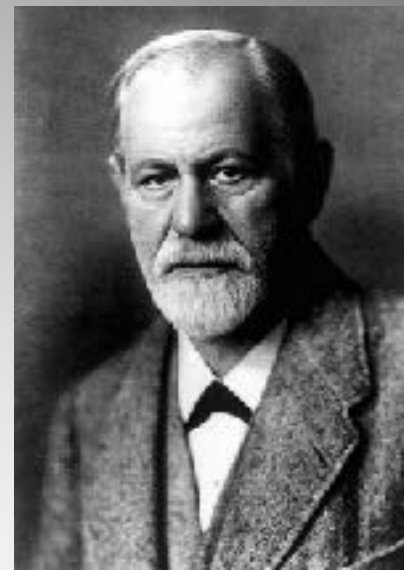
- **Sigmund Freud**
  - personality stems from a fundamental conflict between...

A person's desire to gratify his physical needs

&

The necessity to function
as a responsible member of society

ID	Ego	Superego
ID	**Ego**	**Superego**
• Immediate gratification	• The system that mediates between ID and the superego	• Counterweight to the ID
• **Operates according to "pleasure principle"**	• **Basically a referee in the fight between** temptation and virtue	• Essential the person's conscience
• **Party-animal of the mind**		• **Internalize society's rules**
	• Balancing these opposing forces – reality principle	• Tries to prevent the ID from seeking selfish gratification

Neo-Freudian Theory

- Famous new theory – **Carl Jung** – The analytical psychologist

- Believed that **cumulative experiences** from the past generations **shape who we are today.**

- We each share a collective unconsciousness; a storehouse of memory, we inherit from our ancestor.

- These share memories create **archetypes**

Archetypes

- **universally recognized ideas** and behavior patterns
  - Involve these, such as birth, death, devil
- EX: Angel = white / Devil = Red / Black = evil

Characteristics

Magician - thought
logical, analytical, insightful

Sage - peace
wise, visionary, mentoring

Patriarch - belief
dignified, authoritative, inspirational

Matriarch - order
organized, systematic, controlled

Angel - dreams
optimistic, innocent, pure

Mother Earth - body
stable, genuine, nurturing

Enchantress - soul
mysterious, sensual, tempting

Queen - being
relaxed, comforting, sociable

Actress - feelings
glamorous, dramatic, involved

Warrior - ego
confident, powerful, heroic

Troubadour - joy
joyous, free-spirited, agile

Jester - spirit
witty, resilient, daring

THOUGHT

SUBSTANCE

EMOTIONS
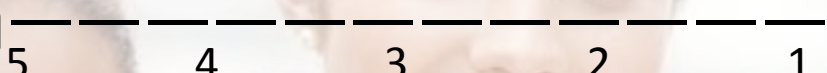
ENERGY

Old Wise Man (Magician)

- A bit far-fetched, but **ad messages in fact do often include archetypes like**
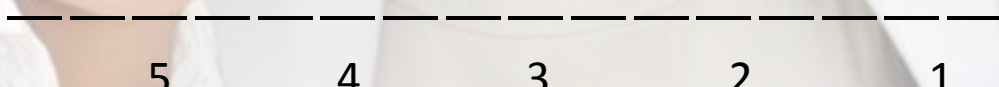
"Old wise man" and 'Earth mother"

Trait theory

- **Personality traits**; the identifiable characteristics that define a person.

- This approach to personality focuses on the quantitative measurement of personality traits

Personality Trait

Extroversion —————————————— Introversion

    5   4   3   2   1

- Extroversion = We distinguish people by the degree to which they are socially outgoing

High self conscious —————————————— Low self conscious

    5   4   3   2   1

- the degree to which a person deliberately monitors and controls the image of the self that he or she projects to others.

Trait theory

- Ex of traits relevant to consumer behavior.

  – Self-Consciousness (the degree to which a person monitor and control their self image)
  – Innovativeness (the degree to which a person like to try new thing)
  – Materialism (The degree on which people acquiring and owning products)
  – Agreeableness
  – Openess
  – Frugality
  – etc.

Brand personality

- Set of traits people attribute to a product as if it were a person.

- Packaging and other physical cues create a "personality" for a product.

- Like people brand personalities do change over time.

Describe brand personality

Describe brand personality

Describe brand personality

Describe brand personality

# American ranked these brand as the most stylish

In 1983

1. Levi's
2. Nike
3. Bugle Boy
4. Guess
5. L.A. Gear

By 2008

1. Victoria's secret
2. Ralph Laurence
3. Nine West
4. Calvin Klein
5. Coach

Body Image/

- Refers to a consumer's subjective evaluation of his/her physical self.
  - **And it's not <u>UNIVERSAL</u>**

- Ideal of beauty May include
  - Favourable physical features
  - Attractive faces
  - Good health and youth
  - Balance/symmetry
    - Feminine curves/hourglass body shape
    - "Strong" male features
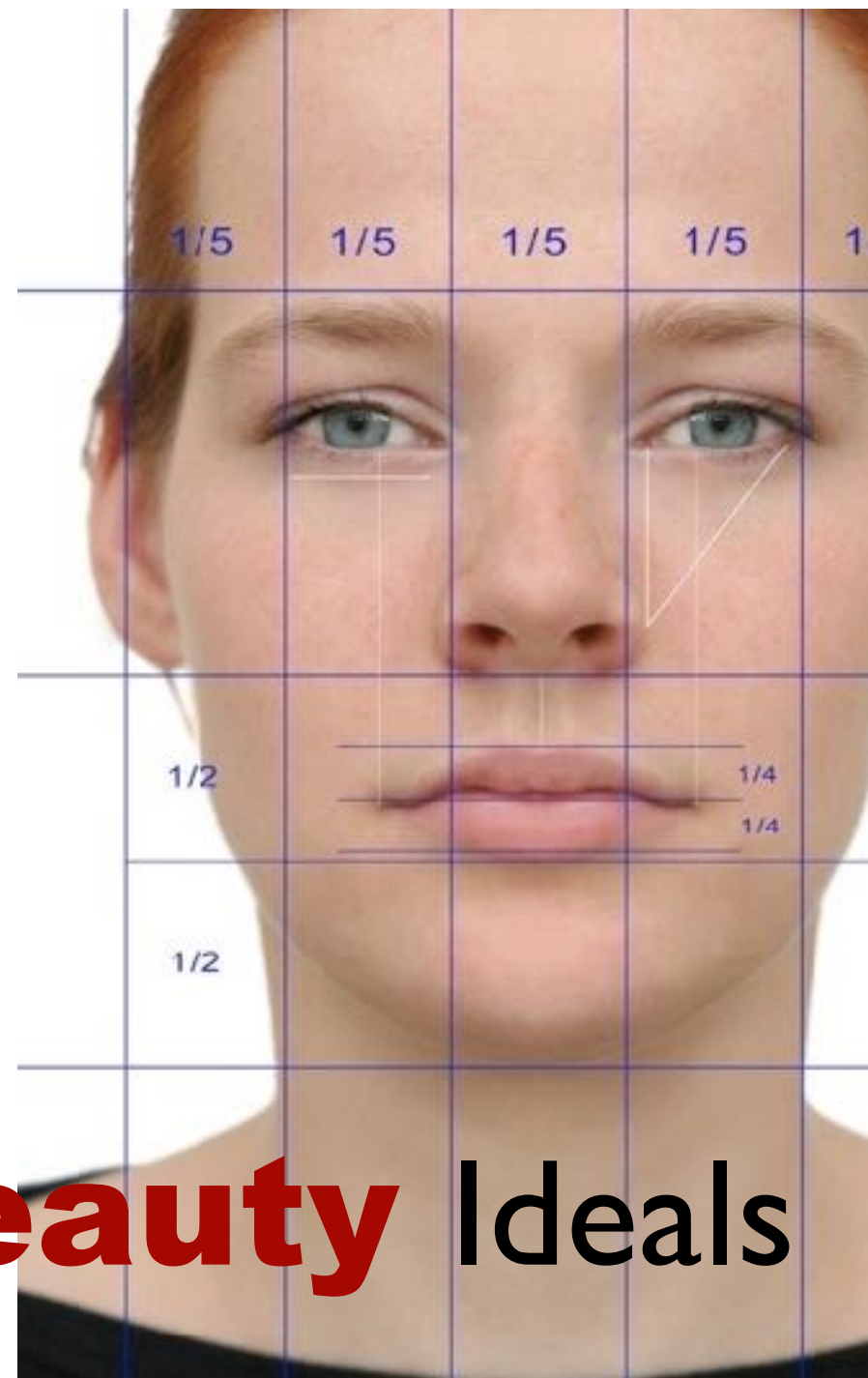
1/5　1/5　1/5　1/5

1/2　　　　　1/4　1/4

1/2

Beauty Ideals

☐ fat?

☐ fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.co.uk 🕊 | Dove

Any
Questions??