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SELF-CONSCIOUSNESS, SELF-AWARENESS AND ACCURACY OF SELF-REPORT: A TEST OF SELF-FOCUS IN A MARKET RESEARCH AND CONSUMER BEHAVIOR SETTING

City University of New York PH.D. 1986

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SELF-CONSCIOUSNESS, SELF-AWARENESS AND ACCURACY OF SELF-REPORT: A TEST OF SELF-FOCUS IN A MARKET RESEARCH AND CONSUMER BEHAVIOR SETTING

by

STEPHEN J. GOULD

A dissertation submitted to the Graduate Faculty in Business in partial fulfillment of the requirements for the degree of Doctor of Philosophy, The City University of New York.

1986

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Date

Chair of Examining Committee

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Executive Officer

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The City University of New York

Abstract

SELF-CONSCIOUSNESS, SELF-AWARENESS AND ACCURACY OF SELF-REPORT: A TEST OF SELF-FOCUS IN A MARKET RESEARCH AND CONSUMER BEHAVIOR SETTING

by

STEPHEN J. GOULD.

Adviser: Professor Leon G. Schiffman

This dissertation is concerned with the marketing research application of social psychological constructs of self-consciousness (the personality trait dealing with the degree of self-focused attention) and self-awareness (the state of self-focused attention at any given moment). The central aim of this study was to assess how self-consciousness and self-awareness factors affect the accuracy of respondents' answers in marketing surveys. This assessment was made on the basis of a four group exploratory experiment involving student subjects at a major Northeastern university.

The dependent variables used in the study were: (1) self-report measures (number of unanswered questions) (2) self-concept (differences between the actual and ideal self), (3) ideal age (differences between the actual and ideal age), (4) retail image

(differences between various retail image measures), (5) before and after self-awareness differences in self-concept and (6) affect.

Private self-consciousness was assessed with respect to these dependent variables. First, private self-consciousness was found through the use of LISREL confirmatory factor analysis to consist of two dimensions: (1) internal self-consciousness and (2) reflective self-consciousness. Next, these two dimensions of private self-consciousness were regressed on the dependent variables; the results indicated effects for internal and reflective self-consciousness which were small in size and partial, i.e, occurring only under certain conditions. Additionally, public self-consciousness, which relates to the concern a person has for himself as a public object, was found to be positively related to frequency of TV usage although it was negatively related to commercial recall.

On the other hand, no effect on the dependent variable was found for the experimental manipulation of self-awareness, except for some minor interactions with internal and reflective self-consciousness, when they each were divided at the median to indicate high and low self-conscious respondents.

In addition, the overall model for the self-awareness process (self-focus leads to affect which leads to the motivating discrepancy which leads to self-report) was tested in a path analysis. While the results for the overall model were weak, the

finding that perceived self-focus was related to the self-report measures and the motivating discrepancy indicated an area for future research concern.

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It is possible, however, to acknowledge a few among the many, without whom this dissertation could not have been completed.

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Lastly, I would like to state that, while this dissertation bears my name, it really reflects the vast contributions of many friends, and there is no way that I can adequately express my gratitude to all.

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CHAPTER I

INTRODUCTION

This introductory section considers the problem to be examined, the topic relevance and the organization of the remaining chapters. The subject matter of this dissertation study concerns the theoretical concepts of self-consciousness and self-awareness. This study considers how these concepts have been applied in social psychology, and how they might be applied in marketing research and consumer behavior.

The Problem to be Studied

The focus of this dissertation is on the accuracy of self-reports in marketing research surveys. Self-reports occur in survey research when respondents are asked to report their beliefs, feelings or behaviors by responding to questions on a questionnaire (Kinnear and Taylor, 1979; Ajzen and Fishbein, 1980). Two basic areas of survey research are in constant need of improved understanding: (1) the structure and contents of self-reports (e.g., attitudes, self-perceptions and the like), and (2) the accuracy and truthfulness of self-report responses (Fishbein and Ajzen, 1975). The second area is the focus of this dissertation.

However, it must be clearly recognized that what is self-reported in terms of content is not independent of the techniques and methodologies used for getting respondents to make accurate self-reports (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980; Ryan, 1982).

Self-reports are the most common tool for measuring attitudes in marketing research (Kinnear and Taylor, 1979). An attitude is "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein and Ajzen, 1975, p. 61). Attitudes exist in the mind of the survey respondent (or consumer) and are not directly observable (Zimbardo, Ebbesen and Maslach, 1977). Often, measured attitudes are not consistent with observed behaviors (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980). Self-reports of attitudes are subject to bias such as uniformed responses, misunderstanding of questions, skipping items and lying (Hawkins and Coney, 1981; Kerlinger, 1973; Fishbein and Ajzen, 1975). Self-reports of self-concept are particularly biased due to the intimate, personal and threatening nature of beliefs and attitudes concerning the self-concept (Sirgy, 1982).

Techniques for the improvement of the accuracy of self-report response are to be found in self-consciousness and self-awareness theory. In social psychology, Fenigstein, et al. (1975, p. 522) defined and differentiated self-consciousness and self-awareness as follows:

> The consistent tendency of persons to direct attention inward or outward is the trait of self-consciousness. Self-awareness refers to a state: the existence of self-directed attention, as a result of either transient situational variables, chronic dispositions, or both.

Self-consciousness is a relatively consistent part of an individual's personality. It is an enduring trait. An individual, high in self-consciousness, will more frequently focus on his inner self (e.g., inner thoughts and feelings regarding the self) than someone low in self-consciousness. Self-awareness is a mental state which may be present or not present at any given moment. To the degree that an individual's attention is directed toward the self, the individual is said to be more self-aware than someone whose attention is directed outward to the external environment (Wicklund and Hormuth, 1981).

Self-consciousness may act as moderator between self-report and behavior (Fenigstein, et al., 1975). Self-conscious people more closely examine their beliefs and feelings and thus their self-reported attitudes may have greater predictive validity for behavior. Fenigstein and his associates describe several studies in which situational self-awareness may, also have increased the accuracy of self-reports. A host of studies found that self-focusing (an alternative term for self-awareness) increases the truthfulness or the accuracy of peoples' self-reports (Pryor, 1980). On the other hand, an individual might also be uncomfortable with self-awareness and may, as a consequence, distort his

self-reports (Wicklund and Hormuth, 1981). This is a situation of contradictory research results and unclear conceptualization which needs rectification.

From this statement of the problem flows the following specific research objectives:

1 To test the constructs of self-consciousness and self-awareness, borrowed from social psychology, within the context of marketing research and consumer behavior.

2 To determine whether self-focused or self-directed attention (resulting from either self-consciousness or self-awareness) leads to more accurate self-reports by consumers (the key objective).

3 As an offshoot of the second objective, to determine whether consumer behavior measures, related to self-concept, such as cognitive age (Barak and Schiffman, 1981) are impacted by self-consciousness and self-awareness.

4 Also as an offshoot of the second objective, to map the self-report process by looking at self-focused attention in relation to other important variables such as self-presentational factors (Crowne and Marlowe, 1964).

5 To propose and test a model of self-focus (self-awareness) which reconciles the contradictory research results in social psychology.

Relevance of the Dissertation Research

This dissertation may provide contributions to the areas of social psychology, consumer behavior, marketing research, advertising and marketing management. The contribution to psychology lies in a further mapping of the applications of self-consciousness and self-awareness theories. In particular, a promising modification of the technique for inducing self-awareness is tested in this study.

Potentially, the greatest contribution of this study would be in marketing research. Self-focusing techniques could find wide application in this field. Anything, that either improves the ability to obtain accurate responses in surveys or helps to obtain better understanding of the self-report process, will only enhance the utility of marketing research. An understanding of self-consciousness may also provide further insight as to why respondents differ in the accuracy and truthfulness of their responses.

The potential contribution of the research to consumer behavior lies in utilizing self-focus to enhance activation of the self-concept, especially in relation to product preference (Sirgy, 1982). Self-awareness, as a situational variable, may have impact during shopping or product usage occasions. In addition, both self-consciousness and self-awareness may help provide better understanding of such consumer behavior constructs as ideal versus

actual self-concept (Sirgy, 1982), self-perception theory (Scott, 1978), information processing (Bettman, 1979), cognitive age (Barak and Schiffman, 1981) and the VALS typology (Mitchell, 1983).

The potential contribution of this research to advertising lies in enhancing advertising effectiveness through providing a deeper understanding of what occurs when an individual focuses his attention on an advertisement. Advertisers may explore using their copy message to either focus an individual internally on himself (self-awareness) or externally on some other object. Internal focusing (self-focusing) may produce different degrees of advertising effectiveness (e.g., better or worse recall, more or less brand preference) than external focusing in different situations.

Finally, a contribution to marketing and sales management may be made through the introduction of the self-consciousness and self-awareness concepts. For example, training and awareness sessions might be conducted to teach managers and sales people how to focus on their own inner feelings. Such sessions might also enable them to better understand the feelings of others. Self-focusing also has particular implications in the new product area, where an understanding of one's own inner feelings and empathy with the inner feelings of others, may lead to new ideas and the ability to better assess those ideas.

The Organization of This Dissertation

The remainder of this dissertation is organized as follows: Chapter II reviews the literature and covers the theories of self-consciousness and self-awareness, as well as various related adjunctive concepts. Chapter III presents the proposed general model and Chapter IV presents the operational model to be studied. Chapter IV also describes the variables to be used in the questionnaire and presents the hypotheses. Chapter V considers the methodology to be used in the study and describes the nature of the experiment to be undertaken. Chapter VI reports the data analysis results including tests of the hypothesis and of the proposed model. Chapter VII concludes this dissertation with a summary of results, conclusions to be drawn from this research and recommendations for future research.

CHAPTER II

LITERATURE REVIEW: SELF-CONSCIOUSNESS AND SELF-AWARENESS THEORY

This chapter focuses on the nature and properties of the self, especially in terms of self-consciousness and self-awareness. The literature of the self and self-awareness is first reviewed broadly and then narrows toward the particular interests of this dissertation.

Both the theoretical content of the literature, to date, as well as empirical studies will be reviewed. This discussion represents a step toward the development of the general and operational models to be used in this study. In essence, the literature review is the basis for the model development process.

Self-Awareness Theory

Theories of the Self and Self-Awareness Theory

According to Wegner and Vallacher (1980), the self-awareness theory is one of a number of social psychological constructs, concerning the self. These are known under a variety of names, such as "self-theory," "self-awareness theory," "private self-consciousness," "self-concept theory," "self-esteem," "self-monitoring," "self-efficacy," "self-disclosure," and "self-presentation." In consumer behavior, the self has been viewed

in terms of self-concept theory and various adjunctive concepts such as self-esteem (Grubb and Grathwhohl, 1967; Grubb and Hupp, 1968; Belch, 1978; Sirgy, 1982).

The Framework of Self-Awareness Theory

Self-awareness theory views the self as an inner mental structure which helps guide behavior under certain conditions (Wicklund and Frey, 1980). These conditions involve the inward directed attention of the individual to his own thoughts and consciousness.

The following points as adapted from Wickland and Hormuth (1981), describe how self-awareness works in guiding behavior:

1. The theory begins with the notion that the focus of a person's attention can be either upon the self or away from the self. When a person's attention is directed toward the self a high proportion of the time, the person is said to be more self-aware than someone whose attention is directed outward, away from the self, to the external environment.

2. The amount of time spent in self-focused attention increases given the presence of self-focusing stimuli (e.g., a person's own mirror image, a person's own tape recorded voice).

3. The evidence for the existence of self-focused attention in a person may be found in the increased tendency of the self-aware person to think of him or herself.

4. At the heart of self-awareness theory is a motivational state which is a product of both a within-self discrepancy and self-focused attention. The within-self discrepancy results when an individual falls short in his/her behavior from a salient aspiration or ideal. This discrepancy is felt as a state of discomfort which is postulated to be the

central motivational condition.

5. The awareness of a discrepancy is a condition of self-evaluation. The discomfort resulting from the self-evaluation is a function of the size of the discrepancy.

6. Having focused on a large, salient discrepancy a self-aware person will attempt to extricate himself or herself from the resulting discomfort. There are two ways for a person to make this attempt. The first way is to eliminate self-focus by simply avoiding it: the second way is to deal directly with the discrepancy (e.g., by trying to reduce the discrepancy or by blocking its occurrence through behavior which matches the person's own ideal or values).

The fourth point speaks to the issue of a within-self discrepancy. Some researchers have treated this discrepancy as some difference between an "actual" or "real self" and an "ideal self" (Duval and Wicklund, 1972). Where possible the terms, "actual self" and "ideal self" are used in the present proposal because they are consistent with existing usage in the consumer behavior literature (e.g., Dolich, 1969; Schiffman and Kanuk, 1983; Sirgy, 1982).

Research Findings: Self-Awareness and Related Concepts

Self-Awareness and Self-Report

Self-focused individuals are more likely to provide valid self-reports than nonself-focused people (Carver, 1974, 75; Gibbons, 1978; Ickes, et al., 1978). Pryor (1980) reported that self-awareness motivates people to resolve cognitive inconsistencies (e.g., attitude-behavior inconsistencies). He also claims that when

self-focusing occurs, individuals become more sensitized to their own behavioral dispositions and are motivated to report their dispositions more accurately than nonself-focused individuals.

Pryor (1980) further suggests that the characteristic outward orientation of individuals towards the world, external to the self, may be modified by the self-focusing process. In this process, an individual becomes a self-observer, learning his own attitudes, emotions and internal states by inference from observing his own behavior. Such self-observation motivates self-focused individuals to more accurately report their own behavior. Fenigstein, et al., (1975) also find that such self-focusing manipulations presumably increase awareness of one's internal states, thus resulting in more valid self-reports.

Self-Awareness and Self-Concept

Wylie (1961, p. 1) considers the term self-concept as follows:

> In psychological discussion the word "self" has been used in many different ways. Two chief meanings emerge, however: the self as subject or agent and the self who is known to himself... The words "self-concept" have come into common use to refer to the second meaning...

Self-concept can also be defined as the "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg, 1979, p. 7). Self-concept also represents configural perceptions of the self which may be admitted to

awareness (Rogers, 1951).

Levy (1959) used the self-concept notion in consumer behavior when he investigated "self-concept/product-image congruity." He was particularly interested in the symbolic nature of products as opposed to their functional or physical nature. It was Sirgy (1982) who connected the notion of self-concept/product-image congruity to self-awareness and self-consciousness. Sirgy notes (p. 297):

> Consumer product preference or purchase intention are usually measured in an environment that does not ensure activation of the self-concept... In order to study self-concept influences on these consumer behavior phenomena, a product/situation that will elicit the self-concept must be used.

Sirgy refers to using self-awareness techniques. Although self-awareness theory has not been previously applied in consumer behavior, Sirgy noted that its techniques might be employed in consumer research to ensure activation of an individual's self-concept (e.g., to aid in the study and measure of self-concept influences on product preference and/or purchase intention).

Evidence for people's ability to identify and match their self-concepts to external criteria was provided by Ackoff and Emshoff (1975). Though they were not dealing in a self-awareness context, they nonetheless found that beer drinkers chose beers with "personalities" perceived to correspond to the drinkers' own personality types. Ackoff and Emshoff also reported that the personalities, associated with each brand by beer drinkers,

corresponded to the types of personalities usually seen in beer commercials.

Self-Awareness and Self-Disclosure

Self-disclosure can be defined as "the act of revealing personal information to others" (Archer, 1980, p. 183). Archer points out that self-disclosure makes a person more self-conscious. Archer, Hormuth and Berg (1979) found that self-awareness had an impact on the disclosure of self-information, particularly information which was of "high intimacy" (e.g., "my ups and downs in mood"). Consistent with self-awareness theory, self-aware subjects adopt strategies to enable them to avoid the discomfort and unpleasantness of self-disclosure (Archer, et al., 1979).

Arousal (Activation) and Self-Awareness

Activation (arousal is a synonym) "refers not to the overt activity of the organism but to the release of energy into various internal physiological systems in preparation for overt activity" (Duffy, 1972, p. 578). The relationship between arousal and self-focus has had a rather ambiguous research history.

Wegner and Giuliano (1980) note that in investigating the reverse relationship (i.e., whether self-focus might cause arousal), the literature has shown a wide range of results from decreased arousal to increased arousal. One study even indicated no effect. These results are not unlike the results from other arousal research

where contrary research conclusions and methodological and conceptual ambiguities abound (Gould, 1982).

Wegner and Giuliano (1980) investigated whether arousal might not cause self-awareness. Indeed, that was precisely what they found when they correlated increments in heart rate, an arousal measure, with self-focus. Wegener and Giuliano (1980) offer several explanations for this phenomenon. One idea is that arousal, itself, is perceptually salient and draws the individual's attention to the self. They also suggest that during arousal a person might not become self-focused until an absorbing and arousing task was completed. They further argue that this is in line with Duval and Wicklund (1972) who reported that self-focus is decreased during an absorbing activity.

On the other hand, Wegener and Giuliano (1980) propose another explanation, which offers a broader framework in which to interpret their findings. They suggest that the occurrence of arousal leads to a seeking of information about the emotion which is aroused. This explanation leads them to hypothesize that perhaps low or moderate levels of arousal in an individual would yield weak epistemic searches on the part of that individual. Such weak searches would result in incomplete knowledge of his own emotional state.

Carver (1979) viewed the Duval and Wicklund (1972) self-awareness theory as a drive theory (e.g., a theory of tension reduction where drive to reduce tension is reflected by autonomic

arousal). He reviews evidence which seems to indicate that self-attention may not always be drive or arousal increasing. He notes however, that an increase or decrease in a physiological index such as palmar sweat, "may be more usefully construed as providing information about attentional and information-processing phenomena than as providing information about arousal" (Carver 1979, p. 1271). It should be noted that many activation/arousal reseachers have questioned the unitary properties of arousal (e.g., Lacey, 1967). In other words, arousal may not be one thing. For example, an increase in palmar sweat may indicate behavioral arousal (readiness for action) rather than autonomic nervous system arousal. Behavioral arousal would correspond to the Carver's "attentional phenomena."

The discussion of arousal and self-awareness is important in two aspects for this proposed dissertation research. First, in this research, self-awareness is to be treated as a form of arousal. The arousal of self-awareness may vary by intensity across individuals. It may also vary for the same individual across situations.

Second, the type of arousal (e.g., autonomic, cognitive, behavioral) is open to question, theoretically, though it is likely to be cognitive. What is germane to this research is that "self-awareness arousal," the arousal of self-awareness, must be tested by measures specific to it. What measures "self-awareness arousal" may not measure other forms of arousal.

Alternatives to Self-Awareness Theory

Carver's Cybernetic Approach

Alternatives to self-awareness are considered for two reasons: (1) for completeness in understanding self-awareness theory and (2) to provide input for use in testing self-awareness theory.

Carver (1979) proposed a cybernetic model of self-attentional (self-awareness) processes which he claimed could more fully explain the results of self-awareness research. Cybernetics according to Carver (p. 1253), is "the science of control and communication systems." His model is based on the control an individual exerts in managing discrepancies brought on by self-attention. A discrepancy results from some perceived difference between the self (one's behavior or characteristics) and some evoked standard (or ideal). Several aspects of Carver's work stand out in his assessment of self-awareness theory. First, he notes, as did Duval and Wicklund (1972) when they proposed self-awareness theory, that an individual may focus his attention outward, towards the external environment, or inward towards the self. He also points out that "heightened self-awareness" does not necessarily mean a long examination of the self. Heightened self-awareness may mean an increase in the probability or frequency with which attention is directed to the self. In addition, only one aspect of the self may be attended to rather than the whole or

global self. Furthermore, attention may shift back and forth between the self and environment (Carver, 1979).

Carver also reports that self-focus does not necessarily lead to negative affect (emotion) as in self-awareness theory. Self-awareness may, in some cases, produce positive affect and thus not be aversive to the individual (Carver, 1979; Carver and Scheier, 1981).

Carver raises one other objection to traditional self-awareness theory. Citing Wicklund (1975), he finds that the theory came to mean that an individual would avoid self-focusing stimuli in order to prevent the ensuing discomfort. Carver suggests that, in fact, individuals may try to reduce any discrepancy, resulting from self-focusing, rather than avoid self-focusing, itself.

Hull and Levy's Information Processing Approach

Hull and Levy (1979) also attempted an alternative formulation of the self-awareness process. According to them, self-awareness is an encoding process that is "cued by the presence of self-symbolic stimuli" (Hull and Levy, 1979, p. 758). Hull and Levy utilize an information processing approach.

They disagree with the self-awareness theory notion that self-awareness is a self-evaluative and affect inducing state. Instead, they find that self-awareness affects attribution by "increasing the individual's sensitivity to the self-relevant

aspects of the immediate situation" (Hull and Levy, 1979 p. 764). For them, self-awareness does not go beyond the immediate situation.

Self-Consciousness Theory

The self-consciousness construct (theory) is related to the self-awareness construct (Carver and Scheier, 1978). According to Carver and Scheier, self-consciousness is a chronic predisposition to be self-attentive. This predisposition is constrasted with self-awareness which is a situational state, occurring when an individual's attention is focused on himself by demands of the situation (e.g., sitting in front of a mirror causes an individual to be self-focused or self-attentive).

Self-consciousness has been measured by the "Self-Consciousness Scale" (Fenigstein, et al. 1975). Carver and Scheier (1978) report that the scale is a valid measure of self-attention. Factor analysis of the scale by Fenigstein and his associates revealed three dimensions: (1) private self-consciousness (2) public self-consciousness and (3) social anxiety. Private self-consciousness focuses on inner thoughts that deal with the self; public self-consciousness focuses on inner thoughts concerning the self as social object. Social anxiety concerns discomfort in the presence of others. The two self-consciousness dimensions are weakly correlated (Carver and Scheier, 1978).

Dispositional self-consciousness may act as a moderator between self-report and behavior (Fenigstein, et al., 1975). Fenigstein and his associates hypothesize that highly self-conscious individuals more closely examine their beliefs and feelings so that their self-reported dispositions may have greater validity than the self-reports of less self-conscious individuals.

Self-consciousness and self-awareness have similar effects on behavioral variables such as self-report (Carver and Scheier, 1978). To properly assess self-awareness manipulations, the researcher must account for dispositional self-consciousness (Scheier, 1976; Carver and Scheier, 1978). This is a key point to keep in mind for this present study which seeks to test both self-awareness and self-consciousness.

CHAPTER III

A GENERAL MODEL OF SELF-FOCUS AND SELF-REPORT

The Main Components of the Model

This chapter introduces a general model of self-focus and self-report. This model is presented, in three aspects: (1) the main components of the model, (2) the curvilinear effect of self-focus on accuracy of self-report and (3) major moderator variables. In this section, a general model of self-focusing and self-report is proposed. This model represents a modification of existing self-awareness theory (Duval and Wicklund, 1972; Wicklund and Hormuth, 1981). The main constructs and effects of this model are derived from self-awareness theory. The major difference between this model and previous models is that curvilinearity in the effect of self-focus is predicted. In addition, a number of moderator variables which impact the main effects are introduced from related research.

This general model states that (1) self-focus (including self-evaluation) leads to (2) affect which leads to some (3) motivational discrepancy. This internal change may, in a given situation, lead to or influence behavior, such as (4) self-report behavior or self-disclosure (see Figure III-1). In general, the self-focused person obtains a more accurate self-perception but may

utilize this perception in different ways (e.g., he may choose to disclose this perception or he may chose to keep it secret).

Self-Focus

Self-focus represents attention given to the self both as an internal trait or disposition, (e.g., private self-consciousness), and as a result of some situational stimulus (e.g., a mirror or self-focusing instruction). In this proposed model, only the situational stimulus is to be considered as self-focus. In order to isolate this situational stimulus, preexisting private self-consciousness is treated as a covariate.

Self-focusing involves a form of self-evaluation in which an individual begins to consider to some extent his inner self and to focus upon his actual and ideal selves. The actual self refers to how one perceives himself as being in reality; the ideal self refers to how one would ideally like one's self to be (Duval and Wicklund, 1972).

Affect

Affect, an emotional response, then follows in reaction to self-focus. It is presumed that this reaction may be negative in most relevant cases (Wicklund and Hormuth, 1981).

The Motivating Discrepancy

The motivating discrepancy is adapted from Duval and

Wicklund (1972) and Wicklund and Hormuth (1981). This discrepancy results from perceived differences between the real (actual) and ideal self following self-focus and the generation of affect. The discrepancy is motivational in determining behavior, such as self-report.

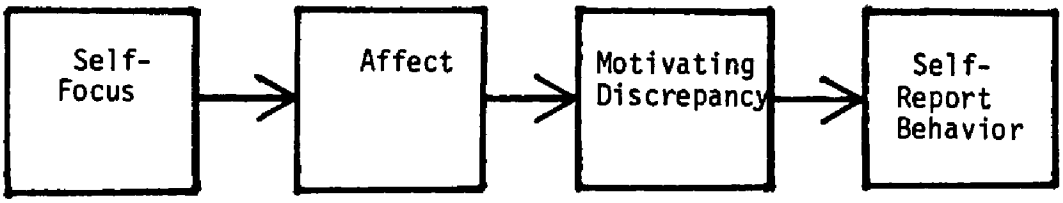
For the purpose of this present research, a distinction should be made between the "actual self" and the "perceived actual self." The actual self represents some objectively determined self or aspect of self. For example, chronological age is an objective measure of someone's age. Birth records show how old a person is. However, suppose the individual is asked, "how old do you feel." He may or may not tell others the truth about how old he feels, his "feel age," (Barak, 1979). Nonetheless, the "feel age" of the individual is an aspect of his perceived, actual psychological reality. This distinction between the "actual self" and the "perceived actual self" is important for this study because "objective measures" of the actual self-concept may not always be available. Many variables involve "the perceived actual self" which is subject to the same liabilities as any "unobservable" self-report measure (e.g., a measure of some inner psychological state not directly observable).

The Development of the Motivating Discrepancy

The motivating discrepancy develops as a result of the previous self-focusing and affect.

FIGURE III-1

THE GENERAL MODEL OF SELF-FOCUS



Given negative affect, an individual will seek to reduce the discomfort in one of two ways (Wicklund, 1975; Carver 1979): (1) by avoiding self-focusing or (2) by behaving in accordance with his own personal standards.

The first way of reducing discomfort involves avoiding self-focusing or distracting oneself from the results of the self-focusing. Distractions from self-focusing (e.g., letting the mind drift away, talking to others) are important as mechanisms for avoiding self-focus. The instructions and or techniques for inducing self-awareness should be administered in an unobtrusive manner, in which the self-focusing manipulation is not perceived as such, and in which such administration is unavoidable by the subject (e.g., the subject may not utilize distractions to avoid self-focusing).

A second way to reduce the discomfort is for an individual to behave in accordance with his personal standards (e.g., norms, values, ideals). These standards reflect the inner ideal self. Behaving in accord with these standards may reduce the discrepancy or prevent its occurrence by bringing the actual and ideal selves into line or equality. The intensity of the discomfort will be directly related to the strength of the motivation i.e., the size of the discrepancy (Wicklund and Hormuth, 1981). In reducing the "within-self discrepancy," as Wicklund and Hormuth (1981) call it, the individual in a self-report situation will either choose to make a self-report or not. If he does make a self-report, he will either

choose to respond in a more truthful manner or not. Finally, the individual will decide how much he wishes to disclose about himself.

Self-concept Variables and Motivational Discrepancy

Any number of self-concept variables may be used as indicators of motivational discrepancy. They must show differences between the actual or perceived actual and ideal selves (e.g., what I am versus what I would like to be). A few self-concept variables to be operationalized in this proposed research are discussed in Chapter IV.

Self-Report Behavior

Self-report behavior includes any behavior which is a part of the act of self-reporting or disclosing. It is the behavioral consequence of this model. For example, does someone in one state of self-focus have a greater tendency to leave fewer blanks than someone in another state of self-focus. The predictions for self-report behavior will be similar to those for the motivating discrepancy and will be built on the discussion in the following section.

The Curvilinear Effect of Self-Focus on Accuracy of Self-Report

The hypothesized curvilinear relationship between

self-focus (self-awareness) and self-report accuracy is the major prediction and contribution of this model. Self-report accuracy may be assessed for all variables which are used as indicators of the model constructs of affect, motivating discrepancy and self-report behavior. To establish this relationship, the following points are specified:

1. Given self-focus and a motivating discrepancy, ego attitudes are aroused and self-involvement occurs. Self-involvement offers a mechanism to explain the ultimate predictions of this general self-focusing model. Involvement exists when a social object is related by the individual to his ego (Sherif and Cantril, 1947). Sherif and Cantril point out that when ego attitudes are aroused, an individual becomes "involved" and cognitive states (e.g., memory, thought) are accordingly modified. Self-involvement occurs when the social object of concern is the self; therefore, self-involvement is the involvement of the ego or self with the self.

   This present model is concerned with this involvement of the self with the self. Private self-consciousness and self-awareness are factors which may determine the degree of involvement of the self with the self. More specifically, high private self-consciousness and/or

high self-awareness result in high self-involvement.

2. Arousal and involvement are equivalent (Tyebjee, 1979).
3. Arousal causes "curvilinear effects" in variables dependent on it (Duffy, 1972, Berlyne, 1960, 71). This means that more arousal leads to more of a variable dependent on it (e.g., learning), only to a point. At that peak point, any additional arousal will affect any variable dependent on it negatively (e.g., at some point with too much arousal, learning will actually decline).
4. Self-awareness arousal (arousal of awareness of the self through self-focus) is related in a curvilinear manner to any performance or behavioral variable such as accuracy of self-report. This means that accuracy of self-report climbs as self-awareness arousal climbs, up to a point. At that peak or optimal point, additional self-awareness leads to less accurate self-report. Curvilinearity offers a testable explanation for the contradictory research in social psychology with respect to self-awareness and accuracy of self-report (see Chapters I and II).
5. There are three conditions of self-focus under the specifications of curvilinearity: (1) high, (2) moderate and (3) low. <u>It is predicted that moderate self-focus will produce the most accurate self-report</u>.

Self-awareness is threatening to individuals (Wicklund, 1975). Moderate self-awareness is less threatening than high self-awareness. With less threat perceived by a respondent, he is more likely to report accurate self-information than someone who feels threatened. On the other hand, a respondent in a low self-awareness condition will not perform much internal search for self-information. Therefore, he will not report as much accurate self-information as someone under moderate self-awareness.

6. The degree of accuracy of self-reported behavior may be measured by checking for congruence with researchers' observation of that behavior (Carver, 1974; 75; Scheier, Fenigstein and Buss, 1974; Fenigstein, Scheier and Buss, 1975). However, when, as is often the case in survey research, no observed behavior is available, other means must be used. For example, in the case of discrepancies between the actual (perceived actual) and ideal selves, a larger reported discrepancy is taken as a more accurate response (Duval and Wicklund, 1972). The discrepancies are always present. Duval and Wicklund argue that self-aware individuals become more aware of these discrepancies.

In this proposed model, larger reported discrepancies indicate greater accuracy of self-report. It is in the moderate self-awareness (self-focus) condition that discrepancies are predicted to be largest. In addition, questions concerning accuracy of response may also be asked and taken as indicators of the accuracy of the discrepancies reported (i.e., greater accuracy of response will likely be reported by individuals who report smaller discrepancies).

7. A motivating discrepancy may be negative (the actual or perceived actual self does not meet standard of the ideal self), positive (the ideal self comes up short of the actual self) or neutral (the ideal and the actual self are perceived as being about the same) (Wicklund and Hormuth, 1981; Carver, 1979). Table III-1 illustrates these conditions. The negative motivating discrepancy is the one which occurs most frequently (Wicklund and Hormuth, 1981) and it is the one dealt with and predicted to occur in this study. Figure III-2 illustrates the curvilinear effect for a negative motivating discrepancy.

TABLE III-1

DIRECTIONAL OUTCOMES OF THE MOTIVATING DISCREPANCY

TABLE III-3

DIRECTIONAL CONDITIONS OF THE MOTIVATING DISCREPANCY

OUTCOMES	MOTIVATING DISCREPANCY	
Negative	Ideal Self	Actual Self
Neutral	Ideal Self	Actual Self
Positive	Ideal Self	Actual Self

Major Moderator Variables

A number of moderator variables will very likely impact on the self-focusing process. A moderator is a variable which systematically modifies the form and/or strength of the relationship between an independent and dependent variable (Sharma, et al., 1981). In this study, the concern is whether any moderators might "moderate" the accuracy of self-report under various conditions of self-focus. The following are some moderators which may well have such an impact:

Private Self-Consciousness. This construct is concerned with the disposition to attend to one's inner feelings and thoughts (Fenigstein, et al., 1975). It is a covariate of situational self-focusing (awareness). Private self-consciousness is linear with respect to any variable dependent on it (Fenigstein, et al., 1975; Carver and Scheier, 1978). Figure III-3 illustrates the relationship between private self-consciousness and accuracy of self-report.

Public Self-Consciousness. This construct is defined by Fenigstein, et al. (1975, p. 323) as "an awareness of the self as a social object that has an effect on others." It may interfere with accurate self-report, especially among people highly concerned about their public appearance and self-presentation.

FIGURE III-2

THE CURVILINEAR EFFECT FOR A NEGATIVE MOTIVATING DISCREPANCY

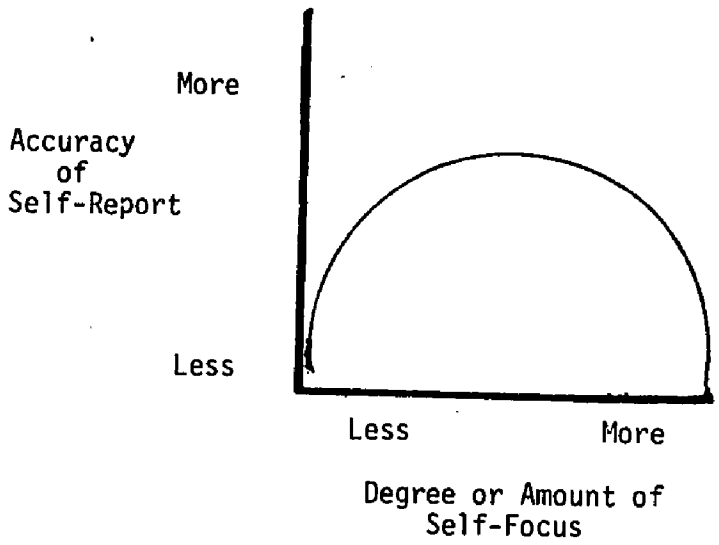
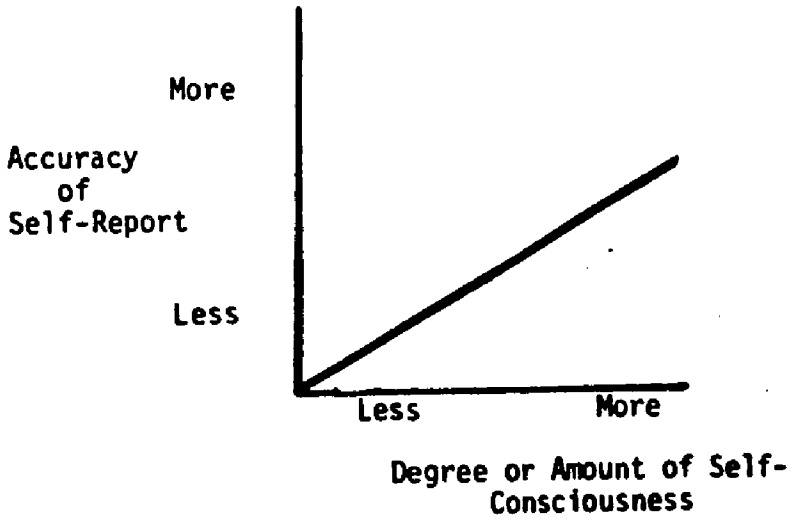


FIGURE III-3

PRIVATE SELF-CONSCIOUS AND ACCURACY OF SELF-REPORT



Social Anxiety. This construct concerns discomfort in the presence of others (Fenigstein, et al., 1975). It is a covariate of affect.

Environmental Distractions. Wicklund and Hormuth (1981) suggest that an absence of environmental or external distractions (e.g., noise) will enhance self-focusing.

Perception of How the Information is to be Used. This construct concerns the degree to which the perceived final use of the information disclosed will enhance or interfere with self-focused self-report (adapted from Culbert, 1968).

Self-Presentational and Social Desirability Factors. Self-presentation is "a set of behaviors designed by an actor to establish particular identities in the eyes of various audiences" (Tedeschi and Norman, 1985). Similarly, socially desirability is the attempt by individuals to influence others through describing themselves in favorable terms (Crowne and Marlowe, 1964). A number of scales have been used to measure these factors including: (1) the Marlowe-Crowne Social Desirability Scale, (Crowne and Marlowe, 1964), the Edwards Social Desirability Scale (Edwards, 1957) and (3) the K Scale of the Minnesota Multiphasic Personality Inventory (Dahlstrom, Welsh and Dahlstrom, 1972).

CHAPTER IV

THE OPERATIONALIZATION OF THE MODEL AND THE RESEARCH HYPOTHESES

The model to be operationalized follows the basic format laid out in the general model: self-focus leads to affect which leads to motivational discrepancy which leads to self-report behavior. Figure IV-1 illustrates this model.

This chapter considers how this study has been operationalized in two aspects: (1) the definition and measurement of variables and (2) the research hypotheses.

Definition and Measurement of Variables

In this section, the variables to be used and their operationalizations within the questionnaire are outlined by the model's four major constructs. These four constructs are (1) Self-Focus, (2) Affect, (3) Motivational Discrepancy and (4) Self-Report Behavior. In addition, each construct is dependent on the construct which comes before except, of course, for self-focus which is entirely independent. Each construct has a number of variables which are indicators of that construct. The constructs with their indicator variables are delineated in the following subsections.

Self-Focus

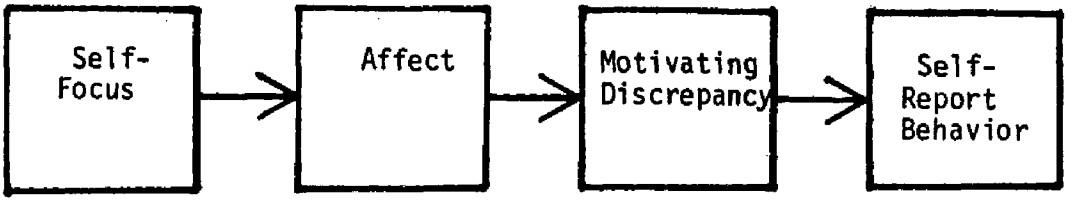
Self-focus represents an induction of self-awareness. The term, self-focus induction, is used to represent the experimental manipulation of this process (Wicklund and Hormuth, 1981). Note: The experimental inductions of awareness are described in Chapter V under the section entitled, "The Experimental Design". The self-focus manipulation is checked by a number of questions regarding the self-awareness a person reports in answering this study's questionnaire (e.g., "Generally while answering this questionnaire, I have been very aware of myself ... disagree 1 2 3 4 5 agree" (Prentice-Dunn and Rogers, 1982). Chapter V gives a more complete description explanation of the manipulation checks which are the indicators of self-focus.

Affect

Affect, an emotional response, is measured by the mood scales of Hull and Levy (1979) and Gibbons and Wicklund (1982). One of the scales is administered both before and after self-focusing (Hull and Levy) in the questionnaire and one later (Gibbons and Wicklund) to get a measure of mood and mood change. A sample item from Hull and Levy (1979) involves having subjects rate themselves as to whether they are "depressed" or "not depressed." (See items listed in APPENDIX II). A sample item from Gibbons and Wicklund asks people to rate themselves as to whether they are "depressed" or "elated." (See items in PART VII of the questionnaire in APPENDIX I).

FIGURE IV-1

THE OPERATIONAL MODEL



Motivational Discrepancy

The motivational discrepancy, or the perceived gap between the actual and ideal self-concept, is measured by taking either an actual "objective" measure of some construct (e.g., chronological age- I am 55 years old) or some "perceived measure" of some construct (e.g., perceived or cognitive age- "I feel as though I am 50 years old") and seeing how well that matches a person's ideal self (e.g., "I would like to be 20 years old"). Here, the main test variables are various self-concept measures which give an indication of actual versus ideal self-concept. Larger discrepancies indicate a greater accuracy of response (Duval and Wicklund, 1972).

A number of self-concept measures are used to test for any discrepancies. One measure, used by Hull and Levy (1979), is employed here in a before and after manner with respect to a self-focus manipulation. A sample item from the Hull and Levy self-concept checklist has subjects rate themselves is to whether they are "honest" or "not honest." (See items listed in APPENDIX II).

Another self-concept measure, developed by Guttman (1973), a twelve item checklist, is employed to ask respondents to choose four descriptors in each of four categories. The three categories involving the choice of descriptive terms of a person's self-concept are: (1) which "LEAST describe you," the person (2) which "BEST describe you," (3) which you "would LIKE MOST to describe you," and (4) which you "would LIKE LEAST to describe you." A sample

characteristic is "self-control: remains calm when things go wrong." This checklist is contained in PART XI of the questionnaire (See Appendix I).

Unlike Guttman, the present study does not force the respondent to choose a characteristic only once, but instead, allows him to repeat the use of a descriptor if the need arises. By doing so, the study can pick up discrepancies between the perceived actual and the ideal self as the respondents, themselves, report them. For example, if a respondent chooses "self-control" as a descriptor of his actual self, he may also choose that same term as a descriptor of his ideal self. The Guttman measure also allows for an indication of "positive self-concept" or the degree to which people match what "best describes" them (perceived actual self) to what they "would like the most to be (ideal self)." The more the perceived actual self matches the ideal self, the more positive the self-concept a person has.

Age Construct. The Age Construct is another indication of self-concept which can be used to assess motivational discrepancy. Within this construct are two variables which are measured and assessed here: (1) chronological age (Jarvik, 1975), and (2) preferred age (Barak, 1979, 1982).

Chronological Age is the number of years since birth (Jarvik, 1975). This is measured in this study by asking, "What is

your current age in years?"

Preferred Age concerns how a person would like to perceive himself as opposed to how he actually perceives himself (Barak, 1982). In order to assess motivational discrepancy, the difference between chronological age (actual self) and preferred age (ideal self) is computed.

Preferred Age is measured in this study by asking, "What do you consider to be a person's IDEAL Age?"

Self-Image and Store Image. Another indicator of motivational discrepancy is the degree of congruity between self-image beliefs (beliefs a person has about himself which are part of the self-concept) and store-image perception. Actual and ideal self and store-images (for clothing stores) are assessed.

These congruities or incongruities provide motivation to approach or avoid certain stores (Sirgy, 1982). Self-image and store-image questions are taken from Samli and Sirgy (1981) (e.g., a semantic differential item, such as "sophisticated....not sophisticated" and from Stern, Bush and Hair (1977) (e.g., a semantic differential item, such as "fashionable....unfashionable").

Additional store-image questions are taken from Schiffman, Dash and Dillon (1977) (e.g., "convenience of store location" put in semantic differential form: "conveniently located....not conveniently located"). The retail items are in PART VIII of the

questionnaire (See APPENDIX I) For a complete list of the retail items by source see APPENDIX III.

Self-Report Behavior

The very act of self-reporting and disclosing constitute overt behavior. The following are behavioral indicators to be in this study: (1) number of questions unanswered, i.e., the total number of blanks for all questions from PART IV of the questionnaire to the end with the exception of the questions referred to in (2) and (3) following, (2) number of blanks filled in for listing questions concerning shampoos, and (3) number of blanks for listing questions concerning TV commercials.

The shampoo measures involve the number of brands a respondent can think of - his/her awareness set (Narayana and Markin, 1975) - and the number of brands the respondent would consider purchasing - his/her evoked set (Campbell, 1969; Howard and Sheth, 1969). The commercial measures involve recall techniques (Lucas and Britt, 1963; Fletcher and Bowes, 1983) in which no aid is given to the respondent in his or her recalling of commercials, i.e., unaided recall.

Moderator Variables

The following moderators are included in this operational model primarily because they have previously been studied in relation to private and public self-consciousness.

Self-Presentational and Social Desirability Factors. These factors represent how a subject wishes to present himself to others. The individual, high in social desirability, often lies or exaggerates in providing questionnaire responses according to Crowne and Marlowe (1964). The "Social Desirability Scale" of Crowne and Marlowe (1964) in this study is used to account for these effects. A sample item is, "I have never intensely disliked anyone." The respondent answers either true or false. (See PART II of the questionnaire in APPENDIX I and see APPENDIX V for the scoring system of this scale).

Private-self-consciousness. This construct is concerned with the disposition to attend to one's inner thoughts and feelings. It is measured by the private self-consciousness subscale of Fenigstein, et al. (1975, p. 523). A sample item is, "I reflect about myself a lot." (See items 1, 3, 5, 7, 9, 13, 15, 18, 20 and 22 of PART I of the questionnaire in APPENDIX I). Private self-consciousness must be covaried out so that situational self-focus (self-unawareness) may be directly assessed.

Public Self-Consciousness. This construct is defined by Fenigstein, et al. (1975, p. 523) as "an awareness of the self as a social object that has an effect on others." "Public self-consciousness" is also dispositional or habitual. It is measured by the public self-consciousness subscale of Fenigstein, et

al. (1975). A sample item is, "I'm very concerned about the way I present myself." (See items 2, 6, 11, 14, 17, 19 and 21 of PART I of the questionnaire in APPENDIX I). Public self-consciousness may interfere with accurate self-report, especially among people highly concerned about self-presentation. It also relates to behaviors concerning public appearance (e.g., the use of personal care products).

Social Anxiety. This construct concerns discomfort in the presence of others and constitutes a reaction to self-focused attention. Social anxiety is habitual and corresponds in part to the affect (emotion) in the self-focusing model. It must be covaried out in order to fully assess the affect generated by self-focus. Social anxiety is measured in this study by the social anxiety subscale of Fenigstein, et al. (1975). A sample item is "I feel anxious when I speak in front of a group." (See items 4, 8, 10, 12, 16 and 23 in PART I of the questionnaire in APPENDIX I).

Environmental Distractions. Environmental distractions were eliminated as much as possible by running the experiment in a behavioral lab and by attempting to make extraneous conditions uniform across manipulations.

Perception of How the Information is to be Used. This perception was influenced to some degree by a guarantee of anonymity

to all respondents in an "EXPERIMENTAL CONSENT AGREEMENT" (See Appendix I).

Research Hypotheses

The research hypotheses reflect the theoretical constructs of private self-consciousness and self-awareness.

In general (as proposed by the model in this study), private self-consciousness is related to variables, dependent on it, in a direct linear manner (e.g., higher private self-consciousness leads to more accurate survey responses, than does lower private self-consciousness, according to Fenigstein, et al., 1975). People high in private self-consciousness are sensitized to analyzing themselves and do not feel threatened by confronting their inner selves. These people are also more likely to report larger discrepancies between their perceived actual and ideal selves than are those people lower in private self-consciousness.

In general, self-awareness is related to variables, dependent on it, in a curvilinear fashion (e.g., a moderate condition of self-awareness produces more accurate survey responses than either a high or low condition of self-awareness). The moderate condition of self-awareness is less threatening than the high self-awareness condition. It is also more arousing of internal search than the low self-awareness condition.

Private self-consciousness and self-awareness occur

together in the individual. Within each level of self-awareness, it is predicted that people with higher private self-consciousness respond more accurately than do those with lower private self-consciousness. Therefore, to fully assess the self-awareness manipulation, self-consciousness should be covaried out. Hypotheses 3, 4, 6, 8, and 10, which follow, should be read with the idea that self-awareness manipulation is adjusted for private self-consciousness (self-consciousness is covaried out) as well as assessed by itself without such adjustment.

On the basis of the above theoretical considerations, the following hypotheses are developed:

Private Self-Consciousness and Self-Report Behavior Hypothesis

H1: Respondents, higher in private self-consciousness, are more likely to engage in positive self-report behavior (e.g., leave fewer questions blank) than those lower in private self-consciousness.

Private Self-Consciousness and Self-Concept Hypothesis

H2: Respondents, higher in private self-consciousness, report a larger more accurate discrepancy between their perceived actual and their ideal selves than those lower in private self-consciousness.

Self-Awareness and Self-Report Behavior Hypothesis

H3: Respondents, in the moderate self-awareness condition, are more likely to engage in positive self-report behaviors than those in the high or low conditions.

Self-Awareness and Self-Concept Hypothesis

H4: Respondents, in the moderate self-awareness condition, report a larger but more accurate discrepancy between their perceived actual and their ideal selves than those in the high or low self-awareness conditions.

Private Self-Consciousness and the Ideal Age Hypothesis

H5: Respondents, higher in private self-consciousness, report larger discrepancies between preferred age (ideal self) and chronological age (actual self) than those lower in private self-consciousness.

Self-Awareness and the Ideal Age Hypothesis

H6: Respondents, in the moderate self-awareness condition, report larger discrepancies between preferred age (ideal self) and chronological age (actual self) than those in the high self-awareness and lower self conditions.

Private Self-Consciousness and Retailing Hypothesis

H7: Respondents, higher in private self-consciousness

report larger discrepancies between both their ideal self and ideal clothing store images and the image of the clothing stores they most frequently shop in.

Self-Awareness and Retailing Hypothesis

H8: Respondents, in the moderate self-awareness condition, report larger discrepancies between both their ideal self and ideal clothing store images and the images of the clothing stores they most frequently shop in.

Private Self-Consciousness and Before and After Hypothesis

H9: Respondents, higher in private self-consciousness report smaller differences between measures of self-concept or affect, taken before the experimental manipulation of self-focus, and measures of self-concept or affect, taken after the experimental manipulation of self-focus, than those lower in private self-consciousness.

Self-Awareness and Before and After Hypothesis

H10: Respondents, in the moderate self-awareness condition, report smaller differences between measures of self-concept or affect, taken before the experimental manipulation of self-focus, and measures of self-concept or affect, taken after the experimental manipulation of self-focus, than those in the high or low self-awareness conditions.

Private Self-Consciousness and Affect Hypothesis

H11: Respondents, higher in private self-consciousness, report more positive affect than do those lower in private self-consciousness.

Self-Awareness and Affect Hypothesis

H12: Respondents, in the moderate self-awareness condition, report more positive affect than do those in the high or low self-awareness conditions.

Public Self-Consciousness and Shampoo Familiarity Hypothesis

H13: Respondents, higher in public self-consciousness, report a larger list of shampoos than those lower in public self-consciousness.

Public Self-Consciousness and TV Commercial Orientation Hypothesis

H14: Respondents, higher in public self-consciousness, report more familiarity with and relationship to TV commercials than those lower in public self-consciousness.

CHAPTER V

THE SAMPLE AND EXPERIMENTAL DESIGN

This study was undertaken as a laboratory experiment in order to assess self-awareness in its several hypothesized magnitudes (i.e., high, moderate and low). The decisive feature of utilizing an experimental design is that it allows the researcher a greater degree of control in manipulating variables and in demonstrating relationships between variables than do non-experimental designs (Kerlinger, 1973). In particular, according to Kerlinger, this control lies in the random assignment of subjects in a sample to experimental groups and also, in the experimental manipulation of some independent variables of interest. Both of these forms of control were utilized in this study.

This chapter examines the following facets of this study's research methodology: (1) the manipulation of the experimental independent variable, self-awareness, in terms of experimental design, and (2) the sampling procedures utilized in terms of subject description, sample size determination, and random assignment methods.

The Experimental Design

In describing the experimental design utilized in this study, the following aspects of the design will be examined: (1) the form of the experimental manipulation, (2) the four experimental groups, (3) the experimental procedures utilized with each of the groups and (4) the manipulation checks used to determine if the experimental effect actually occurred.

The Form of the Self-Awareness Manipulation

Any stimulus which brings the self to mind leads to heightened self-awareness (Duval and Wicklund, 1972). A number of stimuli have been used to increased and thereby manipulate self-focus in previous experimental research. These stimuli have included: the person's own image as seen in a mirror, the sound of a person's own recorded voice, the presence of an audience, a person's minority status in a group and an absence of environmental distractions which might interfere with self-focus (Wicklund and Hormuth, 1981; Hass, 1984).

Self-Focusing Manipulation

In this study, a mirror was employed to induce 'high' self-focus. The subject was placed at a table which was directly in front of a mirror. The subject could not escape his own self-image except by not looking up. A pilot test, undertaken prior to this

study, revealed that all subjects noticed the mirror.

In addition, this same subject, sitting in front of a mirror, was given oral and written instructions to perform three writing tasks which were interspersed with the answering of some questions in a questionnaire. These tasks were designed to focus the individual even more upon himself. Each task involved a different topic. These topics concerned (1) a personal experience with the telephone which evoked the subject's own feelings and thoughts, (2) the state of the subject's health and (3) the subject's feelings at a moment in the study.

Justification for using written instructions in inducing self-focusing comes from the work of Wegner and Finstuen (1977). In their study, the respondents were to focus either on a situation, an actor, or another person outside themselves, rather than actually on themselves. Respondents, in one experimental condition, for example, were given written instruction sheets which focused their attention as follows (Wegner and Finstuen, p. 59):

> In a few moments you will be listening to the tape. While you are doing so, please try to empathize with Bob. Imagine how Bob feels as he participates in the events...

In Wegner and Finstuen's study, the self was projected into a situation through "empathy." In this study, the self is focused upon directly (e.g., "Please focus upon your own thoughts and feelings...").

A pilot test of this study has revealed that greater self-focus

resulted when a subject both sat in front of a mirror and wrote about himself than when the individual did either activity alone.

Nonself-focus

Distractions in the environment lead the individual to focus away from himself (Wicklund and Hormuth, 1981). In this study, subjects who were in the experimental conditions of nonself-focus were given anagrams to solve. The idea behind anagrams is that they involve the individual in a task which takes his mind entirely away from himself. A pilot test, using anagrams, found that individuals who solved anagrams tended to be less self-focused than individuals in other conditions.

The anagrams were selected from a book of anagrams (Bergerson, 1973). A pretest of various anagrams was conducted to reveal two types of anagrams: those easy to solve and those hard to solve. There were two experimental groups based on these two types of anagrams. The anagrams were administered in the same manner as the written instructions in the self-focus manipulation. Both oral and written instructions were utilized and individual anagrams were adminstered at three different times interspersed with the answering of a questionnaire.

Common Procedures in All Manipulations

This section outlines procedures common to all subjects in this study. Procedures specific to specific manipulations are

outlined in the section entitled, "Description of the Four Experimental Groups."

Subjects were required to participate in this study twice. In the first part of the study, subjects answered questions as a group in the classroom from which they were recruited. The questions they answered consisted of the "Self-Consciousness Scale" (Fenigstein, Scheier, and Buss, 1975), the "Social Desirability Scale" (Crowne and Marlowe, 1964) and some self-image and affect items to be repeated in the second part of the study.

Having participated in the classroom part of the study, the subject then became eligible to participate in the second part of the study. The second part of the study involved the experimental design. A minimum of one day separated the two parts of the study. All subjects were required to take the first and none were permitted to take the second part on the same day as the first part.

In the second part of this study, all subjects reported to a special lab room in the Marketing Department of the Northeastern university where this research took place.

There, all subjects were required to first sign an "EXPERIMENTAL CONSENT AGREEMENT" (see Appendix I). They were told, "Please read and sign this consent form." They were consenting to do various tasks according to which group they were in.

Those in the control group were told, "You will be answering some questions concerning consumer behavior. You will be given three sections, one at a time."

Those in the anagram groups were told, "You will be doing some puzzles and answering some questions concerning consumer behavior. You will be given three puzzles interspersed with three questionnaire sections."

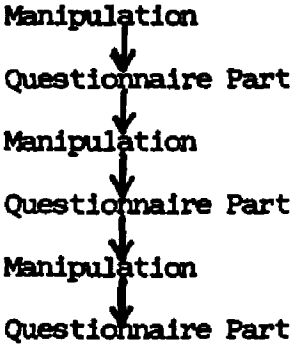
Those in the high self-focus group (mirror with writing) were told, "You will be doing some writing and answering some questions concerning consumer behavior. You will be given three writing tasks interspersed with three questionnaire sections."

Next, they were given instructions specific to their experimental groups (see "Description of the Four Experimental Groups"). All subjects were administered the questionnaire in three parts. For all manipulated groups (i.e., self-focus or external focus), the order of administration was a manipulation followed by a questionnaire part until all three manipulations and all three questionnaire parts had been administered (see Figure V-1). The Control Group only answered the three questionnaire parts. See Appendix I for the entire questionnaire.

While the questionnaire parts were being administered, this researcher was standing behind a door in another room next to the research room. The door was open and the researcher's presence was known to the subject only in that the researcher had to come in and administer the next part of the experiment.

FIGURE V-1

QUESTIONNAIRE ADMINISTRATION



Description of the Four Experimental Groups

This section describes the four experimental groups utilized in this study and the procedures specific to each. The four groups were: (1) Group 1- low self-focus (hard anagram), (2) Group 2- low self-focus (easy anagram), (3) moderate self-focus (control group) and (4) high self-focus (mirror with writing). Figure V-2 illustrates these four groups.

It should be noted that the number of groups in this study was subject to the following limitations:

(1) In order to test for curvilinearity, there must be at least three groups;

(2) More groups are desirable in general to cover all conceivable conditions, but more groups would also overtax the resources, available to this researcher.

Group 1

Group 1 was the low self-focus group. Subjects in this group were administered three 'hard' anagrams along with the three questionnaire parts.

Subjects were first instructed as follows: "Now I am going to give you an anagram. An anagram, as you may or may not know is a scrambled set of letters from which you are to construct a word- like the jumbles you may have seen in the newspaper. You will have

five minutes to solve this anagram."

"Hint: The meaning of the solution is related to the words you will see here. Any questions?"

Next subjects were shown a "Sample Anagram" (see Appendix IV). The researcher went through the sample anagram with the subject until he felt that he or she understood how to do it. The subjects were allowed to ask any questions concerning the anagram solution. Finally, they were told that they were going to be given an anagram and that they would have five minutes to solve it. They were then given the anagram and this researcher went into the other room to time them.

The following three anagrams were administered:

(1) Queer Togs (answer: Grotesque);

(2) Nine Thumps (answer: Punishment)

(3) A Grim Era (answer: Marriage)

Group 2

Group 2 was a second low self-focus group. Subjects in this group were administered three 'easy' anagram along with three questionnaire parts.

The procedures were exactly the same as for Group 1 except that the anagrams were different. The anagrams administered were:

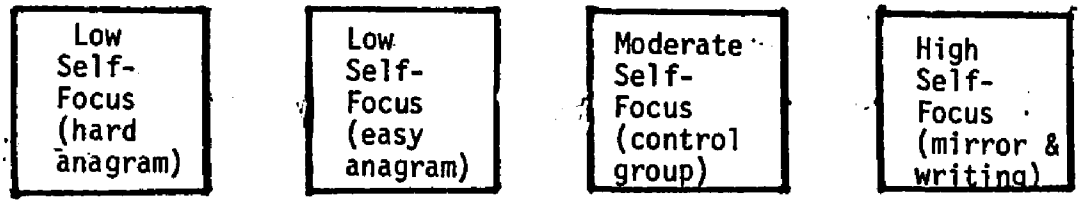
(1) Arise (answer: Raise)

(2) They See (answer: The Eyes)

(3) Or Rest (answer: Resort)

FIGURE V-2

THE FOUR EXPERIMENTAL GROUPS



Group 3

Group 3 was moderate self-focus group, as well as the control group. Subjects in this group were administered the three questionnaire parts only. The control emerged as the moderate self-focus group from prior pilot research which showed it to fall between groups in which subjects were externally focused and those in which subjects were internally focused.

Group 4

Group 4 was the high self-focus group. Subjects in this group were administered three writing tasks interspersed with three questionnaire parts. They also sat in front of a mirror. Their image in the mirror was inescapable.

The three writing tasks were as follows:

(1) "Please describe one recent experience you had with the telephone which involved your own deep and personal reactions to the telephone. Please focus on your thoughts and feelings and describe them in your own words. You will have five minutes to complete this task."

(2) "Health is an important aspect of our lives. Please take the time to write down how much your health means to you and how "healthy" you generally feel. You will have five minutes to complete this task."

(3) "I think we would all agree that our feelings often change from moment to moment. How do you feel at the present

moment? You will have five minutes to complete this task."

Manipulation Checks

Manipulation checks were utilized in this study to determine whether any experimental effect really occurred. The following measured the occurence of self-focus:

(1) A scale consisting of pronouns to be selected (PART IV of the questionnaire, see APPENDIX I (adapted from Wegner and Guiliano, 1980)):

> "In the following sentences, please select the appropriate word from among the three alternatives for each blank. Each alternative is appropriate but one is better than the others. We are interested in collecting some basic statistics on the redundancy of standard sentences. Circle the correct alternative.
>
> 1. After spreading fertilizer liberally over the flower bed, (I, she, we) watered the flowers .....
>
> 2. Although (their, our, my) personal library consists of only a few books, some of them are classics .....
>
> 3. Please don't do this to (me, her, us). It is just not fair.

4. At first, it didn't seem to make any difference, but by later that night the noise from the party was entirely too loud to allow (us, her, me) to sleep.....

5. It isn't easy to get lost in this town, but somehow (I, we, they) managed it .....,....."

(2) A scale composed of the following semantic differential items (items 31, 39, 40, and 44 in PART V of the questionnaire, see APPENDIX I):

"(a) Self-Aware..... 1 2 3 4 5 6 7 ...Not Self-Aware

(b) Know Myself..... 1 2 3 4 5 6 7 ...Not Know Myself

(c) Self-Conscious.. 1 2 3 4 5 6 7 ...Not Self-Conscious

(d) Self-Critical... 1 2 3 4 5 6 7 ...Not Self-Critical"

Note: Items "(a)" and "(c)" above also are used as a before and after manipulation check (items 8 and 22 in PART III of the questionnaire are the before items and 31 and 40 in PART V are the after items, see APPENDIX I).

(3) A scale dealing with the accuracy of response which contained the following two items (items 5 and 6 in PART XII of the questionnaire, see APPENDIX I):

(a) "How accurate do you feel your answers to the questions in this questionnaire were? Circle one response.

not very much .....1 2 3 4 5...very much"

(b) "How much do you feel your answers to the questions in this questionnaire reflected the way you really see yourself? Circle one response.

not very much .....1 2 3 4 5...very much"

(4) A scale which measured self-reported self-awareness during the answering of the questionnaire which contained the following two items (items 7 and 8 in PART XII of the questionnaire (adapted from Prentice-Dunn and Rogers, 1982)):

(a) "Generally while answering this questionnaire, I have been very aware of myself.

disagree.....1 2 3 4 5.....agree"

(b) "Rather than thinking about myself while answering this questionnaire, I concentrated on what is going on around me.

disagree.....1 2 3 4 5.....agree"

(5) A final scale was used which measured the self-reported degree of evaluation. It contained the following two items (items 10 and 11 in PART XII of the questionnaire, See Appendix I):

(a) "In answering the questionnaire, I evaluated myself (check one answer)

A. little or not all _____ C. somewhat _____

B. a good deal _____ D. completely _____

(b) "In answering this questionnaire, I evaluated myself with (Check one answer)

A. less effort than I usually do _____ C. more effort than I usually do _____

B. about the same effort as I usually do _____"

(6) The scales in (3), (4) and (5) were also treated as one additive measure of self-focus.

The Sample

A sample of 250 subjects was utilized in this study. The subjects were students who were drawn from the Marketing classes in a large Northeastern business school. The following topics with respect to this sample will be discussed in this section: (1) sample size determination, (2) selection of the sample and (3) the random assignment of subjects to the four experimental groups.

Sample Size Determination

The procedures for sample size determination utilized in this study come from Cohen (1969). For Cohen the "power of a statistical test is the probability that it will yield statistically significant results." He found that in doing power analysis there are four parameters which must be considered: (1) power, (2)

significance criterion, (3) sample size and (4) effect size.

In the present study, sample size was determined as a function of the three remaining parameters. The power was specified to be equal to .80, a convention which Cohen proposes that a researcher should use when he has no other basis for selecting the power level.

The significance criterion, or alpha error, is the standard of proof that a phenomenon exists (Cohen, 1969). The standard chosen in the sample size determination was an alpha level of .05. This again is a convention, frequently used in social science research.

The effect size criterion requires a little more explanation than the other two criteria. It had to be determined from previous empirical research.

A pilot test was conducted prior to this study. One variable emerged as the variable which was used to determine effect size. This was the pronoun count variable which was explained further in the previous section entitled, "Manipulation Checks." This variable was selected because it showed obvious differences in the right direction in the pilot test of over 100 student subjects.

The actual effect size was determined by utilizing the following formula from Cohen (1969):

$$d = \frac{Mmax - Mnin}{s.d.}$$

where d=difference

"Mmax=the largest of k means

Mmin=the smallest of k means

s.d.=the common standard deviation within the population."

In the preceding pilot study, use of this formula yielded the following result:

$$d = \frac{3.0-2.27}{1.19} = .613$$

Following Cohen's procedures, outlined in Chapter 8 (Cohen, 1969), the three values of power (.80), alpha (.05) and d (.613) were meshed in a table (Cohen, 1969, p. 377) to yield a sample size of 55 per experimental cell. The total sample required was 220. The actual sample utilized in this study was 250 subjects.

Selection of the Sample

The subjects, utilized in this study, were students drawn from Marketing classes in a large Northeastern business school. Students were used for the following reasons:

(1) Students were more readily available to this researcher for the lengthy period that was required for this experiment (approximately 45 minutes to one hour plus the separate

first session);

(2) they were more likely to participate in the study, given their own easy access to the laboratory which was in their own department and given the non-pecuniary incentives which were given to participants, such as extra credit;

(3) a degree of statistical control is afforded by the relative homogeneity of the sample which may allow for less error variance and therefore greater statistical conclusion validity (see Lynch, 1982).

The students participated in this study, either because they were required to do so by their instructor or because they were given an extra credit incentive to do so (which varied by instructor but which usually involved three to five points on an exam).

It was necessary to obtain the cooperation of various marketing instructors for their students to participate with the incentives. It should be noted that some instructors were willing to cooperate in recruiting their students while others were not.

Random Assignment

Random assignment of subjects to experimental treatments was used in order to handle the problems of self-selection outlined by Kerlinger (1973). According to Kerlinger, self-selection means that some traits or characteristics, extraneous to the research at hand, are allowed to influence or determine which subjects fall into which groups. Random assignment removes the self-selection threat

by allowing each subject an equal chance to be selected into any one treatment group (Kerlinger, 1973).

The random assignment procedure was handled by assigning each student a number on a student enrollment list provided by the cooperating instructor. Students were assigned to one treatment group at a time. One student went to treatment 1, another to treatment 2, another to treatment 3, still another to treatment 4 and yet another to treatment 1 and so on until all subjects had been assigned to one group. (The order of the treatments, themselves, were randomized). A student came up for selection when his or her number was culled from a "Table of Random Numbers" (Borg and Gall, 1983; pp. 905-907).

CHAPTER VI

RESEARCH FINDINGS: TEST OF HYPOTHESES

This chapter examines the research findings which test the hypotheses proposed in Chapter IV. This examination involves five parts: (1) a profile of the subjects used in this study, (2) an analysis of the scales and variables used in this study, (3) a report of the manipulation check results, (4) the actual tests of the hypotheses and (5) a test of the overall model proposed in Chapter IV.

Profile of Subjects

A total of 250 subjects participated in this study. Table VI-1 summarizes their distribution by experimental groups, sex and race.

Scale and Variable Analysis

This section describes the analyses performed on the scales and variables used in this study.

The Self-Consciousness Scale

The Self-Consciousness Scale of Fenigstein, Scheier, and Buss (1975) was used to test hypotheses concerning private self-consciousness, public self-consciousness and social anxiety. This section reports a summary of the descriptive statistics of the

scale, as well as an explanation of how the scale was modified for further analysis.

TABLE VI-2 compares the descriptive statistics for the various self-consciousness scale factors to previous studies. No great differences are revealed between this study and previous studies.

TABLE VI-1

SUMMARY PROFILE OF SUBJECTS

Distribution by Experimental Groups

A. By Sex

Group	Number	Male	Female
1	62	27	38
2	60	25	35
3	65	29	34
4	63	21	41
	250	102	148

B. By Race

Group	Caucasian	Black	Hispanic	Asian
1	28	18	5	10
2	36	6	5	8
3	40	14	1	5
4	37	11	7	6
	141	49	18	29

13 were unclassified

TABLE VI-2

DESCRIPTIVE STATISTICS FOR SELF-CONSCIOUSNESS

IN THIS AND PREVIOUS STUDIES

STUDY	VARIABLE	MEAN	STANDARD DEVIATION
Carver and Glass (1976) (n = 189)	Private SC	25.4	4.7
	Public SC	19.5	4.2
	Social Anxiety	11.6	3.8
	Total SC	56.5	8.0
Fenigstein et. al (1975) Men (n = 179)	Private SC	25.9	5.0
	Public SC	18.9	4.0
	Social Anxiety	12.5	4.1
	Total SC	57.3	9.2
Fenigstein et. al (1975) Women (n=253)	Private SC	26.6	5.1
	Public SC	18.9	4.0
	Social Anxiety	12.8	4.5
	Total SC	58.7	8.9
Gould (1985) (n=250)	Private SC	23.8	5.3
	Public SC	19.1	4.6
	Social Anxiety	11.5	4.5
	Total SC	54.5	9.6
	Internal SC	8.39	2.4
	Reflective SC	6.9	2.6
	Modified Public SC	13.6	3.5
	Modified Social Anxiety	10.0	4.1
Gould (1985) Men (n=102)	Private SC	23.9	5.5
	Public SC	19.4	4.3
	Social Anxiety	10.9	4.4
	Total SC	54.4	9.5
	Internal SC	8.3	2.3
	Reflective SC	7.0	2.8
	Modified Public SC	14.0	3.3
	Modified Social Anxiety	9.5	3.8
Gould (1985) Women (n=148)	Private SC	23.8	5.2
	Public SC	18.9	4.9
	Social Anxiety	11.9	4.6
	Total SC	54.6	9.8
	Internal SC	8.3	2.5
	Reflective SC	6.8	2.5
	Modified Public SC	13.4	3.6
	Modified Social Anxiety	10.3	4.2

Note: SC= Self-Consciousness

The scale was factor analyzed to see if the dimensions of self-consciousness were the same as those found by Fenigstein, Scheier and Buss (1975). When principal factor analysis was used with orthogonal factors and varimax rotation, the variables were strikingly similar to those of Fenigstein et al. (1975). The three resulting factors corresponded to their factors with the only difference being that a few variables dropped out. TABLE VI-3 compares the factor variables of this study to the factor variables of their study.

These factors were then examined for internal consistency through confirmatory factor analysis (Joreskog and Sorbom, 1981). This method of analysis assesses the convergent validity of items comprising the three subscales, and also permits a test of goodness of fit of the overall structure, postulated by Fenigstein et al. (1975).

The results, using the LISREL VI program (Joreskog and Sorbom, 1983) are summarized in TABLE VI-4. They reveal that this structure did not have a very good fit. The goodness of Fit index was not very high (.888) and the Chi Square was highly significant (p=.000). In LISREL, a nonsignificant Chi Square is desirable since null hypothesis is that the factor model fits the data while the alternative hypothesis is that the model does not fit the data (Burnkrant and Page, 1984). In this case, the statistical significance of the Chi Square means that the model did not fit.

Burnkrant and Page (1984) reported an alternative factor model of self-consciousness based on the scale of Fenigstein et al.

(1975). TABLE VI-5 presents their model. Burnkrant and Page found that four factors more adequately reflected the dimensions of self-consciousness.

The model of Burnkrant and Page was tested in a confirmatory factory analysis, using LISREL. Two items were dropped from their original model because of extremely high measurement error as shown by the Theta Delta matrix of the LISREL analysis (greater than .9) and also because of the very low square multiple correlations (less than .1) in the same analysis.

A modified model which dropped these less reliable items was then tested. This model had a Goodness of Fit Index of .902 although the Chi Square was still highly significant (p=.000). The fit was reasonable given that a finding of statistical significance for the Chi Square statistic becomes more likely with greater degrees of freedom. Burnkrant and Page also reported a significant Chi Square for their model. An additional point in favor of the present model was that the overall reliability of the model was .953 which was considerably more than the .905 of the previous three factor model. TABLE VI-6 presents these results.

The modified Burnkrant and Page model was used in other analyses in this study which required the self-consciousness measures. This scale has four factors. The public self-consciousness and social anxiety subscales remain fairly intact. However, private self-consciousness is now divided into two dimensions. These were labelled by Burnkrant and Page as

TABLE VI-3

A COMPARISON OF FACTOR ANALYSES
BETWEEN THIS STUDY AND
THAT OF FENIGSTEIN ET AL. (1975)

Private Self-Consciousness (Fenigstein et al., 1975)

1. I'm always trying to figure myself out.*
2. Generally, I'm not very aware of myself.
3. I reflect about myself alot.*
4. I'm often the subject of my own fantasies.
5. I never scrutinize myself.
6. I'm generally attentive to my own feelings.*
7. I'm constantly examining my motives.
8. I sometimes have the feeling that I'm off somewhere watching myself.
9. I'm alert to changes in my mood.*
10. I'm aware of the way my mind works when I work through a problem.*

Public Self-Consciousness (Fenigstein et al., 1975)

1. I'm concerned about my style of doing things.
2. I'm concerned about the way I present myself.*

3. I'm very self-conscious about the way I look.*
4. I usually worry about making a good impression.*
5. One of the last things I do before I leave my house is to look in the mirror.*
6. I'm concerned about what other people think of me.*
7. I'm usually aware of my appearance.*

Social Anxiety (Fenigstein et al., 1975)

1. It takes me time to overcome my shyness in new situations.*
2. I have trouble working when someone is watching me.*
3. I get embarrassed very easily.
4. I don't find it hard to talk to strangers.
5. I feel anxious when I speak in front of a group.
6. Large groups make me nervous.*

* Items which emerged from factor analysis in the present study.

TABLE VI-4

CONFIRMATORY FACTOR ANALYSIS OF THE THREE FACTOR MODEL

A. LISREL Maximum Likelihood Estimates and Phi Matrix

	Estimates				Phi Matrix		
Variable*	PRIVATE	PUBLIC	SOCIAL		PRIVATE	PUBLIC	SOCIAL
1	0.328	0.0	0.0	Private	1.000		
5	0.412	0.0	0.0	Public	0.274	1.000	
13	0.669	0.0	0.0	Social	-0.012	0.259	1.000
20	0.642	0.0	0.0				
22	0.520	0.0	0.0				
6	0.0	0.654	0.0				
11	0.0	0.620	0.0				
14	0.0	0.525	0.0				
17	0.0	0.530	0.0				
19	0.0	0.540	0.0				
21	0.0	0.526	0.0				
4	0.0	0.0	0.583				
8	0.0	0.0	0.428				
23	0.0	0.0	0.529				

B. Theta Delta (ERROR) and Squared Multiple Correlations

Variable*	Theta Delta	Squared Multiple Correlation
1	0.892	0.108
5	0.830	0.170
13	0.553	0.447
20	0.558	0.412
22	0.729	0.271
6	0.573	0.427
11	0.616	0.384
14	0.725	0.275
17	0.719	0.281
19	0.708	0.292
21	0.724	0.276
4	0.660	0.340
8	0.817	0.183
23	0.720	0.280

Total Coefficient of Determination = 0.905
Chi Square with 74 degrees of freedom = 216.06 [p = 0.000]
Goodness of Fit Index = 0.888 Adjusted Goodness fit Index = 0.841

* The variable numbers correspond to the numbers of the questions in Part I of the questionnaire (see Appendix I).

TABLE VI-5

THE BURNKRANT AND PAGE MODEL OF

SELF-CONSCIOUSNESS

Self-Reflectiveness

1. I'm always trying to figure myself out.
2. I reflect about myself alot.
3. I'm often the subject of my own fantasies.
4. I'm constantly examining my motives.
5. I sometimes have the feeling that I'm off somewhere watching myself.

Internal State Awareness

1. I'm generally attentive to my inner feelings.
2. I'm alert to changes in my mood.
3. I'm aware of the way my mind works when I work through a problem.

Public Self-Consciousness

1. I'm concerned about my style of doing things.
2. I'm concerned about the way I present myself.
3. I'm very self-conscious about the way I look.
4. I usually worry about making a good impression.
5. I'm concerned about what other people think of me.

Social Anxiety

1. It takes me time to overcome my shyness in new situations.
2. I have trouble working when someone is watching me.
3. I get embarrassed very easily.
4. I feel anxious when I speak in front of a group.
5. Large groups make me nervous.

"self-reflectiveness" and "internal state awareness." The name "self-reflectiveness" comes from the item, "I reflect about myself alot" and the name "internal state awareness" comes from the item, "I'm generally attentive to my inner feelings." In testing hypotheses regarding private self-consciousness, these two factors, "self-reflectiveness" and "internal state awareness," will used to represent private self-consciousness. However, consistent with the 'self-consciousness' nomenclature widely used in social psychology, they will be designated in this study as "reflective self-consciousness, (REFLECT)" and "internal self-consciousness (INTERNAL)" respectively. In addition, the public self-consciousness (PUBLIC) and social anxiety (SOCIAL) factors of this model are used where public self-consciousness and social anxiety are called for. Finally, REF represents reflective self-consciousness divided at the median (greater than or equal to 8.372 and less than 8.372) and INTERN represents internal self-consciousness divided at the median (greater than or equal to 6.832 and less than 6.832).

Social Desirability Scale (CM)

The "Social Desirability Scale" of Crowne and Marlow (1964) is found in "PART II" of the questionnaire used in this study (See APPENDIX I). It was designed to identify individuals who describe themselves in a socially desirable way in order to achieve the approval of others. The number of items answered in a socially desirable manner are simply counted to obtain a social desirability

score (CM). APPENDIX III shows the scale with the items marked either true (T) or false (F) to show the socially desirable answer.

The means and standard deviations of resulting from the use of this scale are give in TABLE VI-7. This table also compares the results of other studies using this scale. The present results fall well within the bounds of previous findings.

The Pronoun Scale (NEWPRO)

The pronoun scale, "PART IV" of the questionnaire (see APPENDIX I), was scored by simply adding up the number of first person singular responses (i.e., I, my, me).

The Before and After Self-Concept and Affect Items

"PART V" of the questionnaire (see APPENDIX I) contains the self-concept and affect items as used by Hull and Levy (1979), as well as other items. The Hull and Levy items were first reverse scored where necessary so that the items were undirectional in being positive or negative. For example, the score for item #8 in "PART V," "Skilled 1 2 3 4 5 6 7 Unskilled" was subtracted from 8 to point the item in a positive direction.

Next, all the self-concept and affect items were factor analyzed together using principal factor analysis (Nie, Hull, Jenkins, Steinbrenner, and Bent, 1975). Three factors emerged. They are designated: "NEWIMAGE," "DEPRESS," and "DEFREB." APPENDIX V reports the factor loadings of all the Hull and Levy variables.

The three factors were then matched item by item to the identical items in "PART III" of the questionnaire (see APPENDIX I) which was administered prior to the actual running of the experimental manipulation. Next, absolute differences were taken on an item by item basis by subtracting the item in "PART V minus its identical counterpart in "PART III." The total difference score of each factor (i.e., NEWIMAGE, DEPRESS, and DEFREB) was then taken as the sum of each of the individual item differences. These differences were then further analyzed as called for by the hypotheses (see section entitled "Testing of the Hypotheses").

Self-Image and Store-Image Items

Three major variables were used as to analyze self-image and store-image. These were designated: (1) "ACES," (2) "NEWSELF," and (3) "STORDIFF." All items, used to construct these variables are reverse scored where necessary so that all items are pointing in a positive direction.

The variable, ACES, is composed of the sum of absolute difference scores which compare items, representing the store-image of a subject's ideal store, to items, representing the store-image of the store where he most frequently shops, and also to items, representing the subject's own self-image. Precedent exists for using absolute difference scores in retail image analysis (see Samli and Sirgy, 1981). For example item 6-S in PART VIII of the

TABLE VI-6

CONFIRMATORY FACTOR ANALYSIS OF THE FOUR FACTOR MODEL

A. LISREL Maximum Likelihood Estimates and Phi Matrix

	Estimates					Phi Matrix	
Variable*	Reflect	Internal	Public	Social		Reflect	Internal
1	0.515	0.0	0.0	0.0	REFLECT	1.000	
3	0.507	0.0	0.0	0.0	INTERNAL	0.703	1.000
7	0.712	0.0	0.0	0.0	PUBLIC	0.514	0.217
6	0.0	0.709	0.0	0.0	SOCIAL	0.315	-0.176
9	0.0	0.621	0.0	0.0			
10	0.0	0.522	0.0	0.0		Public	Social
11	0.0	0.0	0.0	0.0			
12	0.0	0.0	0.621	0.0	REFLECT		
13	0.0	0.0	0.577	0.0	INTERNAL		
14	0.0	0.0	0.533	0.0	PUBLIC	1.000	
16	0.0	0.0	0.616	0.0	SOCIAL	0.477	1.00
18	0.0	0.0	0.0	0.503			
19	0.0	0.0	0.0	0.500			
20	0.0	0.0	0.0	0.697			
22	0.0	0.0	0.0	0.409			
23	0.0	0.0	0.0	0.486			

B. Theta Delta (ERROR) and Squared Multiple Correlations

Variable*	Theta Delta	Squared Multiple Correlation
1	0.534	0.466
3	0.748	0.252
7	0.674	0.326
6	0.445	0.555
9	0.675	0.325
10	0.706	0.294
11	0.570	0.430
12	0.506	0.494
13	0.765	0.235
14	0.743	0.257
16	0.806	0.380
18	0.834	0.253
19	0.784	0.250
20	0.643	0.486
22	0.803	0.168
27	0.777	0.236

Total Coefficient of Determination = 0.953
Chi Square with 74 degrees of freedom = 216.06 [p = 0.000]
Goodness of Fit Index = 0.902 Adjusted Goodness fit Index = 0.864

* The variable numbers correspond to the numbers of the questions in Part I of the questionnaire (see Appendix I).

TABLE VI-7

DESCRIPTIVE STATISTICS FOR THE SOCIAL

DESIRABILITY SCALE IN THIS AND PREVIOUS STUDIES

STUDY	MALES	FEMALES
Northwestern Univ.*	11.7 (n = 100)	13.5 (n = 86)
Darthmouth*	10.1 (n = 32)	
Univ. of Washington*	14.4 (n = 110)	
Univ of North Dakota*	13.9 (n = 49)	16.0 (n = 59)
Lesley College*		14.2 (n = 60)
Ohio University*	15.1 (s.d. = 5.6)	16.8 (s.d. = 5.5)
Insurance Company*		15.4 (n = 88)
		24.6 (n = 285, applicants told scores to be considered in hiring)
Baruch College (this dissertation study)	14.0 (n = 99) (s.d. = 5.2)	15.4 (n = 137) (s.d. = 5.2)

*Source: Robinson and Shaver (1973)

questionnaire (see APPENDIX I) is compared to item 3-S in PART VIII and to item 7 in PART V. All three items measure the degree that the indicated image is seen as "Modern" or "Not Modern." APPENDIX VI gives a complete listing of the items composing this variable, ACES.

The variable, NEWSELF, is composed of the sum of absolute difference scores, which compares items, representing a subject's ideal self to the store-image of the store where the subject most frequently shops. For example, item 5 in PART VI of the questionnaire (see APPENDIX I) is compared to item 3-P in PART VIII. Both items measure the degree that the indicated image is seen as "Dynamic" or "Dull". APPENDIX VII gives a complete listing of the items composing this variable.

The variable, STORDIFF, is composed of the sum of absolute difference scores, which compare items, representing the store-image of the store where a subject most frequently shops, to the store the subject designates as ideal. For example, item 6-A in PART VIII of the questionnaire (see APPENDIX I) is compared to item 3-A in PART VIII. Both items measure whether a store is perceived as being "Conveniently Located" or "Not Conveniently Located". APPENDIX VIII gives a complete listing of the items composing this variable.

Mood Scale (MOOD)

The mood scale of Gibbons and Wicklund (1982) is contained in PART VII of the questionnaires (see APPENDIX I) and was analyzed

simply by summing the items. Two items (2 and 3) were reverse scored so that a high score was positive and a low score was negative. The reliability for the MOOD scale, as measured by Cronbach's Alpha (Nie and Hull, 1977), was .7659.

SHAMPOO

SHAMPOO is a variable which sums the number of Shampoos filled in for questions 2 and 3 in PART IX of the questionnaire (see APPENDIX I). NSHAM is the number of blanks left in questions 2 and 3.

COMMERCIAL

COMMERICAL is a variable which sums the number of blanks filled in for questions 11, 12, 13 and 14 in PART X of the questionnaire (see APPENDIX I). NCOMM is the number of blanks left in questions 11, 12, 13,and 14.

BESTLEST

BESTLEST sums the number of matches of descriptive adjectives (e.g., "SELF-CONTROL: remains calm when things go wrong") between question sections I and IV and between question sections II and III of PART XI of the questionnaire (see APPENDIX I). The first series of matches involves comparing what a subject finds "LEAST" describes himself (question section I) as compared to what a subject would "LIKE LEAST" to describe himself (question

section IV). The second series of matches involves comparing what a subject finds "BEST" describes himself (question section II) as compared to what a subject would "LIKE MOST" to describe himself (question section III). Fewer matches is taken as an indicator of greater self-focus because more effort is involved in evaluating all the choices.

IDEALAGE

IDEALAGE is assessed by taking the absolute difference between quesitions 3 and 13 of PART XII in the questionnaire (see APPENDIX I).

Question 3 asks,

"What do you consider to be a person's IDEAL AGE?

_____ years."

Question 13 asks,

"What is your current age in years? Please write the correct number in the blank provided. _____ years."

SEX

SEX was assessed by this experimenter and recorded on the questionnaire.

TV Commercial Scale (TVNEW)

The TV commercial scale of Moschis and Moore (1982) was simply summed up over the seven item composing it. Items I through

7 in PART X of the questionnaire (see APPENDIX I) compose the scale. A high score means that TV commercials are not very important to the respondent while a low score means that they are important to the subject. The reliability for TVNEW, as measured by Cronbach's Alpha (Nie and Hull, 1977), was .7983.

The Results of the Experimental Manipulation

This section reports the results of the experimental manipulations in terms of the manipulation checks. These checks are based on the notion that higher self-focus should result in higher values of the manipulation effects.

When all five manipulation checks (i.e., NEWPRO AWRFEEL, NEWAWARE, NEWEVAL, and REALACC) are analyzed through the use of multivariate analysis of variance (MANOVA), the results are that there is no overall manipulation effect (M). The means for each of the manipulation effects are shown in TABLE VI-8 and the overall MANOVA statistics are shown in TABLE VI-9.

However, when the three manipulation checks (i.e., NEWAWARE, NEWEVAL, and REALACC) which occur toward the end of the experiment are assessed, separately from the other two manipulation checks some important effects show up. There is some justification for assessing the self-focus manipulations at the end since it has been suggested that self-focus builds up over time (Duval and Wickland, 1972). TABLES VI-10 to VI-12 present the univariate

statistics for each of the three variables. It will be noted that all three display nonlinear effects, particularly the quadratic effect. In addition, TABLE VI-9 shows that there was an overall manipulation effect (M).

The results suggest that there was a curvilinear effect which indicates that Group 3, the Moderate Self-Focus Group, generally reported the highest self-focus. This may have occurred for several possible reasons: (1) the effect is truly curvilinear which is an important discovery, (2) the correspondence between the manipulations and the manipulation checks are not isomorphic or completely valid, or (3) the measures are problematic because they are not reliable-reliability could not be demonstrated for these two item scales, although there was an overall reliability of .62 (Cronbach's Alpha) for these three measures. It is likely that there is a real curvilinear effect but future research must be done to (1) demonstrate this curvilinearity in both the manipulations used in this study and in different manipulations (e.g., using a camera to induce self-focus) and (2) to develop more reliable measures of self-focus manipulation than those presently in use in the field.

These results, with only the three self-focus manipulations at the end of the questionnaire yielding significant effects, may be further explained by the following points:

(1) Extreme self-criticism may only result after a subject engages in prolonged self-focus (Duval and Wicklund (1972)). This

would mean that intense self-evaluation may only be perceived by respondents after a long period of self-focus which likely would have occurred in Group 3, the moderate self-focus group, where no external distractions (i.e., the anagrams in Groups 1 and 2) or extreme threats to the self (i.e., as posed by the intensity of the self-confronting nature of the mirror in Group 4) existed.

The two earlier self-focus manipulations checks, NEWPRO and AWRFEEL, may not have had sufficient time to build up or reflect self-focus. In fact, AWRFEEL was significantly correlated with INTERNAL and REFLECT (see APPENDIX X) which indicates that it may have been more reflective of the predispositional self-focus (i.e., private self-consciousness) than of situational self-focus (i.e., self-awareness). In addition, both NEWPRO and AWRFEEL might have given different results if placed in different positions in the questionnaire.

(2) Four of the self-focus manipulations may be said to be indicative of perceived self-focus (i.e., AWRFEEL, NEWAWARE, NEWEVAL and REALACC) in that they measure what the respondent perceives to be his/her degree of self-awareness, self-evaluation and so on. On the other hand, NEWPRO consitutes an 'objective' measure of self-focus in that it requires the giving the correct pronoun responses to a series of questions for which there is no purpose discernable to the respondent. By being disguised in purpose,

TABLE VI-8

MEANS FOR THE MANIPULATION CHECKS

M	N	NEWPRO	AWRFEEL	NEWAWARE	NEWEVAL	REALACC
1	65	2.40	22.29	7.31	4.77	7.63
2	59	2.46	21.71	7.41	5.02	8.22
3	62	2.47	22.46	7.77	5.16	8.08
4	61	2.51	21.93	7.08	4.92	7.66

TABLE VI-9

THE EFFECT OF SELF-FOCUS IN TERMS OF THE MANIPULATION CHECKS

A. MANOVA TEST FOR NO OVERALL SELF-FOCUS EFFECT WITH ALL FIVE MANIPULATION CHECKS

STATISTIC	VALUE OF STATISTICS	F VALUE	PR > F
Hotelling-Lawley Trace	.09	1.35	.1667
Pillai's Trace	.08	1.35	.1651
Wilks' Criterion	.92	1.35	.1659

B. MANOVA TEST FOR NO OVERALL SELF-FOCUS EFFECTS WITH THE THREE ENDING MANIPULATIONS CHECKS

STATISTIC	VALUE OF STATISTICS	F VALUE	PR > F
Hotelling-Lawley Trace	.07	1.94	.0440
Pillai's Trace	.07	1.94	.0436
Wilks' Criterion	.93	1.94	.0438

TABLE VI-10

UNIVARIATE RESULTS FOR NEWAWARE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWAWARE MEAN
MODEL	3	15.39	5.13	2.45	0.0633	0.029	7.39
ERROR	243	509.51	2.09				
TOTAL	246	524.90					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-2.15	0.0329

TABLE VI-11

UNIVARIATE STATISTICS FOR NEWEVAL

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWEVAL MEAN
MODEL	3	15.17	1.72	1.55	0.1994	0.018	4.96
ERROR	243	269.49	1.10				
TOTAL	246	274.67					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.83	0.0684

TABLE VI-12

UNIVARIATE STATISTICS FOR REALACC

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	REALACC MEAN
MODEL	3	16.40	5.46	3.36	0.0194	0.039	7.89
ERROR	243	395.64	1.62				
TOTAL	246	412.04					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR >|T|
M QUADRATIC	-3.12	0.0020

NEWPRO thus provides an 'objective' measure of self-focus. However, this assumes that first person responses are truly indicative of self-focus. The results here indicate either that objective self-focus did not take place or that because the other manipulation checks worked, NEWPRO is not really an indicator of self-focus.

(3) As an offshoot of the second point above, it should be noted that the self-focus may not be a unitary construct (Carver and Scheier, 1981). This means that perhaps the dimensions of perceived and objective self-focus, as designated here, may be indicators of different self-attentional systems. Clearly, more research needs to be done in order to establish and sort out all possible self-focusing/self-attentional systems and operational definitions of those systems. In conducting such research, investigators should constitute the same unitary phenomenon with the only variation being in the particular contents of mind attended to, or do different contents (e.g., the self as a public object, private fantasies), involve different cognitive or psychophysiological attentional systems?

(4) Reliability and validity questions also arise concerning the various manipulation checks used in this study. In terms of reliability, the nature of the two item scales made the testing of reliability impossible, especially in using maximum

likelihood analysis, and therefore, leaves the reliablity element as an open question (although a modest Cronbach's Alpha of .62 was obtained for these three self-focus measures at the end of the questionnaire).

There has always been a serious question about the validity of manipulation checks when questions asking people about how self-conscious they are. The very act of asking this question is very likely to make them self-conscious (Haas, 1984). However, while that may be true, the differences, found in this dissertation study, are worthy of analysis in their own right.

A more serious validity question for this study concerns how the various manipulation checks relate in meaning to one another and to the central construct of self-focus. Do measures of accuracy of response (REALACC) and degree of self-evaluation (NEWEVAL) mean the same thing or about the same thing to respondents as the degree be guided by this basic question, do all forms of self-focus really of self-awareness they actually experienced in participating in this study (NEWAWARE)? While these three measures obviously relate to each other (see the correlation matrix in APPENDIX X), the evidence is incomplete in terms of their construct and nomological validity. Construct validity suggests that measures are good indicators of the constructs which they represent; nomological validity examines the validity of measures, concepts and hypotheses by forming a network

of relationships (Calder, Phillips and Tybout, 1983).

Tests of the Hypotheses

This section reports the results of the tests of the hypotheses. For the means by experimental group of each of the dependent variables and for the correlation matrix, the reader is referred to APPENDICES XI and XII, respectively.

Private Self-Consciousness and Self-Report Behavior Results

The Private Self-Consciousness and Self-Report Behavior Hypothesis (H1) states:

> Respondents, higher in private self-consciousness, are more likely to engage in positive self-report behavior (e.g., leave fewer questions blank) than those lower in private self-consciousness.

This hypothesis was analyzed by using the variables, INTERNAL (internal self-consciousness) and REFLECT (reflective self-consciousness), to represent private self-consciousness and the variables, BLANK, NCOMM and NSHAM to represent self-report behavior. Fewer blanks represent more positive self-report behavior.

Multiple regression was used to assess INTERNAL and REFLECT against the self-report measures. A regression was performed in each manipulation group so that there were four regressions to

analyze. TABLES VI-13 to VI-24 present the results. There were no statistically significant results.

When the moderators, PUBLIC, SOCAL AND CM, were added to the regression analyses neither INTERNAL nor REFLECT had any statistically significant impact though a number of the moderators were significant at the p=.05 level. The results for each experimental group are shown in the second part of TABLES VI-13 to VI-24.

In the main, the hypothesis is rejected though there is some partial confirmation in one of the INTERNAL results.

Private Self-Consciousness and Self-Concept Results

The Private Self-Consciousness and Self-Concept Hypothesis (H2) states:

> Respondents, higher in private self-consciousness, report a larger, more accurate discrepancy between their perceived actual and ideal selves than those lower in private self-consciousness.

This hypothesis was analyzed by using the variables, REFLECT and INTERNAL, to represent private self-consciousness and the variable, BESTLEST, to represent the discrepancy between the perceived actual and ideal self. A score of fewer matches for the BESTLEST variable means that an individual had a larger, more accurate discrepancy between his perceived actual and ideal selves than someone who had more matches.

TABLE VI-13

REGRESSIONS FOR BLANK IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	10.15	5.08	0.949	0.3928	0.0297
ERROR	62	331.79	5.35			
TOTAL	64	341.94				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB>|T|
INTERCEPT	1	2.474	1.093	2.263	0.0271
INTERNAL	1	-0.105	0.119	-0.879	0.3828
REFLECT	1	-0.089	0.111	-0.796	0.4289

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	14.93	3.99	0.539	0.7484	0.0436
ERROR	59	327.01	5.54			
TOTAL	64	341.94				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB>|T|
INTERCEPT	1	2.243	1.638	1.369	0.1763
INTERNAL	1	-0.114	0.124	-0.927	0.3519
REFLECT	1	0.081	0.121	-0.612	0.5044
PUBLIC	1	-0.049	0.090	-0.515	0.6084
SOCIAL	1	0.027	0.083	0.333	0.7406
CM	1	0.042	0.050	0.743	0.4606

TABLE VI-14

REGRESSIONS FOR BLANK IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	13.95	6.98	0.860	0.4287	0.0298
ERROR	56	454.35	8.11			
TOTAL	58	468.30				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	1.331	1.452	0.917	0.3633
INTERNAL	1	-0.173	0.166	-1.039	0.3030
REFLECT	1	0.195	0.173	1.124	0.2660

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	31.44	6.29	0.763	0.5825	0.0671
ERROR	53	436.86	8.24			
TOTAL	58	468.30				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	0.160	2.615	0.061	0.9514
INTERNAL	1	-0.198	0.173	1.144	0.2577
REFLECT	1	0.175	0.191	0.922	0.3606
PUBLIC	1	0.133	0.122	1.091	0.2801
SOCIAL	1	-0.104	0.109	-0.959	0.3418
CM	1	0.041	0.070	0.589	0.5583

TABLE VI-15

REGRESSIONS FOR BLANK IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	2.91	1.45	0.894	0.4144	.0294
ERROR	59	96.32	1.63			
TOTAL	61	99.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.845	0.590	4.812	0.0001
INTERNAL	1	0.038	0.073	0.525	0.6019
REFLECT	1	0.053	0.068	0.775	0.4415

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	16.498	3.299	2.233	0.0630	.1662
ERROR	56	82.743	8.274			
TOTAL	61	99.241				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.182	0.924	3.443	0.0011
INTERNAL	1	6.034	0.072	0.482	0.6314
REFLECT	1	0.027	0.073	0.368	0.7142
PUBLIC	1	0.115	0.047	2.406	0.0195
SOCIAL	1	-0.080	0.042	-1.904	0.0620
CM	1	-0.067	0.035	-1.892	0.0637

TABLE VI-16

REGRESSIONS FOR BLANK IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	21.89	10.94	1.717	0.1887	0.0559
ERROR	58	369.75	6.38			
TOTAL	60	391.64				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.762	1.451	2.591	0.0121
INTERNAL	1	-0.233	0.192	-1.210	0.2311
REFLECT	1	-0.087	0.139	-0.628	0.5322

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	39.40	7.88	1.213	0.3154	0.1010
ERROR	54	350.79	4.54			
TOTAL	59	390.19				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.485	2.112	1.650	0.1048
INTERNAL	1	-0.183	0.212	-0.863	0.3918
REFLECT	1	-0.173	0.159	-1.086	0.2823
PUBLIC	1	-0.143	0.117	-1.220	0.2278
SOCIAL	1	-0.032	0.086	-0.382	0.7041
CM	1	-0.072	0.065	-1.103	0.2748

TABLE VI-17

REGRESSIONS FOR NCOMM IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	2.34	1.17	0.018	0.9821	0.0007
ERROR	54	3511.91	65.01			
TOTAL	56	3513.35				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	22.071	9.512	4.891	0.0001
INTERNAL	1	-0.061	0.409	0.123	0.9028
REFLECT	1	-0.069	0.408	-0.171	0.8658

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	126.64	25.32	0.381	0.8600	0.0360
ERROR	51	3386.79	66.40			
TOTAL	47	3513.36				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	25.390	6.510	3.900	0.0003
INTERNAL	1	0.105	0.512	0.206	0.8380
REFLECT	1	-0.065	0.458	-0.145	0.8854
PUBLIC	1	0.136	0.342	0.400	0.6910
SOCIAL	1	-0.164	0.317	-0.519	0.6060
CM	1	-0.255	0.219	-1.164	0.2498

TABLE VI-18

REGRESSIONS FOR NCOMM IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	142.80	71.90	1.311	0.2778	0.0455
ERROR	55	3016.41	54.84			
TOTAL	57	3168.21				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	27.432	3.829	7.176	0.0001
INTERNAL	1	0.196	0.440	0.447	0.6569
REFLECT	1	-0.728	0.452	-1.612	0.1127

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	525.87	105.17	2.076	0.0826	0.1664
ERROR	52	2634.34	56.66			
TOTAL	57	3160.21				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	21.373	6.500	3.288	0.0018
INTERNAL	1	-0.030	0.439	-0.069	0.9455
REFLECT	1	-0.588	0.473	-1.243	0.2195
PUBLIC	1	0.364	0.306	1.192	0.2386
SOCIAL	1	-0.396	0.275	-1.436	0.1569
CM	1	0.385	0.174	2.209	0.0316

TABLE VI-19

REGRESSIONS FOR NCOMM IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	116.17	58.08	1.031	0.3628	0.0338
ERROR	59	3322.68	56.31			
TOTAL	57	3438.83				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	17.525	3.466	5.073	0.0001
INTERNAL	1	0.508	0.433	1.172	0.2458
REFLECT	1	0.038	0.405	0.095	0.9246

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	309.00	61.80	1.106	0.3680	0.0899
ERROR	56	3129.83	55.88			
TOTAL	61	3438.83				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.125	5.684	2.309	0.0247
INTERNAL	1	0.597	0.444	1.345	0.1840
REFLECT	1	-0.279	0.451	-0.620	0.5381
PUBLIC	1	0.496	0.294	1.689	0.0968
SOCIAL	1	0.057	0.258	0.224	0.8237
CM	1	-0.122	0.218	-0.559	0.5783

TABLE VI-20

REGRESSIONS FOR NCOMM IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	63.95	31.97	0.611	0.5473	0.0259
ERROR	46	2408.57	52.36			
TOTAL	48	2472.52				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	24.383	4.582	5.321	0.0001
INTERNAL	1	-0.608	0.621	-0.972	0.3359
REFLECT	1	0.393	0.422	0.944	0.3502

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	356.38	71.27	1.469	0.2203	0.1489
ERROR	42	2037.53	48.51			
TOTAL	47	2393.91				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	27.481	7.342	3.734	0.0006
INTERNAL	1	-0.520	0.651	-0.798	0.4292
REFLECT	1	0.610	0.466	1.308	0.1981
PUBLIC	1	-0.947	0.393	-2.407	0.0206
SOCIAL	1	0.442	0.292	1.514	0.1376
CM	1	0.153	0.221	0.693	0.4924

TABLE VI-21

REGRESSIONS FOR NSHAM IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	10.62	5.31	-0.220	0.8036	0.0081
ERROR	54	1306.25	24.18			
TOTAL	56	1316.87				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.083	2.752	3.664	0.0006
INTERNAL	1	0.125	0.304	0.413	0.6809
REFLECT	1	0.099	0.249	0.401	0.6903

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	21.42	4.28	0.169	0.9710	0.0163
ERROR	51	1295.45	25.40			
TOTAL	56	1316.87				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	11.649	4.026	2.893	0.0056
INTERNAL	1	0.131	0.316	0.414	0.6805
REFLECT	1	0.150	0.283	0.532	0.5969
PUBLIC	1	-0.079	0.211	-0.378	0.7072
SOCIAL	1	-0.067	0.196	-0.345	0.7318
CM	1	-0.018	0.135	-0.135	0.8929

TABLE VI-22

REGRESSIONS FOR NSHAM IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	2.04	1.02	0.054	0.9476	0.002
ERROR	55	1042.37	18.95			
TOTAL	57	1044.41				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.807	2.251	5.689	0.0001
INTERNAL	1		0.258	0.014	0.9886
REFLECT	1	-0.082	0.265	-0.310	0.7574

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	136.74	27.34	1.567	0.1849	0.1309
ERROR	52	907.66	17.45			
TOTAL	57	1044.40				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	14.429	3.815	3.782	0.0004
INTERNAL	1	-0.179	0.258	-0.696	0.4896
REFLECT	1	0.177	0.277	0.638	0.5263
PUBLIC	1	-0.142	0.179	-0.792	0.4319
SOCIAL	1	-0.264	0.161	-1.635	0.1082
CM	1	0.188	0.102	1.842	0.0711

TABLE VI-23

REGRESSIONS FOR NSHAM IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	13.57	6.783	0.314	0.7318	0.0105
RROR	58	1276.11	21.629			
TOTAL	61	1289.68				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.046	2.148	6.073	0.0001
INTERNAL	1	0.010	0.268	0.038	0.9696
REFLECT	1	-0.174	0.251	-0.695	0.4899

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	61.30	12.261	0.559	0.7331	0.0475
ERROR	56	1228.38	21.935			
TOTAL	61	1289.68				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.507	3.561	2.950	0.0046
INTERNAL	1	-0.022	0.278	-0.083	0.9345
REFLECT	1	-0.303	0.282	-1.074	0.2874
PUBLIC	1	0.222	0.184	1.210	0.2314
SOCIAL	1	-0.046	0.161	-0.287	0.7749
CM	1	0.079	0.136	0.579	0.5648

TABLE VI-24

REGRESSIONS FOR NSHAM IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	31.70	15.85	0.670	0.5167	0.0283
ERROR	46	1088.54	23.66			
TOTAL	48	1120.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.984	3.080	4.215	0.0001
INTERNAL	1	-0.334	0.417	-0.802	0.4266
REFLECT	1	0.319	0.283	1.125	0.2664

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	155.37	31.07	1.356	0.2602	0.1390
ERROR	42	962.54	22.91			
TOTAL	47	1117.91				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	8.223	5.046	1.629	0.1107
INTERNAL	1	0.065	0.448	0.145	0.8852
REFLECT	1	0.060	0.320	0.189	0.8507
PUBLIC	1	-0.123	0.270	-0.456	0.6510
SOCIAL	1	0.441	0.200	2.198	0.0335
CM	1	0.036	0.152	0.237	0.8137

The results were assessed in two ways: (1) BESTLEST was regressed on INTERNAL and REFLECT, alone, in each manipulation group and (2) BESTLEST was regressed not only on INTERNAL and REFLECT but also on PUBLIC, SOCIAL and CM (see TABLES VI-25 to VI-28).

In the first group of runs, only in Group 4, high self-focus was there any private self-consciousness effect. Here, REFLECT was significant ($p > .0269$). The effect is in the predicted direction, with someone higher in reflective self-consciousness, indicating fewer matches in the BESTLEST variable.

In the second group of runs, shown in the second part of TABLES VI-25 to VI-28, there are no statistically significant INTERNAL or REFLECT effects. However, CM was statistically significant in Groups 1 ($p > .0556$) and 4 ($p > .0550$), SOCIAL was statistically significant in Group 2 to ($p > .0114$) and PUBLIC was statistically significant in Group 4 ($p > .0470$). Those higher in social desirability (CM) in both groups tended to have fewer matches in BESTLEST while those higher in public self-consciousness and social anxiety tended to have fewer BESTLEST matches.

Overall, the hypothesis is partially confirmed, though in the main the results are not positive.

TABLE VI-25

REGRESSIONS FOR BESTLEST IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	7.97	3.98	1.224	0.3010	0.0380
ERROR	62	201.81	3.25			
TOTAL	64	209.78				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	4.260	0.852	4.995	0.0001
REFLECT	1	-0.133	0.087	-1.529	0.1313
INTERNAL	1	0.007	0.093	0.075	0.9402

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	26.46	5.293	1.704	0.1469	0.1262
ERROR	59	183.31	3.107			
TOTAL	64	209.78				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.588	1.227	2.925	0.0049
REFLECT	1	-0.067	0.091	-0.743	0.4605
INTERNAL	1	-0.025	0.092	-0.271	0.7870
PUBLIC	1	0.019	0.071	0.272	0.7868
SOCIAL	1	-0.102	0.062	-1.643	0.1058
CM	1	0.082	0.042	1.952	0.0556

TABLE VI-26

REGRESSIONS FOR BESTLEST IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	6.64	3.32	0.733	0.4849	0.0255
ERROR	56	253.86	4.53			
TOTAL	58	260.50				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.813	1.085	2.591	0.0122
REFLECT	1	-0.054	0.129	-0.416	0.6788
INTERNAL	1	0.150	0.124	1.211	0.2311

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	43.06	8.61	2.099	0.0792	0.1653
ERROR	53	217.44	4.10			
TOTAL	58	260.50				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.276	1.845	3.402	0.0013
REFLECT	1	0.040	0.134	0.302	0.7641
INTERNAL	1	0.072	0.122	0.594	0.5549
PUBLIC	1	-0.087	0.086	-1.014	0.3150
SOCIAL	1	-0.201	0.076	-2.622	0.0114
CM	1	-0.015	0.049	-0.308	0.7591

TABLE VI-27

REGRESSIONS FOR BESTLEST IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	5.10	2.55	0.713	0.4946	0.0236
ERROR	59	211.36	3.58			
TOTAL	61	216.46				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.372	0.874	2.713	0.0087
REFLECT	1	0.048	0.102	0.476	0.6357
INTERNAL	1	0.074	0.109	0.685	0.4963

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	17.60	3.52	0.991	0.4321	0.0813
ERROR	56	198.86	3.55			
TOTAL	61	216.46				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.759	1.432	1.926	0.0592
REFLECT	1	0.079	0.113	0.701	0.4864
INTERNAL	1	0.027	0.111	0.246	0.8065
PUBLIC	1	-0.006	0.074	-0.085	0.9322
SOCIAL	1	-0.076	0.065	-1.175	0.2450
CM	1	0.050	0.055	0.914	0.3646

TABLE VI-28

REGRESSIONS FOR BESTLEST IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	14.65	7.32	2.626	0.0810	0.0830
ERROR	58	161.89	2.79			
TOTAL	60	176.557				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.397	0.960	3.537	0.0008
REFLECT	1	-0.209	0.092	-2.271	0.0269
INTERNAL	1	0.176	0.127	1.383	0.1719

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	37.45	7.49	2.964	0.0195	0.2154
ERROR	54	136.47	2.52			
TOTAL	59	173.93				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.939	1.317	2.990	0.0042
REFLECT	1	-0.099	0.099	-1.003	0.3202
INTERNAL	1	0.099	0.132	0.752	0.4551
PUBLIC	1	-0.149	0.073	-2.033	0.0470
SOCIAL	1	0.006	0.053	0.124	0.9014
CM	1	0.080	0.040	1.961	0.0550

Self-Awareness and Self-Report Results

The Self-Awareness and Self-Report Behavior Hypothesis (H3) states:

> Respondents, in the moderate self-awareness condition, are more likely to engage in positive self-report behaviors (e.g., leave fewer questions blank) than those in the high or low conditions.

This hypothesis was assessed using multivariate analysis of variance (MANOVA). The dependent variables were BLANK, NCOMM and NSHAM. Positive self-report behavior was indicated by smaller scores on each of these variables. The independent variable was the experimental manipulation of self-focus (M).

The results were assessed in three ways: (1) the experimental manipulation of self-focus (M) against the self-report variables alone (see TABLE VI-29 to VI-31), (2) M against the self-report variables along with the covariates, INTERNAL and REFLECT, which control for private self-consciousness (see TABLES VI-32 to 34) and (3) a three way multivariate analysis of variance (MANOVA) with M, INTERN and REF along with the covariates, PUBLIC, SOCIAL and CM (see TABLES VI-35 to VI-37). In all three cases, there are no statistically significant effects. In addition, TABLE VI-38 shows that there was no overall self-focus effect. The hypothesis is not confirmed.

TABLE VI-29

UNIVARIATE RESULTS FOR BLANK

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	BLANK MEAN
MODEL	3	9.87	3.29	.75	0.5268	.009	.833
ERROR	224	983.78	4.39				
TOTAL	227	993.65					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.10	0.9244

TABLE VI-30

UNIVARIATE RESULTS FOR NCOMM

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NCOMM MEAN
MODEL	3	203.53	67.84	1.20	0.3103	0.015	22.83
ERROR	225	12720.15	56.53				
TOTAL	228	12923.68					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.02	0.3094

TABLE VI-31

UNIVARIATE RESULTS FOR NSHAM

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NSHAM MEAN
MODEL	3	15.23	5.07	0.23	0.8743	0.002	12.28
ERROR	245	5385.94	21.98				
TOTAL	248	5401.17					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.44	0.6607

TABLE VI-32

UNIVARIATE RESULTS FOR BLANK WITH

INTERNAL AND REFLECT

SOURCE	DF	SQUARES	SUM OF SQUARE	MEAN F VALUE	PR>F	R-SQUARE	BLANK MEAN
MODEL	5	21.28	4.26	.96	.4418	.021	.836
ERROR	220	971.66	4.41				
TOTAL	225	992.94					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	8.40	0.63	.5978
INTERNAL	1	10.74	2.43	.1204
REFLECT	1	0.16	0.04	.8507

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.04	0.9677

TABLE VI-33

UNIVARIATE RESULTS FOR NCOMM WITH

INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NCOMM MEAN
MODEL	5	234.77	46.95	0.82	0.5368	0.018	22.79
ERROR	221	12620.49	57.10				
TOTAL	226	12855.26					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	206.56	1.21	0.3082
INTERNAL	1	23.65	0.41	0.5205
REFLECT	1	4.87	0.09	0.7704

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.06	0.2912

TABLE VI-34

UNIVARIATE RESULTS FOR NSHAM WITH

INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NSHAM MEAN
MODEL	5	37.84	7.56	0.34	0.8880	0.007	12.296
ERROR	240	5327.49	22.19				
TOTAL	245	5365.33					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	18.779	0.28	0.8394
INTERNAL	1	13.463	0.61	0.4369
REFLECT	1	14.44	0.65	0.4207

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.52	0.6011

TABLE VI-35

UNIVARIATE RESULTS FOR BLANK WITH

INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	BLANK MEAN
MODEL	18	69.03	3.83	0.86	0.6234	0.069	.837
ERROR	208	923.93	4.44				
TOTAL	226	992.96					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
MM	3	9.83	0.74	0.5338
INTERN	1	9.34	2.10	0.1486
REF	1	1.69	0.38	0.5380
PUBLIC	1	7.63	1.72	0.1915
SOCIAL	1	5.31	1.19	0.2757
CM	1	0.01	0.00	0.9608
M*INTERN	3	10.59	0.79	0.5011
M*REF	3	12.37	0.93	0.4299
REF*INTERN	1	1.07	0.24	0.6239
M*REF*INTERN	3	10.20	0.77	0.5177

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.15	0.8813

TABLE VI-36
UNIVARIATE RESULTS FOR NCOMM WITH
INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NCOMM MEAN
MODEL	18	526.81	29.26	0.50	0.9581	0.041	22.766
ERROR	208	12277.80	59.02				
TOTAL	226	12804.62					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	201.13	1.14	0.3357
INTERN	1	8.01	0.14	0.7129
REF	1	1.14	0.02	0.8894
PUBLIC	1	32.83	0.56	0.4566
SOCIAL	1	7.52	0.13	0.7214
CM	1	11.93	0.20	0.6535
M*INTERN	3	68.35	0.39	0.7664
M*REF	3	58.71	0.33	0.8048
REF*INTERN	1	3.82	0.06	0.7993
M*REF*INTERN	3	100.29	0.57	0.6419

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.08	0.2810

TABLE VI-37

UNIVARIATE RESULTS FOR NSHAM WITH

INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NSHAM MEAN
MODEL	18	213.27	11.84	0.54	0.9387	0.044	12.07
ERROR	208	4599.60	22.11				
TOTAL	226	4812.87					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	33.42	0.50	0.6841
INTERN	1	1.18	0.05	0.8175
REF	1	2.87	0.13	0.7188
PUBLIC	1	2.95	0.13	0.7149
SOCIAL	1	1.78	0.08	0.7768
CM	1	25.38	1.15	0.2852
M*INTERN	3	8.72	0.13	0.9373
M*REF	3	38.55	0.58	0.6321
REF*INTERN	1	8.42	0.38	0.5377
M*REF*INTERN	3	125.79	1.90	0.1296

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.27	0.7839

TABLE VI-38

THE EFFECT OF SELF-FOCUS ON THE SELF-REPORT VARIABLES

WITH INTERN, REF AND ALL COVARIATES

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

STATISTIC	VALUE OF STATISTIC	F VALUE	PR>F
Hotelling-Lawley Trace	.03	.74	.6704
Pillai's Trace	.03	.75	.6650
Wiks' Criterion	.96	.75	.6677

Self-Awareness and Self-Concept Hypothesis

The Self-Awareness and Self-Concept Hypothesis (H4) states:

> Respondents, in the moderate self-awareness condition, report a larger but more accurate discrepancy between their perceived actual and ideal selves than those in the high or low self-awareness conditions.

This hypothesis was assessed using analysis of variance, ANOVA. The dependent variable was BESTLEST which was the number of matches of descriptors of both actual and ideal selves. Fewer matches was an indicator of a larger, more accurate discrepancy. The independent variable was the experimental manipulation of self-focus (M).

The results were assessed in three ways: (1) the experimental manipulation (M) against BESTLEST, alone (see TABLE VI-39), (2) M against BESTLEST with the covariates, REFLECT and INTERNAL, which control for private self-consciousness (see TABLE VI-40), and (3) M with REF and INTERN in a three way analysis of variance (ANOVA) along with the covariates, PUBLIC, SOCIAL and CM (see TABLE VI-41). There is no significant M effect in any of the three assessments. However in the third assessment, the covariates, SOCIAL and CM, are both significantly related to BESTLEST ($p > .0230$ and .0034, respectively) and the model as a whole is statistically significant ($p > .0397$).

This hypothesis is not confirmed though note is made of the significant covariates, SOCIAL and CM.

Private Self-Consciousness and Idealage Results

The Private Self-Consciousness and Idealage Hypothesis (H5) states:

> Respondents, higher in private self-consciousness, report a larger discrepancy between preferred age (ideal self) and chronological age (actual self) than those lower in private self-consciousness.

This hypothesis was analyzed by using the variables, REFLECT and INTERNAL, to represent private self-consciousness and the variable, IDEALAGE (the absolute difference between preferred age and chronological age), to represent the discrepancy between ideal and actual age. A larger IDEALAGE means that the individual had a larger, more accurate discrepancy between his actual and ideal self than someone who had a smaller IDEALAGE.

TABLE VI-39

THE EFFECT OF SELF-FOCUS ON BESTLEST

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	BESTLEST MEAN
MODEL	3	5.81	1.93	0.54	0.6575	0.006	3.48
ERROR	246	878.58	3.57				
TOTAL	249	884.49					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.75	0.4518

TABLE VI-40

THE EFFECT OF SELF-FOCUS ON BESTLEST

WITH COVARIATES, INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	BESTLEST MEAN
MODEL	5	19.22	3.84	1.09	0.3652	0.022	3.46
ERROR	241	848.22	3.51				
TOTAL	246	867.44					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	3.096	0.29	0.8316
REFLECT	1	10.171	2.89	0.0904
INTERNAL	1	11.001	3.13	0.0783

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.45	0.6542

TABLE VI-41

THE EFFECT OF SELF-FOCUS ON BESTLEST

WITH INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	BESTLEST MEAN
MODEL	18	103.79	5.76	1.70	0.0397	0.117	3.47
ERROR	230	778.28	3.38				
TOTAL	248	882.07					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	6.62	0.65	0.5859
INTERN	1	4.29	1.27	0.2609
REF	1	0.91	0.27	0.6029
PUBLIC	1	2.58	0.76	0.3834
SOCIAL	1	29.67	8.77	0.0034
CM	1	17.73	5.24	0.0230
M*INTERN	3	3.03	0.30	0.8275
M*REF	3	6.12	0.60	0.6176
REF*INTERN	1	0.03	0.01	0.9150
M*REF*INTERN	3	2.02	0.20	0.8952

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.00	0.3162

Multiple regression was used to look at REFLECT and INTERNAL against IDEALAGE in two ways: both (1) excluding and (2) including the variables, PUBLIC, SOCIAL and CM. Regressions were performed in each manipulation group as shown in TABLES VI-42 to VI-45. In the first group of runs with PUBLIC, SOCIAL and CM excluded, there were no statistically significant relationships. In the second group of runs with PUBLIC, SOCIAL and CM indeed, INTERNAL was positively related to IDEALAGE as predicted although marginally ($p > .0900$). In addition, PUBLIC was negatively related to IDEALAGE ($p > .0376$) in Group 4 and SOCIAL was negatively related to IDEALAGE ($p > .0379$) in Group 2.

Overall, the hypothesis is partially accepted due to some marginally positive evidence in one regression run.

Self-Awareness and Idealage Results

The Self-Awareness and Idealage Hypothesis (H6) states:

> Respondents, in the moderate self-awareness condition, report larger discrepancies between preferred age (ideal self) and chronological age (actual self) than those in the high and low self-awareness conditions.

This hypothesis was assessed using multivariate analysis of variance (MANOVA). The dependent variable was IDEALAGE which was the absolute value of the difference between preferred age and chronological age. A larger IDEALAGE is taken as an indicator of a larger, more accurate discrepancy between an individual's actual and

TABLE VI-42

REGRESSIONS FOR IDEALAGE IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	18.52	9.26	0.177	0.8378	0.0062
ERROR	57	2975.20	52.19			
TOTAL	59	2993.72				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.803	3.606	1.887	0.0643
REFLECT	1	0.151	0.367	0.412	0.6816
INTERNAL	1	-0.231	0.424	-0.547	0.5868

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	258.48	51.69	1.021	0.4154	0.0863
ERROR	54	2735.25	50.65			
TOTAL	59	2993.73				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	9.638	5.086	1.895	0.0635
REFLECT	1	0.412	0.389	1.059	0.2945
INTERNAL	1	-0.276	0.428	-0.645	0.5217
PUBLIC	1	0.074	0.291	0.254	0.8005
SOCIAL	1	-0.554	0.260	-2.128	0.0379
CM	1	0.016	0.178	0.090	0.9286

TABLE VI-43

REGRESSIONS FOR IDEALAGE IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	50.18	25.09	0.904	0.4111	0.0324
ERROR	54	1499.39	27.76			
TOTAL	56	1549.57				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.015	2.698	1.117	0.2687
REFLECT	1	0.435	0.330	1.319	0.1927
INTERNAL	1	-0.082	0.311	-0.266	0.7912

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	141.87	28.37	1.028	0.4118	0.0916
ERROR	51	1407.70	27.60			
TOTAL	56	1549.57				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.985	5.202	2.111	0.0397
REFLECT	1	0.524	0.351	1.494	0.1414
INTERNAL	1	-0.122	0.319	-0.385	0.7021
PUBLIC	1	-0.323	0.248	-1.304	0.1981
SOCIAL	1	-0.126	0.204	-0.622	0.5367
CM	1	-0.158	0.131	-1.211	0.2316

TABLE VI-44

REGRESSIONS FOR IDEALAGE IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	228.88	114.44	1.041	0.3599	0.0358
ERROR	56	6157.21	109.95			
TOTAL	58	6386.19				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.163	4.911	0.644	0.5221
REFLECT	1	-0.531	0.588	-0.904	0.3700
INTERNAL	1	0.867	0.607	1.428	0.1590

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	547.35	109.47	0.994	0.4313	0.0857
ERROR	53	5838.74	110.16			
TOTAL	58	6386.19				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	-4.387	8.148	-0.538	0.5925
REFLECT	1	-0.858	0.649	-1.321	0.1921
INTERNAL	1	1.078	0.624	1.727	0.0900
PUBLIC	1	0.093	0.420	0.223	0.8245
SOCIAL	1	0.572	0.372	1.538	0.1299
CM	1	0.055	0.321	0.172	0.8643

TABLE VI-45

REGRESSIONS FOR IDEALAGE IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	1.17	0.58	0.025	0.9756	0.0009
ERROR	55	1311.04	23.83			
TOTAL	57	1312.22				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.616	2.891	2.289	0.0260
REFLECT	1	-0.059	0.273	-0.219	0.8274
INTERNAL	1	0.029	0.387	0.075	0.9406

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	136.87	27.37	1.208	0.3184	0.1059
ERROR	51	1155.37	22.65			
TOTAL	56	1292.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.705	4.293	3.192	0.0024
REFLECT	1	0.260	0.308	0.846	0.4016
INTERNAL	1	-0.152	0.413	-0.369	0.7139
PUBLIC	1	-0.493	0.231	-2.135	0.0376
SOCIAL	1	-0.075	0.163	-0.459	0.6485
CM	1	-0.042	0.123	-0.345	0.7314

preferred age than a similar IDEALAGE. The independent variable was the experimental manipulation of self-focus (M).

The results were assessed in three ways (1) the experimental manipulation of self-focus (M) against IDEALAGE alone (see TABLE VI-46), (2) M against IDEALAGE with INTERNAL and REFLECT as covariates controlling for private self-consciousness (see TABLE VI-47), and (3) M with INTERN and REF against IDEALAGE along with the covariates, PUBLIC, SOCIAL and CM (see TABLE VI-48). The hypothesis is not confirmed under any of these circumstances. There is no statistically significant experimental effect to be found.

Private Self-Consciousness and Retailing Results

The Private Self-Consciousness and Retailing Hypothesis (H7) states:

> Respondents, higher in private self-consciousness, report larger discrepancies between both their ideal self and ideal clothing store images and the images of the clothing store where they most frequently shop.

This hypothesis was analyzed by using the variables, INTERNAL and REFLECT, to represent private self-consciousness and the variables, ACES, NEWSELF, and STORDIFF to represent the retailing image discrepancies. Larger absolute differences in the three retailing variables mean that an individual is reporting a more accurate discrepancy between his actual and ideal images than an individual who reports smaller absolute differences.

TABLE VI-46

THE EFFECT OF SELF-FOCUS ON IDEALAGE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	IDEALAGE MEAN
MODEL	3	77.19	25.73	0.49	0.6963	0.006	6.04
ERROR	232	12282.37	52.94				
TOTAL	235	12359.56					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.20	0.8409

TABLE VI-47

THE EFFECT OF SELF-FOCUS ON IDEALAGE

WITH COVARIATES, REFLECT AND INTERNAL

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	IDEALAGE MEAN
MODEL	5	112.40	22.48	0.42	0.8360	0.009	6.06
ERROR	228	12209.63	53.55				
TOTAL	233	12322.03					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	74.240	0.46	0.7129
REFLECT	1	0.041	0.00	0.9778
INTERNAL	1	26.96	0.50	0.4786

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.27	0.7881

TABLE VI-48

THE EFFECT OF SELF-FOCUS ON IDEALAGE

WITH INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	IDEALAGE MEAN
MODEL	18	512.78	28.48	0.52	0.9470	0.041	6.05
ERROR	216	11830.38	54.77				
TOTAL	234	12343.16					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	43.44	0.26	0.8516
INTERN	1	7.03	0.13	0.7203
REF	1	76.25	1.39	0.2393
PUBLIC	1	54.22	0.99	0.3209
SOCIAL	1	11.33	0.21	0.6497
CM	1	28.95	0.53	0.4679
M*INTERN	3	69.50	0.42	0.7403
M*REF	3	103.96	0.63	0.5986
REF*INTERN	1	0.28	0.01	0.9427
M*REF*INTERN	3	110.04	0.67	0.5752

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.12	0.9073

Multiple regression was used to look at INTERNAL and REFLECT against the three dependent retailing variables in two ways: both (1) excluding and (2) including the moderating variables, PUBLIC, SOCIAL and CM. Regressions were performed in each manipulation group as shown in TABLES VI-49 to VI-60.

In the regressions with only INTERNAL and REFLECT, INTERNAL is positively related to ACES in Group 1 although marginally ($p > .0573$) and REFLECT is positively related to ACES in Group 4 ($p > .0344$). These results are as predicted and indicate that individuals, higher in either internal or reflective consciousness, tend to report larger differences when comparing their ideal store image to the image of the store in which they most frequently shop and to their own actual self-image.

When the regression tests were repeated using PUBLIC, SOCIAL and CM, as well as INTERNAL and REFLECT, INTERNAL was positively related to ACES in Group 1 as predicted ($p > .0318$). It is likely that only a strong internal consciousness was able to overcome the strong external focus effect in Group 1 which was the hard anagram group. CM in groups 1 and 4 and PUBLIC in group 2 also showed some influence.

Overall, the hypothesis is partially confirmed.

TABLE VI-49

REGRESSIONS FOR ACES IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	120.97	60.48	1.912	0.1570	0.0618
ERROR	58	1835.02	31.63			
TOTAL	60	1956.09				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.766	2.720	2.487	0.0158
REFLECT	1	-0.200	0.277	-0.724	0.4721
INTERNAL	1	0.570	0.293	1.940	0.0573

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	229.53	45.90	1.462	0.2162	0.1174
ERROR	55	1726.46	31.39			
TOTAL	60	1956.09				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.457	4.001	2.614	0.0115
REFLECT	1	-0.2684	0.300	-0.894	0.3752
INTERNAL	1	0.655	0.297	2.203	0.0318
PUBLIC	1	0.013	0.230	0.057	0.9544
SOCIAL	1	-0.032	0.205	-0.160	0.8732
CM	1	-0.251	0.139	-1.804	0.0766

TABLE VI-50

REGRESSIONS FOR ACES IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	34.15	17.07	0.682	0.5102	0.0260
ERROR	51	1277.27	25.04			
TOTAL	53	1311.42				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	8.477	2.843	2.981	0.0044
REFLECT	1	0.365	0.322	1.134	0.2622
INTERNAL	1	-0.031	0.316	-0.098	0.9222

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	142.63	28.52	1.172	0.3369	0.1088
ERROR	48	1168.79	24.34			
TOTAL	53	1311.42				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.636	4.668	0.779	0.4398
REFLECT	1	0.091	0.348	0.264	0.7933
INTERNAL	1	0.040	0.318	0.126	0.9006
PUBLIC	1	0.453	0.220	2.054	0.0454
SOCIAL	1	-0.010	0.193	-0.055	0.9565
CM	1	-0.020	0.121	-0.171	0.8652

TABLE VI-51

REGRESSIONS FOR ACES IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	0.34	0.173	0.005	0.995	0.0002
ERROR	55	1987.53	36.136			
TOTAL	57	1987.87				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.822	2.800	3.864	0.0003
REFLECT	1	-0.025	0.330	-0.077	0.9387
INTERNAL	1	-0.004	0.348	-0.012	0.9908

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	109.71	21.94	0.608	0.6967	0.0552
ERROR	52	1878.16	36.11			
TOTAL	57	1987.87				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	11.385	4.595	2.478	0.0165
REFLECT	1	-0.011	0.365	-0.031	0.9757
INTERNAL	1	-0.134	0.357	-0.375	0.7091
PUBLIC	1	0.113	0.238	0.475	0.6367
SOCIAL	1	-0.268	0.210	-1.279	0.2065
CM	1	0.114	0.180	0.637	0.5271

TABLE VI-52

REGRESSIONS FOR ACES IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	110.41	55.20	2.868	0.0652	0.0929
ERROR	56	1078.12	19.25			
TOTAL	58	1188.53				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	7.210	2.657	2.714	0.0088
REFLECT	1	0.524	0.241	2.169	0.0344
INTERNAL	1	-0.045	0.346	-0.132	0.8956

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	217.77	43.55	2.334	0.0546	0.1833
ERROR	52	970.45	18.66			
TOTAL	57	1188.22				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	1.841	3.655	0.504	0.6166
REFLECT	1	0.438	0.272	1.612	0.1130
INTERNAL	1	-0.050	0.363	-0.140	0.8894
PUBLIC	1	0.058	0.202	0.289	0.7738
SOCIAL	1	0.234	0.151	1.546	0.1282
CM	1	0.200	0.113	1.764	0.0836

TABLE VI-53

REGRESSIONS FOR NEWSELF IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	84.66	42.33	0.989	0.3781	0.0330
ERROR	58	2482.32	42.79			
TOTAL	60	2566.98				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	14.271	3.164	4.510	0.0001
REFLECT	1	0.381	0.322	1.185	0.2410
INTERNAL	1	-0.352	0.341	-1.031	0.3070

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	266.11	53.22	1.272	0.2886	0.1037
ERROR	55	2300.87	41.83			
TOTAL	60	2566.98				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	21.148	4.619	4.579	0.0001
REFLECT	1	0.465	0.346	1.342	0.1850
INTERNAL	1	-0.248	0.343	-0.725	0.4717
PUBLIC	1	-0.389	0.266	-1.464	0.1489
SOCIAL	1	-0.105	0.237	-0.445	0.6580
CM	1	-0.147	0.160	-0.919	0.3624

TABLE VI-54

REGRESSIONS FOR NEWSELF IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	73.57	36.78	0.943	0.3960	0.0357
ERROR	51	1988.74	38.99			
TOTAL	53	2062.31				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.005	3.547	2.820	0.0068
REFLECT	1	0.140	0.402	0.349	0.7284
INTERNAL	1	0.452	0.394	1.147	0.2569

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MMODEL	5	190.14	38.02	0.975	0.4427	0.0922
ERROR	48	1872.17	39.00			
TOTAL	53	2062.31				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	17.308	5.908	2.930	0.0052
REFLECT	1	0.168	0.441	0.382	0.7043
INTERNAL	1	0.460	0.403	1.141	0.2593
PUBLIC	1	-0.248	0.279	-0.891	0.3773
SOCIAL	1	-0.050	0.244	-0.205	0.8386
CM	1	-0.234	0.153	-1.525	0.1338

TABLE VI-55

REGRESSIONS FOR NEWSELF IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	24.93	12.46	0.213	0.8085	0.0077
ERROR	55	3213.49	58.42			
TOTAL	57	3238.43				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	17.481	3.561	4.909	0.0001
REFLECT	1	0.033	0.420	0.080	0.9365
INTERNAL	1	-0.246	0.443	-0.596	0.5537

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	66.65	13.33	0.219	0.9514	0.0206
ERROR	52	3171.77	60.99			
TOTAL	57	3238.42				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	20.570	5.971	3.444	0.0011
REFLECT	1	0.163	0.474	0.344	0.7324
INTERNAL	1	-0.335	0.464	-0.723	0.4732
PUBLIC	1	-0.084	0.310	-0.273	0.7863
SOCIAL	1	-0.194	0.273	-0.712	0.4796
CM	1	-0.016	0.234	-0.070	0.9447

TABLE VI-56

REGRESSIONS FOR NEWSELF IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	131.38	65.69	1.668	0.1978	0.0562
ERROR	56	2205.25	39.37			
TOTAL	58	2336.63				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	8.813	3.800	2.319	0.0241
REFLECT	1	0.158	0.345	0.457	0.6494
INTERNAL	1	0.665	0.495	1.342	0.1851

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	199.48	39.89	0.985	0.4366	0.0865
ERROR	52	2105.91	40.49			
TOTAL	57	2305.397				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	5.929	5.385	1.101	0.2759
REFLECT	1	-0.069	0.400	-0.174	0.8623
INTERNAL	1	0.813	0.535	1.519	0.1348
PUBLIC	1	0.184	0.298	0.619	0.5385
SOCIAL	1	0.174	0.223	0.782	0.4379
CM	1	-0.050	0.167	-0.301	0.7648

TABLE VI-57

REGRESSIONS FOR STORDIFF IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	220.88	110.44	1.048	0.3571	0.0349
ERROR	58	6110.35	105.35			
TOTAL	60	6331.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	16.265	4.964	3.276	0.0018
REFLECT	1	-0.674	0.505	-1.334	0.1876
INTERNAL	1	0.471	0.536	0.880	0.3825

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	643.50	128.70	1.245	0.3008	0.1016
ERROR	55	5687.74	103.41			
TOTAL	60	6331.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	24.293	7.262	3.345	0.0015
REFLECT	1	-0.393	0.544	-0.722	0.4732
INTERNAL	1	0.574	0.540	1.063	0.2924
PUBLIC	1	-0.279	0.418	-0.667	0.5073
SOCIAL	1	-0.521	0.372	-1.398	0.1676
CM	1	-0.138	0.252	-0.549	0.5853

TABLE VI-58

REGRESSIONS FOR STORDIFF IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	74.70	37.35	0.426	0.6554	0.0164
ERROR	51	4471.60	87.67			
TOTAL	53	4546.31				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.472	5.320	2.532	0.0145
REFLECT	1	0.535	0.603	0.888	0.3789
INTERNAL	1	-0.026	0.591	-0.045	0.9646

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	235.25	47.050	0.52	0.757	0.0517
ERROR	48	4311.06	89.813			
TOTAL	53	4546.31				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	9.350	8.965	1.043	0.3022
REFLECT	1	0.176	0.670	0.264	0.7929
INTERNAL	1	0.083	0.612	0.137	0.8918
PUBLIC	1	0.493	0.423	1.165	0.2496
SOCIAL	1	0.020	0.370	0.055	0.9564
CM	1	-0.111	0.233	-0.479	0.6342

TABLE VI-59

REGRESSIONS FOR STORDIFF IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	179.84	89.92	1.387	0.2584	0.0480
ERROR	55	3565.75	64.83			
TOTAL	57	3745.69				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	20.090	3.751	5.356	0.0001
REFLECT	1	-0.131	0.442	-0.298	0.7667
INTERNAL	1	-0.582	0.467	-1.247	0.2178

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	303.71	60.74	0.918	0.4781	0.0811
ERROR	52	3441.89	66.19			
TOTAL	57	3745.60				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	16.445	6.221	2.644	0.0108
REFLECT	1	-0.198	0.494	-0.401	0.6900
INTERNAL	1	-0.515	0.484	-1.064	0.2922
PUBLIC	1	-0.197	0.323	-0.612	0.5435
SOCIAL	1	0.358	0.284	1.259	0.2137
CM	1	0.192	0.244	0.788	0.4340

TABLE VI-60

REGRESSIONS FOR STORDIFF IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	14.27	7.13	0.078	0.9250	0.0028
ERROR	56	5121.35	91.45			
TOTAL	58	5135.62				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	14.954	5.791	2.582	0.0125
REFLECT	1	0.132	0.527	0.252	0.8021
INTERNAL	1	0.112	0.755	0.149	0.8822

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	127.02	25.40	0.264	0.9299	0.0247
ERROR	52	5008.57	96.31			
TOTAL	57	5135.60				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.345	8.305	1.246	0.2185
REFLECT	1	-0.172	0.617	-0.280	0.7807
INTERNAL	1	0.282	0.825	0.342	0.7336
PUBLIC	1	0.317	0.460	0.691	0.4928
SOCIAL	1	0.173	0.344	0.504	0.6164
CM	1	-0.031	0.257	-0.123	0.9023

Self-Awareness and Retailing Results

The Self-Awareness and Retailing Hypothesis (H8) states:

> Respondents, in the moderate self-awareness condition, report larger discrepancies between both their ideal self and ideal clothing store images and the images of the clothing stores where they most frequently shop.

This hypothesis was analyzed by looking at the dependent retailing variables ACES, NEWSELF and STORDIFF against the independent experimental manipulation of self-focus (M). Larger differences in the three retailing variables mean that an individual is reporting a more accurate discrepancy between his actual and ideal images than an individual who reports smaller absolute differences.

Multivariate analysis of variance (MANOVA) was used to look at the experimental manipulation of self-focus (M) against the dependent variables. The results were assessed in four ways: (1) the data was analyzed on all subjects with no deleted values (see TABLES VI-61 to VI-63), (2) the data was analyzed by omitting all subjects who named the same store to be both their ideal and their most frequently shopped in clothing store (see TABLES VI-64 to VI-66), (3) omitting the same subjects as in the second run, the data was analyzed by including INTERNAL and REFLECT as covariates (see TABLE VI-67, to VI-69) and finally (4) a three way analysis was performed on all subject with INTERN, REF and the covariates controlling for private self-consciousness PUBLIC, SOCIAL and CM

(see TABLES VI-70 to VI-72). TABLE VI-73 shows the self-focus effect.

There were no statistically significant self-forcus effects. Two covariates had marginal impact in the all inclusive run. These were PUBLIC on ACES ($p > .0567$) and REFLECT on NEWSELF ($p > .0976$). Overall, the hypothesis is not confirmed.

TABLE VI-61

UNIVARIATE RESULTS FOR ACES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	ACES MEAN
MODEL	3	16.87	5.62	0.20	0.8949	0.002	10.44
ERROR	230	6472.78	28.14				
TOTAL	233	6489.65					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.49	0.6238

TABLE VI-62

UNIVARIATE RESULTS FOR NEWSELF

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWSELF MEAN
MODEL	3	97.87	32.62	0.73	0.5363	0.009	14.92
ERROR	230	10229.88	44.47				
TOTAL	233	10327.75					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.25	0.8018

TABLE VI-63

UNIVARIATE RESULTS FOR STORDIFF

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	STORDIFF MEAN
MODEL	3	247.51	82.50	0.94	0.4228	0.012	15.89
ERROR	230	20150.81	87.61				
TOTAL	233	20398.32					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.61	0.5447

TABLE VI-64

UNIVARIATE RESULTS FOR ACES

(DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	ACES MEAN
MODEL	3	5.09	1.69	0.07	0.9725	0.001	10.75
ERROR	181	4686.95	25.89				
TOTAL	184	4692.05					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.11	0.9118

TABLE VI-65

UNIVARIATE RESULTS FOR NEWSELF

(DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWSELF MEAN
MODEL	3	54.96	18.32	0.44	0.7292	0.007	15.12
ERROR	181	7557.91	41.75				
TOTAL	184	7612.87					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.26	0.798

TABLE VI-66

UNIVARIATE RESULTS FOR STORDIFF

(DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	STORDIFF MEAN
MODEL	3	169.25	56.41	0.78	0.5108	0.012	18.09
ERROR	181	13130.18	72.54				
TOTAL	184	13299.43					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	1.07	0.2879

TABLE VI-67

UNIVARIATE RESULTS FOR ACES

REFLECT AND INTERNAL (DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	ACES MEAN
MODEL	5	35.80	7.16	0.27	0.9261	0.007	10.73
ERROR	177	4628.07	26.14				
TOTAL	182	4663.87					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	5.59	0.07	0.9698
REFLECT	1	0.00	0.00	0.9871
INTERNAL	1	23.10	0.88	0.3485

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR>|T|
M QUADRATIC	-0.00	0.9964

TABLE VI-68

UNIVARIATE RESULTS FOR NEWSELF

REFLECT AND INTERNAL (DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWSELF MEAN
MODEL	5	52.56	10.51	0.25	0.9396	0.006	15.11
ERROR	177	7532.02	42.55				
TOTAL	182	7584.59					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	49.93	0.39	0.7627
REFLECT	1	1.63	0.04	0.8450
INTERNAL	1	0.00	0.00	0.9973

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR >|T|
M QUADRATIC	-0.34	0.7320

TABLE VI-69

UNIVARIATE RESULTS FOR STORDIFF WITH

REFLECT AND INTERNAL (DELETING MATCHES)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	STORDIFF MEAN
MODEL	5	220.24	44.04	0.61	0.6961	0.16	17.96
ERROR	177	12815.55	72.40				
TOTAL	182	13035.89					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	190.99	0.88	0.4551
REFLECT	1	29.14	0.40	0.5266
INTERNAL	1	9.67	0.13	0.7152

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.17	0.2430

TABLE VI-70

UNIVARIATE RESULTS FOR ACES WITH

INTERN, REF AND ALL COVARIATES (ALL SUBJECTS)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	ACES MEAN
MODEL	18	999.67	22.20	0.78	0.7222	0.061	10.44
ERROR	214	6089.78	28.45				
TOTAL	232	6489.46					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	28.19	0.33	0.8057
INTERN	1	19.67	0.69	0.4066
REF	1	0.52	0.02	0.8920
PUBLIC	1	104.50	3.67	0.0567
SOCIAL	1	10.73	0.38	0.5397
CM	1	0.32	0.01	0.9146
M*INTERN	3	13.97	0.16	0.9180
M*REF	3	82.54	0.97	0.4106
REF*INTERN	1	30.75	1.08	0.2997
M*REF*INTERN	3	128.41	1.50	0.2130

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.05	0.9563

TABLE VI-71

UNIVARIATE RESULTS FOR NEWSELF WITH

INTERN, REF AND ALL COVARIATES (ALL SUBJECTS)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	NEWSELF MEAN
MODEL	18	879.85	48.88	1.11	0.3439	0.085	14.94
ERROR	214	9423.52	44.03				
TOTAL	232	10303.37					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
M	3	142.52	1.08	0.3595
INTERN	1	14.66	0.33	0.5645
REF	1	121.91	2.77	0.0976
PUBLIC	1	37.38	0.85	0.3579
SOCIAL	1	4.47	0.10	0.7503
CM	1	90.18	2.05	0.1539
M*INTERN	3	268.57	2.03	0.1086
M*REF	3	35.36	0.27	0.8493
REF*INTERN	1	36.25	0.82	0.3652
M*REF*INTERN	3	128.91	0.98	0.4064

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.13	0.8964

TABLE VI-72

UNIVARIATE RESULTS FOR STORDIFF WITH

INTERN, REF AND ALL COVARIATES (ALL SUBJECTS)

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	STORDIFF MEAN
M	18	702.56	39.03	0.42	0.9818	0.034	15.88
RROR	214	19694.53	92.03				
TOTAL	232	20397.09					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
M	3	279.07	1.01	0.3899
INTERN	1	117.49	1.28	0.2598
REF	1	54.67	0.59	0.4417
PUBLIC	1	0.50	0.01	0.9409
SOCIAL	1	8.05	0.09	0.7676
CM	1	18.12	0.20	0.6576
M*INTERN	3	34.62	0.13	0.9409
M*REF	3	160.98	0.58	0.6308
REF*INTERN	1	0.04	0.00	0.9826
M*REF*INTERN	3	75.47	0.27	0.8454

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.28	0.7796

TABLE VI-73

THE EFFECT OF SELF-FOCUS ON THE RETAILING VARIABLES

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

A. SELF-FOCUS ALONE (ALL SUBJECTS)

STATISTIC	VALUE OF STATISTIC	F VALUE	PR > F
Hotelling-Lawley Trace	.03	.75	.6638
Pillai's Trace	.03	.76	.6582
Wilks' Criterion	.97	.75	.6610

B. THE EFFECT OF SELF-FOCUS THE RETAILING VARIABLES (DELETING THOSE WHO NAMED THE SAME CLOTHING STORE AS MOST FREQUENTLY USED AND AS IDEAL)

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

STATISTIC	VALUE OF STATISTIC	F VALUE	PR > F
Hotelling-Lawley Trace	.03	.51	.8660
Pillai's Trace	.03	.52	.8615
Wilks' Criterion	.97	.52	.8637

C. THE EFFECT OF SELF-FOCUS ON THE RETAILING VARIABLES WITH COVARIATES, REFLECT AND INTERNAL (DELETING THOSE WHO NAMED THE SAME CLOTHING STORE AS MOST FREQUENTLY USED AND AS IDEAL)

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

STATISTIC	VALUE OF STATISTIC	F VALUE	PR > F
Hotelling-Lawley Trace	.03	.56	.8320
Pillai's Trace	.03	.56	.8376
Wilks' Criterion	.97	.56	.8298

D. THE EFFECT OF SELF-FOCUS ON THE RETAILING VARIABLES WITH INTERN, REFLECT AND ALL COVARIATES (ALL SUBJECTS)

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

STATISTIC	VALUE OF STATISTIC	F VALUE	PR > F
Hotelling-Lawley Trace	.04	.84	.5843
Pillai's Trace	.04	.84	.5769
Wilks' Criterion	.97	.84	.5806

Private Self-Consciousness and Before and After Results

The Private Self-Consciousness and Before and After Hypothesis (H9) states:

> Respondents, higher in private self-consciousness report smaller differences between measures of self-concept or affect, taken before the experimental manipulation of self-focus, and measures of self-concept or affect, taken after the experimental manipulation of self-focus, than those lower in private self-consciousness.

This hypothesis was analyzed by using the variables, INTERNAL and REFLECT to represent private self-consciousness and the variables, NEWIMAGE (self-concept), DEPRESS (affect), and DEFREB (affect), to represent the before and after measures (from PART III of the questionnaire and PART V of the questionnaire - see APPENDIX I). Smaller absolute differences between the before and after measures indicate that an individual has shown less response to the experimental manipulation in reporting his after measures. A person, higher in the private self-consciousness dimensions, would likely to show smaller differences because he is giving his more accustomed responses.

Multiple regression was used to test INTERNAL and REFLECT against the three before and after measures in two ways: (1) excluding and (2) including the variables, PUBLIC, SOCIAL and CM. Regressions were performed in each manipulation group as shown in TABLES VI-74 to VI-85.

REFLECT had a marginally significant effect on DEFREB (p .0575). The negative parameter estimate in this, as well as a number of the other regression parameters, indicate that smaller differences in the before and after measures were associated with larger REFLECT (and INTERNAL) scores as predicted, but these effects did not attain statistical significance.

In the second group of runs, REFLECT was strongly significant in its effect on DEFREB in Group 4 ($p > .0256$). Its positive relationship implies that those who reflect upon themselves a great deal tend to find a greater difference in their before and after effect. This finding is contrary to prediction and may indicate that individuals, high in reflective self-consciousness, may when placed in a high self-focus situation, see themselves more accurately than before. In addition, this effect may be accentuated or at least impacted by the marginally significant and inverse relationship between SOCIAL and DEFREB ($p > .0652$). Therefore, greater differences could emerge for them than for those lower in reflective self-consciousness.

In addition, INTERNAL was marginally significant in its effect on DEPRESS in Group 1 ($p > .0966$). The relationship was inverse so that someone who scored high in internal self-consciousness showed a smaller difference in his before and after DEPRESS score than someone who scored low in internal self-consciousness. This relationship was as predicted.

A number of the other independent variables were also statistically significant - SOCIAL inversely with DEPRESS in Group 1 ($p > .0759$), PUBLIC positively with NEWIMAGE and DEPRESS in Group 2 ($p > .0022$ and .0197, respectively) and SOCIAL inversely with DEFREB in Group 4 ($p > .0652$). Overall, the hypothesis is partially confirmed.

TABLE VI-74

REGRESSIONS FOR NEWIMAGE IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	67.37	33.68	1.227	0.3008	0.0413
ERROR	57	1565.02	27.45			
TOTAL	59	1632.40				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	11.378	2.800	4.064	0.0001
INTERNAL	1	-0.175	0.301	-0.580	0.5642
REFLECT	1	-0.346	0.267	-1.294	0.2007

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	143.47	28.69	1.041	0.4039	0.0879
ERROR	54	1488.92	27.57			
TOTAL	59	1632.49				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.944	3.839	3.632	0.0006
INTERNAL	1	-0.153	0.317	-0.485	0.6297
REFLECT	1	-0.288	0.280	-1.031	0.3072
PUBLIC	1	0.070	0.226	0.312	0.7565
SOCIAL	1	-0.276	0.200	-1.378	0.1740
CM	1	-0.089	0.132	-0.679	0.5002

TABLE VI-75

REGRESSIONS FOR NEWIMAGE IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	8.69	4.34	0.176	0.839	0.0066
ERROR	53	1312.14	24.75			
TOTAL	55	1320.83				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.552	2.600	2.520	0.0148
INTERNAL	1	0.032	0.308	0.107	0.9151
REFLECT	1	0.152	0.310	0.492	0.6248

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	262.12	52.42	2.476	0.0443	.1985
ERROR	50	1058.71	21.17			
TOTAL	55	1320.83				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	-0.188	4.279	-0.044	0.9650
INTERNAL	1	0.241	0.297	0.812	0.4204
REFLECT	1	-0.286	0.316	-0.906	0.3693
PUBLIC	1	0.643	0.199	3.226	0.0022
SOCIAL	1	0.034	0.177	0.197	0.8449
CM	1	-0.110	0.116	-0.947	0.3484

TABLE VI-76

REGRESSIONS FOR NEWIMAGE IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	44.86	22.43	1.023	0.3661	0.0353
ERROR	56	1227.88	21.92			
TOTAL	58	1272.74				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	8.790	2.184	4.024	0.0002
INTERNAL	1	-0.377	0.272	-1.385	0.1716
REFLECT	1	0.266	0.259	1.030	0.3075

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	107.16	21.43	0.975	0.4428	0.0842
ERROR	53	1165.58	21.99			
TOTAL	58	1272.74				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.023	3.787	1.590	0.1177
INTERNAL	1	-0.267	0.280	-0.951	0.3458
REFLECT	1	0.135	0.291	0.465	0.6439
PUBLIC	1	0.037	0.189	0.199	0.8431
SOCIAL	1	0.239	0.169	1.411	0.1640
CM	1	-0.021	0.147	-0.149	0.8822

TABLE VI-77

REGRESSIONS FOR NEWIMAGE IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	1.41	0.70	0.021	0.9796	0.0007
ERROR	57	1954.51	34.28			
TOTAL	59	1955.92				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	8.964	3.374	2.657	0.0102
INTERNAL	1	-0.039	0.447	-0.089	0.9296
REFLECT	1	-0.037	0.324	-0.116	0.9082

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	39.55	7.91	0.220	0.9508	0.0203
ERROR	53	1904.85	35.94			
TOTAL	58	1944.40				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	11.412	5.011	2.277	0.0268
INTERNAL	1	0.003	0.499	0.008	0.9939
REFLECT	1	-0.057	0.375	-0.152	0.8797
PUBLIC	1	0.046	0.277	0.167	0.8681
SOCIAL	1	-0.104	0.204	-0.512	0.6109
CM	1	-0.148	0.154	-0.960	0.3414

TABLE VI-78

REGRESSIONS FOR DEPRESS IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	17.52	8.76	1.604	0.2101	0.0533
ERROR	57	311.32	5.46			
TOTAL	59	328.84				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.613	1.248	5.295	0.0001
INTERNAL	1	-0.194	0.134	-1.444	0.1541
REFLECT	1	-0.086	0.119	-0.720	0.4745

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	37.028	7.405	1.370	0.2493	0.1126
ERROR	54	291.822	5.404			
TOTAL	59	328.850				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	7.267	1.699	4.276	0.0001
INTERNAL	1	-0.237	0.140	-1.691	0.0966
REFLECT	1	-0.027	0.124	-0.220	0.8268
PUBLIC	1	0.024	0.100	0.243	0.8092
SOCIAL	1	-0.160	0.088	-1.810	0.0759
CM	1	0.038	0.058	0.649	0.5193

TABLE VI-79

REGRESSIONS FOR DEPRESS IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	23.66	11.83	0.753	0.4760	0.0276
ERROR	53	832.89	15.71			
TOTAL	55	856.55				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.330	2.071	1.125	0.2657
INTERNAL	1	0.265	0.245	1.082	0.2842
REFLECT	1	0.024	0.247	0.100	0.9206

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	115.38	23.07	1.557	0.1895	0.1347
ERROR	50	741.16	14.82			
TOTAL	55	856.54				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	-3.482	3.580	-0.973	0.3354
INTERNAL	1	0.322	0.248	1.298	0.2002
REFLECT	1	-0.153	0.264	-0.578	0.5657
PUBLIC	1	0.401	0.166	2.409	0.0197
SOCIAL	1	-0.027	0.148	-0.183	0.8558
CM	1	0.068	0.097	0.699	0.4877

TABLE VI-80

REGRESSIONS FOR DEPRESS IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	2.21	1.10	0.211	0.8104	0.0075
ERROR	56	293.51	5.24			
TOTAL	58	295.72				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.646	1.068	3.414	0.0012
INTERNAL	1	-0.015	0.133	-0.120	0.9051
REFLECT	1	0.076	0.126	0.607	0.5463

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	11.79	2.35	0.440	0.8198	0.0399
ERROR	53	283.93	5.35			
TOTAL	58	295.72				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	4.596	1.869	2.459	0.0172
INTERNAL	1	-0.059	0.138	-0.427	0.6708
REFLECT	1	0.128	0.143	0.891	0.3769
PUBLIC	1	-0.023	0.093	-0.248	0.8050
SOCIAL	1	-0.085	0.083	-1.015	0.3145
CM	1	0.020	0.072	0.281	0.7800

TABLE VI-81

REGRESSIONS FOR DEPRESS IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	10.50	5.25	0.755	0.4746	0.0258
ERROR	57	396.47	6.95			
TOTAL	59	406.97				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.845	1.519	2.530	0.0142
INTERNAL	1	-0.112	0.201	-0.556	0.5805
REFLECT	1	0.179	0.146	1.228	0.2246

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	32.90	6.58	0.953	0.4559	0.0825
ERROR	53	366.01	6.90			
TOTAL	58	398.91				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.371	2.196	2.900	0.0054
INTERNAL	1	-0.070	0.218	-0.321	0.7496
REFLECT	1	0.237	0.164	1.444	0.1547
PUBLIC	1	-0.190	0.121	-1.564	0.1239
SOCIAL	1	-0.002	0.089	-0.025	0.9803
CM	1	-0.055	0.067	-0.827	0.4119

TABLE VI-82

REGRESSIONS FOR DEFREB IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	32.51	16.25	2.911	0.0626	0.0927
ERROR	57	318.33	5.58			
TOTAL	59	350.84				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	7.726	1.262	6.118	0.0001
INTERNAL	1	-0.133	0.136	-0.981	0.3309
REFLECT	1	-0.234	0.120	-1.939	0.0575

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	49.35	9.87	1.768	0.1342	0.1407
ERROR	54	301.49	5.58			
TOTAL	59	350.84				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	9.717	1.727	5.624	0.0001
INTERNAL	1	-0.091	0.142	-0.644	0.5223
REFLECT	1	-0.209	0.126	-1.664	0.1019
PUBLIC	1	-0.083	0.102	-0.813	0.4199
SOCIAL	1	-0.056	0.090	-0.619	0.5382
CM	1	-0.057	0.059	-0.969	0.3370

TABLE VI-83

REGRESSIONS FOR DEFREB IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	14.10	7.05	1.083	0.3458	0.0393
ERROR	53	345.02	6.50			
TOTAL	55	359.12				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	6.627	1.333	4.970	0.0001
INTERNAL	1	-0.227	0.157	-1.443	0.1550
REFLECT	1	0.133	0.159	0.842	0.4035

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	41.86	8.37	1.320	0.2710	0.1166
ERROR	50	317.25	6.34			
TOTAL	55	359.11				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.688	2.342	1.147	0.2566
INTERNAL	1	-0.196	0.162	-1.210	0.2320
REFLECT	1	0.095	0.173	0.551	0.5841
PUBLIC	1	0.104	0.109	0.961	0.3410
SOCIAL	1	0.121	0.097	1.250	0.2170
CM	1	0.082	0.063	1.297	0.2007

TABLE VI-84

REGRESSIONS FOR DEFREB IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	43.56	21.78	2.199	0.1204	0.0728
ERROR	56	554.74	9.90			
TOTAL	58	598.30				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.767	1.468	1.885	0.0647
INTERNAL	1	0.030	0.183	0.164	0.8700
REFLECT	1	0.295	0.174	1.696	0.0954

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	65.79	13.15	1.310	0.2735	0.1100
ERROR	53	532.51	10.04			
TOTAL	58	598.30				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	2.825	2.559	1.104	0.2747
INTERNAL	1	-0.030	0.189	-0.163	0.8712
REFLECT	1	0.321	0.197	1.629	0.1093
PUBLIC	1	0.011	0.127	0.087	0.9308
SOCIAL	1	-0.091	0.114	-0.794	0.4310
CM	1	0.079	0.099	0.794	0.4307

TABLE VI-85

REGRESSIONS FOR DEFREB IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	16.65	8.32	1.754	0.1822	0.0580
ERROR	57	270.59	4.74			
TOTAL	59	287.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	3.657	1.255	2.913	0.0051
INTERNAL	1	-0.049	0.166	-0.298	0.7671
REFLECT	1	0.212	0.120	1.757	0.0843

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	36.09	7.21	1.556	0.1878	0.1280
ERROR	53	246.00	4.64			
TOTAL	58	282.19				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	5.304	1.801	2.945	0.0048
INTERNAL	1	-0.161	0.179	-0.899	0.3726
REFLECT	1	0.309	0.134	2.297	0.0256
PUBLIC	1	-0.012	0.099	-0.120	0.9046
SOCIAL	1	-0.138	0.073	-1.883	0.0652
CM	1	0.006	0.055	0.125	0.9006

Self-Awareness and Before and After Results

The Self-Awareness and Before and After Hypothesis (H10) states:

> Respondents, in the moderate self-awareness condition, report smaller differences between measures of self-concept or affect, taken before the experimental manipulation of self-focus, and measures of self-concept or affect, taken after the experimental manipulation of self-focus, than those in the high or low conditions.

This hypothesis was assessed using multivariate analysis of variance (MANOVA). The before and after measures, NEWIMAGE (self-concept), DEPRESS (affect), and DEFREB (affect) were the dependent variables (see PARTS III and V of the questionnaire in APPENDIX I). Smaller absolute differences between the before and after measures indicate that an individual has shown less response to the experimental manipulation in reporting his after measures. The independent variable was the experimental manipulation, of self-focus (M).

The results were assessed in three ways: (1) the experimental manipulation of self-focus (M) against the before and after measures alone (see TABLE VI-86 to VI-88), (2) M against the independent measures, with INTERNAL and REFLECT as covariates controlling for the effects of private self-consciousness (see TABLES VI-89 to VI-91), and (3) M, INTERN, and REF against the three before and after measures along with the covariates, PUBLIC, SOCIAL and CM (see TABLES VI-92 to VI-94).

In the first two assessments, there are no statistically significant results though for NEWIMAGE and DEPRESS the results are in the predicted direction (see means in APPENDIX I). It should also be noted that a T-Test between the Groups 4 and 2, in the analysis which included INTERN and REF, revealed that for DEFREB, individuals in Group 4, the high self-focus group, had a marginally smaller difference than those in Group 2, the easy anagram group ($p > .0577$).

In the three way MANOVA, there were no statistically significant main effects, but there were two significant interactions. These interactions were a three way interaction between M, INTERN and REF on NEWIMAGE ($p > .0179$) and a two way interaction between M and REF on DEFREB ($p > .0369$).

Analysis of the least square means for this three way interaction (see TABLE VI-92) reveals some complex findings. In Group 1 individuals, who are below the median on both INTERNAL and REFLECT (as represented by INTERN and REF, respectively), do report large absolute differences in NEWIMAGE while the other three subgroups in Group 1 are all significantly lower in NEWIMAGE ($p > .05$). This result is consistent with the prediction of this study that under lower self-focus, those higher in private self-consciousness will respond more accurately than those lower in private self-consciousness. Those high private self-consciousness individuals tend to adjust to external conditions so that their natural disposition towards self-focus may manifest itself.

In Group 3, the moderate self-focus group, individuals who

are above the median in INTERNAL (as represented by INTERN) tend to have a very low NEWIMAGE score. This finding is conistent with the prediction of this study that low before and after scores will occur in the moderate self-focus group. However, the finding in Group 4 of the extremely high NEWIMAGE score for individuals scoring above the median on INTERNAL is harder to explain. These individuals should score about the same or lower than the other Group 4 subgroups, but instead they score higher. Perhaps the manipulation, as such, was overwhelming to these individuals. However, it is more likely that instability in the cell sizes and the data had something to do with these results.

Analysis of the least square means for the two way interaction between M and REF on DEFREB (see TABLE VI-94) reveals that the DEFREB difference was consistently larger for the higher REF individuals within a manipulation except for Group 1 where the effect was just the opposite. Group 1 is consistent with the prediction that higher private self-consciousness (as represented here by REF) would lead to smaller and more accurate differences between before and after variables than would lower private self-consciousness. It may be with the other groups that the larger differences, particularly in the moderate and high self-focus groups, really reflect greater accuracy in that self-focus has forced a greater degree of reflection about the items at hand in the actual experimental manipulation than before.

Finally, TABLE VI-95 reveals that there is no overall self-focus effect. Overall, the hypothesis is not confirmed but

some interesting effects have nonetheless been obtained.

TABLE VI-86

UNIVARIATE RESULTS FOR NEWIMAGE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	NEWIMAGE MEAN
MODEL	3	28.18	9.39	0.35	0.7899	0.004	7.78
ERROR	233	6207.26	26.64				
TOTAL	236	6235.44					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.53	0.5984

TABLE VI-87

UNIVARIATE RESULTS FOR DEPRESS

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	DEPRESS MEAN
MODEL	3	11.30	3.76	0.46	0.7142	0.005	4.341
ERROR	233	1908.00	8.18				
TOTAL	236	1919.30					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
M	3	11.30	0.46	0.7142

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.26	0.7919

TABLE VI-88

UNIVARIATE RESULTS FOR DEFREB

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	DEFREB MEAN
MODEL	3.	23.86	7.95	1.16	0.3274	0.014	5.14
ERROR	233	1603.96	6.88				
TOTAL	236	1627.83					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.55	0.1237

TABLE VI-89

UNIVARIATE RESULTS FOR NEWIMAGE WITH

INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWIMAGE MEAN
MODEL	5	48.13	9.62	0.36	0.8773	0.007	7.81
ERROR	229	6160.99	26.90				
TOTAL	234	6209.13					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	27.09	0.34	0.8019
INTERNAL	1	15.96	0.59	0.4418
REFLECT	1	0.16	0.01	0.9383

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.47	0.6381

TABLE VI-90

UNIVARIATE RESULTS FOR DEPRESS WITH

INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	DEPRESS MEAN
MODEL	5	16.50	3.30	0.40	0.8487	0.008	4.33
ERROR	229	1883.93	8.22				
TOTAL	234	1900.43					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
M	3	13.89	0.56	0.6440
INTERNAL	1	0.00	0.00	0.9958
REFLECT	1	3.46	0.42	0.5172

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.14	0.8875

TABLE VI-91

UNIVARIATE RESULTS FOR DEFREB WITH

INTERNAL AND REFLECT

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	DEFREB MEAN
MODEL	5	37.52	7.50	1.09	0.3684	0.023	5.140
ERROR	229	1580.84	6.90				
TOTAL	234	1618.36					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	25.82	1.25	0.2929
INTERNAL	1	3.77	0.55	0.4604
REFLECT	1	14.50	2.10	0.1485

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.51	0.1333

TABLE VI-92

UNIVARIATE RESULTS FOR NEWIMAGE WITH

INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	NEWIMAGE MEAN
MODEL	18	684.49	38.02	1.49	0.095	0.109	7.800
ERROR	217	5543.14	25.54				
TOTAL	235	6227.63					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	98.56	1.29	0.2793
INTERNAL	1	69.02	2.70	0.1017
REFLECT	1	0.48	0.02	0.8909
PUBLIC	1	64.77	2.54	0.1127
SOCIAL	1	12.92	0.51	0.4777
CM	1	62.90	2.46	0.1181
M*INTERN	3	110.40	1.44	0.2305
M*REF	3	88.08	1.15	0.3301
REF*INTERN	1	0.00	0.00	0.9976
M*REF*INTERN	3	262.63	3.43	0.0179

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.80	0.4248

LEAST SQUARE MEANS FOR NEWIMAGE WITH M, INTERN AND REF

M GROUP	INTERN	REF	NUMBER	MEAN
1	L	L	18	10.64
1	L	H	18	6.62
1	H	L	8	5.09
1	H	H	16	6.90
2	L	L	20	7.61
2	L	H	7	9.21
2	H	L	11	6.64
2	H	H	17	8.11
3	L	L	13	8.04
3	L	H	10	8.75
3	H	L	9	5.27
3	H	H	28	7.02
4	L	L	19	7.43
4	L	H	16	9.41
4	H	L	8	11.83
4	H	H	16	7.28

L = Below Median
H = Above Median

TABLE VI-93

UNIVARIATE RESULTS FOR DEPRESS WITH

INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	DEPRESS MEAN
MODEL	18	65.83	3.65	0.43	0.980	0.034	4.330
ERROR	217	1846.38	8.50				
TOTAL	235	1912.21					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	5.34	0.21	0.8888
INTERNAL	1	0.24	0.03	0.8658
REFLECT	1	0.41	0.05	0.8263
PUBLIC	1	7.85	0.92	0.3378
SOCIAL	1	14.25	1.68	0.1969
CM	1	0.30	0.04	0.8494
M*INTERN	3	16.02	0.63	0.6017
M*REF	3	0.73	0.03	0.9886
REF*INTERN	1	11.63	1.37	0.2435
M*REF*INTERN	3	4.72	0.19	0.9045

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.00	0.9960

TABLE VI-94

UNIVARIATE RESULTS FOR DEFREB WITH

INTERNAL, REFLECT AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR > F	R-SQUARE	DEFREB MEAN
MODEL	18	143.38	7.96	1.17	0.2906	0.088	5.13
ERROR	217	1481.00	6.82				
TOTAL	235	1624.38					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB > F
M	3	32.11	1.57	0.1964
INTERNAL	1	9.30	1.36	0.2442
REFLECT	1	10.43	1.53	0.2176
PUBLIC	1	0.12	0.02	0.8931
SOCIAL	1	14.16	2.08	0.1511
CM	1	3.43	0.50	0.4790
M*INTERN	3	6.39	0.31	0.8184
M*REF	3	58.71	2.87	0.0369
REF*INTERN	1	0.75	0.11	0.7391
M*REF*INTERN	3	14.82	0.72	0.5421

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-1.73	0.0849

LEAST SQUARE MEANS FOR DEFREB

WITH M and REF

M GROUP	REF	NUMBER	DEFREB MEAN
1	L	26	5.71
1	H	34	4.40
2	L	31	5.22
2	H	24	6.08
3	L	22	4.63
3	H	38	5.69
4	L	27	3.93
4	H	32	5.17

TABLE VI-95

THE EFFECT OF SELF-FOCUS ON THE BEFORE AND AFTER VARIABLES

WITH INTERN, REF AND ALL COVARIATES

MANOVA TEST FOR NO OVERALL EXPERIMENTAL EFFECT

STATISTIC	VALUE OF STATISTICS	F VALUE	PR > F
Hotelling-Lawley Trace	.05	1.11	0.3538
Pillai's Trace	.05	1.11	0.3543
Wilks' Criterion	.96	1.11	0.3540

Private Self-Consciousness and Affect Results

The Private Self-Consciousness and Affect Hypothesis (H11) states:

> Respondents, higher in private self-consciousness, report more positive affect than do those lower in private self-consciousness.

This hypothesis was analyzed by using the variables, INTERNAL and REFLECT, to represent private self-consciousness and the variable, MOOD, to represent affect. A higher MOOD score indicates more positive affect.

Multiple regression was used to assess INTERNAL and REFLECT against MOOD in two ways: both (1) excluding and (2) including the variables, PUBLIC, SOCIAL and CM. Regressions were performed in each manipulation group as shown in TABLES VI-96 to VI-99.

In the regressions with only INTERNAL and REFLECT as independent variables, only in Group 1 was there any statistically significant effect. There, INTERNAL was directly related to MOOD as predicted ($p > .0254$).

The results are essentially the same when the other impacting variables are included except that now INTERNAL Group 1 has a more marginal significance ($p > .0666$). SOCIAL and CM also have some impact on MOOD.

The hypothesis is partially though weakly confirmed. It is likely that those who scored higher on the internal self-consciousness variable (INTERNAL) in Group 1 were less prone to

have negative mood changes, when confronted with the largely, unsolvable anagrams than those scoring lower on the internal self-consciousness variable.

TABLE VI-96

REGRESSIONS FOR MOOD IN GROUP 1

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	52.52	26.26	3.132	0.0506	0.0918
ERROR	62	519.93	3.38			
TOTAL	64	572.46				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.581	1.369	9.190	0.0001
INTERNAL	1	0.343	0.149	2.291	0.0254
REFLECT	1	-0.219	0.140	-1.567	0.1221

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	100.79	20.15	2.521	0.0387	0.1761
ERROR	59	471.67	7.99			
TOTAL	64	572.46				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.189	1.968	5.177	0.0001
REFLECT	1	-0.162	0.146	-1.114	0.2697
INTERNAL	1	0.278	0.148	1.869	0.0666
PUBLIC	1	0.047	0.115	0.412	0.6820
SOCIAL	1	-0.053	0.100	-0.534	0.5953
CM	1	0.163	0.068	2.402	0.0195

TABLE VI-97

REGRESSIONS FOR MOOD IN GROUP 2

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	7.43	3.71	0.395	0.6753	0.0142
ERROR	55	517.45	9.40			
TOTAL	57	524.89				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.52	1.570	8.615	0.0001
INTERNAL	1	0.15	0.179	0.855	0.3962
REFLECT	1	-0.19	0.187	-0.539	0.5923

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	56.15	11.231	1.246	0.3010	0.1070
ERROR	52	468.74	9.014			
TOTAL	57	524.89				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	11.908	2.758	4.318	0.0001
REFLECT	1	-0.081	0.199	-0.410	0.6835
INTERNAL	1	0.093	0.181	0.513	0.6104
PUBLIC	1	0.168	0.129	1.300	0.1994
SOCIAL	1	-0.196	0.115	-1.695	0.0960
CM	1	0.098	0.074	1.325	0.1910

TABLE VI-98

REGRESSIONS FOR MOOD IN GROUP 3

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	6.24	3.12	0.281	0.7557	0.0095
ERROR	59	654.35	11.89			
TOTAL	61	668.59				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.971	1.533	8.432	0.0001
INTERNAL	1	0.093	0.192	0.487	0.6282
REFLECT	1	0.041	0.179	0.233	0.8169

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	96.56	19.31	1.917	0.1050	0.1462
ERROR	56	564.03	10.07			
TOTAL	61	660.59				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.003	2.413	4.974	0.0001
REFLECT	1	0.026	0.191	0.139	0.8901
INTERNAL	1	-0.019	0.188	-0.102	0.9195
PUBLIC	1	0.099	0.124	0.798	0.4280
SOCIAL	1	-0.157	0.109	-1.439	0.1558
CM	1	0.167	0.092	1.806	0.0763

TABLE VI-99

REGRESSIONS FOR MOOD IN GROUP 4

A. With INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	19.65	9.82	1.462	0.2404	0.0488
ERROR	57	383.32	6.72			
TOTAL	59	402.98				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.236	1.491	8.354	0.0001
INTERNAL	1	0.303	0.198	1.534	0.1306
REFLECT	1	-0.202	0.143	-1.419	0.1641

B. With All Independent Variables

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	5	107.64	21.52	3.962	0.0041	0.2721
ERROR	53	288.01	5.43			
TOTAL	58	395.75				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	15.669	1.942	8.068	0.0001
REFLECT	1	0.015	0.145	0.106	0.9157
INTERNAL	1	0.036	0.194	0.188	0.8516
PUBLIC	1	-0.003	0.111	-0.035	0.9719
SOCIAL	1	-0.269	0.079	-3.396	0.0013
CM	1	0.061	0.059	1.025	0.3098

Self-Awareness and Affect Results

The Self-Awareness and Affect Hypothesis (H12) states:

> Respondents, in the moderate self-awareness condition, report more positive affect than do those in the high or low conditions.

This hypothesis was assessed using analysis of variance (ANOVA). The summed MOOD scale, was the dependent variable and the experimental manipulation, M, was the independent variable. A higher level of MOOD indicates that an individual is reporting more positive affect than someone who reports a lower level of MOOD.

The results were assessed in three ways: (1) M against MOOD alone (see TABLE VI-100), (2) M against MOOD, allowing for private self-consciousness to be covaried out by using INTERNAL and REFLECT as covariates (see TABLE VI-101), and (3) M, INTERN and REF against MOOD in a three way MANOVA along with the covariates PUBLIC, SOCIAL and CM (see TABLE VI-102).

When M was tested against MOOD alone, the results were not statistically significant for either the linear or curvilinear effects. However, when the covariate, INTERNAL, was included, the results were highly significant ($p > .0126$). This means that any differences in MOOD, emerging in this analysis, were due to differences between individuals' attention to their own inner feelings.

When a three way MANOVA was run there were no significant main effects. However, there was a significant three way

interaction between M, REF and INTERN. This interaction seems to be mainly due to high MOOD scores for individuals (see TABLE VI-102 for the least square means), above the median on INTERNAL, in Group 1 and for individuals, above the median on REF, in Group 2. These findings are consistent with the prediction of this study that individuals, high in private self-consciousness, would tend to report high MOOD scores. However, instability in the cell sizes and in the data and the presence of the significant moderators, SOCIAL and CM, are also likely to have played a role in causing this interaction result.

TABLE VI-100

THE EFFECT OF SELF-FOCUS ON MOOD

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	MOOD MEAN
MODEL	3	7.63	2.54	0.28	0.8412	0.003	14.13
ERROR	244	2220.24	9.10				
TOTAL	247	2227.87					

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	-0.33	0.7399

TABLE VI-101

THE EFFECT OF SELF-FOCUS ON MOOD WITH

COVARIATES, REFLECT AND INTERNAL

ANOVA

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	MOOD MEAN
MODEL	5	61.43	12.29	1.39	0.2285	0.033	14.15
ERROR	231	2044.40	8.85				
TOTAL	236	2105.83					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	3.95	0.14	.9271
INTERNAL	1	17.26	1.95	.1639
REFLECT	1	40.22	6.32	.0126

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR > |T|
M QUADRATIC	0.13	0.8935

TABLE VI-102

THE EFFECT OF SELF-FOCUS ON MOOD WITH

INTERN, REF AND ALL COVARIATES

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PR>F	R-SQUARE	MOOD MEAN
MODEL	18	403.72	22.42	2.86	0.0002	0.190	14.15
ERROR	219	1718.82	7.84				
TOTAL	237	2122.54					

SOURCE	DF	SUM OF SQUARES	F VALUE	PROB>F
M	3	3.05	0.13	0.9385
INTERN	1	1.12	0.14	0.7048
REF	1	0.70	0.09	0.7641
PUBLIC	1	7.18	0.91	0.3399
SOCIAL	1	113.30	14.44	0.0002
CM	1	85.95	10.95	0.0011
M*INTERN	3	31.78	1.35	0.2581
M*REF	3	14.07	0.60	0.6211
REF*INTERN	1	12.92	1.65	0.2008
M*REF*INTERN	3	84.14	3.57	0.0148

QUADRATIC TEST

PARAMETER	T FOR HO: PARAMETER=0	PR >|T|
M QUADRATIC	-0.20	0.8406

LEAST SQUARE MEANS FOR MOOD WITH M, INTERN AND REF

M GROUP	INTERN	REF	NUMBER	MEAN
1	L	L	18	13.44
1	L	H	18	13.55
1	H	L	8	16.62
1	H	H	16	13.81
2	L	L	20	13.60
2	L	H	7	15.71
2	H	L	11	15.63
2	H	H	17	13.23
3	L	L	13	14.07
3	L	H	10	13.00
3	H	L	9	13.66
3	H	H	28	14.78
4	L	L	19	17.73
4	L	H	16	13.37
4	H	L	8	14.21
4	H	H	16	14.65

Public Self-Consciousness and TV Orientation Results

The Public Self-Consciousness and TV Commercial Orientation Hypothesis (H13) states:

> Respondents, higher in public self-consciousness, show more familiarity with commercials and report that they use TV commercials more than those lower in public self-consciousness.

This hypothesis was assessed through a number of multiple regression analyses. Two separate categories of runs were assessed: (1) one category which included runs that looked at familiarity with TV commercials and (2) another category which looked at individual's reported usage of TV commercials.

The first category of runs used PUBLIC as the independent variable and a variable, named COMMERCIAL as the dependent variable. COMMERICAL is a composite dependent variable which counts the number of commercials named, the number of commercials named as liked, the number of commercials named as disliked and the number of qualities an individual would like to see in a commercial (for the dependent variable components see questions 11, 12, 13 and 14 in PART X of the questionnaire in APPENDIX I). In addition, another variable, related to TV commercial usage, was included in the analysis which might influence the outcome. This was the variable, TVNEW, which is composed of the first seven items in the scale in PART X of the questionnaire (see APPENDIX I).

The results for these regression runs are shown in TABLES VI-103 to VI-105. In Groups 1, 2 and 4 there are no statistically

significant effects at the alpha=.05 level, but in Group 3 both PUBLIC and TVNEW are highly significant ($p > .0058$ and .0013, respectively). These effects require some explanation. A high TVNEW score actually means a low frequency of usage of TV commercials so that an inverse relationship with COMMERCIAL would be predicted.

However, the inverse relationship with PUBLIC is less easily explained. The relationship was predicted to be linear and positive. The opposite occurred. The result is most likely due to the fact that those high in public self-consciousness answered in a manner designed to make them appear in a more favorable light to the researcher. On the other hand, other unknown factors may have intervened.

The results were also assessed in one analysis which included all groups. The results are shown in TABLE VI-107. The overall regression effect is highly significant (p .0006). PUBLIC is negatively related to COMMERCIAL ($p > .0584$) and TVNEW is also negatively related to COMMERCIAL ($p > .0002$). An individual, scoring high in public self-consciousness, tended to name less commercials and related qualities than did someone low in public self-consciousness. This finding is most likely due to the tendency of very publicly self-conscious individuals to want to make the most of their own self-presentation, particularly in Group 3 where the setting is comparable to most market research settings. On the other hand, someone, who found TV commercials more frequently useful, tended to name more commercials than those individuals who

did not find TV commercials as frequently useful.

For the second regression category, which looked at respondents' reported usage of TV commercials in relation to public self-consciousness, TVNEW was regressed on PUBLIC. The result was highly significant ($p \geq .0001$). The parameter estimate and t statistic as shown in TABLE VI-108 are negative because of the scaling of TVNEW. A low score on TVNEW actually means high usage of TV commercials and so that a high PUBLIC score is, in fact, associated with a high reported usage of TV commercials.

This hypothesis is partially confirmed and highly suggestive. The results indicate that public self-consciousness be further considered in future research as part of a complex of variables which might influence both response to commercials and self-reported response to commercials.

TABLE VI-103

REGRESSION OF COMMERCIAL ON PUBLIC IN GROUP 1

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	125.41	62.70	0.999	0.3748	0.0357
ERROR	54	3387.95	62.73			
TOTAL	56	3513.36				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	32.053	7.862	4.077	0.0002
PUBLIC	1	-0.128	0.313	-0.409	0.6843
TVNEW	1	-0.319	0.228	-1.401	0.1671

TABLE VI-104

REGRESSIONS OF COMMERCIAL ON PUBLIC IN GROUP 2

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	123.83	61.91	1.122	0.3331	0.0392
ERROR	55	3036.39	55.20			
TOTAL	57	3160.22				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	27.834	6.745	4.126	0.0001
PUBLIC	1	-0.129	0.301	-0.431	0.6680
TVNEW	1	-0.258	0.173	-1.493	0.1411

TABLE VI-105

REGRESSIONS OF COMMERCIAL ON PUBLIC IN GROUP 3

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	697.02	348.51	7.618	0.0011	0.2025
ERROR	60	2744.91	45.74			
TOTAL	62	3441.93				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	44.96	6.01	7.475	0.0001
PUBLIC	1	-0.68	0.23	-2.860	0.0058
TVNEW	1	-0.51	0.15	-3.375	0.0013

TABLE VI-106

REGRESSIONS OF COMMERCIAL ON PUBLIC IN GROUP 4

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	231.25	115.62	2.346	0.1069	0.0908
ERROR	47	2316.74	49.29			
TOTAL	49	2547.09				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	29.486	7.193	4.099	0.0002
PUBLIC	1	0.143	0.314	0.447	0.6567
TVNEW	1	-0.365	0.186	-1.957	0.0564

TABLE VI-107

REGRESSIONS FOR COMMERCIAL ON PUBLIC FOR ALL SUBJECTS

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	829.74	414.87	7.751	0.0006	0.0645
ERROR	225	12042.37	53.52			
TOTAL	227	12872.11				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	33.868	3.429	9.875	0.0001
PUBLIC	1	-0.271	0.142	-1.902	0.0584
TVNEW	1	-0.345	0.090	-3.806	0.0002

TABLE VI-108

REGRESSION OF TVNEW ON PUBLIC

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	1	442.61	442.61	14.922	0.0001	0.0532
ERROR	247	7326.29	29.66			
TOTAL	248	7768.900				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	31.264	1.400	22.319	0.0001
PUBLIC	1	-0.385	0.099	-3.863	0.0001

Public Self-Consciousness and Shampoo Familiarity Results

The Public Self-Consciousness and Shampoo Familiarity Hypothesis states:

> Respondents, higher in public self-consciousness, report a larger list of shampoos than those lower in public self-consciousness.

This hypothesis was assessed by regressing SHAMPOO on PUBLIC. SHAMPOO is a composite variable, summing the number of shampoo brands which an individual recalls (e.g., "can think of") and which they might consider purchasing (see questions 2 and 3 of the questionnaire contained in APPENDIX I). TVNEW, which measures how frequently a person uses TV commercials for various purposes, was also included in the analysis.

The results are shown in TABLES VI-109 to VI-112. There was no significant PUBLIC effect on SHAMPOO in any group. Therefore, this hypothesis is not confirmed.

TABLE VI-109

REGRESSION OF SHAMPOO ON PUBLIC IN GROUP 1

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	5.18	2.59	0.107	0.8989	0.0039
ERROR	54	1311.69	24.29			
TOTAL	56	1316.87				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	12.027	4.892	2.459	0.0172
PUBLIC	1	0.073	0.195	0.377	0.7077
TVNEW	1	-0.029	0.141	-0.205	0.8380

TABLE VI-110

REGRESSION OF SHAMPOO ON PUBLIC IN GROUP 2

A. With All INTERNAL and REFLECT Only

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	40.32	20.16	1.104	0.3386	0.0386
ERROR	55	1004.08	18.25			
TOTAL	57	1044.40				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	10.890	3.878	2.808	0.0069
PUBLIC	1	0.188	0.173	1.089	0.2810
TVNEW	1	-0.075	0.099	-0.756	0.4526

TABLE VI-111

REGRESSIONS FOR SHAMPOO ON PUBLIC IN GROUP 3

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	86.99	43.49	2.168	0.1233	0.0674
ERROR	60	1203.99	20.06			
TOTAL	62	1290.98				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	20.144	3.983	5.057	0.0001
PUBLIC	1	-0.198	0.157	-1.262	0.2118
TVNEW	1	-0.198	0.101	-1.952	0.0556

TABLE VI-112

REGRESSIONS FOR SHAMPOO ON PUBLIC IN GROUP 4

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	22.80	11.40	0.475	0.6245	0.0198
ERROR	47	1126.97	23.97			
TOTAL	49	1149.78				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	15.509	5.017	3.091	0.0033
PUBLIC	1	-0.216	0.223	-0.970	0.3371
TVNEW	1	-0.042	0.130	-0.326	0.7461

A Path Analysis of the Overall Model

The overall effects of the model were assessed in a path analysis involving the following regressions:

(1) MOODRES (the residuals from regressing MOOD on the five moderators, INTERNAL, REFLECT, PUBLIC, SOCIAL and CM) regressed on AWARE (the sum of the three self-focus variables (NEWAWARE, NEWEVAL and REALACC).

(2) MOTRES (the residuals from regressing MOTIVE, the sum of ACES, NEWSELF, STORDIFF and IDEALAGE minus BESTLEST on INTERNAL, REFLECT, PUBLIC, SOCIAL and CM) regressed on MOODRES and AWARE.

(3) OVERRES (the residuals from regressing OVERALL, the sum of BLANK, NCOMM and NSHAM on INTERNAL, REFLECT, PUBLIC, SOCIAL and CM) regressed on MOTRES, MOODRES and AWARE.

The residuals were used as a way to extract the effect of the moderators and thus to be able to assess the pure effects of the model variables. (See APPENDIX IX for the regression analyses which were used to form the residuals). The next sections report the findings of each of these regression studies.

MOOD and Self-Focus

In this analysis, MOODRES (the residuals obtained from regressing MOOD on INTERNAL, REFLECT, PUBLIC, SOCIAL and CM) was regressed on an indicator of self-focus. MOODRES was used as the indicator of affect from the general model. The three manipulation checks at the end of the questionnaire, NEWAWARE, NEWEVAL and

REALACC, were summed to be a new variable called AWARE, which became the indicator of self-focus.

There was no statistically significant effect of AWARE on MOODRES (see TABLE VI-113).

TABLE VI-113

REGRESSION OF MOODRES ON AWARE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	1	11.88	11.88	1.236	0.2674	0.0051
ERROR	241	2317.10	9.01			
TOTAL	242	2328.98				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	-4.898	1.463	-3.347	0.0009
AWARE	1	0.079	0.071	1.112	0.2674

Motivating Discrepancy and MOOD

Motivating discrepancy was represented in this regression study by the summing of the following variables: (1) IDEALAGE, (2) ACES, (3) NEWSELF, and (4) STORDIFF. In addition, the variable, BESTLEST was subtracted from this total, since in terms of motivating discrepancy fewer matches in the BESTLEST variable would be equivalent to bigger differences in the other four variables. The new variable is called MOTIVE.

The residuals, obtained from regressing MOTIVE on INTERNAL, REFLECT, PUBLIC, SOCIAL and CM were called MOTRES. When MOTRES is

regressed on MOODRES and AWARE, (see TABLE VI-114), AWARE has a marginally significant effect ($p > .0562$). The relationship is inverse. Those who report that they experienced greater self-awareness, self-evaluation, and self-report accuracy in the experiment also reported smaller differences in the motivating discrepancy variables (more matches in the BESTLEST variable).

Even though this result is marginally significant it still suggests an important finding. It implies that smaller differences in the motivating discrepancy variables may be associated with self-focus, a finding which contradicts the predictions of self-awareness theory. This result is subject to a number of caveats: (1) self-focus as measured by the AWARE variable may be subject to measurement error, (2) the variable AWARE may be subject to social desirability constraints so that it does not really measure self-focus, per but rather 'perceived' self-focus and (3) perhaps people who chose to report smaller differences felt that they really were being more accurate than those who reported larger differences. This last point is important though speculative. It means that people feel more comfortable in reporting smaller differences which seem less random or in the case of BESTLEST, they feel more comfortable in reporting more matches, which again seem less random to them.

TABLE VI-114

REGRESSION OF MOTRES ON MOODRES AND AWARE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	2	1736.27	868.136	2.442	0.0894	0.0225
ERROR	212	75358.96	355.467			
TOTAL	214	77095.24				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	17.905	9.388	1.907	0.057
MOODRES	1	-0.478	0.472	-1.012	0.312
AWARE	1	-0.884	0.460	-1.920	0.056

Self-Report Variables and Motivating Discrepancy

In this regression study, the relationship of the three self-report behaviors, BLANK, NCOMM and NSHAM to MOTRES was analyzed. The three self-report behavior variables were summed and the resulting new variable was called OVERALL. OVERALL was regressed on INTERNAL, REFLECT, PUBLIC, SOCIAL, and CM, to obtain the residuals - OVERRES.

When OVERRES was regressed on MOTRES, MOOD and AWARE, there was no relationship between MOTRES and OVERRES as shown in TABLE VI-115. However, a highly significant relationship between AWARE and OVERRES emerged ($p > .0084$). Again, the relationship is an inverse one. Individuals who reported more self-awareness and self-evaluation during the study, tended to leave fewer blanks (answer more questions) than those who reported less self-awareness and self-evaluation.

TABLE VI-115

REGRESSION OF OVERRES ON MOTRES, MOODRES AND AWARE

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>F	R-SQUARE
MODEL	3	856.82	285.61	2.711	0.0455	0.0398
ERROR	196	20651.07	105.36			
TOTAL	199	21507.90				

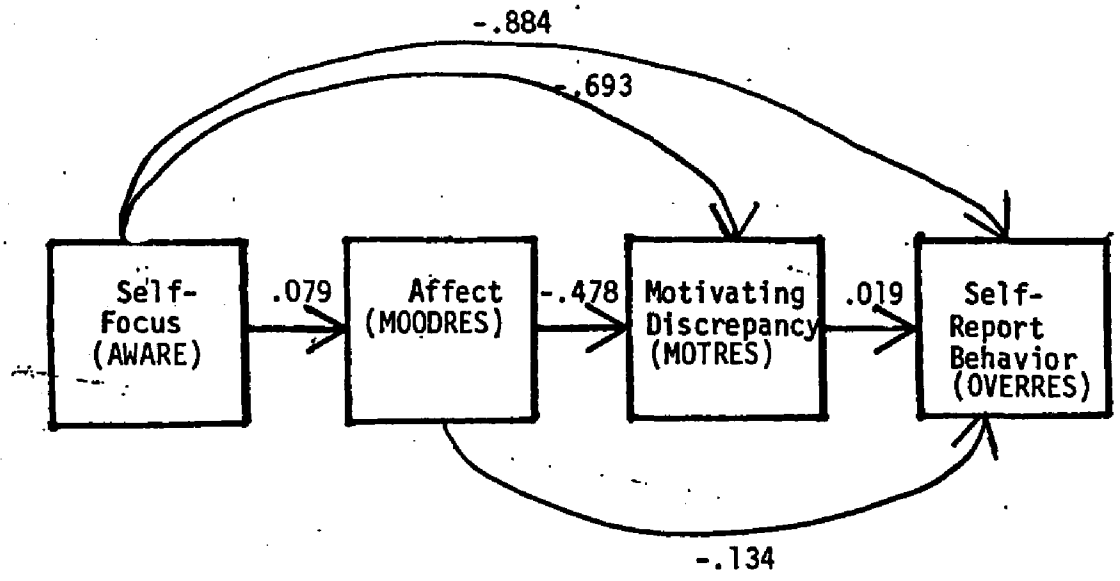
VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB > |T|
INTERCEPT	1	13.454	5.309	2.534	0.0121
MOTRES	1	0.019	0.038	0.519	0.6040
MOODRES	1	-0.134	0.265	-0.508	0.6123
AWARE	1	-0.693	0.260	-2.665	0.0084

The Final Overall Path Model

Figure VI-1 depicts the final overall path model. The coefficients obtained from the three regression analyses are shown as is the overall R-Square of the whole model. The overall R-Square was a rather low .0022 (see APPENDIX X for the formula and calculation of the R-Square). This indicates that the overall effect of the model is very small, if not nonexistent.

FIGURE VI-1

THE OVERALL PATH MODEL



CHAPTER VII

SUMMARY, CONCLUSIONS AND RECOMMENDATION

CHAPTER VII concludes this dissertation with (1) a summary, (2) conclusions and implications, (3) recommendations for future research and (4) a final comment.

Summary

Summary of Objectives

This study sought to as its primary objective to determine whether self-focused attention (resulting from either self-consciousness or self-awareness) leads to more accurate self-reports. Secondary objectives included the assessment of: (1) the self-consciousness and self-awareness constructs in a marketing research context, (2) the determination of the impact, if any, of these constructs on self-concept related consumer behavior measures, (3) a mapping of the self-report process and (4) the test of a model of self-awareness model which could explain some of the contradictory research results concerning self-awareness.

Summary of Methodology and Design

In Chapter II the relevant literature was reviewed. This review examined self-awareness theory which concerns the relationship between self-focus and behavior. In addition, studies

dealing with self-consciousness, the dispositional form of self-awareness, and alternatives to self-awareness were reviewed.

In CHAPTER III, a general model of self-focus and self-report was derived. According to this model (see Figure III-1) self-focus leads to affect which leads to some motivational discrepancy which finally leads to self-report behavior. This model departs from previous work in its prediction of curvilinearity in the relationship between self-focus and self-report accuracy.

CHAPTER IV operationalized this general model of self-focus and self-report in a context which allowed for a test of the major objectives of this study. Specifically, this meant that variables representing the constructs of the model were obtained from prior research and that hypotheses were formulated which made predictions based on both these constructs and variables.

CHAPTER IV formulated an experimental design to test the predictions of the model. The experimental design, which involved different manipultions of self-focus, included four groups. These groups were: (1) Group 1 - low self-focus (hard anagram), (2) Group 2 - low self-focus (easy anagram), (3) Group 3 - moderate self-focus (control group) and (4) Group 4 - high self-focus (mirror with writing). Both the questionnaire and manipulations, utilized in this study, were formulated with these four groups in mind. Pilot research helped to direct this formulation process.

Finally, a sample of 250 respondents (college students), was drawn in order to complete the study. Subjects were randomly assigned to the various groups, and were tested one at a time, over

a period of approximately two and one half months. A sample profile is provided in TABLE VI-1.

Summary of Research Findings

This section recapitulates and summarizes the research findings reported in CHAPTER VI.

Summary of Scale Analysis

The scales, contained in the questionnaire, were analyzed or reformulated in order to be better utilized in this study. Where applicable, this analysis or reformulation involved factor analysis, summation of items, reliability analysis and validity analysis. In particular, a major finding in this section was that when the Self-Consciousness Scale of Fenigstein, Scheier and Buss (1975) was subjected to confirmatory factor analysis using LISREL, private self-consciousness splintered into two dimensions. These two dimensions may be designated as internal self-consciousness and reflective self-consciousness. This result also confirmed the work of Burnkrant and Page (1984).

Summary of Manipulation Check Results

The manipulation checks indicated that a manipulation effect occurred. The three manipulation checks occurring toward the end of the experiment, NEWAWARE, NEWEVAL and REALACC, indicated that there was an overall manipulation effect and that it was curvilinear. The other two manipulation checks, NEWPRO and AWRFEEL,

provided no indication of a manipulation effect.

Summary of Research Findings Regarding the Tests of the Hypotheses

This section summarizes, the tests of the hypotheses. No hypotheses were totally confirmed, i.e., they were either totally rejected or only partially confirmed. Partial confirmation occurred with respect to some of the hypotheses because different tests yield different results. An example of partial confirmation, is provided by the case where private self-consciousness was hypothesized to be linearly and positively related to affect, (H11). The results were tested with both internal self-consciousness (INTERNAL) and reflective self-consciousness (REFLECT) representing private self-consciousness. One or the other of these 'new' self-consciousness variables, i.e., INTERNAL or REFLECT, would yield a significant result while the other did not. This type of result would constitute a partial confirmation of the hypothesis.

Summaries of the results for the hypothesis tests are shown in TABLES VII-1 (private self-consciousness), VII-2 (self-awareness) and VII-3 (public self-consciousness). As can be seen in the tables, all of the private self-consciousness hypotheses were partially confirmed while none of the self-awareness hypotheses were. For the public self-consciousness hypotheses, one was partially confirmed and one was rejected.

TABLE VII-1

SUMMARY OF RESULTS FOR THE PRIVATE

SELF-CONSCIOUSNESS HYPOTHESES

Hypothesis	Partially Confirmed	Rejected
Self-report (H1)	*	
Self-concept (H2)	*	
Ideal Age (H5)	*	
Retailing (H7)	*	
Before and After (H9)	*	
Affect (H11)	*	

TABLE VII-2

SUMMARY OF RESULTS FOR THE

SELF-AWARENESS HYPOTHESES

Hypothesis	Partially Confirmed	Rejected
Self-report (H3)		*
Self-concept (H4)		*
Ideal Age (H6)		*
Retailing (H8)		*
Before and After (H10)		*
Affect (H12)		*

TABLE VII-3

SUMMARY OF RESULTS FOR THE PUBLIC

SELF-CONSCIOUSNESS HYPOTHESES

Hypothesis	Partially Confirmed	Rejected
TV Commercial (H13)	*	
Shampoo (H14)		*

Summary of Research Findings Regarding the Overall Model

The overall path model was assessed in three multiple regression analyses. The first regression analysis found that MOODRES, an indicator of affect, was not associated with AWARE an indicator of perceived self-focus. The second analysis found that AWARE, may be associated with smaller differences in the indicators representing motivational discrepancy (MOTRES) - a finding which contradicts the predictions of self-awareness theory if perceived self-focus is taken as a proxy for actual self-focus. The third regression analysis found that AWARE had a highly significant impact on OVERRES, which is an indicator of self-report behavior.

Conclusion and Implications

The results of this dissertation suggest a number of conclusions and implications applicable to practitioners in consumer behavior and market research. These conclusions and implications, presented in the following sections, are concerned with: (1) the self-focus manipulation; (2) self-awareness and the consumer behavior variables, used in this study; (3) the construct of private self-consciousness; (4) private self-consciousness and the consumer behavior variables, used in this study; (5) public self-consciousness and the consumer behavior variables, used in this study; and (6) the overall response structure of respondents.

The Self-Focus Manipulation

Self-focus was manipulated in this study through the use of four experimental groups (see section entitled "Description of the four Experimental Groups"). The results of these manipulations indicate that there was a curvilinear effect in the three manipulation checks (i.e., NEWAWARE, NEWEVAL and REALACC) at the end of the experimental manipulation while no effect appeared in the manipulation checks toward the beginning of the manipulation (i.e., NEWPRO and AWRFEEL).

These findings may be explained in part by the fact that self-awareness theory predicts the buildup over time of self-focus so that the latter manipulation checks would, indeed, reflect the different degrees of self-focus while the earlier checks would not.

In fact, the AWRFEEL manipulation check was highly correlated with INTERNAL and REFLECT which seems to indicate that it was more an indicator of preexisting, dispositional self-focus than of the manipulation occurring at hand. Likewise, while the NEWPRO manipulation check (measuring first person pronoun responses) yielded no significant differences or relationships at all, it too might have provided some significant results, if it had been placed toward the end of the experimental manipulation rather than toward the beginning.

The conclusion to be drawn from this curvilinear result for market research is that the control group 'manipulation,' which in many respects corresponds to a typical market research setting, may be most desirable in terms of respondents' reported or perceived accuracy of self-report.

On the other hand, the high self-focus manipulation, which included both writing about the self and the presence of a mirror, may be too threatening or perhaps also exhausting for the respondent either to give or to report giving accurate questionnaire responses. This result has important implications for those marketing research and consumer behavior practitioners who do projective tests involving a writing task, who use focus groups where an audience effect takes place which may induce self-awareness, who use video cameras to record proceedings (research by Hass (1984) has shown that a video camera may induce self-awareness) or who use one way mirrors to watch respondents. Practitioners using such techniques should develop validity checks

for the results they are getting, such as manipulation checks or control groups.

This curvilinear result is also highly suggestive for the field of social psychology, as well. The major implication of this result is that there are more than just two states of self-awareness, high and low. Moderate self-awareness is a state which this study has shown to exist, at least in the form of the self-reported manipulation checks of self-focus.

Self-Awareness and Consumer Behavior

This section provides two conclusions, regarding self-awareness and the major consumer behavior variables, used in this dissertation study. They concern (1) the manipulation of self-focus (self-awareness) and (2) the manipulation checks, themselves.

With respect to the self-focus manipulation, it can be concluded that it had no effect on any of the consumer behavior variables (e.g., SHAMPOO, STORDIFF) with the exception of a few interactions.

However, with respect to the manipulation checks, there were some significant effects in relation to the both the MOTRES variable, which was composed of store-image and self-concept measures, and the OVERRES variable, which included the NCOMM, NSHAM and BLANK measures. The findings with respect to the MOTRES variable, when it was regressed on AWARE, contradicted the expectation that small differences between the actual and ideal

selves would be associated with large AWARE scores (at least to the point where any curvilinear effect might set in). Instead, the result was just the opposite. Large MOTRES scores were associated with large AWARE scores.

On the other hand, the regression results for OVERRES on AWARE were more in line with the extended predictions of self-awareness theory. People who reported greater degrees of self-awareness, self-evaluation and accuracy of self-report, as measured by the AWARE variable, also tended to leave fewer total blanks as measured by the OVERRES variable.

These results raise an important question. Does a respondent, reporting both greater self-awareness and smaller self-concept or smaller store image differences, really exhibit greater self-focus than someone reporting both larger differences but also smaller self-awareness? Or alternatively, do respondents somehow associate reverse smaller self-concept differences with greater self-awareness and self-evaluation whether or not they really are more self-aware? In other words, how do respondents, themselves, really see these self-concept differences and relate them to their own perception of their self-awareness?

One possible answer emerges from further scrutinizing the inverse relationship between OVERRES and AWARE. This relationship implies that a high AWARE score actually reflects greater self-awareness and self-evaluation than a low AWARE score, because higher AWARE scoring individuals filled in more blanks as predicted. If this implication be true, then it would follow that

smaller differences between the various self-concept and store-image measures really represent more self-aware responses than larger differences. In that case, larger differences between ideal and actual measures would not imply greater accuracy of response than smaller differences but, in fact, lower accuracy of response.

On the other hand, the fact that one individual names more shampoos or commercials than another may not prove greater accuracy of response on the part of that individual. Instead, it may indicate that the first individual was more familiar with commercials or shampoos than the other. Yet, the individual, who named more shampoos and commercials, might construe these actions of filing in blanks as themselves constituting a high degree of self-awareness and self-evaulation. To individuals scoring both high and low on the AWARE variable, the mere numbers of questions answered and blanks filled in may be used by them as indicator of self-awareness and self-evaluation.

In light of these seemingly conficting results, the difference between 'true' self-focus manipulation checks and manipulation checks, which represent perceived self-focus, becomes crucial. 'True' manipulation checks, which objectively measure self-focus, may be hard to find.

The NEWPRO variable, used in this study (see PART IV of the questionnaire in APPENDIX I), was one attempt to create an objective and disguised measure of self-focus- disguised in that the purpose of the questions was unstated and undiscernable by the respondents. For each of the five sentences making up the NEWPRO measure,

respondents were required to choose the pronoun, which "is better than the others" in completing the sentence. A first person singular response (e.g., I, me, my) was considered to be indicative of self-focus. However, as reported in CHAPTER IV, this manipulation check was not found to be different across the four manipulation groups in this study.

By contrast with the 'objective' NEWPRO measure, the other manipulation checks, used in this study, asked for respondents' perceptions of their degree of self-focus in terms of self-awareness (NEWAWARE and AWRFEEL), terms of self-evaluation (NEWEVAL), and accuracy of response (REALACC). As has been previously reported, the results with respect to the three manipulation checks, occurring toward the end of the experimental manipulation, have been striking. The evidence suggests that the degree of perceived self-focus may be distinctly different from the degree of 'true' self-focus and that the two constructs, while related, may relate differently from each other to other variables.

From the foregoing discussion, it can be seen that the empirical results call into question the meaning of the two related constructs, self-focus and accuracy of response (as measured by the motivating discrepancy, MOTRES, and self-report behavior, OVERRES). For each of these contructs, the predicted indicators, used in this study, had been derived from self-awareness theory. However, the implication of this dissertation's results are that there are some problems, in terms of construct validity, with the way these two contructs have previously been used, measured and related to each

other in self-awareness research.

The implication for social psychology is not that it should reject self-awareness theory, as such, but rather that it should seek to rebuild the theory with greater attention to the validity issues, at hand. In particular, a number of alternative explanations for the phenomena need to be considered, such as those of Hull and Levy (1979) and Carver (1979), reviewed earlier in this study. Both of these alternative explanations are related to how individuals process, encode and evoke information. Most importantly, these explanations are sensitive to the situational contingencies which self-focus might evoke, including attributional effects, presentational effects and outcomes expectancies.

These alternative explanations seem to fit the data in this dissertation study, quite well, in that the significant correlations between the PUBLIC, SOCIAL, PRESENT and CM variables and the self-concept variables (see APPENDIX XII) are reflective of the broader cognitive and social framework within which the individual encodes self-information and then recalls and reports it in a self-focus setting. (Note: PRESENT is an indicator of the perceived state of public self consciousness; see item #9 in PART XII of the questionnaire in APPENDIX I (source: Prentice-Dunn and Rogers, 1982)). When self-focus is evoked in a respondent in a social setting involving a researcher and a questionnaire, it is very likely that not only is self-focus evoked but that a more complex attributional and presentational process is also evoked. These significant results (e.g., between PUBLIC and the self-concept variables) seem to reflect the presence of such a process.

Other theories may also explain the results of this study. One such theory, social identity theory (Schlenker; 1975, 1980, 1985) suggests that individuals entering a situation present themselves in a way to make the proper impression. Reward contingencies will govern how they present themselves. This theory would predict that under various circumstances an individual might project different self-concepts designed specifically for each circumstance. Such impression management, if it occurred among the respondents in this study, would most likely reflect the influence of such variables as PUBLIC, SOCIAL and CM which deal with how an individual dispositionally tends to view himself, publicly, and how he dispositionally tends to present himself.

The implication of these complex findings for consumer behavior and market research is that variation in differences between various measures of self-concept and between various store-image measures may be difficult to interpret. At the very least, practitioners in these fields should check to see that differences really mean what they have predicted they would mean. They should also try to look for other variables which might help to account for these differences, such as the degree of perceived self-focus or in the case of store image measures, variables, such as the degree of shopping or store involvement.

The Construct of Private Self-Consciousness

The major finding of this study, regarding private self-consciousness, was that the Private Self-Consciousness Scale of

Fenigstein, Scheier and Buss (1975) lacks convergent and construct validity. This finding emerged from a confirmatory factor analysis which bore similar results to those of Burnkrant and Page (1984).

The major conclusion to be drawn is that there are two factors which present different aspects of private self-consciousness. These are internal self-consciousness (e.g., "I'm generally attentive to my inner feelings") and reflective self-consciousness (e.g., "I reflect about myself a lot"). These two subscales of the Private Self-Consciousness Scale were highly correlated (r=.41, p .0001) but reflected discriminant validity by providing correlations with other variables which differed from each other (see corelation matrix in APPENDIX X).

An example of this discriminant validity, which suggests the difference in meaning between these two constructs is that reflective self-consciousness (REFLECT) is more highly correlated with both public self-consciousness (PUBLIC) and social anxiety (SOCIAL) than is internal self-consciousness (INTERNAL), as shown in TABLE VII-4. This finding suggests that reflective self-consciousness represents attention to the self in the role of the self or the 'I' with public and social implications.

TABLE VII-4

CORRELATIONS BETWEEN THE SELF-CONSCIOUSNESS VARIABLES

	INTERNAL	REFLECT	PUBLIC	SOCIAL
INTERNAL	1.00			
REFLECT	.41	1.00		
PUBLIC	.13	.33	1.00	
SOCIAL	-.07	.23	.30	1.00

Internal self-consciousness, on the other hand, deals more with inner feelings, mood and the mind in a way that is closer to the original notion of private self-consciousness. In that notion, private self-consciousness is a dispositional form of self-focus in which the inner states and workings of mind are the objects of attention.

The implication of these findings is that self-consciousness theory is in further of construct development and validation. Questions requiring answers are: What are all the dimensions involved in an individual's predisposition to self-focus? Can one dimension be very high within the individual while another dimension is very low within that same individual? What is the relationship between the various dimensions?

Private Self-Consciousness and the Consumer Behavior

The two variables used to represent private self-consciousness, INTERNAL and REFLECT, had some impact on the consumer behavior variables, used in this study. However, this impact was erratic across groups and generally small in effect size. The conclusion to be drawn is that INTERNAL and REFLECT seem to be marginal in consumer behavior impact. Therefore, practitioners in consumer behavior and market research should use these measures only in situations where they might expect self-focus to be particularly salient, e.g., as when using oneway mirrors which evoke self-focus.

Public Self-Consciousness and Consumer Behavior

Public self-consciousness, represented by the variable, PUBLIC, shows promise as a research variable for communications research (e.g., with respect to TV commercial viewing), as well as in relation to a number of self-concept differences. Previously, Burnkrant and Page (1981) had shown this variable to provide promising results in a social consumption setting. Research with public self-consciousness is recommended in social or conspicuous consumption settings, (e.g., family decision making, reference group influence, personal selling) or in settings, which involve or address the public or social self (e.g., TV commercial viewing and advertising copy development).

The Overall Response Structure of Respondents

The central idea of this dissertation was to explore self-focused attention and how it affects accuracy of response in a questionnaire setting. No clear effect was found. A corollary of that central idea was to look at the overall structure of subject response. This corollary implies that no single variable or construct, such as self-focused attention, could be expected to explain by itself, a matter as complex as questionnaire responses dealing with self-concept, store image and the like. With regard to this corollary, the results of this study suggest a number of conclusions concerning the overall response structure of respondents.

First, several factors play a role in individuals' responses to self-concept and consumption questions- factors not

unexpected by an experienced researcher. For example, on average, female respondents named a great deal more shampoo brands than then did male respondents (13.05 shampoos for the women to 9.65 shampoos for the men, t = 5.96, p .0000). Researchers would not be surprised by this result which indicates that sex would likely play a far greater role in predicting both awareness set and evoked set size than any other single factor.

Second, variables, designed to predict specific consumer behaviors or attitudes, do just that. For example, it is hardly surprising that TVNEW (frequency of TV commercial use for specific purposes), should relate to the variable, COMMERCIAL, (number of commercials and various qualities of commercials elicited through unaided recall).

Third, respondents tend to answer questions related to each other so that the answers are more highly correlated with each other than they are with unrelated questions, thus providing some degree of convergent and discriminant validity. In this study, for example, the retail variables, ACES, NEWSELF and STORDIFF tended to be both highly correlated and more correlated with each other than with other variables (see APPENDIX XII). Such patterns of correlations are not fully explanatory in their own right but they do form a significant part of the structure of subject response.

The most important conclusion to emerge from this study, regarding the overall response structure of respondents, is that sometimes one of the independent variables impacted on any single dependent response or set of dependent responses and sometimes

another one did. Some of these impacts are predictable and important, such as the impacts of the the variables SOCIAL and CM on various dependent variables in the study, e.g., MOOD and BESTLEST (see correlation matrix). Other impacts are less predictable and almost random, such as the two three way interaction effects between M, INTERN and REF on NEWIMAGE and MOOD.

What these results portend is not that the data is random, but rather that patterns of response emerge, which are richer and more varied than those predicted by the simpler hypotheses, constructed in this study from self-awareness theory. The implication for social psychology is that a number of competing explanations may provide greater insight into the overall response process than self-awareness theory can do by itself (e.g., information processing (Hull and Levy, 1979; Carver, 1979), social identity theory (Schlenker; 1975, 1980, 1985) and response set hypotheses (Taylor, Carithers and Coyne, 1976).

The implication of these results for practitioners in consumer behavior and market research is that they should look at these complex patterns of response by including more variables which can account for these patterns, such as INTERNAL, REFLECT, PUBLIC, SOCIAL and CM. On the other hand, the data in this study clearly imply that practitioners should not ignore obvious relationships, such as that between a demographic, e.g., sex, and a dependent response variable, e.g., shampoo evoked set size.

Recommendations

This section offers research recommendations, based on this dissertation, in the following areas: (1) market research, (2) consumer behavior, (3) advertising research and (4) social psychology.

Market Research

The following recommendations are made to market researchers, based on the results and conclusions of this study:

(1) Investigation should be undertaken of the relationship between self-focus and various market research data collection techniques, ranging from projective tests to various types of questionnaire scales. Particular attention should be paid to the measurement of perceived self-focus as measured by the manipulation checks in this study. This measurement seems to offer the ability to differentiate across various conditions within a data collection technique, as was evidenced by the differences in the manipulation checks across experimental groups in this study.

Perceived self-focus should also be assessed across various data collection techniques, with the potential for providing new insight into the relative efficacy of these techniques. For example, researchers might evaluate the degree of perceived self-focus in individual in-depth interviews versus group settings, such as focus groups.

(2) In light of the problem with measuring accuracy of

response, which emerged in this study, market researchers need to investigate the following questions:

(A) How reflective of accuracy of response are varying size differences between measures of the actual and ideal self, if indeed, they are reflective at all?

(B) Does response accuracy differ for self-concept measures from measures of store-image (e.g., the ideal store image versus most frequently used store image)?

(C) To what degree does response to a shampoo recall question or to any other question constitute an indicator of response accuracy when considered in opposition to nonresponse?

(D) What is the relationship between 'true' accuracy of response in self-concept differences and what an individual self-reports as his or her own degree of accuracy of response, i.e., perceived self-focus?

3. Nonresponse problems (i.e., answering or not answering questions in a questionnaire) should be investigated in relationship to the degree of reported, perceived self-focus. It is clear from this dissertation study that nonresponse - as measured by the OVERRES variable and its components - was related to the manipulation checks. Further studies should be conducted to determine how self-focus and nonresponse interact with one another and to determine under what conditions self-focus is of salience in affecting nonresponse.

In addition, it is possible that nonparticipation in market research studies, may be partly explained by the lack of a predisposition to engage in self-focus. Insight could be shed on

such a predisposition by using internal and reflective self-consciousness to reveal the differences between participants versus nonparticipants, if any.

4. Finally, greater attention should be given to the overall response structure of respondents (or mental map). Market researchers need to look at how the more traditional demographics and psychographics interact with the major independent personality variables used in this study, i.e., INTERNAL, REFLECT, PUBLIC, SOCIAL and CM. Based on the results of this dissertation study, particular attention should be paid to investigating the impact of social anxiety (represented by SOCIAL) and social desirability (represented by CM) in respondent's answers to questions about self-concept, store-image, product-image and other similar topics.

Consumer Behavior

The following recommendations are made to consumer behavior researchers on the basis of the results of this dissertation study:

(1) The interpretation of varying differences between the actual and ideal self-concept measures needs to be clarified and studied within the context of the overall response and personality structure of consumer respondents. Meta-analysis, which integrates the findings of a number of individual studies with respect to some variable (Houston, Peter and Sawyer, 1983), may shed some insight into any observed variation with respect to self-concept as it has been employed in consumer behavior. Researchers, in this area, should also give special concern to the constructs of social anxiety

(represented by SOCIAL in this study) and social desirability (represented by CM in this study). It is very likely that these two constructs may go a long way in helping to interpret the relative magnitudes of the differences between the actual and ideal self.

(2) The construct of public self-consciousness needs to be studied in a number of consumer behavior contexts. This dissertation suggests that public self-consciousness be looked at in the context of TV commercials and to a lesser degree, in the context of self-concept. This form of self-consciousness should also be considered in any situation involving social or group consumption, shopping behavior, reference groups, conspicuous consumption, self-appearence, or any other consumption situation, involving the public self.

Advertising Research

The following recommendations are made for advertising researchers, on the basis of the results of this dissertation study:

(1) The relationship between perceived self-focus (as measured by the manipulation checks in this study) and 'top of mind' unaided recall (as measured by the listing of commercials and shampoos in this study) should be futher investigated.

(2) Since this dissertation study suggests that public self-consciousness relates to TV commercial usage and TV commercial recall, advertising researchers should further explore and amplify this relationship. In addition, they should determine whether there is a similar relationship between public self-consciousness and

usage of ads in various other media, e.g., magazines, newspapers and radio.

(3) Finally, public self-consciousness may offer some insight into television audience characteristics, message creation and model portrayal in commercials. For example, for an audience, which is found to be high in public self-consciousness, certain messages addressing concerns about the public appearance of the self might be created. More specifically, insight into how to frame those messages might be found by identifying and studying publicly self-conscious individuals and seeing what particularly appeals to them.

Social Psychology

The following research recommendations are made to social pscyhologists, on the basis of the results of this dissertation study:

(1) Self-focus needs to be studied as a curvilinear phenomenon. Future self-focus studies should not just look at high versus low self-focus, but should also include moderate self-focus. The data, in this study, suggest that self-focus (self-awareness) is curvilinear in its effects, at least on perceived self-focus- as measured by the manipulation checks. This is the single most important recommendation to be made to social psychologists on the basis of the results of this study. Its implementation will mean also that social psychologists and others, using self-focus

manipulations, will have to define and validate various self-focus conditions as representing high, moderate and low self-focus or self-awareness.

(2) Better manipulation checks for self-focus need to be developed. Special attention should be given to construct validity. Do these manipulation checks really measure the degree of self-focus, induced by some manipulation, e.g., a mirror, or do they measure perceived self-focus, which may be entirely different from 'true' self-focus. Further insight into this question may be provided by integrating the various theories of information processing (Hull and Levy, 1979; Carver, 1979) and impression management (Schlenker; 1975, 1980, 1985) with the explanations of self-awareness theory. Such an integration may help to define the determinants of both perceived self-focus and 'true' self-focus.

(3) There is great need to refine the motivating discrepancy construct, as used in self-awareness theory with respect to accuracy of response. What do smaller differences or larger differences between the ideal and actual selves really mean? The data in this study, have suggested that smaller differences may indicate more accuracy rather than less accuracy. Although this result is far from conclusive, it does raise a red flag of caution and it definitely points to the necessity for some clarifying research.

(4) With respect to private self-consciousness, construct validity must be established. The Private Self-Consciousness Scale of Fenigstein, Scheier and Buss (1975), although widely used, has

been found to lack construct validity when used as a single scale. Both convergent and construct validity are enhanced when this scale is splintered into the two dimensions of internal self-consciousness and reflective self-consciousness. But problems remain. For example, while the results of this dissertation study partially confirmed the results of Burnkrant and Page (1984), who first isolated the internal and reflective self-consciousness dimensions, there was not a complete match between the two studies.

There are three approaches to this problem which social psychologists should attempt:

(A) Further refinement of the Private Self-Consciousness Scale along the lines undertaken in this study and that of Burnkrant and Page (1984).

(B) The creation, testing and validation of new scales, representing private self-consciousness, which may reduce the variance due both to the effects of other constructs and also due to method contamination, which occurs when only one measure of a construct is used (Messick, 1976).

(C) Reformulation of private self-consciousness theory in an attempt to account for all the possible dimensions which might occur.

(5) Cognizance should be made of a possible paradox which may occur in the answering of questions regarding public self-consciousness, social anxiety and other scales, involving the self in this study. Does social desirability enter into how respondents answer questions, regarding public self-consciousness or

social anxiety? Is someone claiming low social anxiety really high in social anxiety, and is he displaying that anxiety by saying that he is not high in social anxiety?

(6) Meta-analyses (Hunter, Schmidt and Jackson, (1982) need to be performed on self-awareness and the various dimensions of self-consciousness in order to fully and completely take stock of the effects which have really occurred.

A Final Comment

This dissertation study was undertaken in order to determine the effects of self-focus on accuracy of self-report in a market research/consumer behavior setting, i.e., the answering of a questionnaire with typical market research and consumer behavior types of items. In addition, this study offered a comprehensive test of the social psychological theory of self-awareness with respect to the magnitude or degree of self-focus, i.e., high, moderate or low self-focus.

The hypotheses, concerning self-focus in this study, were based on self-awareness theory. Overall, the tests of the hypotheses did not confirm the predictions of self-awareness theory, although some hypotheses were partially upheld. Nonetheless, some interesting and important findings concerning perceived self-focus, self-concept, public self-consciousness and the overall response structure of respondents were discovered and interpreted.

In conclusion, the results of this dissertation study point

to some distinct problems in the prediction and formulation of self-awareness theory. Clearly, previous research has established the constructs of self-awareness and self-consciousness as playing a major role in shaping cognitive structure and in determining social functioning and overt behavior; however, the main finding of this study is that the theory and its empirical indicators are in need of major revision and clarification.

APPENDICES

APPENDIX I

EXPERIMENTAL CONSENT FORM AND QUESTIONNAIRE

NAME OF EXPERIMENT

EXPERIMENTAL CONSENT AGREEMENT

DEPARTMENT OF MARKETING
HUMAN SUBJECTS COMMITTEE

1. I have freely volunteered to participate in this experiment
2. I have been informed in advance as to what my task(s) would be and what procedures would be followed.
3. I have been given the opportunity to ask questions, and have had my questions answered to my satisfaction.
4. I am aware that I have the right to withdraw consent and discontinue participation at any time, without prejudice.
5. My signature below may be taken as affirmation of all of the above, prior to participation.

PRINTED NAME	SIGNATURE	DATE

PART IX.

Please answer the following questions.

1. On the average how often do you wash your hair with shampoo? (Check the correct response.)
   One or more times a day ___ One to three times a month ___ (56)
   Several times a week ___ Less than once a month ___
   Once a week ___ I don't know ___ None or other ___

2. Please list as many brands of shampoo as you can think of.
   (1) _____ (7) _____ (57-58) _____
   (2) _____ (8) _____
   (3) _____ (9) _____
   (4) _____ (10) _____
   (5) _____ (11) _____
   (6) _____ (12) _____

3. Which brands of shampoo would you seriously consider purchasing?

   (1) _____ (7) _____ (59-60) _____
   (2) _____ (8) _____
   (3) _____ (9) _____
   (4) _____ (10) _____
   (5) _____ (11) _____
   (6) _____ (12) _____

[illegible]

Please circle the number which best indicates how often (from Very Often to Never) you view TV commercials for the following purposes:

	Very Often				Never	
1. To find out how good a product is?	1	2	3	4	5	(61)
2. To find out what to buy to impress others?	1	2	3	4	5	(62)
3. To help me decide what things to buy?	1	2	3	4	5	(63)
4. To find out where I can buy something I want? . .	1	2	3	4	5	(64)
5. To have something to talk about with others? . . .	1	2	3	4	5	(65)
6. To learn about the 'in' things to buy?	1	2	3	4	5	(66)
7. To see people on TV ads who are examples of the way I wish I were?	1	2	3	4	5	(67)
8. To help me attain the type of life I strive for? .	1	2	3	4	5	(68)
9. To make connections or associations between experiences in my life and TV commercials?	1	2	3	4	5	(69)
10. To use TV commercials to express the "I" and "me" within myself?	1	2	3	4	5	(70)

11. Please list as many commercials as you can think of by product name.

(1) _____ (7) _____ (71-72) ____
(2) _____ (8) _____
(3) _____ (9) _____
(4) _____ (10) _____
(5) _____ (11) _____
(6) _____ (12) _____

12. Which are your FAVORITE commercials?

(1) _____ (7) _____ (73-74) ____
(2) _____ (8) _____
(3) _____ (9) _____
(4) _____ (10) _____
(5) _____ (11) _____
(6) _____ (12) _____

13. Which commercials do you DISLIKE the most?

(1) _____ (7) _____ (/5-/6) _____
(2) _____ (8) _____
(3) _____ (9) _____
(4) _____ (10) _____
(5) _____ (11) _____
(6) _____ (12) _____

14. Please list all the qualities you would like an ideal TV commercial to have?

(1) _____ (5) _____ (77) _____
(2) _____ (6) _____
(3) _____ (7) _____
(4) _____ (8) _____

PART XI.

Please read the following descriptive terms and their definitions. Then answer the questions which follow.

A. SELF-CONTROL: remains calm when things go wrong.

B. CONSIDERATION: is considerate of the feelings of others.

C. AGGRESSION: likes to challenge different points of view and get back at others.

D. LEADERSHIP: takes the lead in group activities.

E. ACHIEVEMENT: accomplishes worthwhile things in life; gets lots done.

F. AUTONOMY: is independent of others; does things one's own way.

G. RESPECT: is well thought of and has the respect of others.

H. SOCIABILITY: has many friends and is well liked.

I. ORDER: plans activities and thinks things out in advance.

J. ACTIVITY: is active; engages in energetic physical activity.

K. INNOVATION: likes to do new and different things.

L. CONFIDENCE: is confident and self-assured.

I. Which four of the above terms LEAST describe you? Write down the letters in order with "1." being the term which least describes you, "2." being the term which second least describes you, "3." being the term which third least describes you and "4." being the term which fourth least describes you.

1. _____ (78-79)
2. _____ (6-7)
3. _____ (8-9)
4. _____ (10-11)

II. Which four of the above terms BEST describe you? You may repeat any terms even if you already used them above. Write down the letters of the terms in order with "1." being the term which best describes you, "2." being the term which second best describes you, "3." being the term which third best describes you and "4." being the term which fourth best describes you.

1. _____ (12-13)
2. _____ (14-15)
3. _____ (16-17)
4. _____ (18-19)

III. Which four of the above terms would you LIKE MOST to describe you. You may repeat any terms even if you already used them above. Write down the letters of the terms in order with "1." being the term you would most like to describe you, "2." being the term which you second most would like to describe you, "3." being the term which you third most would like to describe you and "4." being the term which you fourth most would like to describe you.

1. _____ (20-21)
2. _____ (22-23)
3. _____ (24-25)
4. _____ (26-27)

IV. Which four of the above terms would you LIKE LEAST to describe you. You may repeat any terms even if you already used them above. Write down the letters of the terms in order with "1." being the term you would least like to describe you, "2." being the term which you second least would like to describe you, "3." being the term which you third least would like to describe you and "4." being the term which you fourth least would like to describe you.

1. _____ (28-29)
2. _____ (30-31)
3. _____ (32-33)
4. _____ (34-35)

PART XII.

Please answer the following questions.

1. How interesting was this questionnaire to you? Circle one response.

   not very interesting . . . 1 2 3 4 5 . . . very interesting (36)

2. How well did you feel you understood the questions in this questionnaire? Circle one response.

   did not understand . . . . 1 2 3 4 5 . . . did understand (37)

3. What do you consider to be a person's IDEAL age? _____ years. (38)

4. How easy was it for you to answer the questions in this questionnaire. Circle one response (39)

   not very easy . . . . . 1 2 3 4 5 . . . very easy

5. How accurate do you feel your answers to the questions in this questionnaire were? Circle one response. (40)

   not very accurate . . . . 1 2 3 4 5 . . . very accurate

6. How much do you feel your answers to the questions in this questionnaire reflected the way you really see yourself? Circle one response. (41)

   not very much . . . . . 1 2 3 4 5 . . . very much

For questions 7-9 read each statement and determine the degree to which you agree or disagree with the statement. Circle the correct response.

7. Generally while answering this questionnaire, I have been very aware of myself.

   disagree . . . . . 1 2 3 4 5 . . . . agree (42)

8. Rather than thinking about myself while answering this questionnaire, I concentrated on what is going on around me.

   disagree . . . . . 1 2 3 4 5 . . . . agree (43)

9. I have been somewhat concerned about the way I've presented myself to the researchers involved in this project.

   disagree . . . . . 1 2 3 4 5 . . . . agree (44)

10. In answering the questionnaire, I evaluated myself (Check one answer)

    A. little or not all _____ C. somewhat _____
    B. a good deal _____ D. completely _____ (45)

11. In answering this questionnaire, I evaluated myself with (Check one answer)
    A. less effort than I usually do _____
    B. about the same effort as I usually do ____
    C. more effort than I usually do ____ (46)

12. What is your marital status? (Please check one answer).
    A. Married _____
    B. Living together, not married _____
    C. Divorced _____
    D. Widowed _____
    E. single, never married _____ (47)

13. What is your current age in years? Please write the correct number in the blank provided. _____ years (48)

14. In terms of political outlook, do you usually think of yourself as: (Please check one item) (49)

    A. Very conservative ___
    B. Somewhat conservative ___
    C. Middle of the road ___
    D. Somewhat liberal ___
    E. Very liberal ___

15. On the average, how many hours each workday do you spend on each of the following activities: (Check one item)

    Watching TV ___ (50-51)
    Listening To the Radio ___ (52-53)
    Reading Books ___ (54-55)
    Reading Magazines ___ (56-57)
    Reading Newspapers ___ (58-59)

16. How many magazines do you subscribe to? _____ (60-61)

17. What is is your overall grade point average as of last semester? _____ (62-64)

18. What is your major in school (Please check one)? (65)

    Marketing _____
    Accounting _____
    Statistics/Computers _____
    Finance _____
    Industrial Psychology _____
    Management _____
    Liberal Arts _____
    Other (Please Specify) _____

19. If you were asked to use one of the following terms to describe your social class, which one would you choose? (Please check one).

    1. Lower class _____
    2. Lower middle class _____
    3. Middle class _____
    4. Upper-middle class ____ (66)
    5. Upper class _____

20. What is your best guess as to the total annual income of your household? Please check one.

    A. Less than $ 10,000 _____ (67)
    B. $10,000 to $19,999 _____
    C. $20,000 to $29,899 _____
    D. $30,000 to $49,999 _____
    E. $50,000 or above _____

21. In the future, I would like to answer more questionnaires like this one. Check the correct response. Yes_____ No_____ (68)

22. I would like to be kept on a list for future questionnaires. Check the correct response. Yes_____ No_____ (69)

Thank you very much for your cooperation!

APPENDIX II

HULL AND LEVY (1979) SCALE ITEMS

HULL AND LEVY (1979) SCALE ITEMS

Self-Concept Items

sensitive
creative
unskilled
analytic
impressionable
careful
intelligent
honest
disagreeable
crude
masculine
ambitious
forgiving
cooperative
jealous

Mood Items

pleased
positive
pleasant
lively
depressed
anxious
downhearted
clutched up
defiant
rebellious

APPENDIX III

RETAIL SCALE ITEMS BY SOURCES

RETAIL ITEMS BY SOURCE

Source: Samli and Sirgy (1981)

Variables

Modern
Friendly
Classy
Sophisticated

Source: Stern, Bush and Hair (1977)

Variables

Dependable - Undependable
Modern - Traditional
Sincere - Insincere
Rude - Courteous
Responsible - Irresponsible
Untrustworthy - Trustworthy
Dyanic - Dull
Unappealing - Appealing
Plain - Distinctive
Fashionable - Unfashionable
Outgoing - Inward
Depressing - Refreshing

Source: Schiffman, Dash and Dillon (1977)

Variables

Convenience of Store Location
Best Price and/or Deals
Guarantee/Warranty Policy
Salesmen Expertise
Variety of Merchandise

APPENDIX IV

SAMPLE ANAGRAM

SAMPLE ANAGRAM

Arise - Raise

APPENDIX V

FACTOR ANALYSIS OF HULL AND LEVY (1979) SCALE ITEMS

VARIMAX ROTATED FACTOR MATRIX OF

HULL AND LEVY (1979)

SCALE ITEMS

	FACTOR 1- NEW IMAGE	FACTOR 2- DEFREB	FACTOR 3- DEPRESS
SENSITIVE	0.51726	0.14765	0.30349
CREATIVE	0.51260	0.13594	-0.08167
SKILLED	0.49400	0.09721	-0.02668
ANALYTIC	-0.17106	0.01782	0.08506
IMPRESSIONABLE	0.37744	-0.00108	0.05545
CAREFUL	-0.28668	-0.20291	0.05793
INTELLIGENT	0.61723	0.07160	-0.08694
HONEST	0.36353	0.22412	0.10310
AGREEABLE	0.29528	0.41350	-0.14534
CRUDE	0.17606	0.31405	-0.14323
MASCULINE	0.12064	0.07386	0.26507
COOPERATIVE	0.59841	0.32520	0.13507
JEALOUS	0.08282	-0.17348	0.45295
PLEASED	0.51674	0.31398	-0.27516
POSITIVE	-0.31785	-0.13825	0.39004
PLEASANT	0.70228	0.09602	-0.11471
LIVELY	0.52477	0.02412	-0.09331
DEPRESSED	-0.30054	-0.22523	0.56704
DOWNHEARTED	-0.16096	-0.13659	0.34482
ANXIOUS	-0.03779	-0.01107	-0.33274
CLUTCHED-UP	-0.29925	-0.10390	0.52740
DEFIANT	0.11043	-0.60683	0.13979
REBELLIOUS	0.06308	-0.71156	0.04983
FORGIVING	0.27897	0.43892	0.02405
AMBITIOUS	0.56532	-0.05993	-0.11934

APPENDIX VI

ACES ITEMS

ACES VARIABLES

Friendly - Not Friendly

Modern - Not Modern

Sophisticated - Not Sophisticated

Classy - Not Classy

APPENDIX VII

NEWSELF ITEMS

NEWSELF VARIABLES

Dependable - Not Dependable

Sincere - Not Sincere

Rude - Courteous

Responsible - Undependable

Untrustworthy - Trustworthy

Dynamic - Dull

Unappealing - Appealing

Plain - Distinctive

Fashionable - Not Fashionable

Modern - Traditional

Outgoing - Inward

Depressing - Refreshing

APPENDIX VIII

STORDIFF ITEMS

STORDIFF VARIABLES

Conveniently Located - Not Conveniently Located

Good Price and/or Deal Policy - Poor Price and/or Deal Policy

Good Guarantee/Warrantee Policy - Poor Guarantee/Warranty Policy

Possesses Knowledgeable Sales People - Does Not Possess Knowledgeable Sales People

Does Possess Wide Variety - Does Not Possess Wide Variety of Merchandise

Dependable - Not Dependable

Sincere - Not Sincere

Trustworthy - Untrustworthy

Dynamic - Dull

Unappealing - Appealing

Plain - Distinctive

Modern - Not Modern

Outgoing - Inward

Depressing - Outgoing

APPENDIX IX

REGRESSION ANALYSES USED TO FORM THE RESIDUALS

A. REGRESSION OF MOOD ON THE MODERATORS

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>|F|	R-SQUARE
MODEL	5	295.93	59.18	7.559	0.0001	0.1370
ERROR	238	1863.58	7.83			
TOTAL	243	2159.51				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB>|T|
INTERCEPT	1	12.043	1.066	11.291	0.0001
INTERNAL	1	0.130	0.084	1.538	0.1254
REFLECT	1	-0.057	0.080	-0.712	0.4769
PUBLIC	1	0.090	0.056	1.589	0.1133
SOCIAL	1	-0.169	0.047	-3.552	0.0005
CM	1	0.124	0.034	3.568	0.0004

B. REGRESSION OF MOTIVE ON THE MODERATORS

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>|F|	R-SQUARE
MODEL	5	1609.34	321.96	0.883	0.4947	0.0204
ERROR	212	77291.95	364.58			
TOTAL	217	78901.79				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB>|T|
INTERCEPT	1	45.433	7.766	5.850	0.0001
INTERNAL	1	0.365	0.624	0.585	0.5589
REFLECT	1	0.365	0.580	0.629	0.5303
PUBLIC	1	0.025	0.410	0.061	0.9514
SOCIAL	1	-0.059	0.340	-0.175	0.8614
CM	1	-0.435	0.248	-1.750	0.0815

C. REGRESSION OF OVERALL ON THE MODERATORS

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB>|F|	R-SQUARE
MODEL	5	215.76	43.15	0.353	0.8805	0.0080
ERROR	219	26787.19	122.31			
TOTAL	224	27002.95				

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	T FOR HO: PARAMETER=0	PROB>|T|
INTERCEPT	1	32.711	4.567	7.161	0.0001
INTERNAL	1	-0.031	0.361	-0.086	0.9313
REFLECT	1	-0.118	0.326	-0.362	0.7178
PUBLIC	1	0.223	0.231	0.968	0.3340
SOCIAL	1	-0.073	0.200	-0.366	0.7150
CM	1	0.118	0.147	0.802	0.4235

APPENDIX X

CALCUATION OF THE OVERALL R-SQUARE

CALCULATION OF THE OVERALL

R-SQUARE

$R^2=1-(1-R)=.0022$

APPENDIX XI

DEPENDENT VARIABLE MEANS

DEPENDENT VARIABLE MEANS

	Group			
Variable	1	2	3	4
BLANK	0.77	1.10	0.55	0.94
COMMERCIAL	21.89	19.57	21.75	21.60
SHAMPOO	12.19	11.69	12.13	11.62
BESTLEST	3.41	3.69	3.37	3.39
IDEALAGE	5.93	5.16	6.71	6.32
ACES	10.00	10.54	10.69	10.56
NEWSELF	14.02	14.65	15.42	15.71
STORDIFF	15.51	15.65	14.42	17.05
NEWIMAGE	7.60	7.80	7.42	8.38
DEPRESS	4.45	4.66	4.13	4.10
DEFREB	5.05	5.63	5.22	4.70
MOOD	13.98	14.21	14.16	14.25

APPENDIX XII

CORRELATION MATRIX

CORRELATION COEFFICIENTS / PROB > |R| UNDER HO:PHO=0 / NUMBER OF OBSERVATIONS

	NEWAWARE	NEWEVAL	REALACC	AWFEEL	NEWPRO	MOOD	DEPRESS	DEFREB	NEWIMGE	AGES	NEWSELF	STORDIFF	IDEALAGE
NEWAWARE	1.00000	0.28614	0.41498	0.18413	-0.01491	0.04322	0.08419	0.16888	-0.09341	-0.04718	0.01448	-0.12270	-0.01495
	0.0000	0.0001	0.0001	0.0037	0.8150	0.4989	0.1900	0.0086	0.1466	0.4623	0.8230	0.0566	0.8197
	249	249	249	247	249	247	244	241	243	245	241	242	235
NEWEVAL	0.28614	1.00000	0.23773	0.06943	-0.07260	-0.04222	0.02221	0.02672	-0.02688	0.02967	0.03638	0.01241	-0.00866
	0.0001	0.0000	0.0001	0.2761	0.2528	0.5081	0.7294	0.6792	0.6751	0.6434	0.5733	0.8474	0.8947
	249	250	250	248	250	248	245	242	244	246	242	243	235
REALACC	0.41498	0.23773	1.00000	0.21474	-0.06599	0.20856	0.05472	0.09172	-0.15872	0.00002	-0.02827	-0.07463	-0.12496
	0.0001	0.0001	0.0000	0.0007	0.2986	0.0010	0.3938	0.1549	0.0083	0.9998	0.6617	0.2465	0.0552
	249	250	250	248	250	248	245	242	244	246	242	243	236
AWFEEL	0.18413	0.06943	0.21474	1.00000	-0.02033	0.18068	0.02892	0.22090	-0.09413	0.10329	0.01390	-0.07462	-0.14240
	0.0037	0.2761	0.0007	0.0000	0.7501	0.0044	0.6530	0.0006	0.1443	0.1068	0.8301	0.2475	0.0291
	247	248	248	248	248	246	244	241	242	245	241	242	235
NEWPRO	-0.01491	-0.07260	-0.06599	-0.02033	1.00000	0.06005	-0.03188	-0.03407	-0.01760	-0.06186	0.08406	-0.03751	0.09203
	0.8150	0.2528	0.2986	0.7501	0.0000	0.3463	0.6195	0.5980	0.7845	0.3340	0.1925	0.5606	0.1588
	249	250	250	248	250	248	245	242	244	246	242	243	236
MOOD	0.04322	-0.04222	0.20856	0.18088	0.06005	1.00000	-0.02813	0.06459	-0.16480	-0.05745	-0.03381	-0.09127	0.14070
	0.4989	0.5081	0.0010	0.0044	0.3463	0.0000	0.6626	0.3191	0.0102	0.3716	0.6023	0.1578	0.0314
	247	248	248	246	248	248	243	240	242	244	240	241	234
DEPRESS	0.08419	0.02221	0.05472	0.02892	-0.03188	-0.02813	1.00000	0.02295	0.16300	0.04227	0.01283	-0.00041	0.02377
	0.1900	0.7294	0.3938	0.6530	0.6195	0.6626	0.0000	0.7230	0.0113	0.5120	0.8439	0.9950	0.7188
	244	245	245	244	245	243	245	241	241	243	238	240	232
DEFREB	0.16888	0.02672	0.09172	0.22090	-0.03407	0.06459	0.02295	1.00000	-0.12253	-0.07409	-0.01764	-0.04044	0.04455
	0.0086	0.6792	0.1549	0.0006	0.5980	0.3191	0.7230	0.0000	0.0589	0.2539	0.7879	0.5356	0.5023
	241	242	242	241	242	240	241	242	238	239	235	237	229
NEWIMGE	-0.09341	-0.02688	-0.15872	-0.09413	-0.01760	-0.16480	0.16300	-0.12263	1.00000	0.12456	-0.04122	0.12642	0.08830
	0.1466	0.6751	0.0083	0.1443	0.7845	0.0102	0.0113	0.0589	0.0000	0.0540	0.5286	0.0519	0.1811
	243	244	244	242	244	242	241	238	244	240	236	237	231
AGES	-0.04718	0.02967	0.00002	0.10329	-0.06186	-0.05745	0.04227	-0.07409	0.12456	1.00000	0.15427	0.47124	0.00102
	0.4623	0.6434	0.9998	0.1068	0.3340	0.3716	0.5120	0.2539	0.0540	0.0000	0.0170	0.0001	0.9876
	245	246	246	245	246	244	243	239	240	246	239	240	233
NEWSELF	0.01448	0.03638	-0.02827	0.01390	0.08406	-0.03381	0.01283	-0.01764	-0.04122	0.15427	1.00000	0.17319	-0.00202
	0.8230	0.5733	0.6617	0.8301	0.1925	0.6023	0.8439	0.7879	0.5286	0.0170	0.0000	0.0075	0.9758
	241	242	242	241	242	240	238	235	236	239	242	237	229

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	NEWAWARE	NEWEVAL	REALACC	AWRFEEL	NEWPRO	MOOD	DEPRESS	DEFREB	NEWIMGE	ACES	NEWSELF	STORDIFF	IDEALAGE
STORDIFF	-0.12270	0.01241	-0.07463	-0.07462	-0.03751	-0.09127	-0.00041	-0.04044	0.12642	0.47124	0.17319	1.00000	0.11911
	0.0566	0.8474	0.2465	0.2475	0.5606	0.1578	0.9950	0.5356	0.0519	0.0001	0.0075	0.0000	0.0714
	242	243	243	242	243	241	240	237	237	243	237	243	230
IDEALAGE	-0.01495	-0.00866	-0.12496	-0.14240	0.09203	0.14070	0.02377	0.04455	0.08830	0.00102	-0.00202	0.11911	1.00000
	0.8197	0.8947	0.0552	0.0291	0.1588	0.0314	0.7188	0.5023	0.1811	0.9876	0.9758	0.0714	0.0000
	235	236	236	235	236	234	232	229	231	233	229	230	236
BESTTEST	0.07295	-0.14315	0.13576	0.04334	-0.06424	0.16368	0.07150	0.07856	0.02805	-0.06493	-0.03203	-0.12958	-0.03198
	0.2514	0.0191	0.0319	0.4969	0.3117	0.0098	0.2649	0.2233	0.6628	0.3104	0.6200	0.0436	0.6250
	249	250	250	248	250	248	245	242	244	246	242	243	236
BLANK	-0.05095	0.07147	0.09689	0.01921	0.08364	0.07753	-0.00384	0.00344	-0.02770	-0.11866	0.07344	-0.06211	-0.06278
	0.4235	0.2602	0.1265	0.7635	0.1874	0.2239	0.9523	0.9575	0.6658	0.0631	0.2551	0.3350	0.3369
	249	250	250	248	250	248	245	242	244	246	242	243	236
NCOMM	-0.07962	-0.14658	-0.05010	0.03050	0.07809	-0.05205	0.08594	0.01174	0.16187	-0.02233	-0.07084	-0.06044	0.04731
	0.2311	0.0266	0.4505	0.6468	0.2392	0.4341	0.1990	0.8616	0.0155	0.7379	0.2911	0.3691	0.4871
	228	229	229	228	229	228	225	223	223	227	224	223	218
NSHAM	-0.08732	-0.10870	-0.16883	0.00538	0.04526	-0.03348	0.09399	-0.12919	0.19345	0.13862	-0.06704	0.03677	0.06708
	0.1704	0.0870	0.0076	0.9329	0.4771	0.6005	0.1432	0.0451	0.0025	0.0301	0.3000	0.5692	0.3059
	248	249	249	247	249	247	244	241	243	245	241	242	235
AWARE	0.81317	0.62818	0.75860	0.21874	-0.06412	0.10126	0.07723	0.13653	-0.13487	-0.01345	0.00721	-0.09190	-0.06662
	0.0001	0.0001	0.0001	0.0005	0.3136	0.1124	0.2294	0.0341	0.0356	0.8340	0.9113	0.1541	0.3092
	249	249	249	247	249	247	244	241	243	245	241	242	235
MOODHAT	0.04655	-0.08368	0.18263	0.09886	0.05366	0.93978	-0.02041	0.00165	-0.13030	-0.07637	-0.00203	-0.07800	0.15525
	0.4701	0.1927	0.0042	0.1243	0.4040	0.0001	0.7530	0.9799	0.0446	0.2375	0.9752	0.2306	0.0182
	243	244	244	243	244	244	240	237	238	241	237	238	231
MOTHAT	-0.12833	-0.00206	-0.13416	-0.10198	-0.00221	-0.07119	0.05629	-0.07643	0.15932	0.61799	0.37160	0.82433	0.45221
	0.0591	0.9759	0.0473	0.1343	0.9741	0.2976	0.4104	0.2679	0.0200	0.0001	0.0001	0.0001	0.0001
	217	218	218	217	218	216	216	212	213	218	218	218	218
OVERHAT	-0.09349	-0.13418	-0.08907	-0.01792	0.05630	-0.08101	0.09731	-0.06071	0.20883	0.01469	-0.05611	-0.04158	0.07105
	0.1632	0.0056	0.1831	0.7897	0.4007	0.2272	0.1494	0.3712	0.0019	0.8274	0.4076	0.5405	0.3008
	224	225	225	224	225	224	221	219	219	223	220	219	214
INTERNAL	0.05067	0.07163	-0.01977	0.23413	-0.04877	-0.03777	0.09817	0.16102	-0.03118	0.08657	0.08390	-0.03219	0.02876
	0.4344	0.2621	0.7572	0.0002	0.4454	0.5563	0.1270	0.0125	0.6301	0.1777	0.1952	0.6190	0.6616
	246	247	247	246	247	245	243	240	241	244	240	241	234
REFLECT	0.06177	0.02925	0.13184	0.29699	0.01789	0.16056	0.08489	0.24155	-0.05903	0.12688	0.02771	0.00507	0.05778
	0.3317	0.6453	0.0372	0.0001	0.7784	0.0113	0.1854	0.0001	0.3585	0.0468	0.6679	0.9373	0.3769
	249	250	250	248	250	248	245	242	244	246	242	243	236
PUBLIC	-0.03184	0.16386	0.08975	0.31927	-0.02308	0.03174	0.04853	0.06892	0.09238	0.12330	-0.04336	-0.00420	-0.06520
	0.6170	0.0094	0.1571	0.0001	0.7165	0.6189	0.4496	0.2856	0.1502	0.0534	0.5020	0.9480	0.3186
	249	250	250	248	250	248	245	242	244	246	242	243	236

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	NEWAWARE	NEWEVAL	REALACC	AWFEEL	NEWPRO	MOOD	DEPRESS	DEFREB	NEWIMGE	ACES	NEWSELF	STORDIFF	IDEALAGE
SOCIAL	-0.02657	0.07276	-0.06237	-0.01556	0.05206	-0.25642	-0.13172	-0.09427	0.01010	-0.01424	-0.07152	-0.02423	-0.03327
	0.6771	0.2526	0.3270	0.8078	0.4134	0.0001	0.0398	0.1445	0.8755	0.8245	0.2688	0.7076	0.6119
	248	249	249	247	249	247	244	241	243	245	241	242	235
CM	0.07029	0.01167	0.10951	0.14046	0.02549	0.28765	0.03471	0.25834	-0.13658	0.00688	-0.03331	-0.03386	-0.06455
	0.2692	0.8544	0.0840	0.0270	0.6884	0.0001	0.5888	0.0001	0.0330	0.9145	0.1478	0.5994	0.3234
	249	250	250	248	250	248	245	242	244	246	242	243	236
PRIVATE	0.12617	0.11048	0.08045	0.31848	0.03337	0.04899	0.12834	0.20927	-0.00797	0.04380	0.07081	-0.08854	0.04415
	0.0499	0.0857	0.2114	0.0001	0.6047	0.4491	0.0475	0.0012	0.9028	0.4994	0.2786	0.1743	0.5053
	242	243	243	242	243	241	239	238	237	240	236	237	230
SEX	0.02084	0.00570	-0.00644	0.05056	0.02229	0.00830	-0.14039	0.10545	-0.00239	-0.13112	-0.01516	-0.02494	0.02392
	0.7434	0.9285	0.9193	0.4279	0.7258	0.8965	0.0280	0.1017	0.9704	0.0399	0.8145	0.6989	0.7147
	249	250	250	248	250	248	245	242	244	246	242	243	236
TYPEW	0.06368	-0.02927	-0.04385	-0.08345	0.05930	-0.02966	0.01714	-0.02422	0.06864	0.04400	0.15703	0.00972	0.08228
	0.3179	0.6458	0.4910	0.1903	0.3514	0.6427	0.7895	0.7078	0.2865	0.4921	0.0145	0.8802	0.2079
	248	249	249	248	249	247	245	242	243	246	242	243	236
PRESENT	-0.08396	0.11162	-0.16078	-0.03195	0.00899	-0.12118	0.02796	-0.02747	0.03674	0.06300	-0.08634	-0.01787	0.01915
	0.1866	0.0782	0.0109	0.6166	0.8876	0.0567	0.6633	0.6707	0.5679	0.3251	0.1807	0.7816	0.7698
	249	250	250	248	250	248	245	242	244	246	242	243	236

	BESTLEST	BLANK	NCOMM	NSHAM	AWARE	MOODHAT	MOTHAT	OVERHAT	INTERNAL	REFLECT	PUBLIC	SOCIAL	CM
NEWAWARE	0.07295	-0.05095	-0.07962	-0.08732	0.81317	0.04655	-0.12833	-0.09349	0.05007	0.06177	-0.03184	-0.02657	0.07029
	0.2514	0.4235	0.2311	0.1704	0.0001	0.4701	0.0591	0.1632	0.4344	0.3317	0.6170	0.6771	0.2692
	249	249	228	248	249	243	217	224	246	249	249	248	249
NEWEVAL	-0.14315	0.07147	-0.14658	-0.10870	0.62818	-0.08368	-0.00206	-0.18418	0.07153	0.02925	0.16386	0.07278	0.01167
	0.0191	0.2602	0.0266	0.0870	0.0001	0.1927	0.9759	0.0056	0.2621	0.6453	0.0094	0.2526	0.8544
	250	250	229	249	249	244	218	225	247	250	250	249	250
REALACC	0.13576	0.09689	-0.05010	-0.16883	0.75860	0.18263	-0.13416	-0.08907	-0.01977	0.13184	0.03975	-0.06237	0.10951
	0.0319	0.1265	0.4505	0.0076	0.0001	0.0042	0.0479	0.1831	0.7572	0.0372	0.1571	0.3270	0.0840
	250	250	229	249	249	244	218	225	247	250	250	249	250
AWFEEL	0.04334	0.01921	0.03050	0.00538	0.21874	0.09886	-0.10198	-0.01792	0.23413	0.29699	0.31927	-0.01556	0.14046
	0.4969	0.7635	0.6468	0.9329	0.0005	0.1243	0.1343	0.7897	0.0002	0.0001	0.0001	0.8078	0.0270
	248	248	228	247	247	243	217	224	246	248	248	247	248
NEWPRO	-0.06424	0.08364	0.07809	0.04526	-0.06412	0.05366	-0.00221	0.05630	-0.04877	0.01789	-0.02308	0.05206	0.02549
	0.3117	0.1874	0.2392	0.4771	0.3136	0.4040	0.9741	0.4007	0.4454	0.7784	0.7165	0.4134	0.6884
	250	250	229	249	249	244	218	225	247	250	250	249	250
MOOD	0.15366	0.07750	-0.05205	-0.03348	0.10126	0.93978	-0.07119	-0.08101	-0.03777	0.16056	0.03174	-0.25642	0.28765
	0.0098	0.2239	0.4341	0.6005	0.1124	0.0001	0.2976	0.2272	0.5563	0.0113	0.6189	0.0001	0.0001
	248	248	228	247	247	244	216	224	245	248	248	247	248
DEPRESS	0.07150	-0.00304	0.08594	0.09399	0.07723	-0.02041	0.05629	0.09731	0.09817	0.08489	0.04853	-0.13172	0.03471
	0.2643	0.9523	0.1990	0.1432	0.2294	0.7530	0.4104	0.1494	0.1270	0.1854	0.4496	0.0398	0.5888
	245	245	225	244	244	240	216	221	243	245	245	244	245

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	BESTLEST	BLANK	NCOMM	NSHAM	AWARE	MOODHAT	MOTHAT	OVERHAT	INTERNAL	REFLECT	PUBLIC	SOCIAL	CM
DEFNER	0.07856	0.00344	0.01174	-0.12919	0.13653	0.00165	-0.07643	-0.06071	0.16102	0.24155	0.05892	-0.09427	0.25834
	0.2233	0.9575	0.8616	0.0451	0.0341	0.9799	0.2679	0.3712	0.0125	0.0001	0.2856	0.1445	0.0001
	242	242	223	241	241	237	212	219	240	242	242	241	242
NEWIMGF	0.02805	-0.02770	0.16187	0.19345	-0.13487	-0.13033	0.15932	0.20883	-0.03118	-0.05903	0.09238	0.01010	-0.13658
	0.6628	0.6668	0.0155	0.0025	0.0356	0.0446	0.0200	0.0019	0.6301	0.3585	0.1502	0.8755	0.0330
	244	244	223	243	243	238	213	219	241	244	244	243	244
AGES	-0.06493	-0.11866	-0.02233	0.13862	-0.01345	-0.07637	0.61799	0.01468	0.08657	0.12688	0.12330	-0.01424	0.00688
	0.3104	0.0631	0.7379	0.0301	0.8340	0.2375	0.0001	0.8274	0.1777	0.0468	0.0534	0.8245	0.9145
	246	246	227	245	245	241	218	223	244	246	246	245	246
NEWSELF	-0.03203	0.07344	-0.07084	-0.06704	0.00721	-0.00203	0.37160	-0.05611	0.08390	0.02771	-0.04336	-0.07152	-0.09331
	0.6203	0.2551	0.2911	0.3000	0.9113	0.9752	0.0001	0.4076	0.1952	0.6679	0.5020	0.2688	0.1478
	242	242	224	241	241	237	218	220	240	242	242	241	242
STORDIFF	-0.12458	-0.06211	-0.06044	0.03677	-0.09190	-0.07800	0.82433	-0.04158	-0.03219	0.00507	-0.00420	-0.02423	-0.03386
	0.0436	0.3350	0.3691	0.5692	0.1541	0.2305	0.0001	0.5405	0.6190	0.9373	0.9480	0.7076	0.5994
	243	243	223	242	242	238	218	219	241	243	243	242	243
IDEALAGE	-0.03198	-0.06278	0.04731	0.06708	-0.06662	0.15525	0.45221	0.07105	0.02876	0.05778	-0.06520	-0.03327	-0.05456
	0.6250	0.3369	0.4871	0.3059	0.3092	0.0182	0.0001	0.3008	0.6616	0.3769	0.3186	0.6119	0.3234
	236	236	218	235	235	231	218	214	234	236	236	235	236
BESTLEST	1.00000	-0.05682	0.11266	0.07930	0.04311	0.17388	-0.19971	0.08386	-0.07602	0.08933	-0.10651	-0.25453	0.20039
	0.0000	0.3710	0.0890	0.2124	0.4983	0.0065	0.0031	0.2101	0.2339	0.1591	0.0929	0.0001	0.0014
	250	250	229	249	249	244	218	225	247	250	250	249	250
BLANK	-0.05682	1.00000	0.08027	0.08853	0.04437	0.02066	0.01823	0.25960	-0.04584	-0.03646	0.10400	-0.03248	0.06354
	0.3710	0.0000	0.2263	0.1637	0.4858	0.7481	0.7890	0.0001	0.4637	0.5661	0.1009	0.6099	0.3170
	250	250	229	249	249	244	218	225	247	250	250	249	250
NCOMM	0.11266	0.08027	1.00000	0.47924	-0.11857	-0.05811	-0.01645	0.90631	-0.01632	0.03132	0.05900	-0.02128	0.05013
	0.0890	0.2263	0.0000	0.0001	0.0740	0.3857	0.8158	0.0001	0.8068	0.6373	0.2985	0.7493	0.4503
	229	229	229	228	228	225	203	225	227	229	229	228	229
NSHAM	0.07930	0.08853	0.47924	1.00000	-0.16211	-0.06626	0.13763	0.76733	0.02988	-0.02732	0.04690	0.00307	0.08793
	0.2124	0.1637	0.0001	0.0000	0.0106	0.3036	0.0428	0.0001	0.6410	0.6679	0.4613	0.9616	0.1666
	249	249	228	249	248	243	217	225	246	249	249	248	249
AWARE	0.04311	0.04437	-0.11857	-0.16211	1.00000	0.07698	-0.12709	-0.15764	0.04128	0.10124	0.09438	-0.01684	0.08963
	0.4983	0.4858	0.0740	0.0106	0.0000	0.2319	0.0616	0.0182	0.5193	0.1110	0.1845	0.7918	0.1585
	249	249	228	248	249	243	217	224	245	249	249	248	249
MOODHAT	0.17388	0.02066	-0.05811	-0.06626	0.07698	1.00000	-0.06570	-0.06760	-0.19530	0.10599	-0.16104	-0.47661	0.09861
	0.0065	0.7481	0.3857	0.3036	0.2319	0.0000	0.3365	0.3138	0.0022	0.0986	0.0118	0.0001	0.1245
	244	244	225	243	243	244	216	224	244	244	244	244	244
MOTHAT	-0.19971	0.01823	-0.01645	0.13763	-0.12709	-0.06570	1.00000	0.05760	-0.00124	-0.00074	-0.03114	-0.00046	0.03130
	0.0031	0.7890	0.8158	0.0428	0.0616	0.3365	0.0000	0.4155	0.9854	0.9913	0.9866	0.9946	0.9847
	218	218	203	217	217	216	218	202	218	219	218	218	218

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	AESTHEST	BLANK	NCOMM	NSHAM	AWARE	NGOODHAT	NOTHAT	OVERHAT	INTERNAL	REFLECT	PUBLIC	SOCIAL	CM
OVERHAT	0.01386	0.25960	0.90631	0.76733	-0.15764	-0.06760	0.05750	1.00000	-0.02380	0.00817	-0.01040	-0.01627	-0.00293
	0.2101	0.0001	0.0001	0.0001	0.0182	0.3139	0.4155	0.0000	0.7226	0.9030	0.8768	0.8082	0.9651
	225	225	225	225	224	224	202	225	225	225	225	225	225
INTERNAL	-0.07602	-0.04684	-0.01632	0.02988	0.04128	-0.19500	-0.00124	-0.02380	1.00000	0.40872	0.33472	0.22517	-0.05613
	0.2339	0.4637	0.8068	0.6410	0.5193	0.0022	0.9854	0.7226	0.0000	0.0001	0.0001	0.0004	0.3797
	247	247	227	246	246	244	218	225	247	247	247	246	247
REFLECT	0.08933	-0.03646	0.03132	-0.02732	0.10124	0.10599	-0.00074	0.00817	0.40872	1.00000	0.12820	-0.07247	0.14715
	0.1591	0.5661	0.6373	0.6679	0.1110	0.0986	0.9913	0.9030	0.0001	0.0000	0.0428	0.2546	0.0199
	250	250	229	249	249	244	218	225	247	250	250	249	250
PUBLIC	-0.10651	0.10400	0.06900	0.04690	0.08438	-0.16104	-0.00114	-0.01040	0.33472	0.12820	1.00000	0.30026	0.00385
	0.0929	0.1009	0.2985	0.4613	0.1845	0.0118	0.9866	0.8768	0.0001	0.0428	0.0000	0.0001	0.9517
	250	250	229	249	249	244	218	225	247	250	250	249	250
SOCIAL	-0.25453	-0.03248	-0.02128	0.00307	-0.01684	-0.47661	-0.00046	-0.01627	0.22517	-0.07247	0.30026	1.00000	-0.14924
	0.0001	0.6099	0.7493	0.9616	0.7918	0.0001	0.9946	0.8082	0.0004	0.2546	0.0001	0.0000	0.0185
	249	249	228	248	248	244	218	225	246	249	249	249	249
CM	0.26039	0.06354	0.05013	0.08793	0.08963	0.09861	0.00130	-0.00293	-0.05513	0.14715	0.00385	-0.14924	1.00000
	0.0014	0.3170	0.4503	0.1666	0.1585	0.1245	0.9847	0.9651	0.3797	0.0199	0.9517	0.0185	0.0000
	250	250	229	249	249	244	218	225	247	250	250	249	250
PRIVATE	-0.00706	-0.08599	-0.02105	-0.05206	0.14158	-0.04179	-0.07939	-0.05441	0.79389	0.72798	0.31425	0.04498	-0.02217
	0.9129	0.1815	0.7546	0.4201	0.0277	0.5193	0.2475	0.4209	0.0001	0.0001	0.0001	0.4861	0.7309
	243	243	223	242	242	240	214	221	243	243	243	242	243
SEX	-0.04777	-0.06296	-0.04656	-0.34912	0.00864	-0.01704	-0.08453	-0.19040	-0.03451	-0.00353	-0.08876	0.09528	0.10462
	0.4520	0.3214	0.4833	0.0001	0.8921	0.7911	0.2138	0.0042	0.5882	0.9557	0.1618	0.1338	0.0989
	250	250	229	249	249	244	218	225	247	250	250	249	250
TVNEW	-0.03855	0.03221	0.22327	0.06060	0.00363	0.01905	0.09230	0.22657	-0.05514	-0.09862	-0.23869	-0.06458	-0.02276
	0.5449	0.6130	0.0007	0.3419	0.9547	0.7672	0.1722	0.0006	0.3005	0.1206	0.0001	0.3111	0.7207
	249	249	229	248	248	244	218	225	247	249	249	248	249
PRESENT	-0.12889	0.00674	-0.02212	0.06723	-0.07700	-0.18378	0.03239	0.00263	0.10579	-0.11440	0.17499	0.22365	-0.01622
	0.0046	0.9155	0.7392	0.2906	0.2260	0.0040	0.6343	0.9686	0.0972	0.0710	0.0055	0.0004	0.7986
	250	250	229	249	249	244	218	225	247	250	250	249	250

	PRIVATE	SEX	TVNEW	PRESENT
NEWAWARE	0.12617	0.02084	0.06363	-0.08396
	0.0499	0.7434	0.3179	0.1866
	242	249	248	249
NEWEVAL	0.11046	0.00570	-0.02927	0.11162
	0.0857	0.9285	0.6458	0.0782
	243	250	249	250
REALACC	0.06045	-0.00644	-0.04385	-0.16078
	0.2114	0.9193	0.4910	0.0109
	243	250	249	250

	PRIVATE	SEX	TVNEW	PRESENT
USUAL	-0.05206	-0.34912	0.06060	0.06723
	0.4201	0.6001	0.3419	0.2906
	242	249	248	249
AWARE	0.14158	0.00864	0.00363	-0.07700
	0.0277	0.8921	0.9547	0.2260
	242	249	248	249
MINORHAT	-0.04179	-0.01704	0.01905	-0.18378
	0.5193	0.7911	0.7672	0.0040
	240	244	244	244
MOTHAT	-0.07939	-0.08453	0.09280	0.03239
	0.2475	0.2138	0.1722	0.6343
	214	218	218	218
OVERHAT	-0.05441	-0.14040	0.22657	0.00263
	0.4209	0.0042	0.0006	0.9686
	221	225	225	225
INTERNAL	0.79089	-0.03461	-0.06614	0.10579
	0.0001	0.5682	0.3005	0.0972
	243	247	247	247
REFLECT	0.72798	-0.00353	-0.09862	-0.11440
	0.0001	0.9557	0.1206	0.0710
	243	250	249	250
PUBLIC	0.31425	-0.03876	-0.23869	0.17499
	0.0001	0.1618	0.0001	0.0055
	243	250	249	250
SOCIAL	0.04498	0.09528	-0.06458	0.22365
	0.4861	0.1338	0.3111	0.0004
	242	249	248	249
CH	-0.02217	0.10462	-0.02276	-0.01622
	0.7309	0.0989	0.7207	0.7986
	243	250	249	250
PRIVATE	1.00000	-0.01492	-0.10569	-0.00041
	0.0000	0.8170	0.1002	0.9949
	243	243	243	243
SEX	-0.01492	1.00000	0.03224	0.04897
	0.8170	0.0000	0.6127	0.4408
	243	250	249	250
TVNEW	-0.10569	0.03224	1.00000	-0.07302
	0.1002	0.6127	0.0000	0.2510
	243	249	249	249
PRESENT	-0.00041	0.04897	-0.07302	1.00000
	0.9949	0.4403	0.2510	0.0000
	243	250	249	250

CORRELATION COEFFICIENTS / PROB > |R| UNDER H0:RHO=0 / NUMBER OF OBSERVATIONS

	PRIVATE	SEX	TVNE.	PRESENT
ANXFEEL	0.31846	0.05056	-0.08345	-0.03195
	0.0001	0.4279	0.1903	0.6166
	242	248	248	248
NEWPRO	0.03337	0.02229	0.05930	0.00899
	0.6047	0.7258	0.3514	0.8876
	243	250	249	250
MOOD	0.04899	0.00830	-0.02966	-0.12118
	0.4491	0.8965	0.6427	0.0567
	241	248	247	248
DEPRESS	0.12834	-0.14039	0.01714	0.02796
	0.0475	0.0280	0.7895	0.6633
	239	245	245	245
DEFFER	0.20927	0.10545	-0.02422	-0.02747
	0.0012	0.1017	0.7078	0.6707
	238	242	242	242
NEWIMGE	-0.00797	-0.00239	0.06864	0.03674
	0.9028	0.9704	0.2865	0.5679
	237	244	243	244
ACES	0.04380	-0.13112	0.04400	0.06300
	0.4994	0.0399	0.4921	0.3251
	240	246	246	246
NEWSELF	0.07081	-0.01516	0.15703	-0.08634
	0.2786	0.8145	0.0145	0.1807
	236	242	242	242
STUDIFF	-0.08854	-0.02494	0.00972	-0.01787
	0.1743	0.6989	0.8802	0.7816
	237	243	243	243
IDEALAGE	0.04415	0.02392	0.08228	0.01915
	0.5053	0.7147	0.2079	0.7698
	230	236	236	236
NESTREST	-0.00706	-0.04777	-0.03855	-0.17689
	0.9129	0.4520	0.5449	0.0046
	243	250	249	250
BLANK	-0.08599	-0.06276	0.03221	0.00674
	0.1615	0.3214	0.6130	0.9155
	243	250	249	250
NCOMA	-0.02105	-0.04656	0.22327	-0.02212
	0.7546	0.4833	0.0007	0.7392
	223	229	229	229

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