



Self-Congruity and Clothing

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Before we get started:

- Self-Image: How consumers perceive themselves in terms of attitudes, perceptions, beliefs and self-evaluation.
- Self-congruity theory is based on the idea that a consumer's self-concept is linked to the image they are trying to attain from a specific product purchase. Through self-congruity theory, a person's self-image reflects their purchase intentions.

Research Question

- In what ways does idealized self-image influence clothing purchases and selections, demonstrating self-congruence with one brand?

Literature Review

- Purchases driven by the ideal self-image
- Secondary resources assisted in finding out how the ideal self-image demonstrated congruence with clothing selections

Methodology

- Convenience Sample
- Paper administered surveys were distributed to 74 students around the Spring Hill College campus.
- Questions were broken down into four categories:
 - self-image
 - ideal self-image
 - personal brand
 - actual self-image

Methodology

- Three formats:
 - Scale,
 - Nominal
 - Ordinal
- After all the questions were answered, four separate tests were run using SPSS. The four tests included Frequencies, Descriptives, Crosstabs and Cronbach's Alpha.

Methodology

- 74 surveyed
 - 60.8% female
 - 39.2% male (29)
- 21 total questions:
 - 17 scale
 - 1 ordinal
 - 3 nominal

Final Alpha Coefficient

.835

The Results..

- A majority of the respondents seemed to agree with the statements provided in the survey.
- There were several responses where the majority of participants either disagreed or were neutral.
- For the most part questions did not have a large deviation; there was consistency within the sample.

Evenly Distributed

- The standard deviation for all the scale questions ranged between .756 and 1.174

Hypothesis was Supported!

- The data demonstrated that a person's personal brand and the ideal self-image they wish to attain are related.
- With this being said, it was supported that on average, most people surveyed in this convenient sample had purchased clothing in order to portray or attain an image other than their actual self

Conclusions

- Results demonstrated that on average most people from this sample actually did make clothing purchases and selections in order to demonstrate ideal self-image.

Further Research in this Topic?

- Companies can use this pilot study to test the population
- Can assist companies in a target market

What could have been different?

- Wider variety of respondents
- More specific questions concerning wardrobe