



To Switch or to Stick : The Impact of Choosing Publicly or Privately on Choices and Satisfaction

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Research Objectives

1. To investigate self-awareness influences on **choices & satisfaction** under **consumption contexts**.
2. To find out effective **online self-awareness manipulation**.
3. To verify the moderating role of **self-consciousness**.
4. To verify the moderating role of **time pressure**.

Self-awareness Effects on Choices

■ Self-awareness

- A state of **self-directed attention**, which will lead to **attitude-behaviors consistency**.
- Can be divided into **public/ private self-awareness**.

■ Public self-awareness

- Awareness of oneself **from the imagined perspective of others**.
- Leads behaviors more consistent with **social expectations**.

■ Private self-awareness

- Awareness of oneself from a **personal perspective**.
- Leads behaviors more consistent with **personal standards**.

Self-consciousness

■ Public self-consciousness:

- The tendency to focus on the **public displayed self-aspects**.

■ Highly publicly self-conscious people:

- Impression management brings happiness.
- Evaluate the target as **positive** when feeling pleasant.

■ Private self-consciousness:

- The propensity to introspect **one's values, beliefs**.

■ High Private self-consciousness:

- Attitude-behavior consistency brings people **positive affect**.

Time pressure (Need for Closure)

■ Heightened Need for closure:

- Quickly form judgment based on **the most accessible standard**.
- Reluctant to accept conflicting information

■ Self-awareness:

- Self-focused attention sculpts **the salient standards** for human behaviors.

Hypothesis

- **H1a:** Public self-aware people will have higher tendency to switch from their preferences.
- **H1b:** Private self-aware people will have higher tendency to stick on their preferences.
- **H2a:** For public self-awareness group, higher publicly self-conscious people have higher tendency to switch from their preferences, compared with less publicly self-conscious people.
- **H3a:** For public self-awareness group, higher publicly self-conscious people experience higher satisfaction toward their choices, compared with less publicly self-conscious people.

Hypothesis

- **H2b:** For private self-awareness group, higher privately self-conscious people have higher tendency to stick on their preferences, compared with less privately self-conscious people.
- **H3b:** For private self-awareness group, higher privately self-conscious people have higher post-choice satisfaction than less privately self-conscious ones.
- **H4a:** For public self-aware group, people with heightened NFC exhibit higher tendency to switch choices from own preferences, compared to group without time pressure.
- **H4b:** Private self-aware group with heightened NFC will exhibit higher tendency to stick on their preferences, compared to group without time pressure

Experiment Design

■ Experiment Design

- Study 1: 3 (self-awareness: public vs. private vs. control) x 2 (self-consciousness: high vs. low) between-subjects design.
- Study 2: 3 (self-awareness: public vs. private vs. control) x 2 (time pressure: absence vs. presence) between-subjects design.

■ Stimulus materials

1. Preferences Measurement
2. Self-awareness Manipulation
 - ① Imagine public/ private usage.
 - ② Focus on public-self/private-self by questions.

Experiment Design



■ Stimulus Materials

3. Time Pressure: (in Study 2 only)
 - ① Presence: deadline informed with timer.
 - ② Absence: without immediate deadline & timer.
4. Product-related Information:
 - ① Product attributes
 - ② Product popularity

■ Dependent Measurement

1. Choice-switching: depends on the extent final choice away from preferences.
2. Post-choice Satisfaction
3. Manipulation check items

Analysis Outcome

	Hypothesis	Result
H1a	Public self-aware people have higher tendency to switch form their preferences.	Support
H1b	Private self-aware people have higher tendency to stick on their preferences.	Not Support
H2a	For public self-awareness group, higher publicly self-conscious people have higher tendency to switch from their preferences, compared with less publicly self-conscious people.	Support
H2b	For private self-awareness group, higher privately self-conscious people have higher tendency to stick on their preferences, compared with less privately self-conscious ones.	Support

Analysis Outcome

Hypothesis	Result
H3a For public self-awareness group, higher publicly self-conscious people experience higher satisfaction toward their choices, compared with less publicly self-conscious ones.	Support
H3b For private self-awareness group, higher privately self-conscious people have higher post-choice satisfaction than less privately self-conscious ones.	Support
H4a For public self-aware group, people with heightened NFC (by time pressure) exhibit higher tendency to switch choices from own preferences, compared to group without time pressure.	Support
H4b Private self-aware group with heightened NFC (by time pressure) exhibit higher tendency to stick on their preferences, compared to group without time pressure.	Not Support

Conclusion

1. Public self-awareness increase switching tendency.
2. Self-awareness can be induced under online consumption contexts.
3. Highly self-conscious consumers are suitable targets for self-awareness manipulation.
4. Presenting time pressure can enhance public self-awareness effects on switching.

Limitations & Future Research

1. More widely distributed sample are required.
2. NFC should be considered as individual differences.
3. More appropriate social cues to trigger switching behaviors.
4. The main motive for switching choices can be investigated.
5. To confirm whether different product type should change the pattern found.