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Possibility of self-presenting personality to predict product selection

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Abstract

In some matured market like Japan, some product categories encounter the situation that has difficulty in differentiation of product from one another. In those categories, consumers do not select products by its functional feature. A hypothesis was set to this phenomenon, which is, consumers select products as means of self-presentation. In order to verify this hypothesis, self-presentation scale was developed and relations with attitudes towards product were studied with correlation analysis on college students. Results showed some significant correlation between self-presentation personality and product selection.

Keywords: Personality, Consumer behavior, Self-presentation

Self-presentation personality and product selection

Despite the fact that relation between personality and product choice had been studied actively for a period of time, not so much personality scales to predict product selection have been found in up to now. Kassarjian (1971) have pointed out three points as the main reason. First, psychological measures developed for clinical purpose were used. Second, the possibility of impairing reliability of the measure lacking, because some adjustments were performed such as pulling out or modifying items in the measure, in order to associate the measure with consumer behavior. Finally, many psychological measures were used without theoretical background or hypothesis. Also, there are another possibility that product category in former researches may had thin relevance with personality (e.g. toothpaste or deodorant etc.).

After this indication, some personality trait which can be associated with marketing activities were found or developed. Optimum Stimulation level (Raju, 1980; Schiffman et al., 2008)) is one of the examples. People reaction to stimulus or needed level for stimulus changes by environment. And individual difference in OSL could make individual difference in Brand-switching tendency or Acceptability to innovation or reaction to advertisements.（Raju, 1980). Consumer materialism is the measure that represents the degree of attachment to things that person own, and is a example of psychological measure made for marketing purpose.（Richins and Dorson,1992；Belk,1984). These personalities have contributed not a little to marketers to understand what kind of people targeted consumers are.

In tern in the scene of practice, consumer segmentation is often made on the basis of which product people currently use, and how do they choose (which function, feature or brand image). This approach to consumer segmentation is valid in the product category which difference of product function is important factor in product selection, but not the best way in the market such as, aspect other than function is important in the category or very matured market that no player in the market can make differentiation with function.　Especially, market which is matured in every product category, such as Japan, product are chosen with the reasons other than functions (e.g. i-phone or Starbucks)

This product selection that cannot be explained by product functions has been explained with purchase motivation activation by brand, or conspicuous consumption. But it seems consumption occurring now in matured market is not fully explained by conspicuous consumption as they do not seem to relate to conspicuous consumption.

Here is one hypothesis. Consumption occurring matured market nowadays are consumption as self-presentation means. This could be interpreted as one type of conspicuous consumption, but it has feature that consumers are trying to expose their lifestyle and not economic resources. Product selection is made by the relation with their lifestyle or philosophy of life, not the price. Therefore, individual difference in product selection occurs even in product category with relatively small price range. For example, categories with relatively small average customer spend or small price range have different consumers, such as fast fashion (Uniqlo, ZARA, GAP, Forever 21 etc) and cafe (Starbucks, Tully's etc.). Moreover, certain product selection pattern can be seen across multiple product categories, such as using a laptop by MAC at Starbucks.

In this study, measure and factors that explain the product selection from the aspect of self-presentation is constructed, and whether in their actual product selection shows a certain pattern explained by self-presentation factors was investigated.

Method

Participants

Seventy one undergraduate students participated in the research. Age ranged from 19 to 35 years old, average 19.9 years old and SD=2.04 (51 women, 20 men).

Methods and Procedure

Participants completed pencil-and-paper test at the end of the psychology class. Test was composed of four parts, which was general information of participants (age and gender), self-monitoring personality test, self-presentation personality test, and attitude towards products or towns.

Self-monitoring scale in Japanese (Iwabuchi, Tanaka and Nakasato, 1982) was used to assess self-monitoring personality.

To develop self-presentation personality measurement, thirty one statements regarding self-presentation were shown and participants answered how much each of the statements applied to them in 7 scale. (see Table 1 for all statements used in the test)

Attitudes were assessed by category in the questionnaire. Five categories were shown in the test, which were 1) cafe, 2) laptop, 3)fast fashion apparel brand, 4)smart phone brand and 5)famous towns in Tokyo.

For attitudes toward cafe section, participants chose all the cafe brand that they know of, and answered one cafe that is s/he was most likely to go. Then they scored how much they like each brand with seven scales. Seven cafe brand were selected to show in the test from famous chain store brands.

Laptop section followed cafe section. Participants answered all the laptop brands they know of among 6 famous laptop brands shown in the test. Then they chose one brand that they use now, and one that they would like to use in the future. They rated how much they like the each laptop brand for each brand in seven scale.

Fast fashion, smart phone and town section followed and same question as laptop were asked, which were 1)choose all brands/town they know of, 2) choose only one they are now using/they are most visiting at their private time, 3)choose only one they would like to use in the future/ to go, 4) how much they like each items in the categories.

Table 1.

Statements Shown to participants to Develop Self-Presentation Personality Scale

	Japanese(original)	English(translation)
1	買い物をするときは、人からどう思われたいかを考えて品物を選ぶ	When I shop, I choose things thinking who am I want to be looked like.
2	景品のメモや文房具は使わない	I don't use free gift such as memo or stationery.
3	見た目で、自分がどんな人間なのかを表現したい	I want to express who I am by my outlook.
4	その日着る服を選ぶとき、その日の予定を具体的にイメージして服を選ぶ	I choose what to wear imaging exactly what I would do on that day.
5	その日着る服を選ぶとき、気分に合わせて服を選ぶ	I choose what to wear that fit my feeling of the day.
6	新しく服や靴を買うときは、すでに持っているものとのコーディネートを考えてから購入を決める	When I purchase new clothes or shoes, I make decision considering coordination with things I already have.
7	見た目から入る	Start things by preparing belongings and appearance.
8	物を買うときは、自分のその他の持ち物と同じイメージかどうかを重視して選ぶ	When I buy things, choose with an emphasis on whether it has the same image as my other belongings.
9	何を買うときも、その商品の見た目や、世間から見たブランドイメージを意識して選ぶ	Whatever I shop, I care the products' looks and brand image hold by society.
10	自分の持ち物はすべて、同じイメージで統一したい	I want to keep same manner and tone for all of my belongings
11	寝具や家具など、ふだん人から見られないものについて、自分らしいテイストでそろえたいと思う	I want to keep things to fit my taste even things that cannot be seen from people usually, such as furniture and bedding
12	服や鞄など、ふだん人から見られるものについて、自分らしいテイストでそろえたいと思う	I want to keep things that others can see, such as clothes and shoes, to fit my taste.
13	いつでも同じイメージの自分でありたい	I want myself to be always same image.
14	その日の気分でいろいろな自分を演出したい	I want to produce various myself according to the day’s feeling
15	人からどう見られるかを気にするのは楽しい	It is fun to think how do I look like by others.
16	特定のお店や町について、自分にふさわしいものとふさわしくないものがあると思う	When I think of particular shops/restaurants or towns, I think there are some that suits me, and some that don't suit me.
17	自分がこのお店にいることは耐えがたいと思うことがある	When I'm in a shop/restaurants, sometimes I feel it's difficult to endure to be here.
18	商品を選ぶときは、もっていたらかっこいいかどうかを考えて選ぶ	When I choose products, my criteria will be if this makes me cool or not.
19	恋人を選ぶときは、どんなカップルにみられたいかを考えて、それにあいそうな人を選ぶ	When choosing a lover , thinking what kind of couple do I want to be seen, and choose the person who matches the image.
20	かっこわるい物は持ちたくない	I don't want to keep bad looking things.
21	持ち物でどんな人かわかると思う	I think you can tell who the person is by seeing what s/he has.
22	持ち物に個性が出ると思う	I think personal belongings show idiosyncrasy.
23	持ち物で自分がどんな人間が伝えたい	I want to tell others who I am by my belongings.
24	なりたい自分像にある商品を選ぶ	I choose products that fit to ideal myself
25	かっこいい物やすてきな物をもっていると、気分がよい	It makes me feel good when having cool / nice things with me
26	私が買い物をするのは、かっこよくなるためだ	I shop to be cool.
27	誰にも似ていない自分でありたい	I want to be myself who is not like the others.
28	人から憧れられたい	I want to be admired from people.
29	人から、うらやましがられたい	I want others to envy me.
30	周りの人から浮きたくない	I don’t want to set myself off from my peers
31	バランス感覚のよい人だと思われたい	I want to appear to be a good person with a sense of balance

Table 2.

All itemes shown for each categories in the questionaire

Cafe category	
1 スターバックス	Starbucks
2 タリーズ	TULLY'S
3 エクセルシオール	EXCELSIOR CAFFE
4 ドトール	DOUTOR
5 カフェ・ド・クリエ	CAFE de CRIE
6 カフェ・ラ・ミル	café LA MILLE
7 サンマルク	SAINT-MARC CAFÉ
Laptop category	
1 APPLE(アップル) mac	mac by APPLE
2 SONY （ソニー） vaio	vaio by SONY
3 PANASONIC （パナソニック） Let's note	Let's note by PANASONIC
4 NEC （エヌイーシー）LaVie	LaVie by NEC
5 FUJITSU（フジツウ） FMV LIFEBOOK	FMV LIFEBOOK by FUJITSU
6 東芝（トウシバ） dynabook	dynabook by TOSHIBA
fast fashion brand category	
1 Abercrombie & Fitch（アバクロンビー&フィッチ）	Abercrombie & Fitch
2 American Eagle Outfitters （アメリカンイーグル アウトフィッターズ）	American Eagle Outfitters
3 A/X Armani Exchange （アルマーニエクスチェンジ）	A/X Armani Exchange
4 Forever 21 (フォーエバー２１)	Forever 21
5 GAP (ギャップ)	GAP
6 g.u. (ジーユー)	g.u.
7 H&M （エイチ アンド エム）	H&M
8 UNIQLO (ユニクロ)	UNIQLO
9 ZARA（ザラ）	ZARA
10 TOPSHOP (トップショップ)	TOPSHOP
11 しまむら	SHIMAMURA
12 無印良品	MUJIRUSHIRYOUHIN

Left: Japanese (original) Right: English

Table 2.
Continued

Smart phone category		
1	APPLE(アップル)　iPhone (アイフォーン)	iPhone by APPLE
2	SONY　(ソニー)　Xeperia (エクスペリア)	Xeperia by SONY
3	SHARP　(シャープ)　AQUOS PHONE(アクオスフォン)	AQUOS PHONE by SHARP
4	FUJITSU　(フジツウ) ARROWS (アローズ)	ARROWS by FUJITSU
5	iida (イイダ)　　INFOBAR(インフォバー)	INFOBAR by iida
6	SAMSUNG (サムソン)　GALAXY (ギャラクシー)	GALAXY by SAMSUNG
7	Black berry (ブラックベリー)	Black berry
Town in Tokyo category		
1	吉祥寺	Kichijyoji
2	新宿	Shinjyuku
3	池袋	Ikebukuro
4	渋谷	Shibuya
5	原宿	Harajyuku
6	恵比寿	Ebisu
7	青山	Aoyama
8	丸の内	Marunouchi
9	銀座	Ginza
10	秋葉原	Akihabara

Left: Japanese (original) Right: English

Results

Factor analysis on self-presentation scale

Data analyses were conducted using IBM SPSS Statistics v.22. In order to develop self-presentation factor, exploratory factor analysis with unweighted least squares method and a Promax rotation was conducted on all 31 items from self-presentation personality section. Four factors were extracted considering more than one eigenvalue and interpreting possibility. From 31 initial items, items that did not contribute to the four factors and one item with the lowest factor loading to factor one was omitted, and same factor analysis was conducted again with 19 items. (seeTable3)

Verification of the factors was assessed with correlation analysis with self-monitoring factors. Results are shown in table4.

Four factors of self-presentation personality were named according to the statements with high contribution. Factor one was termed as “self-image producing factor” with statements meaning choosing products to make others see myself as I want to be look like, such as “I choose products that fit to ideal myself” or “I want to express who I am by my outlook”. Factor two is “cosplay of the day” factor with statements saying choose products to fit your today’s feeling such as “I choose what to wear that fit my feeling of the day” or “I want to produce various myself according to the day’s feeling”. Factor three is “Own style establishment factor”, which try to keep same image of oneself with statements such as “I want to keep same manner and tone for all of my belongings” or ”I want to keep things to fit my taste even things that cannot be seen from people usually, such as furniture and bedding”. Factor four is “homogeneity and harmony factor” with statements ”I don’t want to set myself off from my peers” and “I want to appear to be a good person with a sense of balance” showing the tendency try not to be stand out in anyway.

Table 3.

Factor Loadings for Exploratory Factor Analysis with Promax Rotation of self-Presentation Personality Scale

items		F1 Self-presentation factor one: Self-image producing	F2 Self-presentation factor two: Cosplay of the day	F3 Self-presentation factor three: Own style establishment	F4 Self-presentation factor four: homogeneity and harmony	Communalities
Factor 1: Self-image producing factor α＝0.906						
なりたい自分像にあう商品を選ぶ	I choose products that fit to ideal myself	**0.897**	0.0328	-0.210	-0.00415	0.705
見た目で、自分がどんな人間なのかを表現したい	I want to express who I am by my outlook	**0.758**	0.0317	0.0855	-0.159	0.616
かっこいい物やすてきな物をもっていると、気分がよい	It makes me feel good when having cool / nice things with me	**0.702**	0.0937	-0.0906	0.106	0.568
持ち物でどんな人かわかると思う	I think you can tell who the person is by seeing what s/he has.	**0.701**	-0.0477	-0.154	-0.176	0.361
恋人を選ぶときは、どんなカップルにみられたいかを考えて、それにあいそうな人を選ぶ	When choosing a lover , thinking what kind of couple do I want to be seen, and choose the person who matches the image.	**0.688**	-0.0639	-0.0954	0.0195	0.392
持ち物で自分がどんな人間が伝えたい	I want to tell others who I am by my belongings.	**0.661**	0.0827	0.0886	0.0161	0.572
商品を選ぶときは、もっていたらかっこいいかどうかを考えて選ぶ	When I choose products, my criteria will be if this makes me cool or not.	**0.627**	0.00932	0.122	-0.0139	0.478
買い物をするときは、人からどう思われたいかを考えて品物を選ぶ	When I shop, I choose things thinking who am I want to be looked like.	**0.598**	-0.215	0.150	-0.00836	0.356
私が買い物をするのは、かっこよくなるためだ	I shop to be cool.	**0.577**	0.117	0.0985	0.223	0.622
人からどう見られるかを気にするのは楽しい	It is fun to think how do I look like by others.	**0.571**	0.271	-0.0881	-0.0321	0.499
何を買うときも、その商品の見た目や、世間から見たブランドイメージを意識して選ぶ	Whatever I shop, I care the products' looks and brand image hold by society.	**0.530**	0.114	0.139	0.164	0.541
Factor 2: Cosplay of the day factor α＝0.898						
その日着る服を選ぶとき、気分に合わせて服を選ぶ	I choose what to wear that fit my feeling of the day	-0.107	**0.920**	0.0351	-0.121	0.767
その日着る服を選ぶとき、その日の予定を具体的にイメージして服を選ぶ	I choose what to wear imaging exactly what I would do on that day.	0.100	**0.842**	-0.0695	0.117	0.813
その日の気分でいろいろな自分を演出したい	I want to produce various myself according to the day's feeling	0.121	**0.795**	0.0560	-0.0390	0.768
Factor 3: Own style establishment factor α＝0.701						
寝具や家具など、ふだん人から見られないものについて、自分らしいテイストでそろえたいと思う	I want to keep things to fit my taste even things that cannot be seen from people usually, such as furniture and bedding	-0.349	0.193	**0.892**	0.0178	0.695
自分の持ち物はすべて、同じイメージで統一したい	I want to keep same manner and tone for all of my belongings	0.252	-0.295	**0.555**	0.0276	0.435
服や鞄など、ふだん人から見られるものについて、自分らしいテイストでそろえたいと思う	I want to keep things that others can see, such as clothes and shoes, to fit my taste.	0.391	0.0516	**0.505**	-0.128	0.581
Factor 4:homogeneity and harmony factor α＝0.640						
周りの人から浮きたくない	I don't want to set myself off from my peers	-0.190	-0.00211	-0.0517	**0.853**	0.663
バランス感覚のよい人だと思われたい	I want to appear to be a good person with a sense of balance	0.201	-0.102	0.0754	**0.545**	0.411

Table 4.

Correlations between self-presentation factors and Self monitoring factors

	Self monitoring factor one: Extraversoin	Self monitoring factor two: Other-Directedness	Self monitoring factor three: Acting
Self-presentation factor one: Self-image producing	.315**	.307**	.538**
Self-presentation factor two: Cosplay of the day	.220	.156	.260*
Self-presentation factor three: Own style establishment	-.013	.164	.089
Self-presentation factor four: homogeneity and harmony	-.253*	.270*	-.030

** Significant at p <.01

* Significant at p <.05

Table 5.

Correlations between self-presentation factors and brand usage

		Self-presentation factor one: Self-image producing	Self-presentation factor two: Cosplay of the day	Self-presentation factor three: Own style establishment	Self-presentation factor four: homogeneity and harmony
Cafe brand	Starbucks	-0.216	0.062	-0.033	-0.17
	TULLY'S	-0.068	0.017	-0.214	-0.043
	EXCELSIOR CAFFE	-0.035	0.062	-0.033	-0.053
	DOUTOR	0.147	0.004	0.13	.243*
	CAFE de CRIE	0.024	0.029	0.186	0.018
	café LA MILLE	.a	.a	.a	.a
	SAINT-MARC CAFÉ	0.081	-0.059	-0.091	-0.046
Laptop brand	mac APPLE	.244*	0.225	.409**	0.052
	vaio SONY	-0.01	0.113	-0.084	-0.045
	Let's note PANASONIC	-0.035	-0.112	-0.043	0.015
	LaVie NEC	-0.221	-0.23	-0.17	-0.035
	FMV LIFEBOOK FUJITSU	-0.024	-0.106	-0.183	-0.028
	dynabook TOSHIBA	0.08	-0.087	0.105	0.013
Fast fashion brand	Abercrombie & Fitch	.a	.a	.a	.a
	American Eagle Outfitters	.a	.a	.a	.a
	A/X Armani Exchange	.a	.a	.a	.a
	Forever 21	0.151	0.052	0.071	0.135
	GAP	0.013	-0.058	-0.114	-.245*
	g.u.	0.001	-0.123	-0.142	0.149
	H&M	0.204	.257*	-0.096	-0.194
	UNIQLO	-0.148	-0.065	0.07	0.08
	ZARA	0.116	0.108	0.054	0.091
	TOPSHOP	0.025	0.017	-0.052	0.079
	SHIMAMURA	-0.056	-.263*	0.013	-0.047
	MUJIRUSHIRYOUHIN	0.011	0.05	.257*	0.011
Smartphone brand	iPhone APPLE	0.11	0.138	0.1	-0.068
	Xeperia SONY	-.240*	-.305*	0.018	0.025
	AQUOS PHONE SHARP	0.056	0.073	-0.001	0.025
	ARROWS FUJITSU	-.266*	-0.188	-0.051	-0.039
	INFOBAR iida	-0.066	-0.039	0.001	0.032
	GALAXY SAMSUNG	0.122	0.195	-0.077	-0.081
	Black berry	.a	.a	.a	.a
Town in TOKYO	Kichijyoji	0.169	0.232	-0.032	0.051
	Shinjyuku	0.128	0.099	.300*	0.027
	Ikebukuro	-0.119	-0.034	-0.117	0.003
	Shibuya	0.085	0.075	-0.05	0.023
	Harajyuku	0.072	0.028	-0.113	0.035
	Ebisu	.a	.a	.a	.a
	Aoyama	.a	.a	.a	.a
	Marunouchi	.a	.a	.a	.a
	Ginza	.a	.a	.a	.a
	Akihabara	-.284*	-.345**	-0.086	-0.149

** Significant at p <.01

* Significant at p <.05

a.For at least one of the variables is a constant, does not calculate certain variables(probably due to too small brand awareness)

Table 6.

Correlation between self-presentation factors and willing to use

		Self-presentation factor one: Self-image producing	Self-presentation factor two: Cosplay of the day	Self-presentation factor three: Own style establishment	Self-presentation factor four: homogeneity and harmony
Laptop brand	mac by APPLE	0.069	0.004	0.169	.269*
	vaio by SONY	-0.089	0.083	-0.156	-0.182
	Let's note by PANASONIC	0.027	0.069	0.018	0.128
	LaVie by NEC	-.278*	-0.122	-0.162	-.254*
	FMV LIFEBOOK by FUJITSU	-0.05	-0.165	-0.082	-0.022
	dynabook by TOSHIBA	0.195	-0.031	0.092	0.018
Fast fashion brand	Abercrombie & Fitch	0.085	-0.029	-0.118	-0.084
	American Eagle Outfitters	0.1	0.137	0.136	0.194
	A/X Armani Exchange	0.018	0.053	-0.081	0.237
	Forever 21	0.187	0.06	0.071	-0.042
	GAP	0.022	-0.114	-0.031	-0.007
	g.u.	-0.061	-0.082	-0.21	0.15
	H&M	0.026	0.144	-0.032	-0.125
	UNIQLO	-.275*	-0.124	-.247*	-0.093
	ZARA	0.003	0.019	0.039	0.215
	TOPSHOP	0.158	0.155	0.081	-0.191
	SHIMAMURA	-0.108	-0.188	0.063	-0.178
	MUJIRUSHIRYOUHIN	0.013	0.066	.321**	-0.012
Smartphone brand	iPhone by APPLE	-0.055	-0.12	-0.016	-0.061
	Xeperia by SONY	-0.074	-0.03	0.039	0.199
	AQUOS PHONE by SHARP	0.014	0.123	0.004	0.01
	ARROWS by FUJITSU	.a	.a	.a	.a
	INFOBAR by iida	.a	.a	.a	.a
	GALAXY by SAMSUNG	-0.02	0.098	-0.193	-0.096
	Black berry	0.138	0.107	-0.122	-.268*
Town in TOKYO	Kichijyoji	0.09	0.059	0.227	0.171
	Shinjyuku	0.015	0.023	0.095	0.125
	Ikebukuro	-0.15	-0.044	-0.192	0.024
	Shibuya	0.019	-0.081	-0.199	-0.068
	Harajyuku	.317**	0.151	-0.018	-0.073
	Ebisu	-0.066	0.229	-0.006	-0.077
	Aoyama	.288*	0.214	0.154	0.101
	Marunouchi	0.026	0.084	0.223	-0.104
	Ginza	-0.124	0.017	-0.098	-0.013
	Akihabara	-.274*	-.365**	-0.138	-0.112

** Significant at p <.01

* Significant at p <.05

a.For at least one of the variables is a constant, does not calculate certain variables(probably due to too small brand awareness)

Table 7.

Correlation between self-presentation factors and degree of favor

		Self-presentation factor one: Self-image producing	Self-presentation factor two: Cosplay of the day	Self-presentation factor three: Own style establishment	Self-presentation factor four: homogeneity and harmony
Café brand	Starbucks	0.083	.238*	0.013	0.075
	TULLY'S	0.041	0.112	0.016	0.002
	EXCELSIOR CAFFE	-0.08	0.098	0.002	0.088
	DOUTOR	0.081	0.06	.245*	.268*
	CAFE de CRIE	0.029	0.108	0.086	-0.041
	café LA MILLE	-0.082	0.029	-0.079	0.092
	SAINT-MARC CAFÉ	0.061	-0.006	0.055	0.168
Laptop brand	mac by APPLE	0.105	0.149	0.206	0.072
	vaio by SONY	0.007	0.151	-0.014	0.111
	Let's note by PANASONIC	0.128	.285*	0.026	0.02
	LaVie by NEC	-0.139	-0.047	-0.14	-0.152
	FMV LIFEBOOK by FUJITSU	-0.05	-0.038	-0.004	0.002
	dynabook by TOSHIBA	0.056	0.01	0.074	0.049
Fast fashion brand	Abercrombie & Fitch	.316**	.295*	0.077	-0.114
	American Eagle Outfitters	-0.037	-0.024	0.059	0.054
	A/X Armani Exchange	0.131	-0.093	0.123	0.147
	Forever 21	0.034	0.047	-0.061	0.082
	GAP	0.122	-0.03	0.158	.270*
	g.u.	-0.13	-0.225	-0.224	0.139
	H&M	0.083	0.18	0.06	0.146
	UNIQLO	-0.117	-0.045	0.065	0.148
	ZARA	0.061	0.027	0.117	0.206
	TOPSHOP	0.174	0.103	0.118	0.045
	SHIMAMURA	0.089	-.262*	0.059	0.099
	MUJIRUSHIRYOUHIN	-0.083	0.081	.236*	0.064
Smartphone brand	iPhone by APPLE	0.047	0.03	0.09	0.058
	Xeperia by SONY	-0.14	-0.177	-0.013	-0.018
	AQUOS PHONE by SHARP	-0.056	0.142	-0.105	0.008
	ARROWS by FUJITSU	-0.042	0.166	-0.172	-0.089
	INFOBAR by iida	-.357**	-0.069	-0.16	-0.09
	GALAXY by SAMSUNG	-0.024	0.088	-0.16	-0.167
	Black berry	-0.17	0.006	-0.052	-0.177
Town in TOKYO	Kichijyoji	.239*	.318**	.260*	.367**
	Shinjyuku	0.224	0.213	0.175	.363**
	Ikebukuro	0.204	0.114	0.145	.292*
	Shibuya	0.151	0.204	-0.087	.303*
	Harajyuku	.295*	.287*	0.078	.366**
	Ebisu	.248*	0.21	0.224	0.051
	Aoyama	0.206	0.217	0.129	0.15
	Marunouchi	0.227	0.195	0.158	-0.007
	Ginza	0.122	0.164	0.035	0.109
	Akihabara	-0.221	-0.195	-0.126	0.013

** Significant at p <.01

* Significant at p <.05

Correlation analyses between self-presentation factor and brand attitude

Correlation between self-presentation factors and attitudes towards products/towns were analyzed to see the relation between two. Current usage, future willingness to use and degree of favor were measured as attitudes.

Correlations between all four factors and attitudes towards all products/towns are listed in table 5,6 and 7. Some products/towns were analyzed with participants less than 71 due to data lack. Usage were analyzed with 68 participants for MAC, 69 participants for Xperia and Arrows, 70 participants for other products/towns, willing to use were analyzed with 69 participants for MAC, Lavie, UNIQLO, MUJIRUSHIRYOUHIN, 71 for others, and degree of favor analyzed on 70 participants with Starbucks and MUJIRUSHIRYOUHIN, and 71 for others.

Attitudes as brand usage. Each of four factors exhibited significant correlations with at least two products/towns. Factor one showed positive correlation with usage of MAC brand(as laptop), and negative correlation with Xperia, Arrows (both smartphone brand), and Akihabara(town). Factor two showed positive correlation with H&M(fast fashion brand), and negative correlation with SHIMAMURA(fast fashion brand), Xperia, and Akihabara. Factor three exhibited positive correlations with MAC brand and MUJIRUSHIRYOUHIN brand (as fashion apparel brand), and Shinjyuku (town), no negative correlation with any. Factor four positively correlated with DOUTOR (café brand), and negatively correlated with GAP(fast fashion brand).

Attitudes as willing to use. At least one significant correlation was found with four factors. Factor one positively correlated with Harajyuku and Aoyama, both towns in Tokyo, and negatively correlated with Lavie (laptop brand) , UNIQLO (fast fashion brand), and Akihabara. Factor two showed no positive correlation but negative correlation with Akihabara. Factor three found positive correlation with MUJIRUSHIRYOUHIN, and negative correlation with UNIQLO. Factor four and MAC showed positive correlation, Lavie(laptop brand) and Balckberry (smart phone brand) showed negative correlation.

Attitudes as degree of favor. Significant correlations were found most with degree of favor, with at least three and maximum seven with four factors. Factor one and Abecronbie & Fitch(fast fashion brand), Kichijyouji, Harajyuku, and Ebisu(all towns in Tokyo) showed positive correlation and INFOBAR(smartphone brand) negative correlation. Positive correlation with factor two were found with Starbucks (cafe), Let's note(laptop brand), Abevronbie& Fitch, Kichijyouji and Harajyuku. Negative correlation was found with SHIMAMURA. For factor three, only positive correlation was seen with DOUTOR, MUJIRUSHIRYOUHIN and Kichijyouji. Factor four showed most correlation among four factors, positive correlation with DOUTOR (cafe), GAP(fast fashion brand), Kichijyouji, Shinjyuku, Ikebukuro, Shibuya and Harajyuku (all towns in Tokyo).

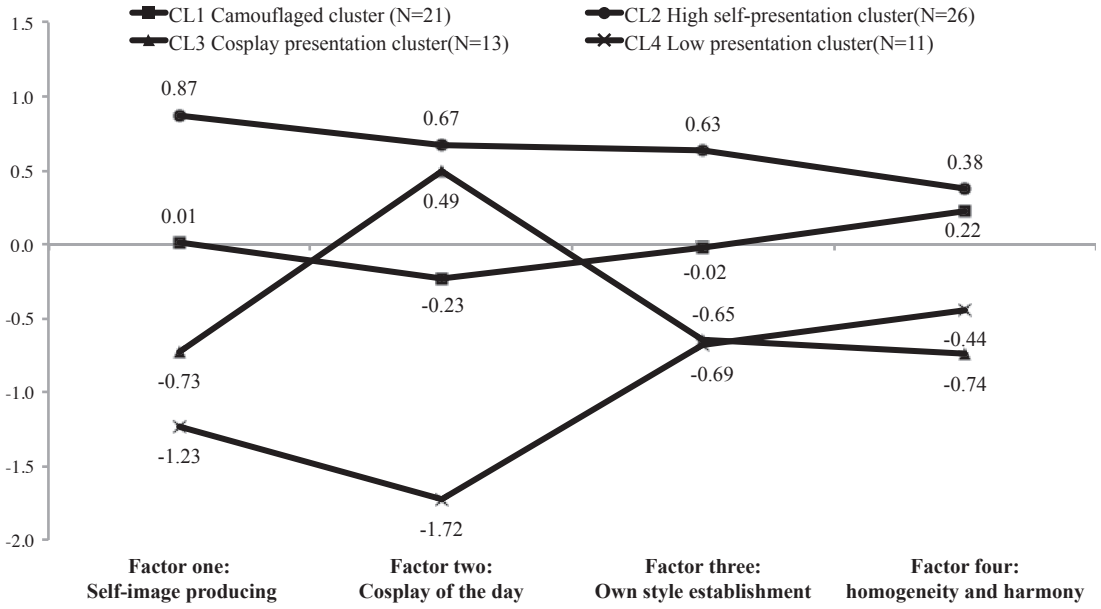
Cluster analysis and brand attitudes

Cluster analysis for participants' segmentation. In terms of product choice, factors are not subject but individuals with mixed level of factors are. To categorize participants on their factor feature so that product choice by person can be seen, Ward's method, a hierarchical clustering procedure was used on four factors' factor score, and four clusters were extracted. Four clusters' features are shown in figure 1. Cluster one represent people with no strong factor, termed Camouflaged cluster. Cluster two characterized individuals with high factor scores for all four factors, termed High self-presentation cluster. Cluster three comprised with high score on factor two (cosplay of the day) and low score on other factors, termed Cosplay presentation cluster. Cluster four corresponds to individuals with low score on all factors, especially lowest on factor two (cosplay of the day factor), termed Low presentation cluster.

ANOVA between self-presentation clusters and degree of favor. One-way ANOVA was performed to identify effect of four clusters on each products/towns. Results revealed that clusters has significant effect on GAP($F(3,67)=3.177$, $P<0.05$), Kichijyouji($F(3,67)=4.775$,$P<0.01$), Shinjyuku($F(3.67)=5.352$,$P<0.01$), Harajyuku($F(3.67)=3.519$,$P<0.05$). Bonferroni's multiple comparison showed cluster two favors GAP than cluster three, and Kichijyouji than cluster four, Shinjyuku than cluster one and cluster three, Harajyuku than cluster four.

Figure 1.

Mean Factor Scores of Four Self-Presentation Factors among Four clusters



Discussion

Developing a self-presentation scale

From 19 items, Self-presentation scale was developed with factor analysis.(See Table3). This has four replicated factors which were 1) Self-image producing 2) Cosplay of the day 3) Own style establishment 4) Homogeneity and harmony. To test reliability and validity, Cronbach's α score and correlation with self-monitoring subscales score were tested.

Cronbach's alpha score showed high internal consistency for the overall scale(α=.898), and for the four resulting subscales: self-image producing(α=.906), cosplay of the day(α=.898), Own style establishment(α=.701), homogeneity and harmony(α=.640).

To see the validity, correlation between replicated factors of Self-presentation scale and Self-monitoring scale were analyzed. Iwabuchi, Tanaka and Nakasato's self-monitoring scale (1982) in Japanese language version was adapted. This version is made in Japanese and its original is Briggs and Buss's (1980) self-monitoring scale. Birggs et al.'s version and Iwabuchi et al.'s version are made to be five scales scoring, but in this experiment, participants answered seven scales scoring. Seven scale was adapted to make the scale range same with other questions in the questionnaire. There are three subscales in Self-monitoring scale, which are Extraversion, Other Directedness and Acting. Sum within each subscale items are calculated.

Extraversion shows high interest for social incidents and high sociability, with statements such as "I feel a bit awkward in a company and do not show up quit as well as I should (Reverse)", "At a party I let others keep the jokes and stories going (Reverse)", and "In a group of people I am rarely the center of attention (Reverse)". Other Directedness shows high interest in behaving appropriately to a certain situation and control of own feeling, with statements such as "In different situations and with different people, I often act like very different persons", "In order to get along and be liked, I tend to be what people expect me to be rather than anything else." and "I am not always a person I appear to be." Acting means tendency of acting aligning to the situation, and trait that make others fun or fluent in conversation. Statements in acting are "I would probably make a good actor", "I have considered being an entertainer." and "I can make impromptu

speeches on topics about which I have almost no information". (definition: Iwabuchi et al., 1982 ; Statements in English: Briggs, Cheek and Buss,1980)

Results of correlation showed self-image producing factor has significant positive correlation with all three self-monitoring subscales. Self-image producing factor represent personality that choose belongings to present one-self to be looked as s/he wants to be looked like by others. To do this, the person needs to be able to see oneself objectively, in other words, the person need to self-monitor, and be able to act to be looked like s/he wants to be, and to correctly know what kind of outlook gives preferable image on others on any occasions. To self-monitor one's self, and see ones self objectively, and act as s/he wants to be looked like is supported with the result that all three self-monitoring subscales have positive correlation.

Factor two "Cosplay of the day" has positive correlation with Acting factor, which gives validation that cosplay factor assessing the personality that choose things to show various kinds of one's self.

Factor three "Own style establishment" has no significant correlation, as someone has their own style doesn't have to care what others think on them, so that there shouldn't be any relation with self-monitoring factors.

Factor four "Homogeneity and harmony" has negative correlation with Extraversion, and positive correlation with Other-directedness. As Homogeneity and harmony factor represent someone does not want to stand out in good or bad way, but want to keep oneself match in the environment, negative correlation should occur with extraversion. To have harmony with the environment not standing out, s/he needs to know how others behave, so the Other-directedness has positive correlation.

Self-presentation scale has four replicated factors and this was proven to be consistent and valid scale to assess personality that actively self present or produce.

Possibility of product selection prediction

Prediction possibility of self-presentation personality and future subject will be discussed in the following section.

Prediction by self-presentation factors. Correlation between self-presentation personality and brand attitudes were calculated to see the relation between the personality and product choice. Personality was measured in two ways, one is to use score of subscale, and another to use clustering with personality. First way was adapted to see the validation of factor itself, and latter was adapted to see the validation when individuals become subject.

First, relation with subscales will be discussed. Subscales and product attitude (usage, willing to use, degree of favor) has some significant correlation, and some of them could be reasonable interpreted. For example, self-image producing factor had significant positive correlation with mac. Remembering this study has started with the notice that there are many people using mac in Starbucks, and made hypothesis that there is a group of people who want to self-present themselves by being at a stylish café and using stylish laptop brand. With that in mind, this result seems reasonably interpreted. Also, own style establishment factor has positive correlation with mac, MUJIRUSHIRYOHIN, Shinjuku. This factor represents a personality trait trying to keep certain selfimage in every way. MUJIRUSHIRYOHIN offers product with same image in broad category (food, clothes, furniture etc.). It seems very valid that this factor had positive correlation with MUJIRUSHIRYOHIN.

Following discusses at the relationship by four factors. Self-image producing factor and usage has positive correlation with mac, negative correlation with Xperia, Akihabara. With willing to use, positive correlation with Aoyama, Harajyukum, negative with Lavie, Uniqlo, Akihabara. With degree of favor, positive correlation with Abecronbie & Fitch, Kichijyouji, Harajyuku, Ebisu and negative with iida. This factor represent personality which choose product with coolness or brandimage as first priority, and town with generally stylish image has positive correlation or negative correlation with apparel brand with generally high functional image but not stylish image seems reasonable.

Cosplay of the day factor showed positive correlation with H&M and negative correlation with SHIMAMURA, Xperia, Akihabara in usage. With willing to use, negative correlation with Akihabara was seen. With degree of favor, positive correlation with starbucks, let's note, Abecronbie & Fitch, Kichijyoji, Harajyuku, negative correlation with SHIMAMURA. This factor represent personality which present various self that match with the mood of the day, positive

correlation with the apparel brand offering clothes with many taste with low price(subjects were students), and negative correlation with brand offering trend fashion seems reasonable.

Own style establishment factor showed positive correlation with Vaio, MUJIRUSHIRYOHIN, Shinjuku. Positive correlation with MUJIRUSHIRYOHIN and negative correlation with Uniqlo in willing to use. Positive correlation with DOUTOR, MUJIRUSHIRYOHIN, Kichijyoji in degree of favor. Positive correlation with brand establishing certain brand image and offering broad product categories seems reasonable with this factor.

Homogeneity and Harmony factor had positive correlation with DOUTOR, negative with GAP in usage, positive with mac and negative with Lets note and Black berry in willing to use, positive with DOUTOR, GAP, Kichijoji, Shinjuku, Ikebukuro, Shibuya, Harajuku in degree of favor. Positive correlation with major café brand seems reasonable since this factor represent personality who does not like to stand out.

Prediction by self-presentation factors' clusters ANOVA was conducted with clusters made from factor, because product selection was made by individuals having various level of each factors. Result showed clusters effect on GAP, Kishijyouji, Shinjuku and Harajuku. Effects were seen in few categories compare to correlation.

Future subject With relationship between factor score and attitudes towards product, the possibility of self-presentation factor to predict product selection suggested. However, many subjects are also led.

First, although many correlation were found between factors and attitude, consistent result did not found across usage, willing to use and degree of favor, and there was correlation which was difficult to reasonably interpreted. For this result, participants' feature, which is, participants were college students with low disposable earnings and various level of relevance to product categories should be a reason. In other words, factors which can influence on purchase behavior were not controlled. For difficulty in interpretation of result seems occurred because of uncertainty of image for each product, or which image individuals have on each product.

Another subject is that result in this study of small number in correlation or difficulty to see relation with cluster (in able to predict product selection by cluster). In other words, this is the subject of prediction accuracy.

Correlation score often were one of 0.3 before and after. Regarding product selection, 0.3 is believed acceptable since various factors are involved in product selection, but is not sufficient result to predict in business scene. For this subject, to use various personalities along with self-presentation to maximize the prediction accuracy approach would be appropriate.

From the above, future study will control factors that influence purchase behavior such as income level and relevancy for the product category, as well as including personality that relates to product choice along with self-presentation personality measure.

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