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The functional approach to creating the self

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THE FUNCTIONAL APPROACH TO

CREATING THE SELF

by

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ABSTRACT

Studying consumers is at the heart of the sub-discipline of consumer behavior; to truly understand the core of said consumers however, the marketing literature has focused on studying the self. The extant literature has discussed the self from several conceptual view points. As such, this study provides a rich theoretical review reaching back into the 19^{th} century literature and extending into more recent developments related to cognitive social psychology. James' (1890) global tripartite model of the self is adopted, and the various avenues by which consumers create their 'selves' are then explored, with particular focus on James' material self (bodily creation).

The latter phase of the study reintroduces Katz's (1960) functional approach to attitudes as a conceptual lens to examine how matching consumers' functional profiles to advertising messages, within the context of creating a self, influences the consumers' overall attitudinal and behavioral responses to the particular message/brands being promoted.

A multi-method approach including grounded theoretic and experimental studies is employed, and the findings show that different functions do fuel different individuals' motives to create their 'selves,' and that when viewing an advertisement executed with functions differing from their functional profile, individuals experience mild cognitive dissonance and thus elaborate the message content more; this results in better attitudinal and behavioral responses to stronger over weaker arguments.

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CHAPTER I

INTRODUCTION

In 2004, Unilever's Dove brand commissioned a global report to study the concept of beauty, and how women worldwide perceived their own beauty (Etcoff et al 2004). The general findings suggest that an overwhelming number of women around the world perceive themselves as natural or average, versus beautiful; these findings also indicate that physical attractiveness, as perpetuated by the media, has come to define beauty ideals, which most people can never attain. This study was part of the effort to launch Dove's campaign for real beauty; which is an ongoing movement that intends to educate consumers on the fact that no ideal body type exists, and to empower them with the confidence to be comfortable with their bodies (Unilever 2007).

Further, this campaign led to the development of several advertisements towards its cause. A particularly interesting ad employs the drawing services of former police forensic artist, Gil Zamora, in showing how people's perceptions of their beauty differs from others' perception. Dove's massive global campaign, as well as other efforts (Do Something, Campaign for Body Confidence, NOW: love your body) highlight the important point that in contemporary society, a discrepancy certainly exists between individuals' perceptions of their bodies, and the ideals they compare themselves against. This discrepancy herein described, as well as consumers' efforts to reduce it or eliminate it all together are major part of the focus of this study, and we should note that they all stem from one source; the perception of the SELF

Emphasizing the importance of studying the self in consumer research is like the proverbial oratory to the choir. If selves do not exist, consumers ergo consumer research would not exist either. Current research efforts have been investigating the self and identity as they relate to brands, giving, and consumer behavior in general (Gao et al 2009; Oyserman 2009; Shavitt et al 2009; Aaker & Akutsu 2009; Kirmani 2009;Ward & Broniarczyk 2011; Kettle & Häubl 2011; Townsend & Sood 2012; Escalas 2013). Townsend & Sood (2012) highlight how choosing a highly aesthetic product/brand can affirm a consumer's sense of self; Kettle & Häubl (2011) show how the simple act of signing one's name activates the aspect of a consumer's self-identity that is required by the situation; Gao et al (2009) shows that when an individual's confidently held perception of himself is shaken, the individual is motivated to acquire and consume products that re-enhance that perception of the self.

Noting the obvious importance of studying the self in consumer research, this chapter will first provide a brief background of research on the self, as well as how it relates to addressing the discrepancy described above. A background of research on the mechanisms that underlie individuals' attempts to address said discrepancy will also be presented. Following this, the purpose for this study will be outlined. The chapter will then conclude with a description of the organization for the rest of this study.

Background on the Self

Who am I? This is the driving question prompted by the examination of our existence. The self has been defined as the idea of a unified being, which is the source of all consciousness. Ever since humans have been able to express awareness of their consciousness, they have worked tirelessly to explore the enigma that is the self. Recent evidence suggests that the expression of understanding the self goes further back than documented history; on the walls of Cave Chauvet in France, handprints dating back to 30,000 years ago were found. Scientists believe the intricacy of the prints suggest that they were purposely formed by a conscious being, trying to express an awareness, a consciousness, a soul if we must, of a self, whole and yet distinct from all the others around it. Several great philosophers, including Aristotle, Plato, and their contemporaries, attempted to produce more formalized structures of the self over the course of history; their attempts were not fully formalized by today's scientific standards however, they paved the way for future studies on the self.

Traveling forward to the 17th Century, we stumble upon the views of another philosopher; René Descartes. Although a dualist, Descartes believed in the importance of studying the self, and especially in the distinction the self created between an individual and all other perceived things. This view is highlighted by the statement "*I can abstract from the supposition of all external things, but not from the supposition of my own consciousness*".

From the above, it is evident that the study of the self has been important for as long as modern man has existed. Perhaps the most comprehensive view of the study of the self is that put forth by William James in 1892, in his tome succinctly titled Psychology. James defined the self as consisting of two parts: the Me and the I. He referred to the 'me' as the object of our awareness, the *known* self, the empirical ego. Contrarily he referred to the 'I' as the subject doing the *knowing,* the one that is aware of the consciousness of 'me,' the pure ego. James also clearly states that these two parts of the self are not separate entities, but discriminated aspects of a duplex self. Expanding on the concept of the me, James further described it as the sum total of all that a person can call its own; this includes the body, homes, clothing, possessions, family etc. Further, he purported that these things that encompass the totality of the me are so intertwined within the me concept, that a loss in any of them would constitute both a loss in the most obvious sense, and also a loss of part of the self. This view of the Self/Me as consisting of the sum total of a man's things is shared by Belk (1988). Belk provides a rich consumer behavior perspective in which a person's self is 'extended' to constitute all of said person's possessions.

Additionally, James (1892) put forth a model of the me which is constituted of three parts: (1) A material me that refers to all that constitutes ones' physical self (essentially his/her body), as well as material possessions one has acquired and deemed to possess some value, (2) A social me that refers to all the 'selves' an individual creates in order to fit in with the various social situations he finds himself in (one might be an avid, cheerful, tavern patron, but that *self* may not be appropriate when he has to interact with clients at the investment firm he works for). Thus, the social self is dynamic and ever changing, (3) and a spiritual me, which refers to a collection of states of consciousness and emotions within oneself.

Over time, other extensive studies on the self have been carried across multiple disciplines. A number of these works have focused more specifically on the self-concept. The Self-Concept is simply a multidimensional construct that indicates how we perceive ourselves, in relation to different features that make up our lives. Some of these relationships that have been examined in the literature include: The self-concept and gender roles (Hoffman, 2004), racial identity (Aries, 1998), academics (Byrne, 1984) etc.

Others such as Heinz Kohut, Sigmund Freud, Eric Berne etc., have carried our research efforts on the self, which obviously are extensions of the Jamesian view. Further still, the self we have seen further conceptions of the self in social situations (James' persona) into broader ideas such as social identity (Tajfel & Turner, 1986). While this importance of studying the self cannot be ignored, more pertinent to this research is how individuals go about addressing a discrepancy that exists between their perceived self-concept, and a self-concept they would prefer to attain; in essence, how do they create that new self.

A created self is simply an alteration of characteristics that make up the self, in order to transform from a 'current' self to a 'new' self. This quest towards a new or has been characterized extensively in the psychology literature. This 'new' self has also been referred to in the psychology literature as the ideal self, the ought self, and as pretensions. Firstly, while not explicit in detailing this quest, James (1892) still presents a view of this striving for an ideal self and how it relates to the concept of self-esteem. James states that self-esteem is simply: $\frac{Successes}{Pretensions}$, or a discrepancy ratio between successes and pretensions; where successes are simply actualities, one's current state, or what one has already achieved, and pretensions are potentialities, or what one could become. James' contention was that self-esteem could be better managed if people would limit these pretensions and focus more on their successes or actualities. Similarly, Carl Rogers examined this actuality/potentiality discrepancy albeit differently. Rogers (1961) describes the concept of incongruity as a discrepancy between a 'real' self and an 'ideal' self, what he deems the 'I am' and the 'I should'. Rogers' contention is that the real self is one's perception of his non-fully actualized self, thus, a need is created to strive towards an ideal self. Perhaps the most comprehensive view of the balance between actualities and pretension is that put forth in the self-discrepancy theory. The theory was put forth in Higgins (1987), and it proposed that humans compare their selves to internally held standards of what said selves are supposed to be. When discrepancies exist between one's self and this internally held standard, the individual seeks to mitigate this. Just like with the previous conceptions, this theory used the terms 'actual' and 'ideal' states to refer to the dual states being compared.

As can be seen from the conceptualizations above, we are constantly engaging in self-evaluative activities. The psychology literature such as Sedikides (1993) suggests that there are three major motives that drive individuals into the self-evaluation process: self-enhancement: The need to feel good and maintain one's self esteem thus seeing oneself in a constantly favorably light; self-assessment: The need to maintain an accurate conception of one's self; self-verification: This is the desire to verify one's pre-existing self-conceptions. Other researchers have also identified a self-improvement motive: This is the drive to better one's self concept. These four motives are postulated to drive the process of self-regulation i.e. how individuals control and direct their own actions. By carefully examining these self-evaluation motives, we can observe the underlying uniformity contained within each; there is a reference to either an actual self or a desired/ideal self.

Returning to the general idea of creating a self, Weber (2000) builds on the Jamesian concept of the self, in order to outline how individuals go about creating a self. James' original conception was the self is tri-fold, consisting of a material me, social me, and a spiritual me. He contends that all three of these parts make up the totality of the self, and that their intersection is the core of the individual. Further, Weber suggests that the aforementioned discrepancies between the actual and ideal self can be observed within any of the components of the self. For example, an individual might have an internally held view of an ideal body type, they then compare their actual body type to that ideal, and the existence of a discrepancy prompts the individual to begin to 'create' a self that matches that ideal. As mentioned, this observed discrepancy prompts the self-improvement motive, but said motive only acts as the analogical vehicle that moves the self-concept from point A to point B (actual to ideal state). But like real vehicles, the self-improvement motive needs 'fuel' to continue its motion, and one theoretical perspective provides a fantastic lens through which the aforementioned potentially different fuel sources can be examined; the functional approach.

Background on the Functional Approach

In the context of attitudes, Katz's (1960) functional approach suggests that attitudes play different functions for different individuals. As previously explained, people may have the same general attitude towards an idea (or vehicle for creating the self); however, these attitudes may serve fundamentally different functions (different fuels) for the different individuals. Four different functions which these attitudes may serve were identified:

1. Utilitarian Function: Attitudes that serve this function are positive towards means of reaching a desired goal and are likewise negative towards unpleasant outcomes. For example, an employee who experiences a lot of positive success in completing an easy task will most likely develop a positive attitude towards that task.
2. Value Expressive Function: This function suggests that people are satisfied by holding on to and expressing attitudes that express their deeply held values. For example, an environmentalist would have a positive attitude towards driving hybrid or electric cars.

3. Ego-Defensive Function: These attitudes are solely based on defending one's own self-image. The object of the attitude is selected by the person holding the ego-defensive attitude as a matter of convenient outlet for expression of the attitude. The attitude emanates from the person's self to some target and if no convenient target exists, one will be created (Katz 1960). For example one may hold negative attitudes towards out-group individuals because it makes him feel better about himself.
4. Knowledge Function: Two interpretations exist for this function. The first interpretation of the knowledge function is that it is a special case of the utilitarian function. Increasing one's knowledge about the attitude object helps to achieve the primary goal (Locander 1978). For example, a person must know about lifting weights before he can realize the exercise benefits sought by the activity. Another definition suggests a more basic need to know that drives a person to gain information that gives general meaning to his social world.

As aforementioned, the basic premise of the functional approach is that two individuals can hold the same positive attitude toward an object, but the function (or motive or fuel) driving their attitudes could be very different. For example Luigi and Bruce might both have extremely positive attitudes about their Alfa Romeo 4C's however; Bruce maintains the positive attitude because the car satisfies his need for speed and gas efficiency while Luigi maintains his positive attitude because the car helps him stay connected to his Italian identity. Similarly, this research proposes that different functions that serve (or fuel) the self-improvement motive to *create* oneself, as the same motive can be served by very different functions.

Another interesting concept within the auspices of the functional approach, and which has been studied extensively in research is that of functional matching (Locander 1978, 1983; Snyder & Debono 1987; Shavitt 1989, 2002; Petty & Wegener 1998). The basic premise, referred to as the match hypothesis, suggests that in a persuasion context, a message that is congruent with the underlying function fueling an individual's attitude (or motive) will be more effective in persuading individuals than one that is incongruent with said function. The majority of these studies used self-monitoring as a surrogate for functions, by stating that high self-monitors are more likely to hold attitudes that serve the functions of protecting their egos or expressing their values, while low self-monitors are more likely to hold attitudes that serve utilitarian functions. Thus, the previous literature suggests that messages that contain utilitarian cues will be more effective in persuading low-self monitors, and vice-versa for ego or value-expressive cued messages. Further, some of the research (Petty & Wegener 1998) suggests that this higher persuasion is due to the increased elaboration of the message content caused by the mere fact that it matches the individual's functional profile.

Purpose of the Study

This research further contributes to the discussion of the self, by examining and summarizing the historical perspectives which have been used to study it through time. Such a comprehensive explication of the ways the self has been studied is necessary in the marketing/consumer research literature. Further along these lines, the beginnings of a potentially new paradigm of the self is proposed, which takes into account the interaction between social identities and the Jamesian view of the self, in determining what underlying processes are a activated in cognitively considering the self.

An important goal of this research is to continue the dialogue on the intricate relation between perception of self and consumer behavior, by showing how and what factors motivate consumers to decide to engage in the creation of a self, in order to eliminate the discrepancy between a desired ideal self and their current perceived self. We should also note that this study is not an attempt to discuss or explicate the general or moral consequences for society's obsession with striving towards an unattainable ideal self. It is also not an attempt to put forth normative guidelines for society rather; the very existence of the aforementioned discrepancy is understood, and the attempt here will be to describe and clarify consumers' efforts and motivations to eliminate this discrepancy, and how marketing efforts can be best applied in aiding consumers to this effect.

Further, while an extensive foray into how each of three self components work within the context of a created self would be interesting, it would result in far too large of a problem to tackle within the bounds of this dissertation. Thus, the focus will be solely on the BODY self component, and how discrepancies in the actual/ideal comparisons lead individuals to create new bodily selves, and the fuels that power these creation processes.

This research will thus further explore the functional matching concept, by testing its premises within the context of creating the self. That is to say the effectiveness of persuasion messages that match the functions driving individuals' self-improvement motives will be examined in this research. The functional match = higher persuasion finding from previous studies will also be examined, to determine if this is in fact true. Functional matching provides a valuable conceptual lens through which the self can be further understood however, operationalization difficulties have resulted in the abandonment of this lens. Rather than use the surrogate of self-monitoring, this research will attempt to directly tap into individuals' functional profiles thus, it takes on the challenging task of really applying the functional approach, and reintroducing it as a valuable tool to study marketing's conceptual phenomena.

Research Questions

From the preceding discussions, we note that when a consumer's perception of self is distant enough from a desired self, a desire to close that gap is ignited; a self-improvement motive. Further, we note that this self-improvement motive is purported to be fueled by different functions. Thus, while focusing on the body aspect of the self, this dissertation will explore the following questions:

1. What kind of self creation activities do consumers engage in within the aspect of the body?
2. Do different functions really serve/drive the self-improvement motive in creating oneself?
3. If different functions really do exist, what are these functions?
4. Within a persuasion context (for self creation activities), can message effectiveness be increased by matching the message content to function driving the self-improvement motive
5. What processes or underlying mechanisms work in concert with the functional matching concept, in influencing consumers' attitudes towards a brand that purports to satisfy their self creation need, and their intent to patronize that brand?

Contributions

The current research effort will put forth contributions to the substantial, methodological, and conceptual domains of marketing. Firstly, by explicating the several ways the self has been studied in the literatures of marketing and psychology, a comprehensive review of the self and its relationship to consumer behavior is presented. As aforementioned, through the historical revisitation of the study of the self, this prompts further discussion on what the self is actually composed of, and how these components truly interact.

Furthermore, this research contributes simultaneously to the substantial and conceptual domains, by revisiting the concept of self-improvement. The term self-improvement generally conjures up thoughts of the $11billion self-help industry; this research shows via a detailed description of the processes that underlie self-improvement, that the term can be expanded to include any activity carried out by a consumer to move a perceived actual self towards a desired ideal self. In the substantial domain, this research focuses on the context of self-creation via participation in exercise and fitness activities, and explores the different reasons (functions) why individuals participate in these activities. This research also contributes to the substantial domain by suggesting more effective persuasion strategies for targeting consumers looking to *create* themselves.

In the conceptual domain, this research contributes by suggesting that several functions may serve the self-improvement motive that drives consumers' self-creation activities. Further, an exploratory study is carried out to determine if these different functions do exist, and what they are. This research also contributes to the conceptual domain by testing the functional match hypothesis and it's interaction with information processing, via an experimental design. Further, the connection of this research to the larger concept of self regulation is studied. Considering the self-creation process to be a goal seeking enterprise, this research integrates the approach/avoidance framework into determining how individuals go after their goals (ideal selves); it also shows how the functional approach can be integrated into the approach/avoidance framework, in determining what underlying mechanisms guide the goal attainment process.

Finally this research contributes to the methodological domain of academic marketing by employing a multi-method approach; Firstly, a qualitative study is carried out to determine what different activities individuals engage in, and the multitude of reasons why they participate in those activities during the process of creating their selves. The results of this qualitative, exploratory study are then used to create a survey instrument, before an empirical study is carried out to test the hypotheses proposed in Chapter 2.

Organization of the Study

Chapter 2 reviews the relevant literature in the contexts of the self, creating a self, and the functional approach. The proposed theoretical model and the research hypotheses are also presented in Chapter 2. The multi-method research design, scale development procedure, measurement, and analysis to be used are presented in Chapter 3. Chapter 4 discusses the qualitative results, the tests of the model and the research hypotheses. Finally, Chapter 5 discusses the conclusions to be drawn from the results, as well as the implications of the results and limitations of the study.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESES

This research proposes a model of creating the self via underlying functions fueling individuals' self-improvement motives. Further, this research proposes and tests a model that incorporates these underlying functions, and the effects of matching these functions in a persuasion context. In order to give a complete picture of these propositions, this chapter will review the literature on the self, the created self, and the functional approach. The self literature review includes a discussion of what constitutes the self, as it has been construed in the psychology/consumer behavior literatures. The created self literature review includes a discussion of what aspects of the self individuals alter, in the self-creation process, as well as the distinct motives (such as self-improvement) that drive the creation of a self. Finally the literature review on the functional approach examines its original conceptualization within the realm of attitudes in the psychology and marketing literatures, as well as its application to this particular topic of creating the self. Following these reviews, the research hypotheses will be presented.

Literature Review of the Self

A Brief History on the Self

Research as a whole in the field of consumer behavior would be impossible if these consumers we intend to explain did not possess selves to be explained. Before our foray into the world of self-improvement however, we must first get a full sense of what this self we purport to improve actually entails.

For as long as humans have lived, there has been a prevalent quest to understand our existence or more simply, who and what we are. This quest goes as far back as 30,000 years ago, when our ancestors, whom we believe had begun to develop the same cognitive abilities/awareness of an individual self as we possess today, portrayed said awareness by leaving handprints on the walls of Cave Chauvet in France (Humphrey 1999; Weber 2000).

Fast-forward to about 400-300 years before the Common Era, to the days of Plato and Aristotle, both considered to be two of the preeminent philosophers in history; these great men also carried out extensive studies on the concept of the self. Plato, Aristotle's mentor, believed that the 'self' consists of two distinct parts; the soul and the body, which work together to represent the being. Aristotle, however, believed analogically, that like a knife and cutting, the body and soul were inseparable parts of the self; stating that like cutting is to a knife, the soul is the core essence of a body which cannot be separated from it (Mannion 2002).

Since the era of ancient philosophy however, many more (relatively more recent) philosophers have put forth their views on the self. They include: Rene Descartes, who believed that the self is a distinct individual entity, which is separate from all other things that it perceives; John Locke, who puts forth the view that the self is the conscious, thinking aspect of beings, which is made up of whatever material, and that is sensible and conscious of emotion and feeling, and also concerned for the entirety of itself (Locke 1997); David Hume, who was a bundle theorist, believed that the self was nothing more than a bundle of perceptions, which are linked together by relations of causation (Ayer

2001). Although these 17th and 18th century philosophers put forth their views two thousand years after Plato and Aristotle, we note that they did not do much to advance the definition of the self. That is to say that just like with the ancient philosophers, no adequate scientific constructions served as a basis for the modern philosophers' definitions of the self.

Moving further to the late 19th century/early 20th and 21st centuries, we began to see more formalized scientific bases for the definition of the self. A good number of seminal works on the self were put forth during this era (James 1890; Cooley 1902; Freud 1923). Robins, Tracy & Trzesniewski (2008) provide a historical account on the bases for the definition of the self in these works; these seminal works viewed the self from a naturalistic perspective, i.e., a perspective that the self can be studied like any other natural phenomenon. This examination of the self from the naturalistic perspective, particularly evident in James (1890), was probably due to the relative novelty of Darwin's (1859) origin of species at the time. According to Robins et al. (2008), this naturalistic perspective was the basis for most of the research on the self in the early 20th century, and they identify three recurring themes in all these research efforts:

- Firstly, the early works on the self portrayed it as being essential to understanding social dynamics and personality processes. The self was seen as essentially equivalent to the brain, as the governing body that handles the increasingly intricate interactions of thoughts, emotions, and feelings, of highly complex beings (humans)
- Secondly, the ever-evident nature/nurture dichotomy played a role in shaping some of these early works, as the self was seen as being constructed from the raw predispositions endowed by nature, and then shaped by nurture.

- Thirdly, as mentioned previously, many of the early works on the self were written in the era of Darwin's propositions; hence, they conceptualized the self from functional and evolutionary perspectives.

As we moved towards the latter part of the 20th century however, there was a shift away from the naturalistic view, towards the view that the self is entirely a socially constructed entity (Gordon 1968; Brewer & Chen 2007). However, recent studies on the self suggest a return to this naturalistic perspective, especially due to the advent of neuroscience: (Koch 2004; Ramachandran 2004). As previously stated, the naturalistic perspective suggests the studying of phenomena as though they are natural, thus, by studying the neural mechanisms that are fundamental to the functioning of the brain ergo consciousness, we can begin to get a clearer picture of what actually constitutes the self. Now that a historical overview on the study of the self has been presented, a definition of what the self is still has not been clearly stated.

Defining the Self

The importance of defining the self has not been lost upon researchers through time. As we attempt to define, describe, and study the self like any other natural phenomenon, it is important to proffer a definition that promotes understanding of the dimensionality of the construct, allowing for the construct to be operationalizable in empirical research. Like much of the study on humans and human behavior however, a consensus has not been reached on what the self is. This contention in the views on the self has caused many scientists to question why it is even studied: Allport (1955) suggested that the study of the self was hindering the scientific progress of the field of psychology; perhaps owing to his dogmatic behaviorist perspective that relied strictly on observable behaviors rather than mental events, Skinner (1994) suggested that the study of the mind or self has no place in scientific analysis; however, most agree on how much of an enigma the self is and its study even more so (James 1890). Amongst all the discord, we notice an overarching emergent theme from an analysis of the definitions of the self put forth across the literature: definitions/paradigms of the self can be seen as existing on a continuum that ranges from the *internal/psychological view* to the *external/social view*. Reed (2002) presents an organized view of the 'paradigms' from which the self-concept has been studied. Using a few of these paradigms as guides, a comprehensive explication of studies on the self can be presented. The paradigms are:

1. Behaviorism
2. Psychotherapy
3. Information processing
4. Social interactions/relationships
5. Introspection

This paradigmatic differentiation provides an adequate framework to be used in reviewing the various definitions of the self.

The Self in Behaviorism

The behaviorist school of thought is based on the viewpoint that only observable behaviors can be described in scientific inquiry (Hull 1951; Skinner 1978). The movement reached its peak when the discipline of psychology was trying to establish itself as legitimate; thus its focus on only observable/empirically accessible phenomena. As aforementioned, in this respect, the prominent behaviorist B.F. Skinner was of the viewpoint that the study of the mind or self has no place in scientific inquiry as the happenings in said entities are unobservable. However, the self's place within the framework of behaviorism can be deduced from a very famous quote by the father of behaviorism; John B. Watson:

> *"Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select – doctor, lawyer, artist, merchant-chief and, yes, even beggar-man and thief, regardless of his talents, penchants, tendencies, abilities, vocations, and race of his ancestors" (1930 p.82).*

From this we see how the viewpoint of behaviorism downplays the role of human agency in determining one's chosen career. This can be extrapolated to a behaviorist view of the self not as an internalized set of conceptualizations but rather as outwardly behavioral manifestations in reaction to stimuli. Reed (2002) best summarized the view of the self in behaviorism as 'a repertoire of behaviors directed by a history/an outgrowth of environmental contingencies' (p.240). He further states that behaviorism definitely downplays the agency of the self, as it suggests that the self is not an originating agent, but rather, a point where "many genetic and environmental factors come together in a joint effect."

This conceptualization of the self lies closer to the external/social view end, of the continuum mentioned in the previous section. It does not account for any internal effects of interactions of psychological mechanisms within an individual as relevant to the construal of a self; rather, it views the self as reactive, i.e., in response to the interaction of environmental and genetic forces.

The Self in Psychotherapy

The term psychotherapy is synonymous and almost inseparable from the psychologist Sigmund Freud; the father of Psychotherapy (Psychoanalysis). Freud (1961) introduced the concept of psychodynamics, to describe the mind as a system composed of flowing psychological energy. Further, Freud purported that this psychological energy stays constant, and that changes in manifested, observable behavior could be attributed to displacements in this energy due to psychodynamics. The id, ego, and super-ego are essential aspects of Freudian Psychodynamics, as the dynamic interactions between the three constitute the subject matter of psychodynamics. However, before its currently known definition as the mediator of the interaction between the impulsive id, and the perfection-striving super-ego, the ego was used by Freud to describe an overall sense of self of an individual (Snowden 2010).

Carl Gustav Jung, a follower of Freud, and another prominent proponent of the psychotherapy movement, saw the self as a full unity of the conscious and unconscious, following a series of psychological processes. We see a return to Freudian conceptions, as Jung (1981) uses the *ego* to represent the center of human consciousness, whereas, he conceptualizes the self as the center of the totality of human personality which is composed of the ego, the conscious, and the unconscious. Jung further posits that the self as an entity "is both the center, and the totality of this composition of the ego, conscious, and unconscious." Furthermore, Jung suggests that we are all born with a complete self and as we go through life, we experience psychological processes that separate the ego from the self; our striving through life is thus to regain this self. As Reed (2002) puts it, Jung's *archetype* of the self represents "man's striving for unity and wholeness."

Unlike the behaviorist view, we see that this view of the self lies closer to the internal/psychological end of the paradigms of self continuum. This is obvious from the understanding that the overriding theme of this psychotherapy view is that the self is either seeking to maintain balance between drives, instincts, and impulses and their means of satisfaction (Reed 2002), or seeking after a unity and totality of all that defines a *self*.

The Self in Information Processing

The fundamental premise of this paradigm is somewhat tautological, as it views the self as "a conceptual system processing information about the self" (Kihlstrom & Klein 1994). This view is based on associative networks theory of memory. This theory posits that our cognitive network structure is designed to represent all concepts we come in contact with as nodes; further, each connection between concepts are said to be represented as linkages (Anderson & Bower 1973; Anderson 1983). Furthermore, the nodes/linkages theory posits that the more similar concepts are, the higher the likelihood of them being linked together. Complimentary to this theory, Collins & Loftus (1975) put forth the theory of spreading activation. This theory posits that when an individual *thinks* of a concept, the node representing that concept is activated, this in turn lights up other neighboring nodes; the level of activation of each neighboring node is dependent on the distance of the node from the primary activated node. The relationships between consumers and their brands, i.e., the way consumers brands and their attributes are stored in memory, has been studied this way in the marketing research (Krishnan 1996).

Similarly, Kihlstrom & Klein (1994) suggest that the self can be seen as an individual's associative network representation of his personality in memory. In their theory, what we call the self is simply a node (which they call the ego node) and this ego node is linked to other nodes in memory, which represent other things with which they are cognizant such as friends, family, locations, work etc. Self-relevant information is also posited to be located in neighboring nodes to the ego-node. Combining the associative networks theory with the theory of spreading activation, knowledge of the self is retrieved by first activating the ego node via thinking and whatever knowledge of the self that is sought is then activated via its linkage to the ego node. For example, a doctoral student assigned to teach a marketing advertising course for the first time might need to draw on self-relevant knowledge to aid him in teaching the class. Thus, his ego node might be activated when he thinks of himself, which in turn activates the "I am a doctoral student in marketing node," which then activates the "I have learned and know a lot about advertising node," and then the "I know how to disseminate information effectively node," and so on and so forth, until the knowledge relevant to teaching the course properly is all activated. All these nodes, and their linkages, are what this paradigm refers to the self as.

This view of the self is very widely accepted and has also received inquiry in the sub-discipline consumer behavior. Most notably, Sirgy (1982) admits that consumer self-concept research is in its infancy, but should be considered as an integral part of attitude research. Unfortunately, Sirgy's thirty years old observation and recommendation have not changed much or been taken into consideration respectively. Still, Sirgy (1982) attempted to advance the study of consumer self-concept research by looking at self-image/product-image congruity as it relates to advertising strategy (1982a) and purchase motivation (1982b). The results of the study indicated that when consumers attempt to link their self-image with attributes of a product, the best correspondence/attitudes/purchase intent was observed when:

- The distance between the self-image *node* and the product attribute *node* is relatively short, within the consumer's associative network and

- The consumer highly values the particular self-image concept (node) being linked to the product attribute.

Other research has supported this view (Levy 1959) and more have found support of the overall view of the self as a knowledge structure or memory system (Greenwald 1981; Greenwald & Banaji 1989).

Similarly, other researchers have examined the self from this associative network view. Branaghan & Hilderbrand (2011) simulated a network model representing self-image and brands. They used the geodesic distance between nodes (brand/image representations) within the network to represent levels of congruity. They found support for the postulation that consumers preferred brands that were more congruous with their self-image/concept (smaller geodesic distance). We can see from the various studies within the sub-discipline of consumer behavior that studying the self within this paradigm of information processing is very appealing.

Again, however, unlike the behaviorist view, we see that this view of the self lies tremendously close to the internal/psychological end of the paradigms of self continuum. This is very clear as the overarching premise of this paradigm is that the self, like any other concept, is simply a *mental* representation of several connections in an individual's memory. We can also deduce the strong appeal of the naturalist view within this paradigm, as the self is seen as any other natural phenomenon to be studied.

<u>The Self and Social Interactions</u>

This is another extremely popular paradigm, within which the self has been studied. Reed (2002) described the over-arching theme of this view as people forming self-concepts of themselves by viewing themselves through the eyes of others. Further, he deems this the *symbolic interactionist paradigm*, which he states constitutes: the view that the self-concept is "an important, single unit of analysis," and the quest to discover whether 'private consistency' or 'public displays' are more determinant of human behavior derived from this self. Symbolic interactionism suggests the overarching theme that society is a web of communication and that human action and interaction occur in a symbolically defined environment (Stryker & Statham 1985). In a clearly cyclic fashion, the symbols within this environment are developed via human interactions and humans use these symbols to communicate with one another. Stryker and Statham (1985) thus state that no objective conception of 'society' actually exists, but rather that society is a continually created dynamic process.

George Mead, a highly influential figure within this paradigm, put forth some interesting views on the self as described by the paradigm. Mead (1934) states that the self is a social structure which emerges from social interaction; that is to say that individuals view themselves as objects by using the views of others to attach meaning to themselves. Mead further asserted that the self can be described in two parts: one called the 'me,' which constitutes the structured expectations of relevant others; and the other, which he calls the 'I,' which constitutes the responses to said expectations.

Furthermore, other works have attempted to describe the self based on the continuous interaction between individuals and their environments. Renowned social psychologist Henri Tajfel put forth what probably best embodies the entirety of this paradigm with his Social Identity Theory (Tajfel 1978, 1979; Tajfel & Turner 1979, 1986). Tajfel (1978) defines social identity as the component of an individual's identity that stems from his membership in a social group, along with the value attached to said membership. The overarching premise of Social Identity Theory (SIT) is that individuals tend to maintain or enhance their self-esteem by being part of social groups that allow either positive or negative identification (Banaji & Prentice 1994). Tajfel (1979) put forth the concept of the minimal group paradigm in defining SIT; the idea is that by simply categorizing people into a group (the 'in-group'), they discriminate against another group they perceive as an out-group, while favoring their in-group. Tajfel also suggested that there are four mechanisms that underlie the functionality of SIT: social identity, social categorization, social comparison, and self-esteem.

The driving goal for individuals is to achieve a positive social identity, and they do so by evaluating their in-group on dimensions where it is more positively valued than their out-groups (Banaji & Prentice 1994). In this continuous quest for positive social identity, individuals (within groups) go through a myriad of processes. Such processes include mobility to a perceived higher status group if one's current in-group is deemed inferior on valued dimensions, or social competition or change when mobility is impossible (Tajfel & Turner 1979).

Social categorization is rooted in the premise that humans are inherently cognitive misers. With the preponderance of stimuli we are exposed to on a daily basis, we often have very little cognitive power to assign to processing every individual stimulus. Thus, we create categories in order to aid us in processing information faster. Thus, if we see a man in a lab coat, with a stethoscope around his neck, we automatically assign the categories of: doctor, expert, knowledgeable etc. to him. This categorization process helps us simplify our world, structure our social interactions, and we have certain 'hopes, fears, and expectations about people belonging to social categories' (Banaji & Prentice 1994). Furthermore, this categorization makes differences between the in- and out-groups salient to individuals, while simultaneously suppressing the within-group differences amongst in-group members (Tajfel & Wilkes 1963).

Social comparison refers to the evaluative judgments individuals use in determining their place in society. It is important to note that this comparison is not carried out at an individual level, but rather at the group level. Since the ultimate goal is positive social identity derived from the group, individuals compare their in-group to other out-groups, on dimensions of importance. Some research efforts have examined in-depth, these processes of individuals' comparisons of intergroup differences vs. intragroup similarities, as they attempt to derive their social identities (Brewer & Weber 1994; Simon, Pantaleo, & Mummendey 1995; Brewer & Gardner 1996).

Finally, the interrelations between all these underlying mechanisms of social identity theory are made apparent, with the explication of self-esteem in this context. Individuals strive for a positive social identity. Tajfel and Turner (1979) define this motivation as self-esteem. They also state that this need for positive self-esteem is satisfied by positive evaluations of individuals' in-groups. These evaluations were examined by Abrams & Hogg (1988), who found a somewhat circular relationship in that intergroup discrimination results in higher self-esteem and threats to self-esteem result in more discrimination against individuals' out-groups.

We see that the conceptualization of the self within this paradigm lies closer to the external/social view end of the *study of the self* continuum mentioned in the previous section. It does not necessarily account for the internal effects of interactions of psychological mechanisms within an individual as relevant to the construal of a self; rather, it views the self as being derived from membership within an in-group, due to similarities with said group.

The Self in Introspection

The earliest studies of the self in modern psychology were carried out within the framework of this paradigm; as such, James (1892) provides a comprehensive view encompassing this paradigm. Reed (2002) states that James viewed the self as an object of introspection, as he tried to philosophically distinguish between the self as a 'knower' and the self as a 'known' entity: the I and the Me. James further broke the Me into three parts: the material me, the social me, and the spiritual me. James also stated that the self-concept can extend well beyond the physical characteristics and psychological units that make up an individual, to include what he called the 'mine,' consisting of one's children, home, family etc. Due to this conception of the self, several researchers have deemed James' view as too broad. As mentioned previously, James made a distinction between the I and the me: the knower, the 'I,' is referred to as the pure ego, and the known 'me' is referred to as the empirical ego. James insisted on making it clear that the I and the me were not distinct entities, but rather, they are discriminated aspects of a duplex self. But what exactly constitutes James' empirical ego?

The material me is purported to be mainly constituted of the body. Every individual has a deeply intimate connection with their body, different from whatever connection they have with other bodies. James states that the material me however also contains all the things which have inherently become extensions of ourselves: our houses, our clothes, our makeup, our cars etc. This *material* view of the self is the basis for the extended self view put forth by Belk (1988). Similarly, McCracken (1986) posits that there is meaning infused in the culturally constituted world and that this meaning can be transferred to objects (consumer goods, possessions) within this world, and then finally, this meaning is transferred to individuals, as the individuals and the objects become part of a universal self.

The social me can be described as the recognition one gets from his peers. It is obvious that we have an innate propensity to get ourselves noticed, and noticed favorably by our own kind; thus, we have as many social selves as there are people to notice them. In essence, we are a certain 'us' to teachers, a different 'us' to coworkers, parents, clergy etc. All these social selves have different requirements, but we are constantly involved in a juggling act to counter any cognitive dissonance that may arise between the selves.

Finally, the spiritual me refers to a collection of states of consciousness within oneself. Just like with the other two mes, whenever we become aware of any of these states of consciousness, it can awaken emotions within the self. These states of consciousness include our sensations, such as sight and smell, and emotions, such as, joy and sadness. James further states that these states of consciousness are hierarchical, as emotions are more intimate states than sensations.

In an attempt to condense all the research on the self, Robins, Tracy, & Trzesniewski (2008) state that all definitions of the self fall under two basic classes of phenomena:

1. An ongoing sense of self-awareness
2. Stable mental representations

The ongoing sense of self-awareness represents "the self as an active agent that processes information and regulates behavior" (p.424). Robins and colleagues also suggest that this sense of self-awareness is the one psychological phenomenon for which we have irrefutable evidence of its existence, as we all are at least aware of our own consciousness. This sense of self-awareness very closely resembles James' pure ego.

The stable mental representations are purported to represent a person as a moral, physical, psychological, or social being, at any point in time. These representations can vary in levels of abstraction. For example, you can probably recall a situation where you were angry (memory), but you may also have a semantic representation of yourself as an 'angry person'; the latter obviously represents a higher abstraction of the self. Robins and colleagues suggest that this second phenomenon of stable mental representations is what most researchers deem the self-concept to be.

We can deduce from the above sections that without a doubt, the self is a topic that has garnered much research interest; truly, what could be more satisfying in our quest to understand our world, than to fully understand ourselves. A part of the efforts of this dissertation is to continue the conversation on what constitutes the self. While each of the paradigms discussed above have contributed to an expansion of our understanding of the self, a reevaluation of the adopted definition of the self in the marketing and psychology literatures must be carried out. An interaction exists between the social interaction paradigm and the Jamesian view, which may aid efforts towards said redefinition. Current research efforts (Reed 2002) examine the effect of one's various identities on consumption attitudes and behaviors; the premise being that each individual has various identities that constitute the self, which can be 'activated' depending on certain factors (salience factors, relevance etc.), which then influence consumption decisions. James proposed the existence of these multiple identities ("Mes") long before current research efforts, and the "spiritual" aspect of his tripartite model inadvertently represents what we have deemed the activation of an identity. As aforementioned, the intersection of these two paradigms begins to create a clearer picture of the constituency of the self but alas, though an interesting conversation to bring up, such an effort lies just beyond the scope of this work.

The current research effort is concerned with understanding what underlying functions drive our self-improvement motives however; how can we endeavor to understand the functionality of improving a 'self' if we do not have a stable definition of what the self is. For the purposes of this research, the Jamesian view of the self will be adopted as the working definition of the self; this adoption of James' model is due to a deemed weakness, which this author views as a strength. Table 2.1 shows the Jamesian self in detail as has been discussed so far.

Table 2.1: The Jamesian Self

Aspect	Description	Examples
Material	Mainly constituted of our physical bodies, and those things physical things unto which we have extended our selves/identities.	Our physical bodies, possessions and material goods e.g. cars, houses etc. (Belk 1988; McCracken 1986)
Social	Described as the recognition one receives from peers and others. Constituted of as many identities as there are people to observe them. The social paradigm views this aspect as one of many identities which can be activated based on myriad factors.	I as an individual could possess Identities of: father, husband, professor, soccer player, dancer etc. depending on which is required for my current interaction.
Spiritual	This is constituted of one's entire collection of states of consciousness and psychic faculties.	Consists of both our perceptive abilities (sight, smell etc.) and their interaction with the activation of a particular identity.

The Jamesian view has been accused of being too global and not detailed enough to assess the excruciating complexity of the self. It is important to note that much of the work highlighted on the self (as detailed in the preceding sections) has dealt with its definition in either a social or materialistic context. James' tripartite conceptualization however provides the necessary global conglomeration that encompasses most of these aforementioned views; for example, his social me presents a global view of all the social/relational views of the self put forth in the literature. In this research, only James' material self will be considered for several reasons:

1. This research is concerned with self-improvement (and its driving functions) in the sense of individuals aspiring to an ideal self over a current self.
2. The literature is replete with studies considering the aspiration towards an ideal self in the social and spiritual realms already, with not as much attention being paid to the material self.
3. A comprehensive study of all James' 'mes' will be unending, and beyond the scope of the dissertation.
4. Focusing specifically on improving the body in the realm of the material me provides an operationalizable view of the self; which is both rich enough and succinct enough for the purposes of this dissertation.

Thus, the next section will go over the concept of creating a self, which is simply the process of taking action to achieve the desired ideal self. The literature on creating a self will be presented next.

Literature Review on the Created Self

Different Selves

A "created self" is a new self that emerges, after certain characteristics within a current self have been altered to achieve their desired states. This desired state of the self has been described in several different ways in the literature: the ideal self, the ideal social self, the expected self (Ross 1971; French & Glaschner 1971; Sirgy 1980, 1982). Regardless of the term used, the common theme remains that individuals hold a conception of themselves as they are (of course this view is not truly objective) and based on their evaluations of these 'as is' selves, they may strive towards 'ought to' selves. Babin & Harris (2009) suggest that these strivings are carried out by individuals to maintain their self-esteem. Briefly exploring some of the studies that have discussed these strivings, we note the common theme of evaluation and self-esteem maintenance.

Self-esteem is simply an overall positive or negative evaluation of oneself, which occurs simultaneously with the individual's thoughts, feelings, and behaviors, and it stems from the individual's beliefs and consciousness; it is also essential for normal and healthy development of the individual (Branden 1969). Going back as far as the 1800s, we've already seen that James' conceptualization of the overarching concept of self-esteem is: a ratio that balances successes and pretensions (1892 p.187). James' concern as a psychologist is with how individuals manage their self-esteem for healthy development. Successes are described as the current, actual states of individuals, while pretensions are described as the ideals that individuals are striving for. In a continuous evaluative process, individuals are purported to compare their successes to their pretensions (hence the ratio) in forming their self-esteem.

Concordant with consistency theories, Higgins (1987) proposed a theory of self discrepancy. The theory simply states that individuals compare themselves to internal standards they hold, and when a difference (or gap) exists between these internal standards and their perceived actual selves, it can be referred to as discrepancy. At face value, this conceptualization is not much different than other theories of consistency; however, in addition to the cognitive component of discrepancy, Higgins was concerned with the emotional repercussions of the discrepancy. Further, in his conceptualization, Higgins refers to the internal standards of comparison as self-guides. In addition to the actual self; which is simply how an individual perceives himself to be, including all skills and traits, Higgins proposed two classes of self-guides. The first is the ideal self, which is simply the totality of skills and attributes within a self-concept that an individual or a referent other would ideally want the primary individual to possess. Secondly, the ought self refers to the totality of attributes an individual or a referent other believes the primary individual ought to possess. Higgins' postulation is simply that when a difference exists between either of these self guides and the actual, discrepancy is present and self-esteem is maintained by taking actions to move towards the self-guide; creating a self.

Within the realm of consumer behavior, other attempts have been made to distinguish between the actual and strived-for self. Sirgy (1980) maintained the actual versus ideal dichotomy of the self, but included another level, which suggests a distinction between a personal self and a social self. Sirgy thus suggested four distinct possibilities: the actual self, the ideal self, the social self, and the ideal social self. Sirgy's definitions of actual and ideal self-images do not differ from the conceptualizations previously discussed. The social self however refers to the image an individual believes that others keep of him, while the ideal social self-image refers to the image one would like others to keep of him.

Other conceptualizations of these self/self guides idea include Sommers (1964), who abandoned the internally held standard idea, but rather created a dichotomy based on the actual self (as has been described above) and a described other. The described other is simply an individual's perception of how a referent other would define his self-concept. Upon reflection, we note that this is not so different from Sirgy's social self. Finally, some researchers have described the actual and ideal selves, but made their contribution by defining an expected self (Sanchez, O'Brien, & Summers 1975). The expected self is described simply as a strived-for self that an individual believes can be attained, and it is purported to lie somewhere on the continuum between the actual and the ideal selves.

From the above section, we note that the overarching theme is that in the process of managing their self-esteems, individuals compare their current perception of themselves to some standard (either internally held or socially perceived) and they thus begin the process of striving towards said standards, in order to achieve positive esteem. Though conceptually pleasing on the surface, it is still important to note what processes underlie this positive esteem striving.

Self-Evaluation Motives

The previous section describes how individuals compare themselves to held standards in managing their self-esteems. The casual observer can deduce that these held standards are formed by some comparison process, but why is this so? Festinger (1954) provides insight into this; he states that individuals have an innate drive to constantly evaluate themselves and when no objective comparison base exists, they resort to satisfying this drive by using social comparisons to similar others. Of course as previously described, these comparative/evaluative processes are used (on the most general level) to balance individuals' self-esteems. Other research efforts have explained the mechanisms working in concert with the self-evaluation process.

Sedikides (1993) suggests that there are three major motives/underlying processes of the larger self-evaluation process:

1. Self-Assessment: described as the objective and accurate gathering and appraisal of self-related information. This mechanism is purported to operate because individuals are constantly seeking to minimize uncertainty about their perceived totality of self-concept. Further, Sedikides suggests that said objective appraisals can be achieved by participation in highly diagnostic/high information value tasks.
2. Self-Enhancement: described as the biased positive coloring of one's self related information. In essence, it is a mental process of maximizing the positivity of one's self-concept. Sedikides suggests that while engaging this process, people tend to only focus on information that provides favorable implications for the self-concept over information that is unfavorable, no matter how objective; hence, the positive bias.
3. Self-Verification: This is the desire to affirm one's pre-existing self-conceptions. The motive here is to confirm held conceptions of the self as such. The individual seeks information that suggests consistency with either a positive or negative held conception of the self.

Other researchers have suggested that another motive that underlies these comparisons/evaluations is self-improvement (Wood 1989, Martin & Kennedy 1994).

Self-improvement is defined as "an individual's attempt to learn how to improve or be inspired to improve a particular attribute" (Martin & Kennedy 1994, p. 365). Self-improvement as an underlying motive for self-evaluation/social comparison has been studied in the psychology and marketing literatures (Wood 1989; Martin & Kennedy 1993, 1994). Interestingly however, the term self-improvement has been severely limited in contemporary marketing.

Spouting the word self-improvement outside the realm of academia activates cognitive schemas conjuring up thoughts of anything connected to the $11billion (Forbes 2009) self-help industry; ranging from Dale Carnegie, to Deepak Chopra, to any of the multitudes of self-help books one can think of. While these references are unquestionably subsumed within the bounds of self-improvement, they by no means represent the totality of its scope. It is this author's contention that self-improvement be defined in it's all encompassing sense, as an individual's desire to improve any aspect contained within his conception of self.

As described in the previous section, this research will focus specifically on improving the body aspect of the material self. When individuals engage in their natural evaluative processes, they compare their bodies to some standard; they may then encounter a 'gap' between their perceived actual selves and this standard. When self-improvement is the underlying motive for this evaluation, an individual then begins to engage in a deliberate process to improve his body, in an attempt to achieve a body closer to his perceived ideal. What exactly is this deliberate process?

Creating the Self

The deliberate process of transforming one's body from its actual state to a perceived ideal state requires some physical action; creation. Creating this self includes all the different ways one can physically manipulate their bodies, in order to achieve its ideal state. One of the most comprehensive works on this creation process is detailed in Weber (2000). Weber adopted the Jamesian delineation of the self, as a starting point in determining how this self can be altered to achieve an ideal self. Like James', Weber's conceptualization is also tripartite, consisting of a body, persona, and spirit, corresponding to James' material me, social me, and spiritual me.

These three parts, shown in Figure 2.1, are purported to encompass the entire self-concept of an individual. Further, it is important to note that the aforementioned post-self-evaluation discrepancy that can exist between the actual and ideal selves can be observed in any of the three constituent parts.

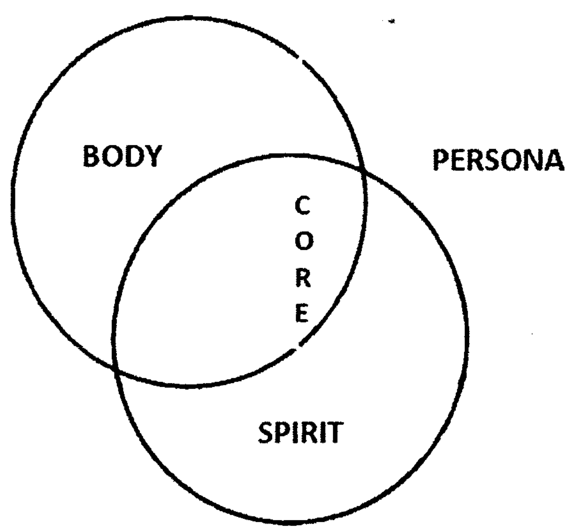


Figure 2.1: The Self

Remembering that Festinger (1954) states that we have an innate desire to constantly compare and evaluate ourselves; Weber (2000) gives an explanation as to the origins of these innate desires. He presents the two existing perspectives often spouted as the reasons for our innate self-evaluation motives:

<u>The Evolutionary Psychology Perspective.</u> The underlying theme of this perspective is that we exist to continue the existence of the human race. In essence, through no conscious effort on our part, our entire species exists and engage in behaviors that encourage the perpetuation of our genes. Evolutionary psychology suggests that just like with biological adaptations, we develop psychological adaptations to deal with our two major reasons for existence: survival and reproduction.

Simply stated, evolutionary psychology is the study of the human mind: as a collection of evolved mechanisms, the contextual activation of those mechanisms and the generated/resulting behaviors cause by said mechanisms (Robins, Tracy, & Trzesniewski, 2008). Further, Robins and colleagues purport that these mechanisms are analogical to decision rules, in which inputs (stimuli) are analyzed and the appropriate outputs (behaviors) are generated. An example of these psychological mechanisms is fear. Over evolutionary time, we have developed a fear towards snakes; the reason being that this fear developed as an adaptation to a specific problem of survival in our ancestral environments. Our ancestors understood that a snake bite was counter to the goal of survival thus, snakes were perceived as dangerous. This fear is triggered by a narrow range of inputs (stimuli), which include certain movements and shapes that can be identified as a snake. Once these inputs are observed, our decision rules kick in as to what behaviors we output in order to ensure our survival. Similarly, evolutionary psychology suggests that we use these decision rules to satisfy our reproduction goals. Thus, we tend to seek after mates whom we believe possess the necessary characteristics that will ensure the survival of our genes to the next generation; more fertile mates. Since it is practically impossible to judge fertility by mere observation, we fall back on decision rules such as "people who look young, healthy, and attractive are more likely to be fertile on average" thus, they will make better mates.

Trivers (1972) proposes an interesting theory of parental investment, which suggests that males and females go about their sexual selection actions differently. Trivers proposes that since a male can potentially father a very large amount of children from several women, with relatively minimal effort in the reproductive process, his parental investment would be low compared to a woman, whose physiological investment in producing just one offspring is significantly higher. Thus, since our unconscious evolutionary drive seeks to maintain adaptations that perpetuate our genes to the next generation, males' ideal strategy involves selecting as many *fit* females as possible to increase the probability of their genes surviving in the next generation, and females' strategy involves selecting and securing the resources of a *fit* male to make sure her offspring carry her genes to the next generation. But what is considered *fit?*

Fitness is essentially the ability to survive, reproduce, and rear offspring who will carry genes to the next generation, within a specific evolutionary environment. Traditionally, men have judged women's fitness by how young, healthy, and attractive they look; this has not changed much over the years. On the other end, women have judged men's fitness by the same heuristic, but also by the perceived resources and investment to their offspring the men can provide; thus, women have tended to go after men who: are attractive (because they want good genes transferred to their offspring), have a low-defection probability, and that have the status to acquire resources to invest in her and her offspring (Robins, Tracy, & Trzesniewski, 2008).

The Cultural Perspective. On the other side, the cultural perspective is predicated on the assumption that popular culture, marketing, and advertising, rather than evolution determine what ideals (in terms of bodies) that people strive for. Evidence supporting this view is replete in both academic and popular literature. In fact, in this era of increased exposure to media, we see the occasional uprising of groups against fictional characters such as Barbie™; as the doll is said to create a lot of unrealistic expectations for young girls who strive to look like her. Lind & Brzuzy (2008) described this phenomenon as Barbie syndrome; which is the drive by pre-adolescent and adolescent girls to achieve the physical characteristics of the doll, although it is physically impossible.

Of course we see this trend across media sources; the perpetuated image of the ideal woman in the media is an oft impossible standard to achieve for the 'average' woman. Interestingly, this 'ideal woman' has been so ingrained as part of our *current* cultural existence, that regardless of a woman's objective healthy body composition, she might still hold dysfunctional cognitions (of not being up to standard) of her physical appearance (Butters & Cash 1987). Besides the obvious television and the internet, magazines are another major source through which individuals are exposed to these perpetuated ideals. Thompson & Heinberg (1999) conducted a study which showed that 83% of teenage girls read fashion (or pop-culture) magazines for 4.3hrs each week. Further, Wolf (2002) notes that the average woman is exposed to about 50-100 persuasion messages a day, with a large proportion of those either explicitly or implicitly emphasizing the importance of media-defined beauty.

With these constant bombardments of social ideals, it is not difficult to deduce how individuals begin to accept and use said ideals as their self-evaluative standards; thus, they strive to improve their selves to meet the ideals. Keim (2006) interestingly points out that men are not immune from this ideal definition by the media.

While these perspectives seem very conceptually pleasing, they both have their flaws. The cultural perspective gives us a clear picture of how our 'ideals' can be formed. It is severely incomplete however; as it suggests that our evaluative processes are entirely socially constructed. Its fundamental flaw is that it ignores any natural sources that fuel the desire to eliminate the discrepancy between the actual and ideal selves. The more primitive evolutionary psychology perspective is quite rich, but it is still hotly debated in contemporary science due to the lack of empirical support for it. This thus begs the question to be answered in this dissertation; are there conceptually complete explanations as to what drives the motivation to create oneself, and are these explanations empirically testable? Before we answer this question, it is important to first examine what means are employed in creating one's self (body).

How is the Body Created?

We have so far seen how people compare their perceived selves to some comparative standards, and how these standards are formed. Of particular focus in this research is how the aforementioned comparisons and discrepancy rectifying are handled, within the context of creating a new body, and what fuels the motivation to eliminate said discrepancy. So exactly how are bodies created? Several of the means by which individuals go about creating a new body include: body art, cosmetic/surgical enhancement, and diet/exercise.

<u>Body Art.</u> Tattooing is an interesting part human culture that certainly transcends temporal and cultural boundaries. Whether we examine rural tribal cultures or suburban American culture, tattooing is a part of each society. It is considered creating a body, as it involves adding non-natural elements via ink unto a proverbial canvas. The reasons tattoos are sought after are highly variant, but a common theme of conveying a message encompasses all these reasons. For example, rural tribal cultures use tattooing and other forms of body art (piercings) in signifying a passage from boyhood to manhood in tribal initiation rites (Rubin 1988). In western cultures particularly, the evolution of tattoo acceptance is particularly interesting; from being representative of criminals, to being accepted as part of the culture. Weber (2000) points out that body art can also be used to signify belonging, signifying uniqueness, calling attention to oneself, enhancing ones masculinity or femininity etc. Of particular interest is the last reason mentioned, as based on evolutionary psychology, body art represents an improvement of the actual self to an ideal self, and then calling attention to those new indicators of *fitness*.

<u>Cosmetic/Surgical Enhancement.</u> These include both surgical and non-surgical procedures that individuals engage in as they aspire towards their comparative ideals. Surgical procedures are self-explanatory in that they are procedures, such as rhinoplasties, face-lifts etc., that require cutting and re-stitching the patient. Non-surgical procedures include non-evasive procedures such as Botox®, microdermabrasion, and cellulite removal, which require no cutting. When we examine the statistics for this particular creation method we notice an astronomical upward trend.

In 1997, there were a total of 1.7million total aesthetic surgical procedures in the United States; that number jumped 588% to 10.1million in 2012 (ASAPS 2012). Further, about

90% of the 2012 total were procedures done on women. Of particular interest is the fact that the top three procedures for women were: breast augmentations, lipoplasties, and abdominoplasties. These findings give support to the view that there is a skew towards women, as far as a culturally defined ideal (which suggests genetic fitness) is concerned. Having considered all that, men are not immune from having to display their genetic fitness through this creation process, as they accounted for over 1million of the surgeries. In the US alone, over $11billion was spent in 2012 in this industry, suggesting that this is one of the major avenues by which people create a self.

While the top procedures suggest that individuals purely strive for the culturally defined aesthetic ideal, it is important to note that a few self-creation surgical procedures are performed when the individual feels there is a threat to his survival. A very good example of this is the Lap-Band® surgery.

Diet/Exercise. As of 2011, the diet and weight loss (fitness) industry in the United States was worth about $61billion (Marketdata Inc. 2011). This industry includes goods and services such as: diet drugs, diet foods, exercise videos, health club memberships etc. This number is not surprising, as more than 2/3 of Americans are either obese or overweight (NHANES 2008). This has prompted the rise of a large industry that constantly targets the business of this large pool of potential clients. Diet, weight-loss, and exercise advertisements constantly bombard the American airwaves at all hours of the day, providing an 'ideal' for individuals to strive to. A lot of individuals who participate in these fitness activities do so in order to achieve the defined 'ideals' they are striving for. Given, this is a more difficult process than the surgical route, but this fitness method is the most salient self-creation method to the public, and the most perpetuated by popular media. This industry thus provides a very substantial context in which to study the creation of the self, and its underlying mechanisms. For one, the numbers do not lie, as almost 6 times more money is spent in this industry than in the surgical enhancement industry; numbers do not exist for the tattoo industry, but needless to say they would significantly less than those for the fitness industry. Relatedly, a significant proportion of the population engages more in physical fitness than the other self-creation industries, as it is viewed as generally more positive by society. There are negative stigmas associated with surgical enhancement and tattoos & piercings, which decreases the number on individuals who choose to participate in this method of self-creation. Thus, for the purposes of this dissertation, the focus will be on the means by which consumers create a self using the fitness method.

It is imperative to note that obese individuals are not the only targets (or patrons) of the fitness industry. Regular healthy individuals and even world class athletes are part of the group that patronizes this $61billion dollar industry. This highlights the interesting point that various individuals engage in the same self-creation process, but they may each do so for very different reasons. For example, Leroy and Jethro might both be avid daily gym-rats; Leroy might be one because working out makes him healthier, while Jethro might do so because working out makes him look good to potential mates. This harks back to the question posed earlier: are there conceptually complete explanations as to what different fuels drive the motivation to create oneself, and are these explanations empirically testable? The following section provides a conceptual lens through which we can examine and answer this question.

Literature Review on the Functional Approach

Origins of the Functional Approach

Within the realm of attitude change, the early proponents realized that attitudes exist to serve any of a number of motives. These proponents suggested that a new paradigm for attitudes was required, that examined attitudes based on what psychological needs they serve, i.e., what functions they carry out (Smith, Bruner, and White 1956; Katz 1960).

Smith and colleagues proposed that attitudes served three major functions:

1. Externalization: This function is defensive in nature, in that it exists to protect one's self from its own negative features.
2. Object appraisal: This function is said to satisfy people's need to evaluate objects and events in terms of their major interests and daily concerns.
3. Social adjustment: This function considers a person's motives, whether private or public, and also, what kind of influence one's reference group can have on his self-identity (Gregory, Munch, and Peterson 2002)

While Smith and colleague's version was one of the first forays into the world of functional attitude, the model proposed by Daniel Katz in 1960 gained more popularity. Katz's like Smith's functional approach to attitudes also suggests that attitudes play different functions for different individuals. As previously explained, people may have the same general attitude towards an idea; however, these attitudes may serve fundamentally different functions for the different individuals. Katz identified four different functions which these attitudes may serve:

1. Utilitarian/Adjustive Function: Attitudes that serve this function are positive towards means of reaching a desired goal, and are likewise negative towards unpleasant outcomes. Further, Katz notes that an individual formed attitude depends upon perceptions of the utility of the attitudinal object for him, in the present or from the past. For example, an employee who experiences a lot of positive success in completing an easy task will most likely develop a positive attitude towards that task.
2. Value Expressive Function: This function suggests that people are satisfied by holding on to and expressing attitudes that express their deeply held values. Katz notes that the reward for the individual here comes from the individual "establishing his self-identity and confirming his notion of the sort of person he sees himself to be." For example, an environmentalist would have a positive attitude towards driving hybrid or electric cars, as he sees himself as protecting the environment by doing so.
3. Ego-Defensive Function: These attitudes are solely based on defending one's own self-image. As a self-defense mechanism, the object of the attitude is selected by the person holding the ego-defensive attitude as a matter of convenient outlet for expression of the attitude. The attitude emanates from the person's self to some target and if no convenient target exists, one will be created (Katz 1960). For example one may hold negative attitudes towards out-group individuals because it makes him feel better about himself.
4. Knowledge Function: Two interpretations exist for this function. The first interpretation of the knowledge function is that it is a special case of the utilitarian function. Increasing one's knowledge about the attitude object helps to achieve the

primary goal (Locander 1978). For example, a person must know about lifting weights before he can realize the exercise benefits sought by the activity. Another definition suggests a more basic need to know that drives a person to gain information, which in turn gives general meaning to his social world.

By further analyses of these two key pioneer works on the study of the functional approach, we note that there is some overlap as to what attitudinal functions emerge. For example, what Smith et al. (1956) call the externalization function, Katz (1960) calls the ego-defensive function, as this attitudinal function exist to protect one's ego (self) from potential harm to its image. We see like similarities in what they label as the social adjustment and value-expressive (if values are derived from social identity) functions. This suggests that there is a thematic structure to what attitudinal functions will continually emerge from any analyses. Empirical studies attempting to employ this functional approach accepted this recurring theme pattern, and employed Katz attitudinal function dimensions (Locander & Spivey 1978; Spivey, Munson, & Locander 1983; Alwitt & Prabhaker 1992). The functional approach has always been conceptually and intuitively pleasing; however, after the initial surge in the 1960s (and prior to its later revival) there was not much research on the topic, as its major flaw was deemed as extremely difficult to overcome; there was no good method of operationalizing and testing the functions (Kiesler, Collins, & Miller 1969).

By the late 1970's there was a revival in the study of attitudes from this functional approach, and different methods were used to circumvent the operational problem. Some researchers analyzed study participants' open-ended responses to an attitude object in order to determine if any functional patterns emerged (Herek 1987; Shavitt 1990). Other researchers followed a more direct route and created survey instruments (based on Katz's typology) in order to assess if respondents exhibited distinct functional profiles (Locander & Spivey 1978; Lutz 1981; Spivey, Munson, & Locander 1983; Herek 1987; Alwitt & Prabhaker 1992). Further still, other researchers focused on personality assessments to determine whether proneness for certain personality characteristics influenced what attitudinal functions were most adopted (Snyder & DeBono 1985, 1987).

While the previous work on the functional approach has occurred mainly in the realm of attitudes, this researcher believes that this approach provides an adequate and powerful lens through which the creation of the self can be better understood. Just like with the same attitude serving different functions for different individuals, this author proposes that the same creation of self method can serve very different functions for different individuals. Conceptually and empirically examining what mechanisms (functions) fuel the motive to create a self has great implications for both the self literature and the functional approach literature. It takes a theoretical approach that has only been applied in the realm of attitudes, and applies and tests it in a different context thus, growing the theory as a whole.

Functions and Persuasion

Ultimately, the study of underlying functions of attitudes was expanded to see its usefulness in a persuasion context. With this came the matching hypothesis. The matching hypothesis essentially suggests that messages will be persuasive to the extent that they match the functional underpinnings of the attitudes they target (Shavitt & Nelson 2002).

Furthermore, it is interesting to note that with this revival, came two new views to study the functional approach:

1. The individual differences perspective
2. The common function perspective

The individual differences view embodies the original conceptualization of the functional approach, as it holds that similar attitudes towards an object can serve different functions for different individuals. This view has been demonstrated in the marketing and psychology literatures (Snyder & DeBono 1987; Alwitt & Prabhaker 1992; Clary et al. 1994).

Clary et al. (1994) examined the individual differences perspective with volunteerism as the attitude object. They exposed subjects to different advertisements; each designed to reflect one of Katz's functional dimensions. The findings show that subjects exposed to advertisements which match their personally relevant motivations displayed more favorable attitudes, and reported a higher desire to participate in volunteerism. This provided support for the matching hypothesis.

Similarly, Snyder & DeBono (1985, 1987) showed support for the matching hypothesis. Snyder & DeBono (1985) examined the psychological trait of self-monitoring as being determinant of what attitudinal function an individual has a higher propensity for. They found that high self-monitors, who *manage* their behaviors very carefully, in order to fit into a multitude of social situations, will be more likely to form attitudes that prompt behaviors appropriate to whatever social group they are attempting to identify with. Thus, they conclude that high self-monitors possess a higher affinity for the social adjustment function described above. This finding served as the precursor for their future endeavors in this research stream.

Consequently, Snyder & DeBono (1987) found that high self-monitors exposed to advertisements tended to prefer those executed with a social adjustment theme behind them; contrarily, low self-monitors tended to prefer advertisements that explicitly displayed the quality features of the attitude object, i.e., utilitarian function theme. Interestingly, DeBono (1997) applied this same high versus low self-monitor dichotomy and found results that suggested that high self-monitors displayed a preference for appeals that displayed peer consensus (i.e., social adjustive function), while low self-monitors preferred appeals that attempted to reflect the values of the individual (i.e., value expressive function).

Contrarily, the common function perspective holds that attitudinal function is a consequence of the product, and that certain products hold one attitudinal function for all consumers. Some research efforts have examined the functions of attitudes from this perspective, in the realm of advertising, testing the match hypothesis (Shavitt 1990; Shavitt & Nelson 2002). The global hypothesis for these research efforts is that certain products serve predominantly one function and by advertising said products while focusing on their primary functions, more favorable attitudes are elicited.

Shavitt (1990) provided evidence for the match hypothesis using the common function approach. Respondents in the experiment were shown advertisements for products that were purported to satisfy either a utilitarian function or a social identity function. Air conditioners are an example of the products used in the utilitarian condition, as their pure utilitarian function is intuitively obvious. Women's perfume is an example of the products purported to serve a social identity function. Advertisements for both sets of products were presented with both utilitarian and social identity arguments. The results showed that when there was an appeal/product function match, more favorable attitudes were generated.

Similarly, Shavitt (1989) proposes that, in general, objects that predominantly serve one function will generally elicit attitudes served by that function. Shavitt (1989) suggests that these singular product functions could arise from a number of sources including: the characteristics of the product such as physical features, the general socio-cultural definition of the product etc. Further, Shavitt describes a qualitative method used to assess consumers' attitudes (via essays) towards objects such as American flags, wedding rings, air conditioners etc. After the essays were coded and analyzed, the findings indicated that the expected functional attitudes were elicited for each product.

Following the proposition that the functional approach can be applied to understanding the creation of the self, this research proposes a model to test the matching hypothesis. The author posits that in a persuasion context for creating the self, consumers will respond more favorably to messages that match their underlying functions driving their self creation motives. Further, this author posits that just like with attitudes, certain self-creation activities may be predisposed to one function type while others may be serviced by different functions in different individuals.

Integrating Information Processing

Truly, quite a bit of support has been generated for the view that matching advertising appeals to the functions attitudes serve for individuals elicits more favorable attitudes towards: the appeal, the product being advertised, and also induces higher intent to purchase (Snyder & DeBono 1985, 1987; Shavitt 1990). Some researchers have criticized the match hypothesis for its intuitive simplicity though. Petty & Wegener (1998) concede that this support for the match hypothesis exists and is exceedingly clear; however, they suggest that the underlying reasons behind functional matching effects are less clear. Other researchers have attempted to delineate these potential underlying mechanisms governing the matching hypothesis (DeBono 1987; DeBono & Harnish 1988; Lavine & Snyder 1996).

DeBono (1987) set out to investigate the aforementioned underlying mechanisms. The results suggest that when there is a match between a persuasion message and the function an attitude serves for an individual, and said individual does not have ample time to process the information, favorable responses will be elicited. However, given the same conditions, and ample time to process the persuasion message, the functional match cue is not used as the primary decision making guide; as the message argument is analyzed in a critical manner. DeBono thus suggests that functional match serves as a peripheral cue in the absence of proper cognitive processing capabilities.

Lavine & Snyder (1996) took a less detailed view and suggested that functional match directly influences the perception of the message's validity ergo post-message attitudes. They suggest that the functional match positively biases the message recipients' evaluation of the message as being higher in quality and also as being more persuasive than messages without a functional match.

DeBono & Harnish (1988) presented a detailed investigation of the mechanisms underlying the match hypothesis via experimentation. As per the findings of Snyder & DeBono (1987), high self-monitors are expected to prefer messages executed with a social adjustment theme, while low self-monitors are expected to prefer utilitarian execution. DeBono & Harnish (1988) manipulated message source (attractive source vs. expert source), message theme (social adjustment vs. utilitarian), and strength of argument (cogent vs. specious). They found that when the message was matched to the attitudinal functional, it induced more elaboration of the message content. Thus, high self-monitors paid more attention to the attractive source (social adjustment), analyzed the message from that source more carefully, and showed higher agreement with the source when cogent (vs. weak) arguments were presented. Likewise, low self-monitors were more attentive to the expert source (utilitarian), analyzed the message from that source carefully, and showed higher levels of agreement when the source presented a strong argument. In the no-match conditions, participants used the message source as a peripheral cue and agreed with the source regardless of the strength of the presented argument.

Similarly, Petty & Wegener (1998) found that matching the content of a persuasive message with attitudinal function, increases the amount of scrutiny a message receives. They integrated the effects of the elaboration likelihood model (Petty & Cacioppo 1986). The elaboration likelihood model suggests that individuals can follow a central or peripheral route when processing information. Those following the central route will pay more attention to the message being presented and are apt to systematically analyze the message, paying particular attention to the strength of arguments. Contrarily, those following the peripheral route will pay attention to cues not central to the argument of the message being presented. Also, using the high and low self-monitors' preferences for certain attitudinal functions, Petty & Cacioppo showed that when message content matches attitudinal function, individuals scrutinized the message more carefully. Thus, when there is a match between message content and attitudinal function, an individual would follow the central route in analyzing the message, and is apt to only accept a cogent argument; however, when there is no such match, the individual follows the peripheral route, and the strength of argument is irrelevant in message processing.

The preceding sections provide an overview of the functional approach, and how it has been studied within the realm of attitudes. This study focuses particularly on the functional approach, as it applies to understanding creating the self. As such, the current study supports the rationale of the match hypothesis, which suggests that matching the content of a message to individuals' attitudinal functions will elicit more favorable responses. This research also rejects the idea of examining the match hypothesis in isolation; the author believes there is credence to the viewpoint that more complex underlying mechanisms govern the match hypothesis.

Consequently, this study examines the underlying effects of information processing. The (ELM) Elaboration Likelihood Model (Petty & Cacioppo 1986) will be employed to explain these aforementioned underlying mechanisms. The ELM suggests that under central processing, individuals are more likely to pay attention to cues relevant to the content of the message, such as the strength of argument, in determining whether or not they agree with the persuasion message. Contrarily, under peripheral processing, individuals are more likely to use cues such as source attractiveness, background music etc. in determining if they agree with the persuasion message.

Contrary to the results found in the aforementioned research (Debono & Harnish 1988; Petty & Wegener 1998), this research proposes that subjects who experience a functional mismatch with a persuasion message are expected to experience some dissonance, which in turn will activate more deliberative processing of the message through the central route. Contrarily, subjects who experience a functional match will process the match as a peripheral cue, and exhibit favorable attitudes.

Unlike the aforementioned research efforts above, this study will actually attempt to directly measure the functions being employed by individuals to fuel their self-creation motive, rather than use Self-monitoring as a surrogate for the functions.

Currently, there has been a resurgence of the study of self regulation, and the goal attainment process, within the marketing discipline. The preceding sections presented concepts that exceedingly similar to those studied within the framework of goal theory. This research is not an attempt to disjoint from the greater stream but rather, the following sections will: firstly present a clear picture of how this research connects to the larger concept of self-regulation, secondly, present a theoretical model showing the interactions of the concepts introduced thus far, and finally present the research hypotheses.

Regulatory Focus: Approach/Avoidance

In the psychology and marketing literatures there are myriad works examining how individuals regulate themselves. Regulation, which is the mindful and intentional act of directing oneself, is purported to be driven by different focuses. Perhaps most familiar is the dichotomy of prevention & promotion originally presented by Higgins (1997). Higgins' postulation was based on the concept that people are directed towards pleasure and directed away from pain. In relation to attaining goals, Higgins postulated that individuals adopt one of two orientations: a prevention focused orientation or a promotion focused orientation. Individuals pursuing goal-attainment via a prevention focus are purported to do so with the underlying motive of preventing failure or negative outcomes; they seek safety and thus feel the need for security during goal pursuit. Alternatively, 'promotion focus' individuals strive after goals to satisfy their need for accomplishment; they are not deterred whatever roadblocks or failures that may lie on the way. Higgins further posits that both these types of individuals may pursue the same goal, but their orientation is all that differs; to simplify the concept, the promotion focus individuals engage themselves fully in all activities that are useful in achieving said goal, and imagine the *pleasure* they derive from achieving the goal, whereas the prevention focus individual is driven by not falling to a state of not achieving the goal, and they imagine the *pain* of not achieving said goal.

The prevention/promotion dichotomy provides a good explanation of goal pursuit however, another dichotomy, the approach/avoidance dichotomy paints a clearer picture of goal pursuit, by explaining in detail, the mechanisms that underlie how individuals pursue said goals. As with the promotion/prevention dichotomy, the approach process is directed at achieving a sought-after outcome (goal), while the avoidance process is directed at avoiding an unwanted outcome. The approach/avoidance process had existed long before its adoption to explain goal-pursuit; in fact this process is purported to be innate in humans, and has been vital for our survival through evolutionary history (Tooby & Cosmides 1990); adopting it to explain goal pursuit is mainly due to its conceptually pleasing nature as an appropriate lens to do so.

Elliot (2006) deems this approach/avoidant lens to be conceptually sound as it comprises both the energization and direction of behavior. Where energization is that initial action that orients an individual in a general way (positive or negative), with no specificity, and direction is the specific and precise channeling of behavior. Motives, which are affect based tendencies that guide individuals towards domain specific positive or negative stimuli (McClelland 1995), underlie approach/avoidant behavior, and are purported to serve this energization function. Goals, which are the cognitive representations of the future objects individuals are trying to approach or avoid, serve the function of precise channeling of behavior.

The current research is involved with creating the self, focusing specifically on the material/body aspect of the self. The preceding sections discussed this creation process as arising due to a perceived discrepancy between the actual self, and an "ideal" self one might aspire towards. The dissatisfaction one feels in their perceived actual state ignites the motive to improve their condition. As previously mentioned, this motive, while generally possessing valence, has no precise direction. We can think of this motive as the vehicle in Figure 2.2; without a precise orientation, it can move in any direction. The ideal self provides that 'goal' or precision to guide the vehicle through the self-creation process, towards an actual destination.

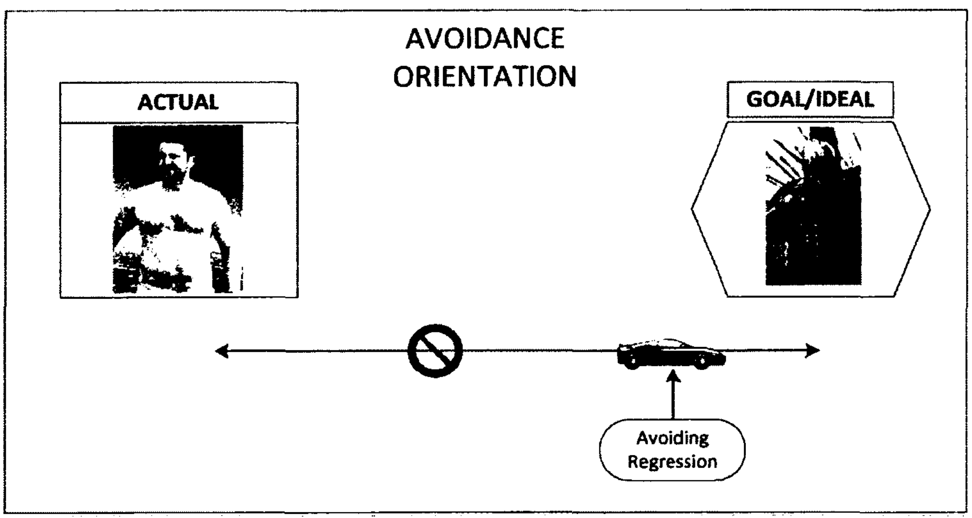


Figure 2.2: Avoidance Process of Goal Pursuit

As aforementioned however, the vehicle (motive) can be either powered by an avoidance or approach orientation. In Figure 2.2, we see that the journey to the goal through the creative process is fueled by the underlying mechanism of *avoiding* a regression to the original/actual state. That is to say that an individual still has the goal of that ideal self, but the journey to that goal is fueled by a need to completely avoid being or ever returning to the dreaded actual state. This research is however mainly concerned with the underlying mechanisms (or fuels) that power the vehicle (motive), as an individual adopts an approach orientation towards a goal (the ideal self).

In the approach orientation, shown in Figure 2.3, the ideal self remains the goal, and the motive is also precisely directed by this goal. However, in this orientation, the goal is *approached* because it is the desired state, and not because the actual is the undesired state. While approaching the goal precisely guides the self-improvement motive, the motive is fueled by the underlying mechanisms which have been deemed as functions in this research. Focusing solely on goals of the ideal self sought after using the approach orientation, the next section provides the theoretical model/development of this research thus far.

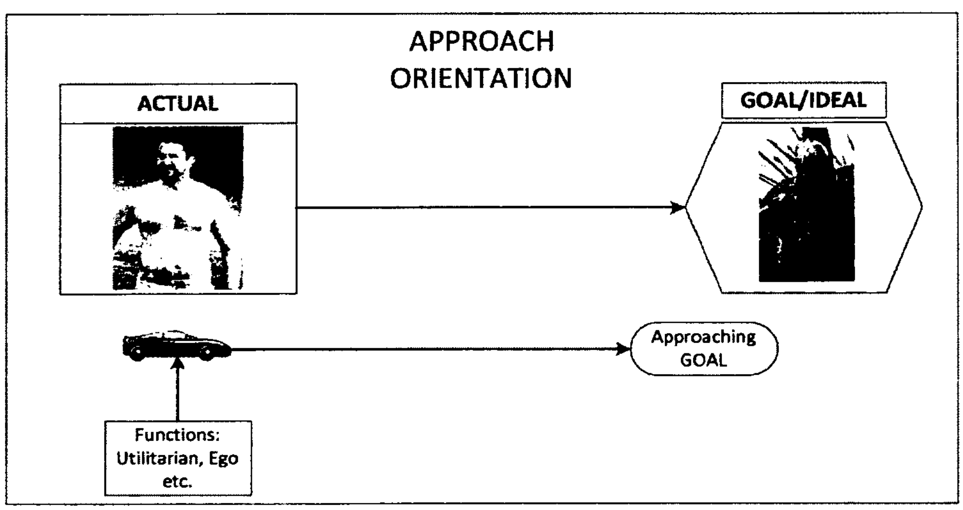


Figure 2.3: Approach Process of Goal Pursuit

A Theoretical Model

By undergoing the self-evaluative process with a self-improvement motive, a consumer assesses their current bodily self versus some ideal body standard. If a discrepancy (gap) is observed between the actual and ideal selves, the consumer is motivated to engage in a self-creation activity, with the purpose of attaining the ideal standard. As aforementioned, this study will solely focus on bodily self-creation via fitness activities, and given that the consumer is now seeking to engage in said creation, advertisements promoting any form of bodily self-creation will become salient to him.

When the consumer is exposed to advertising for a fitness program, the ad execution will contain cues that either match or mismatch the consumer's underlying functional drives. Moving on to the ELM box in Figure 2.4, if the ad cues match the consumer's functional profile, he most likely will follow the peripheral processing route in analyzing the ad content. Likewise, if the ad cues do not match the consumer's functional profile, he will most likely follow the central route in analyzing the ad content.

Both of these routes uniquely influence how the consumer processes the ad content, in determining whether or not he agrees with the ad message. In the mismatch condition, when the consumer is processing the ad content through the central route, he is more likely to pay attention to cues such as the strength of the argument being presented. The more cogent an argument, the more likely the mismatch condition consumer is likely to accept it. Thus in a mismatch condition, if the argument being presented is specious, the more attentive consumer will notice this, and this is more likely to result in less favorable responses towards the ad and the brand.

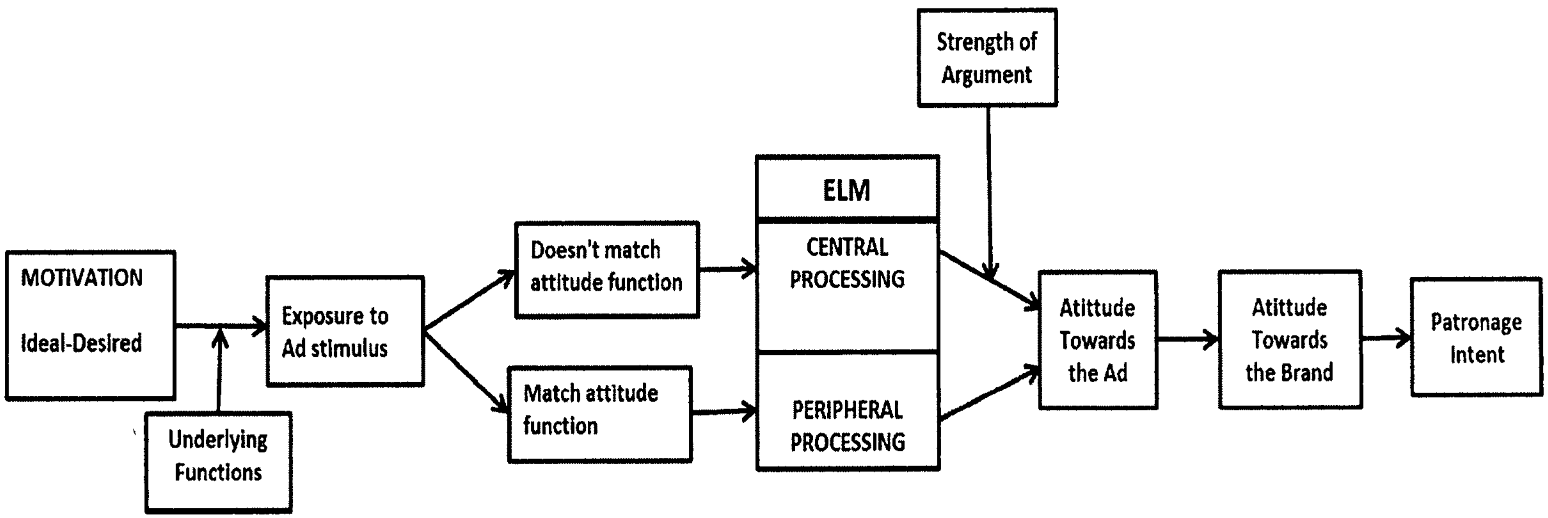


Figure 2.4: Theoretical Model

Contrarily, in the match condition, when the consumer is processing the ad content through the peripheral route, he is purported to accept the message, as the functional match serves as a peripheral cue. The cogency of argument will have no effect on the consumer in this match condition. Having considered all of this, the consumer in the mismatch condition with a strong advertising argument will exhibit favorable attitudes towards the ad, towards the brand, and will be very likely to engage in patronage behavior. Further, the consumer in the mismatch condition with a weak argument will exhibit less favorable or maybe even negative attitudes towards the ad, towards the brand, and will be less likely to engage in patronage behavior.

Finally, for the purposes of this research, an empirical/testable model that clearly outlines the hypothesized relationships is shown in Figure 2.5. In the following section, the research hypotheses will be presented.

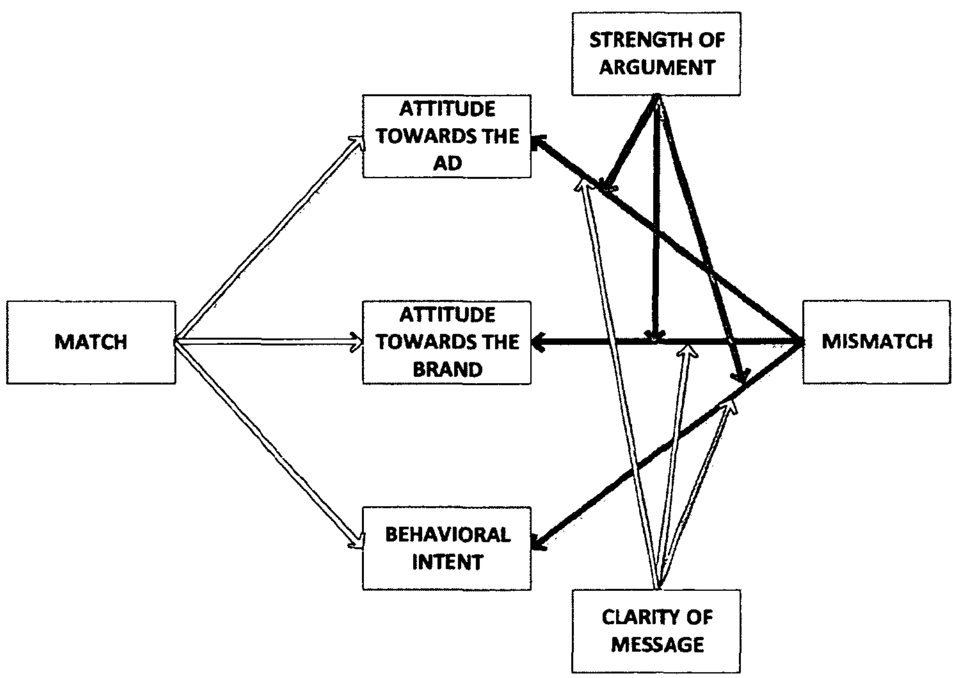


Figure 2.5: Empirical model

Research Hypotheses

The research hypotheses cover two major areas. Firstly, the hypothesis concerning the qualitative study (discussed in the next chapter) will be put forth. Then the hypotheses concerning all the other discussed concepts will be presented.

H1: More than one function will be found to drive respondents' motives to create their selves

The previous section provides the basis for the following hypotheses regarding functional profile and ad execution match, attitudes towards the ad, attitudes towards the brand, and behavioral intent.

H2A: In general, subjects in the match condition will report higher levels of attitude towards the ad than subjects in the no match condition

H2B: In general, subjects in the match condition will report higher levels of attitude towards the brand than subjects in the no match condition

H2C: In general, subjects in the match condition will report higher levels of behavioral intent, than subjects in the no match condition

H3A: Subjects in the mismatch condition exposed to a strong (weak) argument will report higher (lower) levels of attitude towards the ad; this difference will not be observed in the match condition.

H3B: Subjects in the mismatch condition exposed to a strong (weak) argument will report higher (lower) levels of attitude towards the brand; this difference will not be observed in the match condition.

H3C: Subjects in the mismatch condition exposed to a strong (weak) argument will report higher (lower) levels of behavioral intent; this difference will not be observed in the match condition.

H4A: Subjects in the mismatch condition exposed to a clear (an unclear) argument will report higher (lower) levels of attitude towards the ad; this difference will not be observed in the match condition.

H4B: Subjects in the mismatch condition exposed to a clear (an unclear) argument will report higher (lower) levels of attitude towards the brand; this difference will not be observed in the match condition.

H4C: Subjects in the mismatch condition exposed to a clear (an unclear) argument will report higher (lower) levels of behavioral intent; this difference will not be observed in the match condition.

Conclusion

From the previous discussions, we see that there has been a good deal of research on the functional approach, within the realm of attitudes. A lot of these previous works focus solely on the match hypothesis and ignore the underlying mechanisms guiding the functioning of the match hypothesis. Very few studies have examined said mechanisms. Thus, this study examines the functional approach within the context of creating a bodily self via physical fitness means; as this is a very interesting context within today's society.

The next chapter discusses the research methodology. The research designs for: a qualitative study, a scale development, and the experiment are discussed.

CHAPTER III

METHODOLOGY

This chapter discusses the research methodology employed in this dissertation. The research design is divided into four major parts. As a multi-method approach is employed, firstly, the qualitative study is described in detail. Next, a full description of the experiment performed will be put forth, followed by a description of the design of a measurement driven by the qualitative analysis. Further, all the other scales to be used in this study will be described. Finally, the methods and techniques of analysis used to test the hypotheses presented in chapter two are discussed.

Qualitative Study

A multi-method approach is employed in this dissertation. A qualitative study based on the principles of grounded theory (Glaser & Strauss 1967) is used to determine if particular structures of motive underlie individuals' desire to improve their selves, by the means of physical fitness. Glaser & Strauss (1967) suggest that the adequacy of a theory cannot be removed from the process of creating it; they thus describe a method for building theory from qualitative data. This research proposes the idea that several functions underlie individuals' self-improvement motives to create their selves. It is important to note that this portion of the research is inductive in nature, as the researcher explored the data to determine if and what underlying functions serve the self-improvement motive. Further, this research adheres to the guidelines put forth by Glaser & Strauss, which suggest focusing on the substantive domain of a specific area of inquiry, to develop an idea, from which formal conceptions can emerge. As such, comparative analysis, within the substantive domain of exercise and fitness, is used to explore what functions emerge.

In this study, 77 undergraduates at a southern university, who reported that they regularly participated in physical fitness activities (e.g., running, lifting weights, going the gym, yoga etc.), wrote short essays describing all their reasons for participating in said activities, and their attitudes towards participating physical fitness activities in general. The respondents selected had to be regular participants in physical fitness (at least once a week) as such, a screening question was added to the top of the essay questionnaire. The physical fitness activity context was chosen because unlike other "bodily creation" avenues, physical fitness was the most participated in nationwide (as evidenced by the market size), and also the least polarizing in terms of attitudes towards participation. Extra course credit was given as compensation for respondents' participation. The respondents received an electronic document, with instructions to indicate all their reasons for participating in physical fitness activities, and also their attitudes towards participating in physical fitness activities.

Concepts from the essays were compiled and categorized for analysis using the CDC EZ-Text 4.0 qualitative analysis software developed by the US Center for Disease Control and Prevention. Concepts can be defined as groupings of extremely similar ideas that are taken from the respondents' data. For example a respondent's statement that he *"works out because his family has a diabetes problem, and he wants to avoid ever succumbing to the disease"* will be grouped with another respondent's statement that she *"works out to avoid getting heart diseases."* Both respondents' statements are grouped into the larger concept of disease prevention. Twenty-one recurring concepts were observed, and all 77 respondents' essays were coded for the presence of these concepts. Furthermore, similar concepts were gathered into higher level categories, indicating what the researcher referred to as the underlying functions fueling the individuals' self-improvement motive to create their selves. Four of these higher level categories/functions were observed. The rationale for coding each concept and category will be discussed in detail in Chapter 4.

The essays were then assessed for the presence of these higher level categories/functions, and each essay was assigned a function if it contained any of the concepts subsumed within the function. Of the 77coded essays, 64 (83.1%) displayed what the researcher dubbed as the utilitarian function; this was the highest function incidence. The lowest function incidence was displayed by the social function, displayed in only eight cases (10.4%). An interesting point to note is that in some cases, multiple functions were displayed by the same individual.

This exploratory qualitative study aided the researcher in determining that multiple variant functions do in fact fuel individuals' self-improvement drive. However for the experimental testing phase of this research, a means of classifying what functions truly fuels any individual's motive to create his or her self needed to be developed. Thus, the results of the qualitative study aided in creating a measurement instrument that was used for said classification.

The Experiment

This research uses an experiment to test the proposed quantitative hypotheses. As is common within this context (physical fitness), professionally designed print advertisements were shown to the experimental subjects. Pretests were used to ensure that the copies used in these advertisements actually indicate what they purport to, and that they elicit the desired responses from respondents. Two manipulations (strength of argument & message clarity) were particular interest to the researcher for this experiment; as such, pretests were carried out to ensure that the manipulations are indeed perceived as intended.

The first set of pretest respondents were expert judges who possessed terminal degrees in the field of marketing. They were presented with definitions of the underlying functions described in the last section, and asked to examine the copy on the print advertisements; the purpose here was to identify the presence or absence of the underlying functions, as represented in the ad they are viewing. The responses were then be aggregated and analyzed, to determine if the advertisements project the functions they intended to.

The second set of pretest respondents were each presented with an advertisement, and required to respond to questions regarding the strength of argument and clarity of message being presented in the ad. Strength or quality of argument was manipulated in terms of argument structure, as suggested by Areni & Lutz (1988). Their assertion, as well as that put forth in Boller et al. (1990), is that arguments generally consist of the elements: claims, evidence, and warrants, following in the conceptualization first proposed by Toulmin (1958). In advertising terms, claims are simply generalized statements stating properties or abilities of the product (good or service) being advertised. In terms of this research, such a claim would be a statement such as "Joining gym X will definitely get you to your fitness goals." As seen, the statement just asserts a generalized claim, with no support whatsoever. Evidence is that element that is supposed to provide grounds for belief of the statement made in the claim. Returning to the context of this research, an argument contains a claim and evidence would be worded as: "Joining gym X will definitely get you to your fitness goals *because we provide free fitness personal training and nutritional guidance with membership.*" The italicized part of the previous statement represents the evidence that provides ground for belief for the claim that joining the gym will get an individual to his fitness goal. Upon careful scrutiny, we might notice that the evidence provided (in this case and in others) really has no connection to the claim presented; in essence what does having personal training and nutritional guidance have to do with achieving one's fitness goals. This is where the element called the Warrant comes into play. The warrant is the part of the argument that provides rational authority to connect the evidence to the claim. Continuing with our contextual example, the argument statement including the warrant would now be: "Joining gym X will definitely get you to your fitness goals because we provide free fitness personal training and nutritional guidance with membership, *and studies by the national council on health and fitness prove that fitness programs that include personal training and nutritional guidance always helps individuals achieve their fitness goals, if they follow the programs.* Now we see that the warrant provides that authoritative link necessary to show how the evidence is connected to the claim.

In previous literature (Toulmin et al. 1984; Areni & Lutz 1988), argument quality (strong vs. weak) was manipulated, by changing the evidence and warrant elements of the argument. In essence, both strong and weak arguments were presented with the same claim, but the evidence used to support the claim, or the warrant linking the two, or both the elements were construed as weaker or less believable in the weak versus the strong arguments. In this study, argument strength is construed by presenting strong arguments containing all of the elements of the Toulmin model (claims, evidence, and warrants), and weak arguments as missing simple presenting claims with no other elements. This was done so as to identify the largest possible difference between strong and weak arguments. In essence this pretest was carried out to ensure that strong arguments are significantly different from weak arguments, as the strength of argument is an extremely important variable in the experiment.

Further, the clarity of message manipulation was much simpler, as both clear messages and unclear ones followed the same strong vs. weak structure described above, but clear messages simply presented the strong or weak argument while unclear messages changed the wording of the arguments (while maintaining the exact same structure), to contain more ambiguous phrases, e.g., instead of stating *"...will help you achieve your fitness goals"* (clear), the sentence *"...will help you achieve your ideal CSCS Adonis index"*(unclear) was used.

Also, by ensuring that the advertisements do indeed differ on the experimental manipulations and no other factors, the researcher eliminated the possibilities of experimental confounds.

The main experiment was administered electronically via qualtrics. The subjects consist of members of a panel put together by qualtrics, from the general US population over 18years of age. No other special criteria were used to select the subject. The subjects were asked to cognitively imagine all their reasons for participating or wanting to participate in physical fitness, in order to elicit and move those thoughts to the forefront of their cognition. They were then randomly selected and shown one of the variations of print advertisements for a fitness center, and given a few minutes to study it in detail. Three variables (Function x Strength of Argument x Clarity) were manipulated at two different levels each thus; the result is a 2 X 2 X 2 experimental design with eight (cells) different experimental groups. This study employed a completely random between subjects experimental design thus; experimental groups were randomly assigned, and each group was exposed to only one of the eight advertisements.

The subjects then proceeded to the next section, wherein the key variables of interest were measured; attitude towards the advertisement, attitude towards the fitness center, and likelihood of patronage. They were also asked to respond to general survey questions, which included questions used to determine what underlying functions motivate them to create their selves within the context of physical fitness. A post hoc analysis of the subjects' responses to the pre-stimuli exposure scale aided the researcher in determining which subjects were exposed to stimuli that match their underlying functions, and vice versa. This then allowed for the proposed hypothesis to be tested.

The research hypotheses required the comparison of means between the different experimental groups. As such, MANOVA was used to assess changes in the mean levels of attitude towards the advertisement, attitude towards the fitness center, and likelihood of patronage across the experimental conditions.

The Measurement

This section describes the creation of the survey instrument used in determining what underlying functions of creating the self for which respondents display a preference, as well as the other scales were be used in this study. As these underlying functions are to be reflected by scale items, we can refer to the functions as latent variables. Six latent variables were measured in this study; five of the six variables were measured with pre-existing scales including: need for cognition, self-monitoring, attitude towards the advertisement, attitude towards the brand, behavioral intention. The sixth scale, which was developed in this study, was used to measure preferences/affinities for certain underlying functions fueling the self-creation process. The following discussion will thus detail the process that was used to develop the self-creation function scale.

Development of the Self-Creation Function Scale

For the development of this self-creation function scale, the researcher heavily utilized the procedures put forth by Churchill (1979) and Gerbing & Anderson (1988). As proposed by Glaser & Straus (1967), the researcher approached the qualitative study described above with no pre-conceived notions as to what functions might arise, in order to prevent any biases and achieve the richest set of possible functions post-analysis. Two of the four functions that emerged exhibited high percentages of occurrence; as such, they were specified as the functional domains which the scale items reflect.

Several avenues were used in developing appropriate items to fit within the domain of the functions that emerged. Most importantly, the sub-concepts that characterize the categories/functions that emerged from the qualitative survey provided a very good picture of scale items. Furthermore, exploring the literature on the functional approach, the researcher scrutinized previous attempts to create functional measures in the domain of attitudes (Locander & Spivey 1978; Herek 1987; Alwitt & Prabhaker 1992). Studying the previous scale development attempts in the context of the functional approach yielded some interesting findings. Most interestingly, some of the functions that emerged from the qualitative study corresponded with functions that emerged from other studies, including Katz's original study. This correspondence provided more confidence in specifying items that describe the domains on interest. The initial sample of developed items was assessed for face validity by expert judges.

The items that are rated as representative of the domain will be sent out for an initial round of data collection, in the form 5-point Likert type scales, with strongly disagree and strongly agree as the anchor points. Following this initial data collection, the scale was purified via means of factor analysis and reliability assessments. The newly purified scale was then subjected to another data collection; this resulted in a final scale that was subjected to reliability and validity tests via confirmatory factor analysis. Brief descriptions of all the other scales used in the study will follow.

Attitude Towards the Ad

Attitude towards the Ad refers to consumers' positive or negative overall reaction to the advertising stimuli they are exposed to. This was measured by asking the subjects to respond to a statement regarding the advertisement, followed by three semantic differentials (interesting-uninteresting, good-bad, pleasant-unpleasant) on a seven-point scale (MacKenzie, Lutz & Belch 1986).

Attitude Towards the Brand

Attitude towards the brand refers to consumers' positive or negative overall reaction to the brand depicted in the advertising stimuli which they are exposed to. This was measured by asking the subjects to respond to a statement regarding the brand, followed by four semantic differentials (high quality-low quality, good-bad, likable, not likable, pleasant-unpleasant) on a seven-point scale (Gardner 1985; Darley & Smith 1993).

Patronage Intent

This refers to the likelihood that a consumer will patronize the particular brand/fitness center in this case, based on the information they have been exposed to in the advertisement. This was measured by asking the subjects to respond to statements regarding their probability of patronizing the fitness center in the ad they were exposed to, followed by semantic differential items (probable-improbable, likely-unlikely, possible-impossible).

Self-Monitoring

Previous research on the functional approach adopted self-monitoring as a surrogate for underlying functions (Snyder & DeBono 1985; Shavitt 1990). In this context, one side of the argument is that low-self monitors will be more inclined to create the self, with the utilitarian function serving as fuel for their motivation. This study thus attempted to examine the work done by previous researchers. Self-monitoring was measured using the 13-item revised self-monitoring scale (Lennox & Wolfe 1984).

Controls

Certain individual traits could influence the respondents' processing of the persuasion message they are exposed to. For example, *need for cognition* (Cacioppo et al. 1984), which refers to the amount of cognition individuals' desire could influence the amount of scrutiny the persuasion messages receive. As message scrutiny plays a major role in some of the hypothesized differences, the researcher felt the need to include need for cognition as a covariate in the analysis.

Secondly, involvement was also measured; that is how often one participates in physical fitness activities. This study incorporates instructions that direct respondents to think about the reasons they would, or the reasons they do participate in physical fitness activities, in order to level out the involvement playing field. Some respondents would however be more involved than others, allowing them to better scrutinize what characterizes a strong or weak argument. The researcher thus controlled for involvement by asking the respondents to respond to a Likert-type statement regarding their frequency of participation in physical fitness activities. Demographic variables such as age and gender were also collected.

The Analyses

As previously mentioned, the qualitative analysis was carried out using the US Center for Disease Control and Prevention's CDC EZ-Text 4.0 qualitative analysis software. The development and refinement of the self-creation function scale will be carried out mostly with IBM SPSS Statistics software package. Confirmatory factor analysis will be used to validate the final scale and the other measures in the study.

MANOVA was used for mean comparisons between treatment groups for attitude towards the advertisement, attitude towards the brand, and patronage intention. The experimental design contains four cells. Thus, there were overall comparisons between match and mismatch function/ad conditions, but there were also comparisons within each match condition, between ads presented with strong and weak arguments.

CHAPTER IV

ANALYSES & RESULTS

As discussed in the preceding chapter, this research consists of three studies. This chapter will thus present the results all three studies, including the results of the hypotheses tests proposed in chapter two. Firstly, the results of the qualitative study will be discussed. Secondly, the process and results of the scale development procedure will be presented. Finally, the analyses addressing the hypotheses will be presented.

Qualitative Analysis

The qualitative study consisted of 77 upper class undergraduates at a southern university who reported that they regularly worked out. The sample was chosen because a culture of physical fitness was fostered at their institution, and the individual respondents all proclaimed themselves as active participants in said fostered culture. The respondents received an electronic document instructing them to write a short essay, indicating all the reasons why they work out regularly. The sample was balanced, consisting of 38 female and 39 male students between the ages of 18 and 32 years old. The respondents reported work out rates ranging from twice a week to everyday, and they participated in all kinds of workouts including: running, lifting weights, CrossFit, yoga, zumba etc.

The principles of grounded theory (Glaser & Strauss, 1967) were applied in analyzing the respondents' essays, in order to grasp any underlying structure to their stated reasons for participating in physical fitness activities. The grounded theoretic approach implies three levels of assessment in coding qualitative responses. As described in the previous chapter, the most basic of these three levels is the code level; on this level, each word/line/paragraph of respondents' statements are assessed, in order to infer what the respondents are referencing. The second level consists of concepts; which are groupings of similarly coded data from the respondents' statements. Finally, the third and topmost level consists of categories; these are groupings of similar concepts. The respondents' essays were coded using the CDC EZ-Text 4.0 qualitative analysis software developed by the US Center for Disease Control and Prevention.

Results

The analysis of the respondents' essays resulted in multiple codes that resulted in 21 recurring concepts. Further, no cut-off mark was established for a concept to be included in the results below; that is even if only one respondent displayed a concept, it was included in the results. Each concept and examples of codes that constitute the concept will be described and discussed in detail below:

Achievement: This concept encompasses all statements that suggest that the respondent feels a sense of accomplishment. Respondents that displayed this concept derived a sense of achievement of some goal (not necessarily physical) from working out. Of the 77 analyzed respondents, three (3.9%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"...most importantly, exercise makes me feel as if I have done something worth my time." (Respondent 48)

Active: This concept covers all ideas that indicate that respondents conceive of themselves as active individuals, and they feel need to uphold that conception by maintaining an active lifestyle; hence their participation in physical fitness activities. Of the 77 analyzed respondents, four (5.2%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in regular physical activity because I've always lived a very active lifestyle. I used to play sports in high school and have since carried on the need to stay active." (Respondent 28)

Disease Prevention: This concept includes all statements that suggest that the respondent works out in order to keep diseases such as diabetes and arthritis at bay. Respondents that displayed this concept usually had a history of potentially genetic family health issues; they thus participate in physical fitness activities to mitigate their risk factors. Of the 77 analyzed respondents, four (5.2%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"...I want to be stronger so that I will not get sick." (Respondent 50)

"...also, to reduce the risk of cardiovascular disease." (Respondent 57)

Esteem: This concept constitutes all statements that suggest that a respondent works out in order to feel good about himself. The respondents displaying this concept typically feel good about themselves when they workout, or when they are in excellent physical shape. 20 respondents (26%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"...I'm happier, think more clearly, and have confidence. I'm only given one body so it is important that I take care of it." (Respondent 8)

"When I do participate in physical exercise it makes me feel good about myself that I do something for the benefit of my body." (Respondent 11)

"When I'm in good shape, I feel better, not only physically, but better about myself in general." (Respondent 64)

Figure Concerns: This concept includes all statements that suggest that the respondent works out in order to look good. Respondents that displayed this concept worked out in order to attain what they considered as a 'good body,' not necessarily a healthy body, but a figure they considered to be desirable. Of the 77 analyzed respondents, 13 (16.9%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"To be honest, I participate in physical exercise to keep or improve my visual appearance..." (Respondent 48)

"Well it started off when I saw a picture of myself someone else took, I was shocked at how unhealthy I looked and wanted to do sumthing [sic] *about it because I felt I was ugly and not attractive..."* (Respondent 35)

Fitness: This concept constitutes all statements that suggest that a respondent works out in order to stay or get in physically fit shape. The respondents displaying this concept typically made some general statements about achieving their overall fitness goals. Of the 77 analyzed respondents, 13 (16.9%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical exercise because I want to be fitted [sic] *and do not want to back to overweighed* [sic] *kid."* (Respondent 14)

"There are many reasons I personally would for take in physical exercise [sic]*: good for health, trying to get fit..."* (Respondent 6)

Flex: This concept includes all statements that suggest that a respondent works out in order to stay or get more flexible Respondents that displayed this concept usually made comments regarding their need for more overall bodily flexibility, as it is a healthy state to be in. Of the 77 analyzed respondents, three (3.9%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical activity for health related and skill related components such as cardiorespiratory [sic], *endurance, body composition, muscular endurance, flexibility, muscular strength, coordination, power, balance, reaction time, and agility. I participate for a longer lifespan and psychological benefits"* (Respondent 44)

Food: This concept constitutes all statements that suggest that a respondent works out in order to be able to eat more liberally. Respondents exhibiting this concept were of a "balancing the equation" mindset. They believe in returning to homeostasis (not gaining weight or being unhealthy) by working out so they can eat as much as they want to. Two respondents (2.6%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical exercise because: It improves my stamina and immunization, it help me to relieve stress when I have to study quite hard, it improves my appetite and I can eat all my favorite food without worrying about getting to much fat." (Respondent 21)

Fun: This concept includes all statements that suggest that the respondent works out because they find the process enjoyable in and of itself. Respondents in this conceptual grouping engaged in physical fitness more for the process and all the joy they derived from it, rather than for the outcomes. Seven of the 77 analyzed respondents (9.1%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"When I do have the chance to participate, I do because it is enjoyable and it gives me a sense of accomplishment." (Respondent 63)

"The most important reason I participate in physical exercise such as jogging or racquetball is because it is fun. On top of that, it is healthy and a great way to spend free time." (Respondent 61)

Health: The health concept includes all statements that suggest that a respondent works out in order to get or stay healthy. This conceptual grouping was quite interesting to nail down, as health is a broad concept that includes a myriad of individual sub-concepts. The general idea however is that the individual is actively participating in the physical fitness activity in order to directly influence any of the sub-concepts of health; as such, this concept was the most prevalent in the data set. Thirty seven respondents (48.1% of the sample) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical exercise because I need to in order to lead a healthy life. It can also be fun (Respondent 65)

"By participating in physical exercise, my physical and mental health is improving. For example, I participate in slow pitch games because it is what I enjoy doing and also because I get in a small workout. Also, by staying active I will defeat my chances of repeating any of my family health issues. My reason to do physical activities is to stay in shape, improve mentally, and defeat the odds." (Respondent 13)

"... I was shocked at how unhealthy I looked and wanted to do sumthing [sic] *about it because I felt I was ugly and not attractive. I wanna* [sic] *live a full life "whatever that means" and be there for my future children and wife, I can't do that being unhealthy and besides I want to set a good example for my family the elders at least."* (Respondent 35)

Insure: This concept includes all statements that suggest that a respondent works out for the sole purpose of getting healthier in order to lower their insurance rates. Of the 77 analyzed respondents, one (1.3%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical activities for personal health, to teach my kids, and to lower my insurance." (Respondent 58)

Life: This concept includes all statements that suggest that the respondent works out because they find want to live longer. Respondents in this conceptual grouping engaged in physical fitness because they want to live longer in order to be there for their families through the years. Two of the 77 analyzed respondents (2.6%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I participate in physical activities to keep up my physical appearance, to have fun with friends, to help prolong my life as long as possible." (Respondent 40)

Mood: All statements that suggest that a respondent works out to affect their moods were included in this concept. Respondents displaying this concept all made suggestions regarding their participation in physical activity as a means to positively improve their mood state. Five of the 77 analyzed respondents (6.5%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"Exercising makes me feel good, gives me more energy, keeps me more alert, and less sluggish. It helps my mood, and it is just generally good for my body." (Respondent 3)

"When I am active I feel a lot better, than when I'm not active. Running forces me to eat healthier which improves not only my ability to run but also my overall mood and physique." (Respondent 8)

Muscle: This concept includes all statements that suggest that a respondent works out for the sole purpose of gaining muscle. These respondents suggested their need to grown muscles (six-pack, huge arms) for image reasons, without really making any suggestion of any underlying health-driven reasons. Of the 77 analyzed respondents, one (1.3%) displayed this concept in their essay. An example of a coded statement that displayed this concept includes:

"Working out helps keep me in shape, as well as makes me feel more awake for the day. I also would like to have my 6-pack back, and would like to gain a little bulk in my arms." (Respondent 46)

Relax: Respondents that displayed this concept work out because they find the process relaxing. Similar to the fun concept, these respondents were more engaged with the working out process than its purported outcomes. Of the 77 analyzed respondents, four (5.2%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I like to stay in shape. Also, it gives me time to relax and get out of the house (Respondent 77)

"I work out because it creates a better mood. I personally like being fit and I also find it relaxing" (Respondent 78)

Shape: This concept constitutes all statements that suggest that a respondent works out in order to stay or get shape. Respondents displaying this concept typically made some general statements about working out to get in shape; perhaps the difference between this concept and that of fitness is merely a semantic one, but this concept was assigned its own distinct identity as a preponderance of respondents' statements suggest that they viewed this as being distinct. Of the 77 analyzed respondents, 20 (26%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"Mainly to stay in shape, currently it is to lose to unwanted weight that has accumulated since coming to college. Also because I am required to or my blood pressure gets finicky." (Respondent 47)

"...To make sure I keep my body in pretty well physical shape" (Respondent 57)

"I work out because for these reasons: Fun, Some resemblance of shape, teaching those youngbloods [sic] *how to play basketball."* (Respondent 71)

Social: This concept constitutes all statements that suggest that a respondent works out in order for the social benefits it provides in terms of interaction with others. Respondents displaying this concept all made suggestions regarding their participation in physical activity as a means to be socially involved with friends. Eight of the 77 analyzed respondents (10.4%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I work out because I like to spend time with friends and have fun after class" (Respondent 62)

Sports: This concept encompasses all statements that suggest that the respondent works out because they play a sport. There is an obvious interaction between this concept and the fitness and shape concepts. That is respondents that displayed this concepts worked out because they needed to be in the best shape possible and fit enough to play a sport they participated in regularly. For some respondents that participate on a non-recreational team (NCAA athletes), working out is not optional. Of the 77 analyzed respondents, eight (10.4%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"Health if nothing else. Mainly through the love of sports in general. I love basketball and in order to perform well one has to be physically fit." (Respondent 60)

"I play collegiate sports, but even in off season, I exercise preety [sic] *regularly because it makes me feel better."* (Respondent 68)

"I participate in physical exercise as I play college basketball and am required to practice and lift weights even in the off-season. If I didn't play I would still exercise to keep in shape and because I always feel better." (Respondent 39)

<u>Stress:</u> This concept covers all ideas that indicate that respondents work out in order to relieve stress. We can note that this is another process-based concept; that is to say that respondents that displayed this concept participate in working out more because they find the process to be stress relieving, rather than for its potential outcomes. Eight of the 77 analyzed respondents (10.4%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"Physical exercise relieves stress help me get a good night rest. I like waking up in the morning feeling energized for the day without having to take (energy drinks or other related products)." (Respondent 34)

"I participate in physical exercise because: It improves my stamina and immunization, It help me to relieve stress when I have to study quite hard..." (Respondent 21)

"...I also do it so I will not become fat or out of shape and it clears my head. If I am stressed about something I usually go for a run to clear my thoughts from everything." (Respondent 42)

<u>Strong:</u> This concept includes all statements that suggest that the respondent works out in order to get stronger. Respondents that displayed this concept used

variations of statements that suggest an outcome of increasing their current strength level, and continuing to get stronger. Of the 77 analyzed respondents, six (7.8%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"I work out because I enjoy the feeling of feeling stronger, looking good, and feeling good." (Respondent 56)

"...It makes me feel good, active, better about myself, more flexible, healthy, stronger, and it also makes my heart happy." (Respondent 20)

Weight: This concept covers all ideas that indicate that respondents work out in order to lose weight or keep weight off. This concept is usually what the general public cognitively associates with working out as such, a significant number of respondents made statements identifying this concept. Of the 77 analyzed respondents, 18 (23.4%) displayed this concept in their essays. Examples of coded statements that displayed this concept include:

"In general, I would have to say the reason that I participate in physical exercise is because I like to stay active and physically fit. I also want to lose a few pounds before I graduate. (Thanks Freshman 15!!!)." (Respondent 1)

"I participate in physical exercise because I want to be fitted and do not want to back to overweighed [sic] *kid."* (Respondent 14)

"The first reason is to lose weight. I really want to have a thin body, I think it is better looking..." (Respondent 50)

Continuing with Glaser & Strauss' (1967) grounded theoretical approach, the most similar concepts described above were grouped together into higher level categories. These higher categories are purported (by this author) to be the underlying functions fueling individuals' self-improvement motives, as they engage in physical fitness activities to create themselves. Four of these higher level functions emerged from the categorization process:

<u>Ego Function:</u> This function includes the lower-level concepts described above such as achieve, esteem etc. In general, the concepts categorized within this function suggest that individuals work out to confirm their perceptions of their self-concept, or in order to receive adulation from relevant others. Thirty one respondents from the sample (40.3%) displayed concepts relating to this category/function.

<u>Social Function:</u> This function includes the lower-level concepts described above such as fun and social. Some respondents engaged in working out solely for the social benefits they derived from it, and they were grouped into this larger social function. Fifteen respondents from the sample (19.5%) displayed concepts relating to this category/function. Examples of coded statements that displayed this concept/function include:

"I work out because I like to spend time with friends and have fun after class" (Respondent 62)

"...Furthermore, going to the gym has become a social habit with me and a few friends, especially in the spring and summer months." (Respondent 18)

<u>Mind Function:</u> This function includes the lower-level concepts described above such as mood, stress, and relax. In general, the concepts categorized within this function suggest that individuals work out because doing so allows them in some sense to achieve a more desirable mind state. Twenty one respondents from the sample (27.3%) displayed concepts relating to this category/function.

Utilitarian Function: This function constitutes the highest number of lower-level concepts. Said concepts include those described above such as fitness, health, shape etc. In general, the concepts categorized within this function suggest that individuals work out as a directed effort towards achieving some physical goal(s). Sixty four respondents (83.1%) in the sample displayed concepts relating to this category/function.

These concepts/functions are fully summarized in Table 4.1. Examining the emerged functions, we notice a trend particularly unique to the context of physical fitness/working out, as the self-creation vehicle; the functions either fuel a process based or an outcome based motive. As described in chapter two, the self-creation process moving from the actual self to the ideal self can be compared to an analogical vehicle moving from a point A to another point B. Process based functions are more concerned with enjoying the ride from point A to B, while outcome based functions are more concerned with getting to the destination. Returning to the primary context we see that process based functions are employed when an individual works out because the process of working creates a benefit divorced from reaching a specified outcome or ideal. Such a benefit would be one derived from actually enjoying the process of working out, or from the social interactions working out fosters. Thus, we can deduce that the social function is process based, and since the other three functions are more focused on getting to the destination (the ideal), we see that they are outcome based

Table 4.1: Qualitative Analysis Summary

CONCEPT	EXAMPLE	PERCENT OF SAMPLE	CATEGORY/ FUNCTION
Achieve	*"I feel like I've done more on days I work out"*	3.9%	**EGO** (40.3%)
Active	*"I work out to maintain my active lifestyle"*	5.2%	
Esteem	*"I feel better about myself when I work out"*	26.0%	
Figure	*"I work out to get or maintain a great figure"*	16.9%	
Muscle	*"I also would like to have my 6-pack back, and would like to gain a little bulk in my arms."*	1.3%	
Mood	*"...It helps my mood, and it is just generally good for my body"*	6.5%	**MIND** (10.4%)
Relax	*"Working out relaxes me"*	5.2%	
Stress	*"I work out because it helps me decompress after a stressful day"*	10.4%	
Fun	*"I work out because it's fun"*	9.1%	**SOCIAL** (19.5%)
Social	*"I work out because it gives me a chance spend time with my friends having a good time"*	10.4%	
Disease	*"I work out to prevent from succumbing to diseases"*	5.2%	**UTILITARIAN** (83.1%)
Fitness	*"I work out because I love to stay physically fit"*	16.9%	
Flex	*"I work out because I want to be more flexible"*	3.9%	
Food	*"I work out so I can eat whatever I want"*	2.6%	
Health	*"I work out to get healthy, if nothing else"*	48.1%	
Insure	*"I work out to receive lower insurance premiums"*	1.3%	
Life	*"I work out so I can live longer"*	2.6%	
Shape	*"I work out to get or stay in shape"*	26.0%	
Sports	*"I work out because I play a team sport competitively"*	10.4%	
Strong	*"I work out to get stronger"*	7.8%	
Weight	*"I work out because I want to lose weight"*	23.4%	

Scale Development

The goal of this scale development procedure is to create a scale that can accurately identify which underlying functions are fueling an individual's motive to create his self. As the concern in this research is studying the movement from some initial 'actual' state to a more desired 'ideal' state, and not the enjoyment of that journey, only the outcome based functions described above will be further examined in this phase of the study: ego, mind, and utilitarian. Further, noting that this dissertation is primarily focused on creating the self within the context of the body, only functions directly addressing this will be assessed. Recalling James' tripartite model of the self, we note that this self is composed of the three aspects: body, social, spirit. James classified the spirit as consisting of individuals' varying mind state as such, the emerged function labeled as 'Mind' falls under this spiritual classification and is thus outside the scope of this study. Thus, only the Ego and Utilitarian functions will be further considered.

An initial pool of items was generated by assessing previous works exploring scale development within the functional literature, examining the results of the qualitative study described above, and also by consulting with experts in the functional literature. The initial pool was selected to represent the two most prevalent outcome based functions (Ego & Utilitarian) as described in the last section. Thirty-two items were generated in the initial pool; seventeen representing the Ego function and fifteen representing the Utilitarian function.

Face Validity Assessment

To assess face validity, the SUMSCORE approach was employed. Experts knowledgeable with the functional literature were asked to rate how well each item reflected the domain of each of the functions presented. Three experts were selected; two with terminal qualifications in the area of psychometric scale development, and one other expert in the functional literature. All three expert assessors were given a form (appendix B) that displayed: specific directions for the rating exercise, the definition of each of the functional constructs, and the initial pool of items. The judges had to rate the items as being not representative, somewhat representative, or very representative of the functional constructs. When an item was deemed as very representative, it received a score of three, two when deemed somewhat representative, and one when deemed not representative.

To successfully transition to the next phase of the scale development, an Item must be rated as somewhat representative by two of the judges. After the judges' assessments, items not meeting the rating requirement were eliminated. Thus, the initial pool of thirty-two generated items was reduced to twenty-six after the judges completed their face validity assessments.

Scale Purification

Following the guidelines of Churchill (1979) and Gerbing & Anderson (1988), the next step (three) in the scale development was to collect an initial sample of data. Following this, the scale was purified by means of factor analysis and reliability assessments. The factor analysis was exploratory in nature, and carried out to determine the true underlying structure of the data. Pre-factorial analysis, the generated items were classified as being either under the ego or utilitarian functions, and the analysis was used to initially observe if this general structure would emerge however; the qualitative results suggest that these "highest order" functions are composed of lower order concepts. Thus, the exploratory factor analysis was used to determine if when operationalized, these items actually come together as their higher order function, or if they load on their individual concepts.

The sample used in this initial data collection stage consisted of individuals who primarily engaged in their physical fitness activities at a gymnasium on the campus of a university in the southern United States. These individuals were contacted online and asked to respond to a survey containing the items (employing a 7-point Likert-type scale) that made it past the validity assessment in stage one. A copy of this initial data form can be found in Appendix B. A total sample of eighty-seven respondents participated in the survey over a two-week period. Of these eighty-seven, twenty-six either did not complete the survey in its entirety or displayed acquiescence bias; they were thus eliminated from the sample, leaving sixty-one viable responses for analysis. The rest of the data was then subjected to an unconstrained exploratory factor analysis, using varimax rotation, in order to discern the underlying factor structure of the items.

The result of the factor analysis is shown in Table 4.2. The analysis resulted in a seven factor solution; preliminarily confirming that items were loading on the lower level concepts which are purported to constitute the higher level functions: the ego function or the utilitarian function. The next step involved further purification of the results of the factor analysis. To accomplish this, the researcher eliminated any items that loaded at less than 0.6 on any factors. Upon closer inspection of the resulting five factor solution of this purification, a peculiar observation emerged; the item loadings in the five factor solution followed a known pattern. As aforementioned, the results from the qualitative study provided the means for generating some of the items for this scale development. Thus, similar to the qualitative study, items that loaded on the same factor displayed patterns comparable to the qualitative categorization.

Table 4.2: Functional Scale Rotated Component Matrix

ITEM	COMPONENT 1	2	3	4	5	6	7
EGO1							.698
EGO3							.755
UTIL11		.524					.541
EGO2				.630			
EGO4				.779			
EGO6				.727			
UTIL2			.745				
UTIL4			.706				
UTIL5			.694				
UTIL8			.542				
UTIL1							
UTIL3						.853	
UTIL6						.824	
EGO5					.639		
EGO12					.562		
EGO15					.786		
UTIL7		.884					
UTIL10		.853					
UTIL12		.775					
UTIL9	.591						
EGO8	.785						
EGO9	.748						
UTIL14	.697						
EGO13	.827						
EGO14	.839						
EGO17	.770						

That is to say that the categorization employed in the qualitative study via the grounded theory approach is somewhat confirmed by the factor loadings in this study. The peculiar point to note however is that the factors were constituted of items displaying properties of different yet extremely similar concepts (discussed in the qualitative study) thus; comparably to Aaker (1997), these five factors that emerged can thus be deemed as facets (integrating multiple concepts from the qualitative study) , which together, make up the larger functions. The resulting hierarchy is as follows:

CONCEPT → FACET → FUNCTION

Considering all discussed above, we note that facets 1 & 5 make up the EGO function while facets 2, 3, and 4 make up the UTILITARIAN function.

The first facet contained items such as 'I work out because it is part of what defines me as an individual' and 'I work out because it is a part of my identity;' these suggest that this facet can be labeled as "identity confirmation." The fifth facet contained items such as 'I work out because I feel more sexy when I do' and 'I work out because I feel more attractive when I do,' which suggest that this factor can be labeled as "physical attractiveness." Together these facets represent the ego function.

The second facet included items such as 'I work out because it increases my endurance' and 'I work out because it makes me stronger;' this suggests that this facet deals with "physical functionality." The third facet includes the items 'I work out because it improves my overall health' and 'I work out because it enables me to get or stay healthy;' these suggest that this facet can be labeled "health concerns." The fourth facet contained items such as 'I work out because it improves my athletic performance' and 'I work out because it enables me to perform better at sports,' which suggest that this factor can be labeled as "physical performance." Together these facets clearly represent a utilitarian function.

The underlying facet/factor structure can be observed in Table 4.3. Thus, having achieved satisfactory scale reliability scores, the next step in the scale development process was to confirm the factor structure via confirmatory factor analysis.

Table 4.3: Purified rotated component matrix

ITEM	COMPONENT				
	1	2	3	4	5
EGO1	.508				
EGO3	.649				
EGO4	.709				
EGO6	.716				
EGO5	.695				
EGO15	.725				
UTIL2		.810			
UTIL4		.752			
UTIL5		.796			
UTIL3			.873		
UTIL6			.711		
UTIL7				.887	
UTIL10				.839	
UTIL12				.749	
EGO8					.757
EGO9					.764
UTIL14					.762
EGO13					.853
EGO14					.829
EGO17					.851
Cronbach's a	**0.836**	**.813**	**.807**	**.891**	**.903**

Confirmatory Factor Analysis

The next step in the scale development procedure was to perform to a confirmatory factor analysis, by subjecting a new set of data to the factor structure suggested by the exploratory factor analysis. A new sample of respondents were contacted via an online panel and asked to respond to a survey containing the retained items from the exploratory factor analysis. This new survey contained screening questions in order to determine the respondents' level of involvement with physical fitness activities.

The new sample consisted of two-hundred and forty three respondents who participated in the survey over a week. Of these 243, 30 either did not complete the survey in its entirety or displayed acquiescence bias; they were thus eliminated from the sample, leaving 213 responses for analysis. The remaining data was then subjected to a confirmatory factor analysis constrained to the expected factor structure.

The initial model produced a χ^2 value of 755.06 (significant at the .01 level) and 142 degrees of freedom. Examining the fit indices for the model, we note a comparative fit index (CFI) of .775, a normed fit index (NFI) of .740 and a root mean square error of approximation (RMSEA) of 0.143. These values were nowhere close to the baseline fit statistics suggested by Hair et al. (2006). The researcher thus realized that the scale had to be reanalyzed and further purified. The first step required an assessment of nomological validity, in order to determine if the items purported to load together by the EFA were theoretically supported. A few items that did not meet this face assessment were eliminated from the analysis. Upon further analysis, the researcher eliminated other items that were resulting in the generation of very high standardized residual covariances, without compromising the theoretical integrity of the scale (Hair et al. 2006). The final four facet measurement model is shown in Figure 4.1.

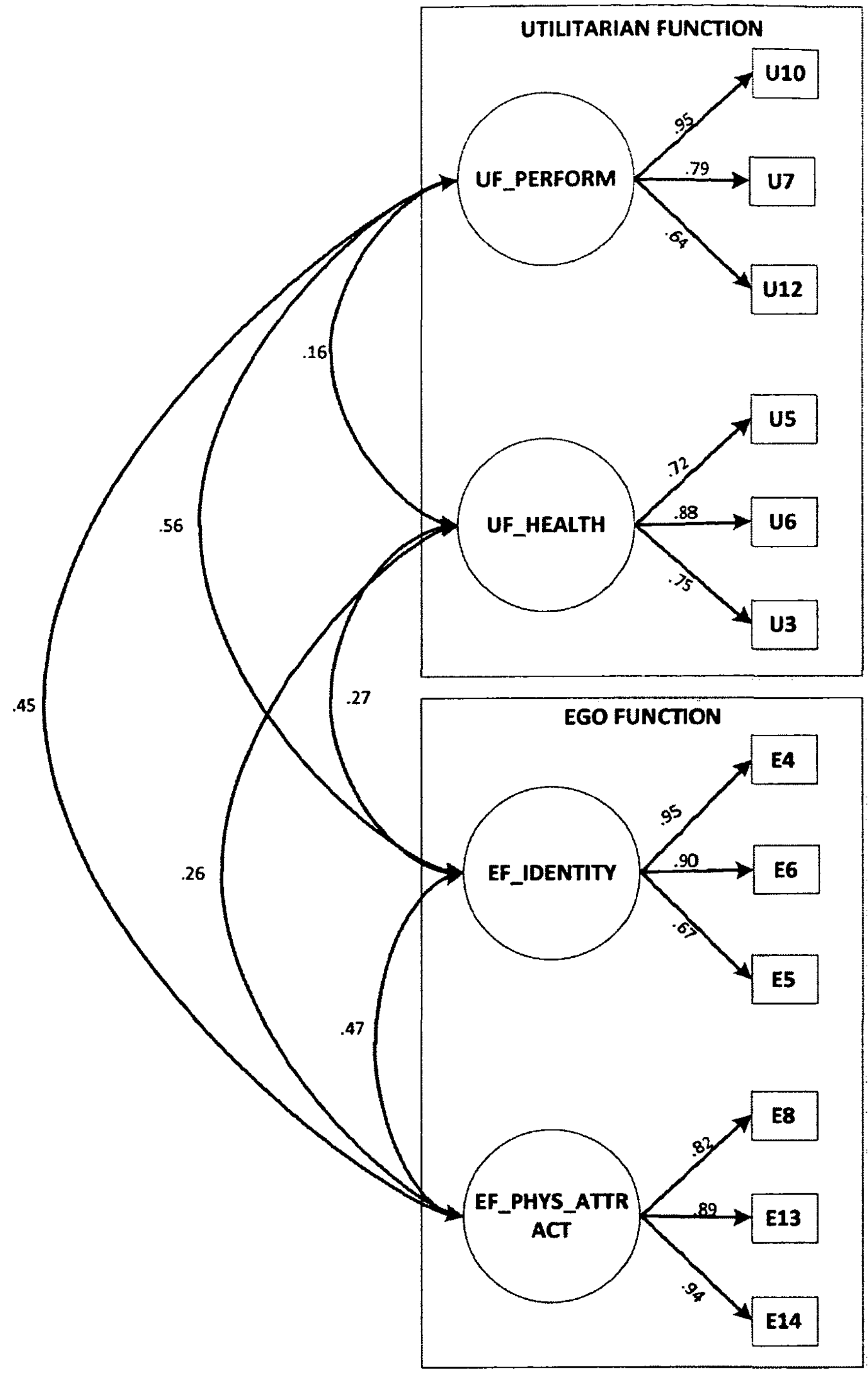


Figure 4.1: Final Functional Scale with Factor Loadings and Inter-Construct Correlations

Another problem that was addressed was the extremely high similarity between the 'physical functionality' and 'health' facets ($\phi = 0.93$). This suggested that the two constructs were not really discriminating from each other; the researcher thus condensed all the items unto one construct, and reassessed the combined construct for item loadings and unusual residual values. This assessment led to the discarding of two items, and resulted in a final construct/facet deemed the 'Health' facet.

The purified congeneric model produced a χ^2 value of 132.3 (significant at the .01 level) and 48 degrees of freedom. The standardized maximum likelihood loadings and fit statistics are shown in Table 4.4. Examining the fit indices for the model, we note a comparative fit index (CFI) of .95, a normed fit index (NFI) of .92 and a root mean square error of approximation (RMSEA) of .091; together, these indices suggest good fit according to the guidelines provided by Hair et al. (2006). Next, the scale was assessed for reliability, convergent validity, and discriminant validity.

Discriminant validity was assessed by comparing the squared correlation estimate between the latent constructs shown in Table 4.4, with the variance extracted for each construct.

Table 4.4: Interconstruct Correlation Estimates (standardized Φ)

Φ squared matrix	**UF_HEALTH**	**UF_PERF**	**EF_IDENT**	**EF_PHYS_ATT**
UF_HEALTH	1.00			
UF_PERF	0.03	1.00		
EF_IDENT	0.07	0.31	1.00	
EF_PHYS_ATT	0.07	0.20	0.22	1.00

To pass the discriminant validity requirement, the variance extracted for a construct must exceed the squared interconstruct correlation between that construct and all other constructs within the model (Fornell and Larcker, 1981). Examining the aforementioned construct values as shown in Table 4.5, we note that all constructs within the model pass the discriminant validity requirement.

Table 4.5: CFA Results including Standardized Loading Estimates

	Utilitarian Function (Health)	**Utilitarian Function (Performance)**	**Ego Function (Identity)**	**Ego Function (Physical Attraction)**
U3	0.75	-	-	-
U5	0.73	-	-	-
U6	0.88	-	-	-
U7	-	0.79	-	-
U10	-	0.95	-	-
U12	-	0.64	-	-
E4	-	-	0.94	-
E5	-	-	0.67	-
E6	-	-	0.90	-
E8	-	-	-	0.82
E13	-	-	-	0.89
E14	-	-	-	0.94
	UF_HEALTH	**UF_PERF**	**EF_IDENT**	**EF_PHYS_ATT**
Variance Extracted	62.37%	64.44%	71.48%	77.89%
Construct Reliability	0.83	0.84	0.88	0.91
$\chi 2$	132.3			
df	48			
CFI	0.95			
RMSEA	0.091			

Next, convergent validity was assessed by examining the extracted construct reliabilities and item loadings on to their respective factors/facets (Hair et al. 2006). All the factor loadings where highly significant ($p < 0.001$), and the construct reliability estimates (shown above) all exceed 0.7; taken together, these observations suggests convergent validity for the measurement model.

Having passed the requirements for discriminant validity, convergent validity, and with all construct reliability values being over 0.7, we can confidently state that we have a reliable and valid functional scale. The final version of the scale is shown in Table 4.6.

Table 4.6: Final Functional Scale

UTILITATRIAN FUNCTION
Performance Facet
I work out because it enables me to perform better at sports
I work out because it improves my athletic performance
I work out because it makes me faster
Health Facet
I work out because it improves my cardiovascular functioning
I work out because it improves my overall health
I work out because it enables me to get healthy
EGO FUNCTION
Identity Facet
I work out because it is a part of my identity
I work out because it is part of what defines me as an individual
I work out because it is an essential component of a complete life
Physical Attractiveness Facet
I work out because I feel sexier when I do
I work out because it makes me look good
I work out because I feel more attractive when I do

Further, having achieved a statistically valid and reliable final version of the functional scale, the scale was once again subjected to expert reviews to determine its face validity, and its adequacy in covering the domain of the utilitarian and ego function. The scale was deemed to be valid and adequate in covering the functional domain. The scale consists of 12 items to be used to classify individuals as either primarily utilitarian or ego driven in their self creation process. Simply put, an individual is said to primarily access whatever function he/she scores higher on when responding to a questionnaire with the items shown in Table 4.6.

Pretests

The final study in this dissertation is an experiment designed to adequately test the hypotheses proposed in Chapter 2. The experimental subjects viewed advertisements for a fitness center (Appendix A), in which the cogency of the argument put forth to join the center, and the clarity of the message are both manipulated; the goal being to determine whether these manipulations have any effect on the subjects' attitudes towards the center, and their intent to patronize said center. Before the experiment was carried out however, pretests had to be conducted on the experimental stimuli to ensure among other things that the manipulations work as intended. In addition to the 2 x 2 (argument strength x message clarity) manipulations the subjects were randomly assigned to either of two (utilitarian vs. ego) functional conditions.

The expressions of the functional conditions were examined by three expert judges, and deemed to be adequate. Expert judges were used to assess the functional manipulation since unlike the other manipulations (strength & clarity), the subject matter of functions was not clear and commonplace to the general population. Previous studies have not attempted to tap these functions directly, but instead they manipulated quality and image characteristics as surrogates for utilitarian and value expressive functions (Snyder & Debono 1985; Shavitt 1992, 2002). The concepts yielded from the qualitative study served as key nodes from which to extrapolate functional statements. When such statements were created, the expert judges convened and discussed the representativeness of each statement, until a consensus was reached as to the functions being portrayed by each. Next, the results of the pretests are examined to ensure that the manipulations were interpreted as intended.

The sample for the pretest consisted of 100 undergraduate students enrolled in marketing and psychology courses at a mid-sized southeastern university. As this test was specifically concerned with the 2 x 2 (argument strength x message clarity) manipulations, there were four advertisement conditions analyzed by the respondents. This test was carried out to ensure that potential subjects for the final experiment viewed strong arguments as being different from weak ones, and clear messages as being different from unclear ones. ANOVA was used to assess the differences between the conditions. The results from this analysis are shown in Table 4.7:

Table 4.7: Pretest ANOVA Results

	Condition	**MEANS**	**ANOVA F**	**SIG**
Argument Strength	Strong	5.07	20.77	.000
	Weak	3.76		
Message Clarity	Clear	5.35	10.06	.002
	Unclear	4.27		

Examining the conditions, we note that subjects who were exposed to an advertisement with a strong argument viewed the Ad as having a stronger argument than those who were exposed to one with a weak argument (M: 5.07 vs. 3.76) F= 20.77 ($p <$ .05). Similarly, subjects who were exposed to an advertisement with a clear message viewed the Ad as having a clearer message than those who were exposed to one with an unclear message (M: 5.35 vs. 4.27) F= 10.06 ($p < .05$).

Experimental Results

Having confirmed that the experimental manipulations work as intended, the research progressed to the next step administering the experiment. As mentioned in Chapter 3, the subjects for the experiment were gathered from a panel put together by Qualtrics, and they consist of individuals in the USA general population over the age of 17. The following sections will discuss the results of the experiments; starting with an assessment of the measurement model, followed by an assessment of the demographic makeup of the sample, and finally the results of the tested hypotheses.

Measurement Model Assessment

The next step in the analysis was to assess the quality of the measurement, ergo the scales to be utilized within the model. In order to achieve this, the data was subjected to a confirmatory factor analysis. The initial model produced a χ^2 value of 3386.26 ($p < .05$) and 1448 degrees of freedom. Examining the fit indices for the model shown in Table 4.8, we note a comparative fit index (CFI) of .862, a parsimony normed fit index (PNFI) of .736 and a root mean square error of approximation (RMSEA) of 0.069. Although close to the baseline fit statistics suggested by Hair et al. (2006), these values suggest that the model fit is not ideal.

Table 4.8: Initial Confirmatory Factor Analysis Results

Statistic	Comparison	Actual
$\chi 2$	-	3386.3
df	-	1448
CFI	> 0.90	0.86
PNFI	> 0.50	0.74
RMSEA	< .07	0.069

The model was thus reassessed and further purified. Observed variables with factor loadings below 0.5 on their latent constructs were eliminated from the assessment (Hair et al. 2006). Further, the standardized residual covariance matrix was examined to determine if any items were displaying unusually high values. Observed variables that displayed consistent patterns of high residual covariance were thus eliminated from the model assessment; the model was then reassessed (Hair et al. 2006).

The re-assessed congeneric model produced a χ^2 value of 2190.98 (significant at the .01 level) and 998 degrees of freedom. The standardized maximum likelihood loadings and fit statistics are shown in the Table 4.9. Examining the fit indices for the model, we note a comparative fit index (CFI) of .91, a parsimony normed fit index (PNFI) of .78 and a root mean square error of approximation (RMSEA) of .065; together, these indices suggest good fit according to the guidelines provided by Hair et al. (2006), for samples with over 250 respondents and over 30 observed variables. Having satisfied the requirements for fit, the measurement model was next assessed for reliability, convergent validity, and discriminant validity.

Table 4.9: CFA Results Including Standardized Loading Estimates

	BA	AA	BI	NFC	SM	UH	UP	EI	EPA
BA1	0.90	-	-	-	-	-	-	-	-
BA2	0.84	-	-	-	-	-	-	-	-
BA3	0.82	-	-	-	-	-	-	-	-
BA4	0.96	-	-	-	-	-	-	-	-
BA5	0.96	-	-	-	-	-	-	-	-
AA1	-	0.85	-	-	-	-	-	-	-
AA2	-	0.95	-	-	-	-	-	-	-
AA3	-	0.95	-	-	-	-	-	-	-
AA4	-	0.96	-	-	-	-	-	-	-
AA5	-	0.97	-	-	-	-	-	-	-
BI1	-	-	0.98	-	-	-	-	-	-
BI2	-	-	0.98	-	-	-	-	-	-
BI3	-	-	0.91	-	-	-	-		-
NFC1	-	-	-	0.70	-	-	-	-	-
NFC2	-	-	-	0.81	-	-	-	-	-
NFC3	-	-	-	0.61	-	-	-	-	-
NFC4				0.64	-	-	-	-	-
NFC6	-	-	-	0.64	-	-	-	-	-
NFC7	-	-	-	0.58	-	-	-	-	-
NFC9	-	-	-	0.57	-	-	-	-	-
NFC10	-	-	-	0.75	-	-	-	-	-
NFC11	-	-	-	0.80	-	-	-	-	-
NFC12	-	-	-	0.64	-	-	-	-	-
NFC13	-	-	-	0.69	-	-	-	-	-
NFC14	-	-	-	0.67	-	-	-	-	-
NFC15	-	-	-	0.70	-	-	-	-	-
SM1	-	-	-	-	0.58	-	-	-	-
SM2	-	-	-	-	0.71	-	-	-	-
SM3	-	-	-	-	0.60	-	-	-	-
SM5	-	-	-	-	0.71	-	-	-	-
SM8	-	-	-	-	0.67	-	-	-	-
SM10	-	-	-	-	0.68	-	-	-	-
SM11	-	-	-	-	0.62	-	-	-	-
SM12	-	-	-	-	0.60	-	-	-	-
SM13	-	-	-	-	0.66	-	-	-	-

Table 4.9 continued: CFA Results Including Standardized Loading Estimates

	BA	AA	BI	NFC	SM	UH	UP	EI	EPA
UH1	-	-	-	-	-	0.91	-	-	-
UH2	-	-	-	-	-	0.92	-	-	-
UH3	-	-	-	-	-	0.96	-	-	-
UP1	-	-	-	-	-	-	0.89	-	-
UP2	-	-	-	-	-	-	0.90	-	-
UP3	-	-	-	-	-	-	0.83	-	-
EI1	-	-	-	-	-	-	-	0.95	-
EI2	-	-	-	-	-	-	-	0.92	-
EI3	-	-	-	-	-	-	-	0.79	-
EPA1	-	-	-	-	-	-	-	-	0.86
EPA2	-	-	-	-	-	-	-	-	0.91
EPA3	-	-	-	-	-	-	-	-	0.94
Variance Extracted	80.2%	87.4%	91.8%	46.3%	42.3%	86.2%	76.2%	79.3%	81.6%
Construct Reliability	0.95	0.97	0.97	0.92	0.87	0.95	0.91	0.92	0.93

χ^2	2191	**BA**	Attitude towards the brand	**UH**	Utilitarian Function (Health)
df	998	**AA**	Attitude towards the advertisement	**UP**	Utilitarian Function (Performance)
CFI	0.91	**BI**	Behavioral Intent	**EI**	Ego Function (Identity)
PNFI	0.78	**NFC**	Need for cognition	**EPA**	Ego Function (Physical Appearance)
RMSEA	0.065	**SM**	Self-Monitoring		

Construct reliability values above 0.7 and variance extracted values above 0.5 (50%) are ideal (Hair et al. 2006); from the table below we note that the construct reliability values are above adequate, but the variance extracted from the self-monitoring and need for cognition constructs were below ideal. These will be discussed along with the construct validity below.

Convergent validity was assessed by examining the extracted construct reliabilities and item loadings on to their respective factors/facets (Hair et al. 2006). All the factor loadings where highly significant ($p < 0.001$), and the construct reliability estimates (shown above) all exceed 0.7; taken together, these observations suggests convergent validity for the measurement model.

Next, discriminant validity was assessed by comparing the squared correlation estimate between the latent constructs (shown in Table 4.10) with the variance extracted for each construct. To pass the discriminant validity requirement, the variance extracted for a construct must exceed the squared interconstruct correlation shared between that construct and all other constructs within the model (Fornell and Larcker, 1981).

Table 4.10: Interconstruct Correlation Estimates (standardized Φ)

Φ squared matrix	BA	AA	BI	NFC	SM	UH	UP	EI	EPA
BA	1.00								
AA	0.82	1.00							
BI	0.68	0.76	1.00						
NFC	0.00	0.00	0.00	1.00					
SM	0.01	0.02	0.03	0.31	1.00				
UH	0.04	0.03	0.06	0.15	0.19	1.00			
UP	0.04	0.06	0.11	0.16	0.26	0.31	1.00		
EI	0.05	0.05	0.11	0.13	0.24	0.44	0.53	1.00	
EPA	0.05	0.03	0.08	0.11	0.21	0.50	0.37	0.47	1.00

Examining the aforementioned construct values, we observe that even though the *need for cognition* and *self-monitoring* scales displayed below ideal construct variances extracted, all constructs within the model pass the discriminant validity requirement. Having passed the requirements for convergent validity, discriminant validity, and with all construct reliability values being over 0.7, we can confidently state that we have a reliable and valid measurement model.

Having achieved a statistically valid and reliable final measurement model, the model was once again scrutinized to ensure that none of the eliminated items from the assessment caused the domains of any of the constructs of interest to be misspecified.

<u>Sample Assessment</u>

As mentioned in the previous chapter, the sample for this study consisted of individuals above the age of 17 years, from the general United States population. There was no other constraint placed on the USA general population sampling frame with regards to age, gender, income etc. The focus of this study is to determine the interactions between underlying mechanisms that guide individuals in the self-creation process. The contextual focus on physical fitness as the means of this self-creation is one which the general population has some familiarity with, or actively participates in thus, the sampling frame was deemed as appropriate. Further, considering the main analysis method employed in this study (2{function} X 2{argument strength} X 2{message clarity} experiment) is Analysis of Variance; at an alpha level of 0.05, and an expected medium effect size of at least 0.5, to achieve a power level of 80%, at least five subjects are needed for each of the eight cells (at least 10 subjects per cell required for 99% power).

The sample acquired from the Qualtrics data collection consisted of 280 respondents (about 35 subjects per experimental cell) thus, satisfying the power requirements for the analysis method. Multiple acquiescence bias checks were embedded in the survey to eliminate subjects displaying said bias however, more experienced panel members may successfully evaded these checks, while still displaying acquiescence bias. Eleven such cases were identified, and these subjects were eliminated from the study thus, resulting in an effective sample size of 274.

Demographic data on these 274 candidates were collected to provide a description of this sample. With regards to gender as shown in Figure 4.2, 61.7% were female, and 38.3% were male.

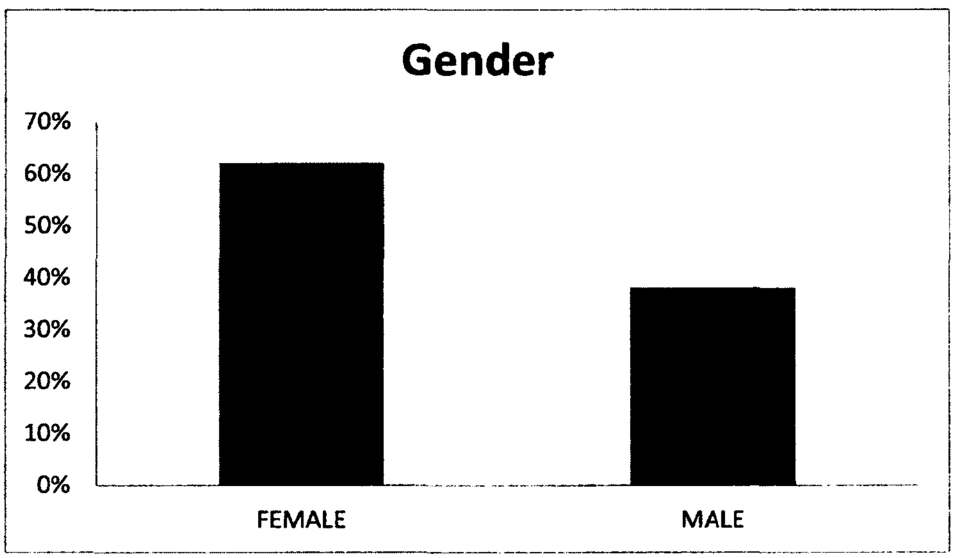


Figure 4.2: Gender Percentages in Sample

Regarding the age distribution in the sample, as shown in Figure 4.3: 9.5% are between the ages of 18 and 29; 34.7% are between the ages of 30 and 45; 39.4% are between the ages of 46 and 60; and 16.4% are over 60 years old.

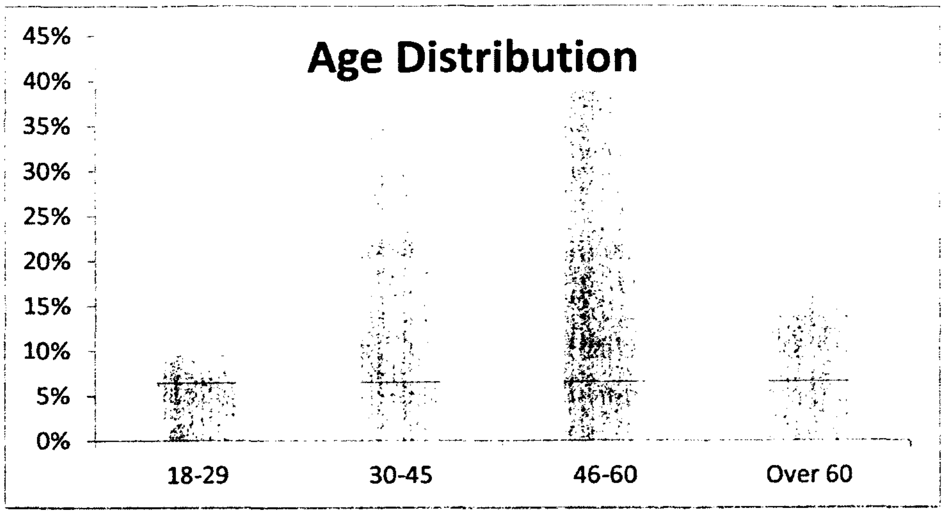


Figure 4.3: Age Percentages in Sample

Regarding frequency of participation in physical fitness activities as shown in Figure 4.4, 50.7% of the sample participate 1-2 times a week, 32.8% participate 3-4 times a week, 12.1% participate 5-6 times a week, and 4.4% a participate every day.

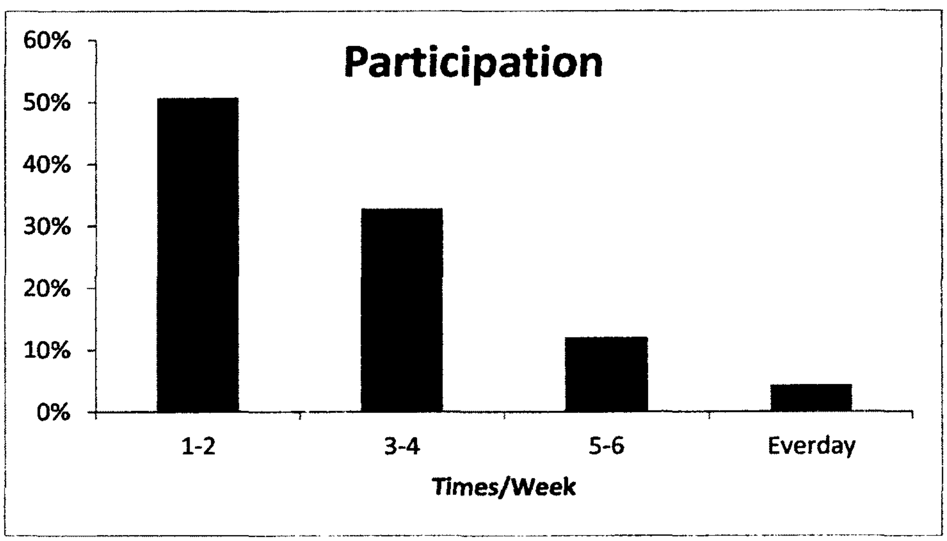


Figure 4.4: Frequency of Participation in Physical Fitness Activities.

These demographic distributions were deemed as satisfactory to continue the examination of the phenomena of concern.

Sample Division

Before further analysis could be conducted the sample had to be divided into meaningful groups, in order to test the hypotheses. Every subject viewed one of the eight experimental conditions, but within each condition, the functional condition displayed (ego vs. utilitarian) either matched or mismatched the subjects' predispositions. As mentioned in chapter three, a functional scale was developed to determine what function drives each individual's self-creation motive. Every subject responded to the items on this scale, in an attempt to determine what their functional predispositions were. The assumption from the instrument development is that the functions are orthogonal and as such, individuals scoring highly on one function would score lowly on the other. Thus, an individual scoring highly on the ego scale and lowly on the utilitarian scale would be deemed as having an ego functional profile; if they viewed an ad with an ego function that would be a match condition, and vice versa for a utilitarian based advertisement.

The results derived from the subjects' responses to the functional scale show that the scale does a poor job in discriminating between which individuals employ a primarily utilitarian or a primarily ego function in fueling their self-creation motive. Some of the respondents did score highly on one vs. another function, but a large group of individuals either displayed a high/high or low/low configuration on their scale responses thus, there was no way to discriminate between individuals' functional profiles. The results from the qualitative study suggest that overlaps exist between what functions fuel individuals' self-creation activities however, this study, and previous literature (Snyder & Debono 1987; Shavitt 1990, Shavitt & Nelson 2002) have posited that within certain contexts, each individual's motive is dominantly fueled by one function. The scale developed in this study was an attempt to identify what this dominant function was for each subject; unfortunately, due to the nature of the research context, this attempt was not successful.

As a counter to the unsuccessful functional identification (via scale), a technique used in previous research was adopted; self-monitoring was employed as a surrogate for the fueling functions. Previous studies have suggested that individuals who are low self-monitors are more likely to employ a utilitarian function in fueling their motives, while individuals who are high self-monitors are more likely to employ a social-adjustive or ego function in fueling their motives (Snyder & Debono 1987; Shavitt 1990, Petty & Wegener 1998). The logic here being that low self-monitors are less concerned with how they appear to other individuals thus, their motivations are solely fueled by completing the contextual task at hand, ergo, utilitarian function employed. On the other hand, high self-monitors are more concerned with how they appear to other individuals, even in completing a simple task; thus, they are more likely to employ a function that integrates that concern with "how I appear to others." As such, in this study, high self-monitors are purported to employ the ego function.

Self-monitoring information was collected from the experimental subjects in this study. A median split was performed on the self-monitoring results, in order to classify the subjects as either high or low self-monitoring. This classification allowed the researcher to effectively identify which subjects viewed ads that matched their functional fuels, and also allowed for effective testing of the proposed hypotheses. The results from this classification are shown in Figure 4.5:

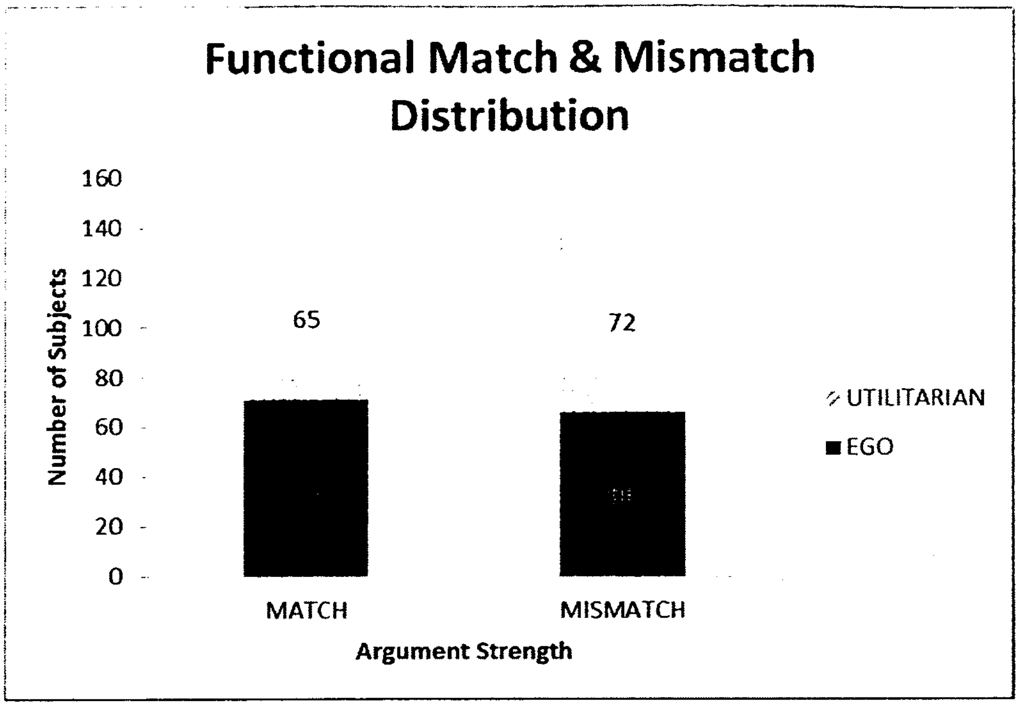


Figure 4.5: Functional Match & Mismatch Groups.

The self-monitoring median split resulted in a somewhat even distribution of subjects who viewed functionally matching or mismatching advertisements (Appendix A). There were a total of 136 subjects who viewed advertisements matching their underlying fueling functions; of these, 71 were in the ego condition and 65 were in the utilitarian condition. 138 subjects viewed advertisements that did not match their underlying fueling functions; of these, 66 were in the ego condition and 72 were in the utilitarian condition.

Finally, the hypotheses tests require further classification of the subjects, based on strength and clarity of the arguments in the advertisement they viewed. These classifications are shown in Figures 4.6 and 4.7 respectively:

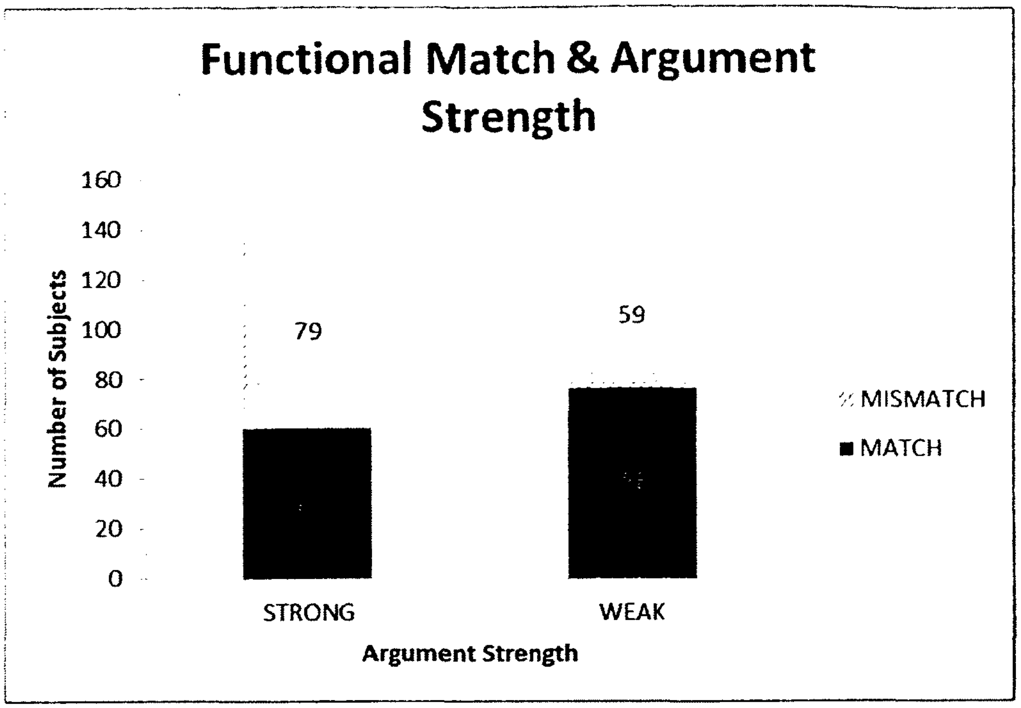


Figure 4.6: Functional Match & Argument Strength.

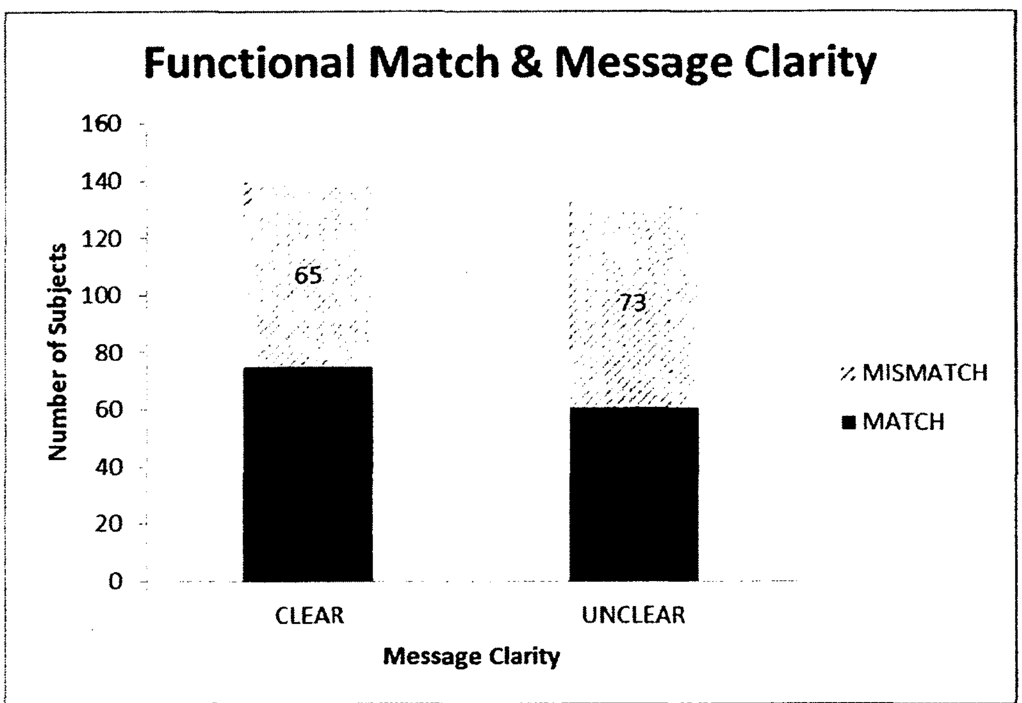


Figure 4.7: Functional Match & Message Clarity

There were a total of 136 subjects who viewed an advertisement matching their underlying fueling functions; of these, 60 viewed strong arguments, and 76 viewed weak arguments. 138 subjects viewed advertisements that did not match their underlying fueling functions; of these, 79 viewed strong arguments, and 59 viewed weak arguments.

Of the 136 total subjects who viewed an ad matching their underlying fueling functions, 75 viewed clear messages, and 61 viewed unclear messages. Of the 138 total subjects who viewed advertisements that did not match their underlying fueling functions, 65 viewed clear messages, and 73 viewed unclear messages.

Manipulation Checks

The next step in this study was to confirm that the manipulated factors in the experiment (argument strength & message clarity) were actually viewed as intended. Strength of argument was manipulated on two levels: strong vs. weak. The results are shown in Table 4.11.

Table 4.11: Experimental Manipulation Checks

	Condition	MEANS	ANOVA F	SIG
Argument Strength	**Strong**	4.82	11.65	.001
	Weak	4.16		
Message Clarity	**Clear**	5.71	15.53	.000
	Unclear	5.02		

As such, subjects are expected to view strong arguments as stronger than weak arguments in response to the question *"how strong an argument does the advertisement above make for you to join the gym?"* Similarly, message clarity was manipulated on two levels: clear vs. unclear. As such, subjects are expected to view clear messages as clearer than unclear messages in response to the question *"how easy to understand would you say the message of this advertisement is?"* The means plots results of these manipulation checks are shown in Figures 4.8 and 4.9.

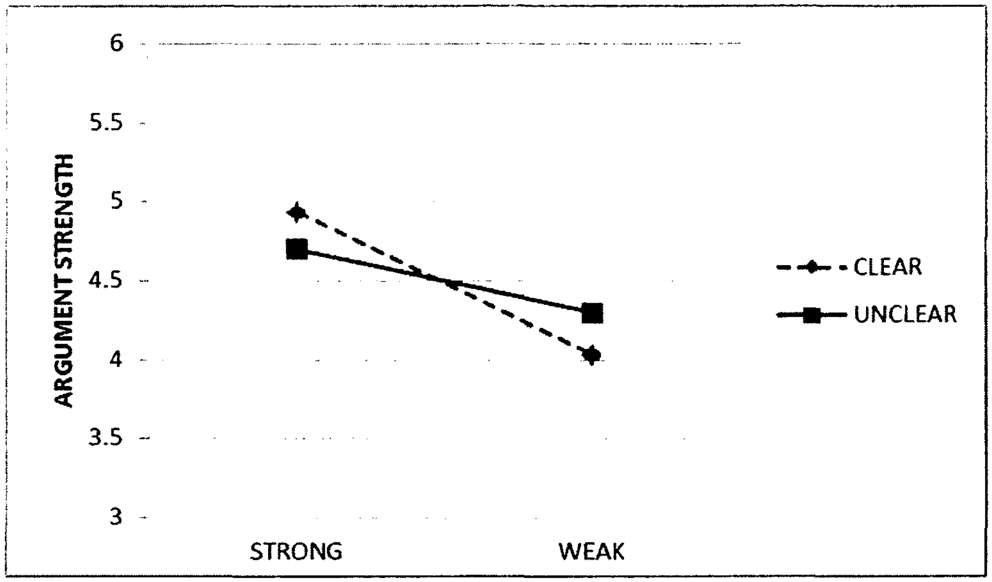


Figure 4.8: Argument Strength x Clarity Interaction Plot

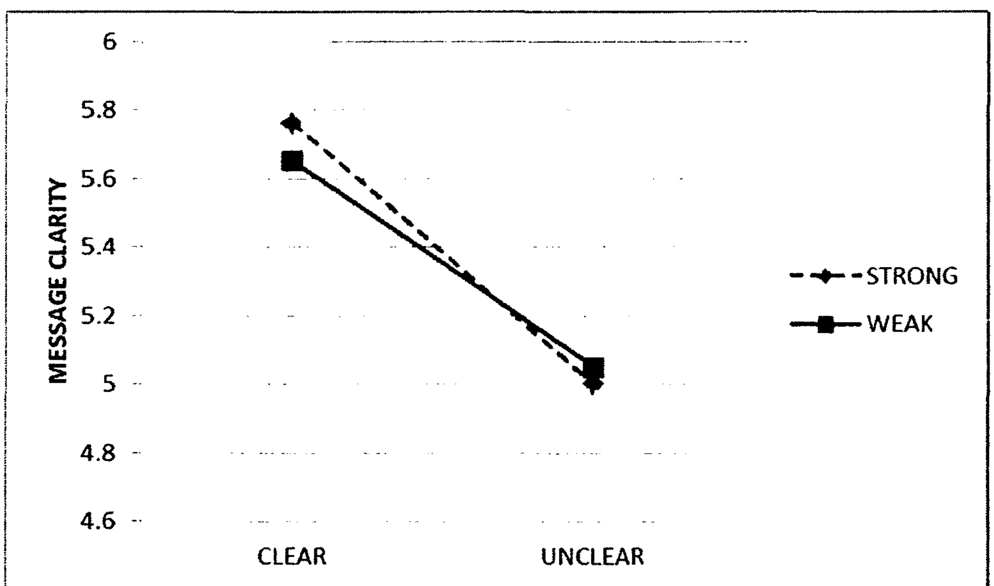


Figure 4.9: Clarity x Argument Strength Interaction Plot

The ANOVA for the strength of argument condition produced an F value of 11.65 ($p < .05$) thus, we can infer that there are statistically significant differences between the different conditions of argument strength. The message clarity condition produced an ANOVA F value of 15.53 ($p < .05$) thus, we can also infer that there are statistically significant differences between the different conditions of message clarity.

Further, examining the conditions individually, we note that subjects who were exposed to an advertisement with a strong argument viewed the Ad as having a stronger argument than those who were exposed to one with a weak argument (M: 4.82 vs. 4.16). Similarly, subjects who were exposed to an advertisement with a clear message viewed the Ad as having a clearer message than those who were exposed to one with an unclear message (M: 5.71 vs. 5.02). Examining the interaction plots, we note that the strength of argument x clarity interactions have no significant effect on either the perceived argument strength or message clarity. Having determined that the manipulations indeed function as intended, the next phase of the study involved testing the hypotheses proposed in this experimental study.

Hypotheses Testing

The first hypothesis, H1, stated that more than one function will be found to drive respondents' motives to create their selves. This hypothesis was confirmed by the qualitative analysis carried out in the first section of this chapter. Based on the results, in the particular context of physical fitness as a means to create the self, four major functions (utilitarian, ego, social, and mind) were identified as the underlying drivers of the self-creation motive. Thus, we can conclude that H1 is **supported**.

H2 stated that subjects in the match condition will report higher levels of attitude towards the Ad (H_{2a}), attitude towards the brand (H_{2b}), and behavioral intent (H_{2c}), than subjects in the no match condition. The results for H2 are shown in Table 4.12.

Table 4.12: Results for Hypothesis 2

DEPENDENT	MANOVA F	SIG	Match Condition	MEANS	ANOVA F	SIG
Attitude Towards Brand			**Match**	4.82	0.325	0.569
			Mismatch	4.91		
Attitude Towards Ad	0.371	0.774	**Match**	4.50	0.72	0.397
			Mismatch	4.67		
Behavioral Intent			**Match**	4.00	0.941	.333
			Mismatch	4.21		

The MANOVA for the match condition produced an F value of 0.371 ($p = .774$) thus, we can infer that there are no differences within any of the dependent variables, across match conditions. Although this warranted no further investigation, we can still look at the individual sub hypotheses.

Further, examining the conditions individually, we note that subjects in the match condition didn't display a higher attitude towards the brand than subjects in the mismatch condition (M: 4.82 vs. 4.91) F= 0.325 ($p = .569$). Similarly, subjects in the match condition didn't display a higher attitude towards the advertisement than subjects in the mismatch condition (M: 4.50 vs. 4.67) F= 0.720 ($p = .397$). Finally, subjects in the match condition didn't display a higher intent to patronize the fitness center than subjects in the mismatch condition (M: 4.00 vs. 4.21) F= 0.941 (p = .333). Thus, we can conclude that H2 is **not supported.**

H3 stated that subjects in the mismatch condition exposed to a strong argument will report higher levels of attitude towards the Ad (H_{3a}), attitude towards the brand (H_{3b}), and behavioral intent (H_{3c}), than subjects in mismatch condition exposed to a weak argument. The results for H3 are shown in Table 4.13.

Table 4.13: Results for Hypothesis 3 (parentheses represent Match condition)

Dependent	MANOVA F	SIG	ANOVA F	SIG	Argument Condition	MEANS	t-value	SIG
Attitude Towards Brand	2.709	0.013	5.04	0.007	**Strong**	**5.24** *(4.95)*	**2.93** *(1.12)*	**.004** (.257)
					Weak	**4.58** *(4.68)*		
Attitude Towards Ad			4.52	0.012	**Strong**	**5.06** *(4.65)*	**2.84** *(1.04)*	**.005** *(.303)*
					Weak	**4.27** *(4.36)*		
Behavioral Intent			6.77	.001	**Strong**	**4.67** *(4.3)*	**3.07** *(1.96)*	**.003** (.052)
					Weak	**3.74** *(3.67)*		

The MANOVA for strength of argument across match conditions (match vs. mismatch) produced an F value of 2.709 ($p < .05$) thus, we can infer that across match conditions, there are differences between the different conditions of argument strength, in at least one of the dependent variables.

Further, examining the mismatch x strength conditions individually, we note that subjects in the strong condition displayed a higher attitude towards the brand than subjects in the weak condition (M: 5.24 vs. 4.58) t= 2.93 ($p < .05$). Similarly, subjects in the strong condition displayed a higher attitude towards the advertisement than subjects in the weak condition (M: 5.06 vs. 4.27) t= 2.84 ($p < .05$). Finally, subjects in the strong condition displayed a higher intent to patronize the fitness center than subjects in the weak condition (M: 4.67 vs. 3.74) t= 3.07 ($p < .05$). The means plots results for H2 are shown in Figures 4.10, 4.11, and 4.12.

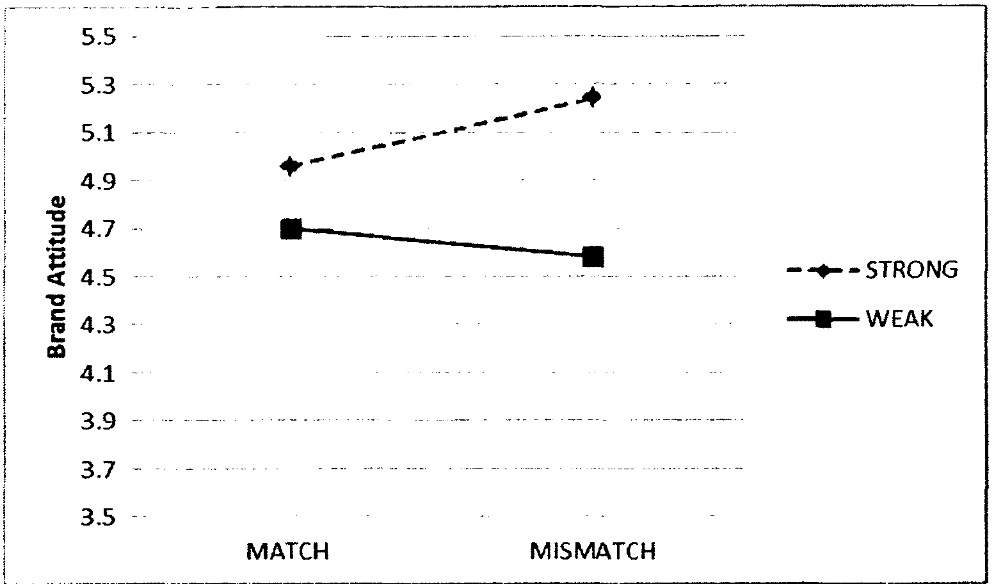


Figure 4.10: Match Condition x Argument Strength on Brand Attitude

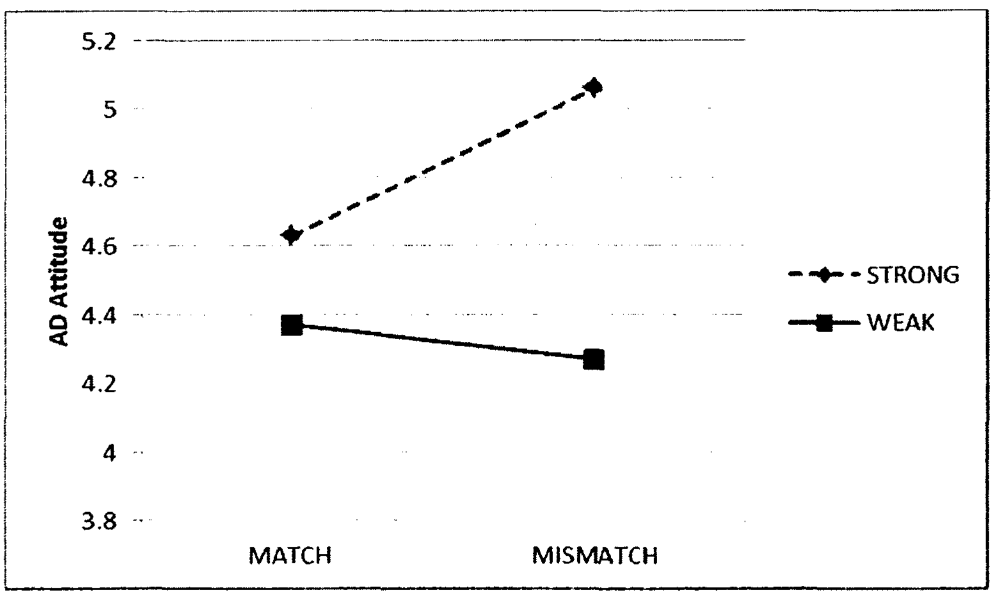


Figure 4.11: Match Condition x Argument Strength on AD Attitude

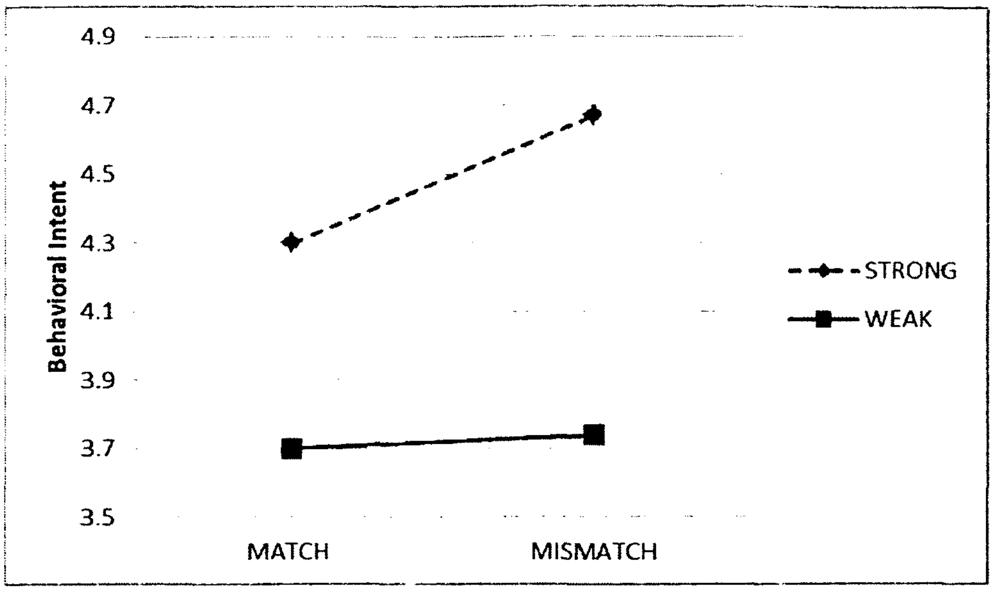


Figure 4.12: Match Condition x Argument Strength on Behavioral Intent

Examining the means plots for H3, we observe that the differences in attitudinal and behavioral ratings are always larger in the mismatch condition (than the match condition), further confirming the effect of argument strength in the mismatch condition. Finally, none of the post-hoc p-values for the match x strength of argument conditions were below 0.05; we can thus conclude that H3 is **supported**.

H4 stated that subjects in the mismatch condition exposed to a clear message will report higher levels of attitude towards the Ad (H_{4a}), attitude towards the brand (H_{4b}), and behavioral intent (H_{4c}), than subjects in mismatch condition exposed to an unclear message.

The MANOVA for clarity across match conditions (match vs. mismatch) as shown in Table 4.14 produced an F value of 1.2 (p = .304) thus, we can infer that there are no differences within any of the dependent variables, across match conditions. Although this warranted no further investigation, we can still look at the individual sub hypotheses.

Table 4.14: Results for hypothesis 4

Dependent	MANOVA F	SIG	ANOVA F	SIG	Argument Condition	MEANS	t-value	SIG
Attitude Towards Brand			0.92	0.4	**Strong**	4.94	.42	.676
					Weak	4.88		
Attitude Towards Ad	1.2	0.304	0.196	0.82	**Strong**	4.73	.64	.523
					Weak	4.60		
Behavioral Intent			1.28	.279	**Strong**	4.30	.834	.406
					Weak	4.11		

Further, examining the conditions individually, we note that subjects in the clear condition didn't display a higher attitude towards the brand than subjects in the unclear condition (M: 4.94 vs. 4.88) t= 0.22 (p = .68). Similarly, subjects in the clear condition didn't display a higher attitude towards the advertisement than subjects in the unclear condition (M: 4.73 vs. 4.60) F= 0.64 (p = .523). The means plots results for H4 are shown in Figures 4.13, 4.14, and 4.15.

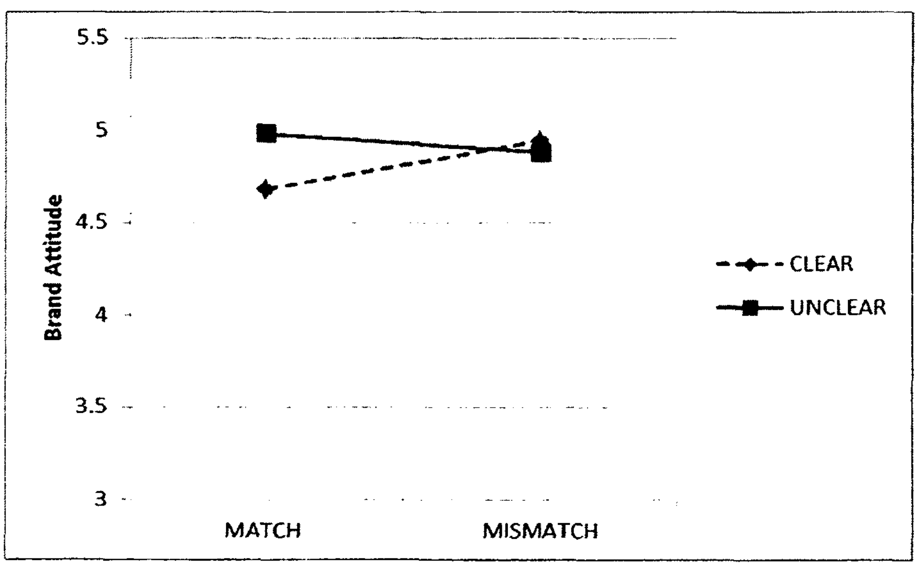


Figure 4.13: Match Condition x Clarity on Brand Attitude

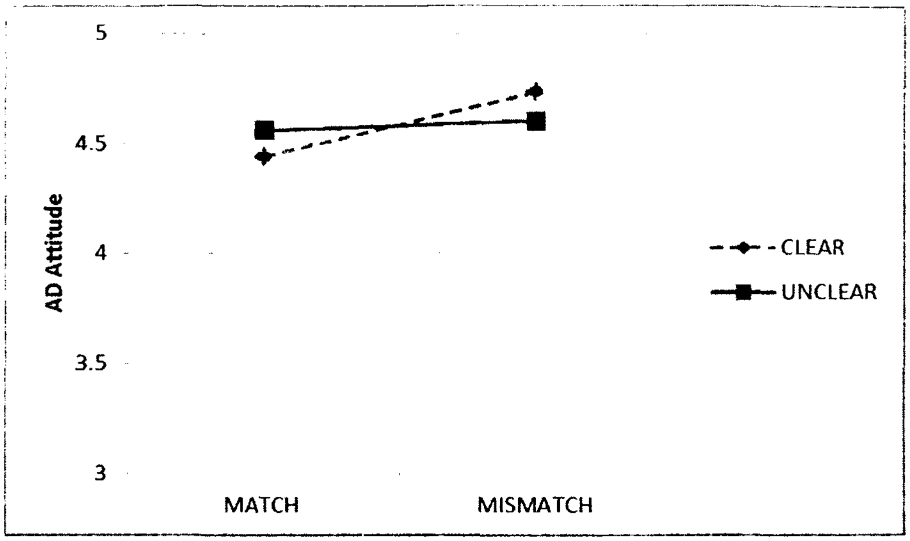


Figure 4.14: Match Condition x Clarity on AD Attitude

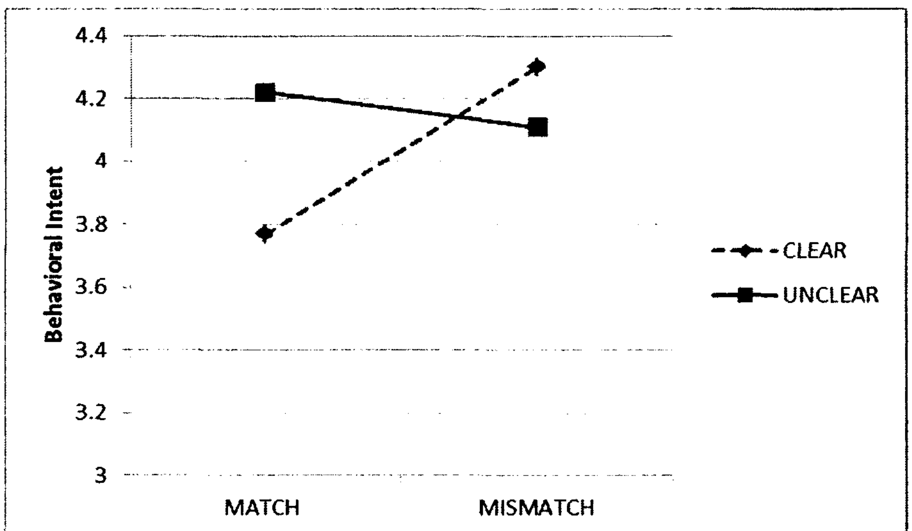


Figure 4.15: Match Condition x Clarity on Behavioral Intent

Finally, subjects in the clear condition didn't display a higher intent to patronize the fitness center than subjects in the unclear condition (M: 4.30 vs. 4.11) t=.834 (p = .406). Examining the means plots for H3, we observe that the differences in attitudinal and behavioral ratings are insignificant, regardless of match condition; we can thus conclude that H4 is **not supported.** A summary of the hypotheses is shown in Table 4.15:

Table 4.15: Summary of Hypotheses

HYPOTHESIS	F-VALUE	P-VALUE	RESULT
H1	-	-	**Supported**
H2A	0.72	0.397	Not Supported
H2B	0.325	0.569	Not Supported
H2C	0.941	0.333	Not Supported
H3A	4.52	0.01*	**Supported**
H3B	5.04	0.007*	**Supported**
H3C	6.77	0.001*	**Supported**
H4A	0.196	0.822	Not Supported
H4B	0.92	0.4	Not Supported
H4C	1.283	0.279	Not Supported

*P < .05

Alternative Testing

The hypotheses tests carried out above were done by dividing the experimental subjects into match/mismatch groups based on their responses to the self-monitoring scale. A median split approach was carried out; where the subjects with self-monitoring scores lower than the median were deemed to possess a utilitarian functional profile and those with scores higher than the median were deemed to possess an ego functional profile. An alternative way to examine the groups would be to split the groups in a pattern more reflective of a bimodal distribution. By splitting the subjects into three thirds based on their self-monitoring scores and then eliminating the middle third, we are effectively left with a true high self-monitoring group (ego functional profile) and a low self-monitoring group (utilitarian functional profile).

After partitioning the subjects into this low vs. high grouping, the hypotheses were tested again. Interestingly, the final results were exactly as reported above; only hypotheses 3 showed any significant results, and those are reported in Table 4.16:

Table 4.16: Alternative Testing Results for H3 (match condition in parentheses)

Dependent	**MANOVA F**	**SIG**	**ANOVA F**	**SIG**	**Argument**	**MEANS**	**t**	**Sig**
Attitude Towards Brand			3.6	0.03	**Strong**	**5.2** (5)	**2.6** (1.1)	**(.02)** 0.21
					Weak	**4.5** (4.7)		
Attitude Towards Ad	2.4	0.03	3.4	0.035	**Strong**	**5** (4.8)	**2.3** (1.3)	**(.01)** 0.27
					Weak	**4.2** (4.3)		
Behavioral Intent			6	.003	**Strong**	**4.6** (4.4)	**2.8** (2.2)	**(.00)** 0.03
					Weak	**3.6** (3.6)		

H3 stated that subjects in the mismatch condition exposed to a strong argument will report higher levels of attitude towards the Ad (H_{3a}), attitude towards the brand (H_{3b}), and behavioral intent (H_{3c}), than subjects in mismatch condition exposed to a weak argument. The MANOVA for strength of argument across match conditions (match vs. mismatch) produced an F value of 2.4 ($p < .05$) thus, we can infer that across match conditions, there are differences between the different conditions of argument strength, in at least one of the dependent variables.

Further, examining the mismatch x strength conditions individually, we note that subjects in the strong condition displayed a higher attitude towards the brand than subjects in the weak condition (M: 5.2 vs. 4.5) t= 2.6 ($p < .05$). Similarly, subjects in the strong condition displayed a higher attitude towards the advertisement than subjects in the weak condition (M: 5.0 vs. 4.2) t= 2.3 ($p < .05$). Finally, subjects in the strong condition displayed a higher intent to patronize the fitness center than subjects in the weak condition (M: 4.6 vs. 3.6) t= 3.07 ($p < .05$). Finally, besides in the behavioral intent scores (which shows slight significance), none of the post-hoc p-values for the match x strength of argument conditions were below 0.05; we can thus conclude that H3 is still **supported** in this alternative testing method.

Summary of Chapter

The purpose of this chapter was to present and explain the results of tests outlined in Chapter 3 of this study. The first section of the chapter addressed the results of the qualitative analysis. The study then moved to the discussion of the functional scale development; firstly by discussing the initial item generation, then moving on to the judges' ratings of the items, then on to the two data collection stages used to identify the structure of the scale and to purify the scale lastly, a final version of the functional scale which had been assessed for reliability and validity is presented. Following the scale development, an assessment of the advertisements used in the experimental study was presented; firstly, the results of the expert judges' assessments were discussed, then the results of a pretest on the manipulations were put forth. Further, the results of the primary analysis were presented; of the ten proposed relationships, four were found to be

CHAPTER V

CONCLUSIONS

The objective in this chapter is to discuss the implications of the results of this study, to the conceptual and substantial domains of marketing. That is, determining the "so what?" of this research for both theoretical and managerial marketing. This discussion will include the consequences of the supported (and unsupported) hypothesized relationships, and their importance with respect to questions in both aforementioned domains regarding the self, creating the self, and the functional approach. This chapter also includes the limitations of this study, as well as possible extensions and identified future research opportunities.

Discussion of Results

The section will cover the explanation of the findings of each of the hypothesized relationships within this study. This will include any explanations for why some of said hypotheses were not supported, as well as the consequences of the supported hypotheses.

The major concern of this study was to examine and understand the methods individuals use in addressing and eliminating discrepancies that exist between their perceptions of their self-concepts, and some ideal that they strive towards. One of the major contributions of this study is to describe how individuals go about addressing the aforementioned discrepancy; considering specifically what underlying mechanisms work in concert to eliminate it. To this effect, a description of the self as it has been studied in the literature was revisited, paying particular attention to the Jamesian view (1892). This tripartite view (consisting of the body, social, and spiritual) presented an operationalizable version of the self, in which each of the components could be focused on individually. As discussed in Chapter 2, this study specifically focused on the bodily self, and the actions individuals engage in, in order to eliminate a discrepancy between their bodily self-perception, and an ideal bodily self they aspire towards. The functional approach (Locander & Spivey 1978; Snyder & Debono 1987) was adopted as the conceptual lens through which to view this discrepancy eliminating (self-creating) process. To this effect, hypotheses were proposed regarding how individuals process information, directing them towards a means of achieving that ideal and eliminating the discrepancy.

The first hypothesis addresses the issue of the existence of functions, as discussed by Smith et al. (1956) and Katz (1960). It suggests that multiple functions will be employed by different individuals, as they strive to create themselves; that different individuals will employ different fuels (functions) in powering their self creation vehicle. This hypothesis was supported thus, suggesting that different individuals do in fact employ different functions to fuel their self creation activities. As the focus in this study was the bodily self, the first hypothesis was explored by implementing a qualitative sub-study that required subjects to write general essays about all their reasons for participating in physical fitness. The grounded theoretic approach (Glaser & Strauss 1967) was used in codifying the results from this sub-study. Several similar concepts were found across the subjects' essays, and using the grounded theoretic approach, similar concepts were categorized into higher level 'functions.' These functions (ego, utilitarian, mind, and social) were defined based on the sub-concepts constituting them. The clustered sub-concepts were deemed similar enough to be categorized as one function, yet discriminant enough to identify multiple sub-concept clusters, ergo multiple functions; thus supporting the first hypothesis and confirming that these functions do in fact exist.

Another interesting point in the findings of the qualitative sub-study was the proportion of observed functions within the sample of subjects. The ego function was displayed by 40% of the subjects, 10% of the subjects displayed the mind function, 20% displayed the social function, and 83% displayed the utilitarian function. Simple addition will lead us to fact that these percentages sum up to over one hundred percent; thus, we can deduce that functional overlaps exist, and that at least some of the subjects employed multiple functions to fuel their self-creation. Most of the studies carried out on the functional approach have deemed this inseparability of the functions adopted by individuals, within multiple contexts, as the major difficulty in attempting to fully describe the approach (Locander & Spivey 1978; Spivey et. al 1983). This study does delineate the different functions that individuals employ in creating their selves, but it also highlights the difficulty of inseparability described by previous studies.

Further still, note that the utilitarian function was observed 83% of subjects. Although the ego function at 40% is somewhat prevalent as well, the dominance of the utilitarian function is undeniable. This dominance can be attributed to the domain of interest in this study; physical fitness. The major sub-concepts within this function were health and weight loss. That is to say that most subjects that displayed the utilitarian function were concerned with getting healthier, losing weight, or both. It is thus safe to assume that although other functions were observed, the utilitarian function is dominant in the domain of physical fitness. This perfectly represents a concept introduced in previous research (Shavitt 1990, Shavitt & Nelson 2002), that depending on the context, different individuals may display multiple functions or just one function. An example of the multiple functions displayed would be two individuals showing positive affect towards a brand of beer; the first individual enjoys the beer because it tastes delicious (utilitarian), while the second individual enjoys the beer because he perceives it as strong, and confirming his identity as a 'true man' (ego). An example of the one function context would be individuals' attitudes towards air-conditioning; this context allows for predominantly one function to be displayed by almost every individual (utilitarian). In this particular study, it is undeniable that the utilitarian function was predominant, but other functions were present, even if inseparable, and thus we can conclude that multiple functions are indeed displayed in the context of the study.

The next set of hypotheses was concerned with how individuals processed messages that suggested a means of creating their selves. Subjects viewed advertisements for a physical fitness center that conveyed either a utilitarian or an ego function. The purpose here was to test for the effects of the functional matching hypothesis discussed in previous literature (Locander & Spivey 1978, Snyder & Debono 1987, Shavitt, 1989, 1990), as expressed Chapters 1 and 2. The basic premise of functional matching is that if individuals view a message (advertisement) that matches their underlying fueling function within the specific context, they would be more apt to accept the message thus, resulting in a higher attitude towards the advertisement and the brand being advertised, as well as a higher intent to patronize the brand, than individuals who viewed one that doesn't match their underlying fueling function. In this study, subjects were randomly assigned to view either a utilitarian or ego based advertisement and then based on their responses to a functional scale (developed in this research), they were to be assessed as matching or mismatching the advertisement they viewed.

The functional assessment scale which was developed in this study followed the rigorous procedure outlined by Gerbing & Anderson (1988). The scale was thus deemed adequately reliable and valid. As previously mentioned, the scale was supposed to assess subjects' underlying functional inclination in the physical fitness context, to determine if the advertisement they viewed matched or mismatched said inclination. Assessing the subjects' responses to the functional scale, it was found that the scale performed poorly in classifying subjects as either employing a utilitarian or ego function, in fueling their desire to create their selves. The scale is constituted of two sub facets: ego and utilitarian. A significantly higher score on one facet is supposed to indicate a propensity to adopt that facet/function as a fuel for creating the self. The problem observed while attempting to make these functional distinctions is one also described by Spivey et al. (1983) which is that in this context, the underlying functions are so intertwined for each individual, making it difficult for a psychometric instrument to detangle. Harking back to the findings from the qualitative sub-study, we note that the percentages indicate overlaps between individuals' adopted functions; this overlap is purported to be what the developed scale in this study, as well as others from the past have failed to untangle.

Previous research efforts encountering this overlap tangle resorted to employing surrogates for these functions. The most commonly applied surrogate is the self-monitoring scale (Snyder & Debono 1987; Shavitt 1989, 1990; Petty & Wegener 1998); where high self-monitors are indicated as being more likely to a be fueled by an ego/social adjustive function, and low self-monitors are more likely to be fueled by a utilitarian function. This self-monitoring surrogate was applied in this study, in order to identify which subjects viewed advertisements that matched their underlying functional propensities.

After the meaningful division of subjects to either a match or no match condition, the functional matching hypotheses were tested. No statistically significant differences were found between subjects in the match and no match condition, across attitudes towards the advertisement, brand, and their intent to patronize the fitness center. Stated simply on the surface, there is no evidence to support the functional matching hypotheses in this study. Looking deeper however, we see that from the general analysis of variance test, the strength of argument manipulation accounts for the major differences in this study. Each of the functional matching groups (match or mismatch) contains large proportions of subjects that were exposed to either strong or weak arguments. These two argument groups tend to neutralize the effects of one another on attitudinal and behavioral responses thus, leading to a centralization effect within the functional matching groups. Further still, a very peculiar trend was observed. Although the functional matching hypotheses were all not supported, the observed mean scores of the subjects' attitudinal and behavioral responses were all opposite of the predicted direction. In essence, all the mean attitudinal and behavioral scores were higher for subjects in the mismatch condition than for those in the match condition, which is opposite of the prediction of the functional match hypothesis.

The next set of hypotheses address the peculiarity described above, by specifically examining the interactions within each functional match condition (match or mismatch). Chapter 2 posits that given an initially similar interest level to adopt this physical fitness route to creating the self, subject exposed to a functionally matching advertisement will be apt to accept the message without much scrutiny, while those exposed to a functionally mismatching advertisement would further scrutinize the message. Hypothesis three thus addresses what this further scrutiny entails, by suggesting that individuals exposed to a functionally mismatching advertisement would pay more attention to the strength of argument in a message thus, those exposed to stronger argument would report higher attitudinal and behavioral intent scores than those exposed to a weaker message. This set of hypotheses was clearly supported, and its implications are some of the most interesting in this study.

Firstly, while differences were observed between the argument groups in the mismatch condition, we note that no differences were observed between the argument groups in the functional match condition. That is, when there was a functional match between the subject and the advertisement viewed, it didn't matter whether the argument presented was strong or weak. This finding counters the results of previous research carried out on the functional approach. Previous studies found that when individuals view messages that match (vs. mismatch) their adopted functional stance, it results in a more detailed elaboration of the message elements such as argument strength, source credibility etc. (Debono & Harnish 1988; Petty & Wegener 1998). The results of this study are counter to previous studies because they indicate that viewing a message that mismatches one's functional stance actually causes one to further scrutinize the content of the message. This finding essentially dictates that the functional mismatch (in a context where the individual is highly considering adopting the self-creation method) leads the individual to follow the central route (ELM) in processing the content of the message thus; more cogent arguments result in higher attitudinal and behavioral scores.

Furthermore, strong arguments in the mismatch condition resulted in higher attitudinal scores than any arguments in the match condition. This finding also counters the findings of previous studies, which suggest that a functional match will result in higher attitudinal and behavioral scores (Debono 1987; Lavine & Snyder 1996). This point is interesting because it suggests that the functional mismatch, which has been previously considered as a negative, could actually be viewed as a positive, as it triggers further examination of the message, which then leads to more positive attitudes. This extra scrutiny is more than likely the explanation for why the strong arguments in the mismatch condition resulted in the highest attitudinal ratings; also resulting in means in the opposite from predicted direction in hypothesis two.

The final set of hypotheses deals with another message characteristic, clarity. They suggest that in the mismatch condition, clearer messages would result in higher attitudinal and behavioral scores than unclear messages. Clear messages (vs. unclear) adopt language that is not vague or full of jargon, thus making them easily comprehensible to the general population. There was no support for these hypotheses. It was evident that the strength of argument was the major factor differentiating how subjects perceived the presented messages. Further, there was no interaction between the argument strength and clarity of the message. Thus, it didn't matter if the argument was clear or unclear, if the logical flow presented the argument in a strong manner (following the claim, evidence, and warrant structure presented in Chapter 3), the message was deemed as better, and resulted in higher attitudinal and behavioral scores. Given these findings, a discussion of the implications thereof is warranted.

Implications and Research Questions

The intent in this section is to address what the implications for the findings of this study are, by discussing how they answer the research questions posed in the Chapter 1, as well as what its contributions are to the conceptual, methodological, and substantial domains of marketing.

Firstly, this research makes a significant contribution to methodological domain of marketing by adopting a multi-method study. Whether due to a perceived inferiority complex or not, there is a shared consciousness within marketing research (and the social sciences in general) to adopt a completely rigorous and purely empirical stance, in order to be validated and respected as much as the physical sciences. This battle deemed by Holbrook (1987) as the *Naturwissenschaften vs. Geisteswissenschaften* battle, has been waged since the early days of the psychology discipline. To this effect, qualitative research garnered by engagement with subjects to decipher their thoughts has not been awarded the same respect that quantitative empirical research has, within the discipline. The early proponents of consumer research (Calder & Tybout 1987; Holbrook 1987) believed that both the qualitative and quantitative aspects of consumer research contribute significantly to the development of the discipline as a whole. The argument being that there are times when quantitative analysis of responses to psychometrically validated scales cannot truly tap into the essence of consumers' behaviors like direct engagement via qualitative based research can; but also the rigor and empirical testability allowed by the quantitative analysis is extremely important too.

This research adopts the stance of these early proponents, by engaging consumers directly, in order to garner their underlying motives to create themselves, and what mechanisms are fueling these motives. The inference from this qualitative analysis then allowed for empirical testability within a marketing context (information processing and advertising), thus allowing for a fuller, more robust study. Now, addressing the questions from chapter one is as follows.

1. What kind of self creation activities do consumers engage in within the aspect of the body?

In Chapter 2 of this study, it is shown in detail that there are myriad means and reasons in and for which people create their selves. Some of the most outstanding include; body art, surgical enhancement, and physical fitness. The accompanying statistics for each of these self creation means are also discussed. This study focuses on physical fitness because of its widespread permeation across the population, and also because of the lack of negative stigma associated with it, thus preventing a social desirability bias by qualitative/experimental subjects. Further, subjects in both the qualitative and quantitative sub-studies are asked about their habits/activities within the physical fitness realm, and their responses ranged from running, to weight training, to advanced martial arts, to yoga etc. All of these were found to be analogous to vehicles driving said subjects from their actual self to their ideal self, which were being powered by different fuels underlying functions.

2. Do different functions really serve/drive the self-improvement motive in creating oneself?

This question was mainly addressed by the qualitative study in this research. By giving free rein to the subjects to discuss all the thoughts they consider as part of their reasons for working out, we eliminate cognitive restrictions and really tap into a wide range of underlying fuels for individuals' self-creation motives. A detailed explanation of the grounded theoretic approach employed in this paper was presented clearly in Chapter 4. From this presentation, we see that in this specific context of physical fitness creating the bodily self, several functions (ego, utilitarian, mind etc.) do indeed serve or fuel the self-improvement motives of individuals. This by itself makes a contribution to the conceptual domain of marketing. The functional approach is a somewhat abandoned idea in the marketing discipline, as the difficulty of operationalizing its concepts makes it unappealing to researchers. This study, like others pre-abandonment, points out that there is merit to understand the fuels that underlie consumers' motivations; as this deeper understanding can lead to better prediction of consumers' behaviors, and a clearer grasp of the interactions of psychological phenomena surrounding consumer motivation.

3. If different functions really do exist, what are these functions?

This research question was adequately addressed in chapter four. In this study, a grounded theoretic approach was adopted in analyzing subjects' qualitative responses to questions regarding their reasons for participating in physical fitness. The analysis resulted in four major functions in this research: utilitarian, mind, ego, and social. The utilitarian function within this context was displayed by individuals seemingly pursuing some specific, measurable goal, such as weight loss or better cardiovascular functioning; the mind function was displayed by physical fitness participants who sought after more desirable states of mind, e.g., less stress, a more relaxed mind etc.; the ego function was displayed by individuals who participated in the physical fitness activities in order to confirm their perceptions of their identities and or to receive accolades from relevant others; and finally, the social function was displayed by individuals engaged in the fitness process purely for the social enjoyment they derive from it. The functional approach is an interesting one because there are myriad functions that can be observed as the fueling force for various motives. The four discovered in this study are very relevant to the particular physical fitness context; however this research provides a conceptual lens via the functional approach, through which the many other contexts we study in consumer research can be viewed.

4. Within a persuasion context (for self creation activities), can message effectiveness be increased by matching the message content to function driving the self-improvement motive?

Previous research has shown overwhelming support for the idea that matching the message a consumer views to the underlying function fueling her self-improvement motive will lead to higher message effectiveness; this is deemed the functional matching hypothesis. In this research however, it is found that this is not the case. Perhaps an artifact of the context or the message execution means used in this study, but no support was found for the assumption that just matching the individuals' underlying function would increase the effectiveness of the message. This contributes to the conceptual domain of marketing by suggesting that this functional matching hypothesis should be studied in more detail, in different contexts, to determine if the matching actually increases the effectiveness of the message, or if it in fact is dependent on an interaction with other underlying message characteristics.

5. What processes or underlying mechanisms work in concert with the functional matching concept, in influencing consumers' attitudes towards a brand that purports to satisfy their self creation need, and their intent to patronize that brand?

More interesting than an isolated study of the functional matching hypothesis, is the study of said hypothesis in an information processing context. In essence, what happens when consumers view an advertisement that matches or does not match their underlying function driving their motivation to engage with a particular brand? Debono (1987) found that in situations where cognitive capacity was devoted to some other activity, the functional match serves as an automatic decision cue, and thus leads to higher message effectiveness. Lavine & Snyder (1996) found that matched messages always lead to higher message effectiveness. Petty & Wegener took it one step further by suggesting that mismatched messages are not fully considered whereas matched messages are given full attention to other message cues. In essence the match/mismatch determines how or whether the message will be processed further.

This study contributes to the conceptual marketing domain by incorporating the concept of functional matching with the elaboration likelihood model of information processing. The findings here are counter to those of previous research, as they show that displaying mismatched underlying functions does in fact lead to more elaborate (central route) processing, because the consumer is interested in trying to satisfy the dissonance caused by this mismatch. Because of this more elaborate processing, consumers pay more attention to cues such as how strong the message is, and what points are the brand trying to actually get across. Thus, consumers are better informed in forming more genuine attitudes towards the brand, suggesting that the message is in fact more effective. By going counter to the views established in the literature, this research contributes by showing that the functional matching and its interaction with message cues could be context dependent thus, these phenomena warrant more study.

Also, this study contributes to the substantial domain of marketing by showing that (even if only in the physical fitness context) if marketers want their messages to be more effective, they have to first understand the functional profile of their target market.

They need to then design advertisements counter to this functional profile, but then make compelling arguments with clear messages, in order to first create dissonance in their consumers' minds which will lead to a more elaborate processing of the presented message.

A general conclusion derived from this study is that individual differences exist in how we choose to go about achieving a similar ideal, and that the underlying mechanisms that fuel our motivation on these endeavors also vary from person to person. Further, when it comes to processing messages (involving self-creation), individuals' interests tend to be piqued by messages employing functions dissonant to theirs. This dissonance, if used correctly, can become a positive tool for marketers.

Limitations and Research Extensions

As with most research endeavors, there are some limitations with the current study thus, leading to possible arenas to extend the study herein. First and foremost of these limitations was the context. The functional approach has oft been studied in contexts where either individual differences (using different functions for the same pursuit) or similarities (same function employed by all) are defined by the context. In this study, the context was one of bodily self creation via physical fitness, and the goal was to determine how different individuals employed different functions for their creation endeavor. The limitation here is that from the study, we see that the utilitarian function overwhelmingly dominates the physical fitness context, but also that the adoption of multiple functions is very evident, thereby preventing a thorough examination of the individual differences of each subject.

Another limitation is one that is shared across all studies on the functional approach; it is quite difficult to empirically capture and test the effects of functions employed by individuals in fueling their motivations. Thus, a lot of studies (including this) have adopted surrogates such as the self-monitoring scale, in place of the functions. This study makes an attempt similar to that of Herek (1987), by applying a multi-method approach to determine how to empirically capture these functions. Alas, the efforts were perhaps foiled by the context; as the intertwined nature of functional operation in using physical fitness to create one's self prevented the researcher from truly capturing the independent operation of said functions. This research on the functional approach can be extended by adopting the scale development technique detailed in Chapter 4, into different contexts wherein different individuals truly do employ different functions in striving towards a similar end. Such efforts will thus eliminate the need for surrogate scales, as the functions will then be truly captured.

Another limitation of this study was the medium used to deliver the advertising message; print. Advertisement videos would have been more engaging and closer to what consumers encounter in today's society; as print advertising has a somewhat laboratory or contrived feel to it in contemporary society. Employing print advertisements though allowed the researcher flexibility to tinker with the experimental manipulations until they were deemed as expected. Due to high costs and other extraneous factors, the more engaging video medium could not be employed. Future research efforts can continue the study on the interaction between the functional approach and information processing, by changing the media format used to radio or video, to determine if the effects found in this study can be replicated.

Another major limitation of this study is that which is oft assigned to experimental studies; the contrived nature of the experiment does not truly replicate real life situations. As such, experimental subjects are more attentive to the presented stimuli than they will be in a real life scenario. In this study, how experimental subjects process the advertisements is being studied thus, by presenting them with the Ads in an experimental situation, they are forced to apply more cognitive resources than they otherwise would in a real life scenario. The overall message processing is thus definitely higher in the experimental situation than it would otherwise be in real life.

The aforementioned study limitations open the door for future research endeavors to explore several avenues. Several of the limitations in this study can be addressed by directing future research endeavors on the functional approach to attempt to manipulate the functions rather than measure them as individual differences. Since tapping into individuals' functional profiles has proved to be a quite difficult task, cleverly creating manipulations that would effectively group experimental subjects into several functional groups (including others put forth by Katz such as the Ego Defensive function not addressed in this research). If these manipulations do in fact correctly and effectively assign functional groups to subjects, the experimental results would be more inferential than those of the self-monitoring as functional surrogate method used in this and in previous studies.

Finally, this study began a conversation which needs to be continued in future research, on revisiting the definition of the self in consumer research. The historical perspective was discussed, and the beginning of a new definition, based on this history, was proposed. The subject matter lays a little outside the scope of this study, but as mentioned myriad times prior; before we can purport to understand the interactions of all the other concepts studied here (the functional approach, information processing, and consumer behavior), we must fully and truly understand what the self is constituted of because in the study of consumer behavior, the self is the beginning and the end.

APPENDIX A

EXPERIMENTAL STIMULI (ADVERTISEMENTS)

EGO-STRONG-CLEAR

DO YOU

WANT TO HAVE THE BODY THAT IS TRULY YOU???

WANT TO LOOK AMAZING AND FEEL EVEN BETTER???

WANT TO INSPIRE YOUR FRIENDS AND FAMILY TO ASPIRE FOR A BODY LIKE YOURS???

O3

JOin US

at O3zone gym

Where you'll have access to:

- A DAY-BY-DAY GUIDED NUTRITION PLAN
- STATE OF THE ART EXERCISE EQUIPMENT FOR CARDIO & WEIGHTLIFTING
- ORGANIZED CLASSES INCLUDING: YOGA, ZUMBA, PILATES, SPIN, BOOTCAMP & CROSSFIT

SINCE THE NATIONAL COUNCIL ON STRENGTH & FITNESS STATES THAT THE BEST FITNESS PROGRAMS COMBINE GUIDED TRAINING & NUTRITION

joining the **O3zone gym** will definitely get you to your goals

CALL: (718) 867-5309

or go to o3zone.com for Details

EGO-STRONG-UNCLEAR

EGO-WEAK-CLEAR

DO YOU

WANT TO HAVE THE BODY THAT IS TRULY YOU???

WANT TO LOOK AMAZING AND FEEL EVEN BETTER???

WANT TO INSPIRE YOUR FRIENDS AND FAMILY TO ASPIRE FOR A BODY LIKE YOURS???

O3

Come JOin Us at O3zone gym, and we DEFINITELY GET you to your goals!!!

CALL: (718) 867-5309

or go to o3zone.com for Details

EGO-WEAK-UNCLEAR

DO YOU

WANT TO HAVE THE BODY THAT IS TRULY YOU???
WANT TO LOOK AMAZING AND FEEL EVEN BETTER???
WANT TO INSPIRE YOUR FRIENDS AND FAMILY TO ASPIRE
FOR A BODY LIKE YOURS???

O3

Come JOin Us at O3zone gym, and we will definitely optimize your cscs adonis index!!!

CALL: (718) 867-5309

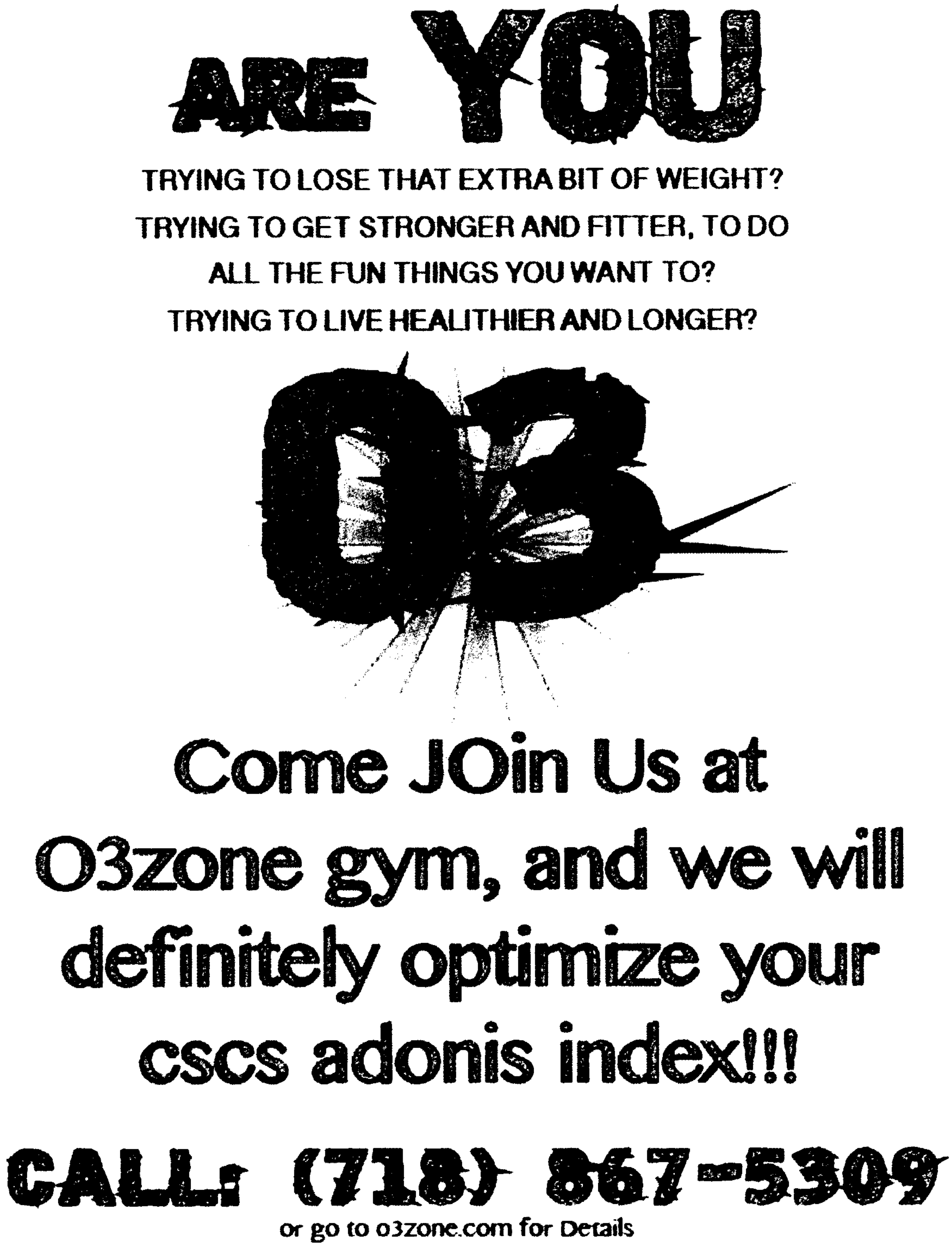
or go to o3zone.com for Details

UTILITARIAN-STRONG-CLEAR

UTILITARIAN-STRONG-UNCLEAR

UTILITARIAN-WEAK-CLEAR

UTILITARIAN-WEAK-UNCLEAR



APPENDIX B

STUDY MEASURES & HUMAN USE APPROVAL FORMS

QUALITATIVE SURVEY

The following is a very short survey, and will not take much of your time. Please answer the following questions to the best of your ability. There will be a few single response questions, and then you will be asked to write a short response about the given topic. You can fill in your responses on this sheet. When you are done, please e-mail your responses to ooo003@latech.edu by **JUNE 16th, 2013.** Thank you for your participation!

QUESTIONS

1. What is your gender? :
2. How old are you? :
3. Do you regularly participate in physical exercise (lifting weights at the gym, running/jogging, circuit training etc.)? :
4. How often do you participate in physical exercise? :

The next section requires slightly longer responses. You're not restricted to the space below the questions; take as much space as you need.

5. In general, why would you say you participate in physical exercise? Talk about all the reasons for your participation in physical exercise:

6. How do you feel about physical exercise? :

NEED FOR COGNITION (Cacioppo et al. 1984)

1. I would prefer complex to simple problems.
2. I like to have the responsibility of handling a situation that requires a lot of thinking.
3. Thinking is not my idea of fun.*
4. I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.*
5. I try to anticipate and avoid situations where there is likely a chance I will have to think in depth about something.*
6. I find satisfaction in deliberating hard and for long hours.
7. I only think as hard as I have to.*
8. I prefer to think about small, daily projects to long-term ones.*
9. I like tasks that require little thought once I've learned them.*
10. The idea of relying on thought to make my way to the top appeals to me.
11. I really enjoy a task that involves coming up with new solutions to problems.
12. Learning new ways to think doesn't excite me very much.*
13. I prefer my life to be filled with puzzles that I must solve.
14. The notion of thinking abstractly is appealing to me.
15. I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.
16. I feel relief rather than satisfaction after completing a task that required a lot of mental effort.*
17. It's enough for me that something gets the job done; I don't care how or why it works.*
18. I usually end up deliberating about issues even when they do not affect me personally.

REVISED SELF-MONITORING SCALE (Lennox & Wolfe 1984)

1. In social situations, I have the ability to alter my behavior if I feel that something else is called for.
2. I have the ability to control the way I come across to people, depending on the impression I wish to give to them.
3. When I feel that the image I am portraying isn't working, I can readily change it to something that does.
4. I have trouble changing my behavior to suit different people and different situations.
5. I have found that I can adjust my behavior to meet the requirements of any situation I find myself in.
6. Even when it might be to my advantage, I have difficult y putting up a good front.
7. Once I know what the situation calls for, it's easy for me to regulate my actions accordingly.
8. I am often able to read people's true emotions correctly through their eyes.
9. In conversations, I am sensitive to even the slightest change in facial expression of the person I'm conversing with.
10. My powers of intuition are quite good when it comes to understanding others' emotions and motives.
11. I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.
12. I can usually tell when I've said something inappropriate by reading it in the listener's eyes.
13. If someone is lying to me, I usually know it at once from that person's manner of expression.

FUNCTIONAL INVENTORY (Author)

1. I work out because I feel more interesting when I do.
2. I work out because I feel more unique when I do.
3. I work out because it enables me to lose weight.
4. I work out because it increases my endurance.
5. I work out because it enables me to get healthy.
6. I work out because it is a part of my identity.
7. I work out because it is an essential component of a complete life
8. I work out because it makes me stronger.
9. I work out because it improves my cardiovascular function
10. I work out because it improves my overall health.
11. I work out because it enables me to perform better at sports.
12. I work out because it is part of what defines me as an individual
13. I work out because it improves my athletic performance
14. I work out because I feel more sexy when I do
15. I work out because I feel more confident when I do
16. I work out because it makes me faster
17. I work out because it makes me look good
18. I work out because I feel more attractive when I do
19. I work out because I feel more complete when I do
20. I work out because I am happier when I do
21. I work out because it makes me more muscular

BRAND ATTITUDE (Darley & Smith 1993)(MacKenzie & Spreng 1992)

I feel O_3Zone as a fitness center is:

1. Bad vs. Good
2. Pleasant vs. Unpleasant
3. High quality vs. Low quality
4. Likable vs. Not-likable

AD ATTITUDE (MacKenzie, Lutz & Belch 1986) (MacKenzie & Spreng 1992)

I think the advertisement was:

1. Interesting vs. Uninteresting
2. Good vs. Bad
3. Pleasant vs. Unpleasant

BEHAVIORAL INTENT

Likelihood/Probability of patronizing fitness center:

1. Probable vs. Improbable
2. Likely vs. Unlikely
3. Possible vs. Impossible

SCALE DEVELOPMENT JUDGES RATING

EGO:

This function helps an individual give positive expression to her central values and self-concept. The individual learns and maintains attitudes that are consistent with her personal values and her view of herself. These attitudes do not just confirm one's identity, but they bring the self-image closer to one's desire. The reward for the individual here comes from the individual "establishing his self-identity and confirming his notion of the sort of person he sees himself to be." For example, an **environmentalist** would have a positive attitude towards driving hybrid or electric cars, as he sees himself as **protecting the environment** by doing so.

Item Pool; please rate from 1-3 (least to most representative) how well you think each item represents the function above, within the context of physical exercise:

1. I enjoy working out because I feel more interesting when I do
2. I enjoy working out because I feel more responsible when I do
3. I enjoy working out because I feel more unique when I do
4. I enjoy working out because I feel more rational when I do
5. I enjoy working out because I feel more sexy when I do
6. I enjoy working out because it makes me more like I'm supposed to be
7. I enjoy working out because I feel more confident when I do
8. I enjoy working out because it makes make me happy
9. I enjoy working out because it makes me more sociable
10. When I don't work out for a long period of time, I feel terrible
11. I enjoy working out because it is a part of my identity
12. I enjoy working out because I feel more attractive when I do
13. When I don't work out, I do not feel complete
14. I enjoy working out because it is an essential component of a complete life
15. I enjoy working out because it is part of what defines me as an individual
16. I enjoy working out because I feel more accomplished on days when I do
17. I like to make friends with other people that workout

UTILITARIAN:

Attitudes that serve this function are positive towards means of reaching a desired goal, and are likewise negative towards unpleasant outcomes. An individual forms this attitude depending upon perceptions of the utility of the attitudinal object for him, in the present or from the past. For example, an employee who experiences a lot of positive success in completing an easy task will most likely develop a positive attitude towards that task.

Item Pool; please rate from 1-3 (least to most representative) how well you think each item represents the function above, within the context of physical exercise:

1. I enjoy working out because it enables me to lose weight
2. I enjoy working out because it increases my endurance
3. I enjoy working out because it enables me to stay healthy
4. I enjoy working out because it enables me to tone my muscles
5. I enjoy working out because it enables me play sports better
6. I enjoy working out because it enables me do physical things a lot easier
7. I enjoy working out because it makes me more muscular
8. I enjoy working out because it helps me improve my overall health
9. I enjoy working out because it improves my athletic performance
10. I enjoy working out because it improves my cardiovascular functioning
11. I enjoying working out because it makes me faster
12. I enjoy working out because it makes me stronger
13. I love working out because it makes me active
14. I love working out because it gets me out of the house
15. I love working out because it lets me eat more liberally

LOUISIANA TECH
UNIVERSITY
MEMORANDUM

OFFICE OF UNIVERSITY RESEARCH

TO: Mr. Obinna Obilo and Dr. Bruce Alford

FROM: Barbara Talbot, University Research

SUBJECT: HUMAN USE COMMITTEE REVIEW

DATE: October 23, 2013

In order to facilitate your project, an EXPEDITED REVIEW has been done for your proposed study entitled:

"The Functional Approach to Creating the Self"

HUC 1133

The proposed study's revised procedures were found to provide reasonable and adequate safeguards against possible risks involving human subjects. The information to be collected may be personal in nature or implication. Therefore, diligent care needs to be taken to protect the privacy of the participants and to assure that the data are kept confidential. Informed consent is a critical part of the research process. The subjects must be informed that their participation is voluntary. It is important that consent materials be presented in a language understandable to every participant. If you have participants in your study whose first language is not English, be sure that informed consent materials are adequately explained or translated. Since your reviewed project appears to do no damage to the participants, the Human Use Committee grants approval of the involvement of human subjects as outlined.

Projects should be renewed annually. ***This approval was finalized on October 23, 2013, and this project will need to receive a continuation review by the IRB if the project, including data analysis, continues beyond October 24, 2014.*** Any discrepancies in procedure or changes that have been made including approved changes should be noted in the review application. Projects involving NIH funds require annual education training to be documented. For more information regarding this, contact the Office of University Research.

You are requested to maintain written records of your procedures, data collected, and subjects involved. These records will need to be available upon request during the conduct of the study and retained by the university for three years after the conclusion of the study. If changes occur in recruiting of subjects, informed consent process or in your research protocol, or if unanticipated problems should arise it is the Researchers responsibility to notify the Office of Research or IRB in writing. The project should be discontinued until modifications can be reviewed and approved.

If you have any questions, please contact Dr. Mary Livingston at 257-2292 or 257-5066.

HUMAN SUBJECTS CONSENT FORM (STUDENT)

The following is a brief summary of the project in which you are asked to participate. Please read this information before signing the statement below.

TITLE OF PROJECT: THE FUNCTIONAL APPROACH TO CREATING THE SELF

PURPOSE OF STUDY/PROJECT: Examining the role individuals' functional profiles play in their processing of advertising stimuli related to creating the self.

PROCEDURE: Students will be informed of the opportunity to participate in class. The respondents will respond outside of class to a self-report questionnaire online after viewing the online ad stimuli.

INSTRUMENTS: Attitude towards the ad scale, attitude towards the brand scale, self-monitoring scale, need for cognition scale, and a functional inventory. All collected information will be held confidential and only accessible by the researcher.

RISKS/ALTERNATIVE TREATMENTS: The participant understands that Louisiana Tech is not able to offer financial compensation nor to absorb the costs of medical treatment should you be injured as a result of participating in this research.

The following disclosure applies to all participants using online survey tools: This server may collect information and your IP address indirectly and automatically via "cookies".

BENEFITS/COMPENSATION: Instructors may decide to give students extra-Credit. If so, students not participating will have an assignment of equal effort and time for extra-credit.

I attest that I have read and understood the following description of the study, "The Functional Approach to Creating the Self," and its purposes and methods. I understand that my participation in this research is strictly voluntary and my participation or refusal to participate in this study will not affect my relationship with Louisiana Tech University or my grades in any way. Further, I understand that I may withdraw at any time or refuse to answer any questions without penalty. Upon completion of the study, I understand that the results will be freely available to me upon request. I understand that the results of my survey will be confidential, accessible only to the principal investigators, myself, or a legally appointed representative. I have not been requested to waive nor do I waive any of my rights related to participating in this study.

☐ I agree to participate in the study.

☐ *I prefer not to participate in the study.*

CONTACT INFORMATION: The principal experimenters listed below may be reached to answer questions about the research, subjects' rights, or related matters.

Obinna Obilo (257-4012)
Dr. Bruce Alford (257-3962)

Members of the Human Use Committee of Louisiana Tech University may also be contacted if a problem cannot be discussed with the experimenters:

Dr. Les Guice (257-3056)
Dr. Mary M. Livingston (257-2292 or 257-4315)

HUMAN SUBJECTS CONSENT FORM (QUALTRICS PANEL)

The following is a brief summary of the project in which you are asked to participate. Please read this information before signing the statement below.

TITLE OF PROJECT: THE FUNCTIONAL APPROACH TO CREATING THE SELF

PURPOSE OF STUDY/PROJECT: Doctoral Dissertation

PROCEDURE: Respondents from Qualtrics will be notified by Qualtrics and respond online. The questionnaire will include attitude & intent surveys, a functional inventory, a need for cognition scale, and a self-monitoring scale.

INSTRUMENTS: Attitude towards the ad scale, attitude towards the brand scale, self-monitoring scale, need for cognition scale, and a functional inventory. All collected information will be held confidential and only accessible by the researcher.

RISKS/ALTERNATIVE TREATMENTS: The participant understands that Louisiana Tech is not able to offer financial compensation nor to absorb the costs of medical treatment should you be injured as a result of participating in this research.

The following disclosure applies to all participants using online survey tools: This server may collect information and your IP address indirectly and automatically via "cookies".

BENEFITS/COMPENSATION: According to Qualtrics policy

I attest that I have read and understood the following description of the study, "The Functional Approach to Creating the Self," and its purposes and methods. I understand that my participation in this research is strictly voluntary and my participation or refusal to participate in this study will not affect my relationship with Louisiana Tech. Further, I understand that I may withdraw at any time or refuse to answer any questions without penalty. Upon completion of the study, I understand that the results will be freely available to me upon request. I understand that the results of my survey will be confidential, accessible only to the principal investigators, myself, or a legally appointed representative. I have not been requested to waive nor do I waive any of my rights related to participating in this study.

☐ I agree to participate in the study.

☐ I prefer not to participate in the study.

CONTACT INFORMATION: The principal experimenters listed below may be reached to answer questions about the research, subjects' rights, or related matters.

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