

POSTGRADUATE SEMINAR SERIES

Research Findings Seminar

Topic Title : **To Self-Enhance or Self-Verify? How Cognitive Cost of Decision-making Influences Product Preference for Low Self-Esteem Consumer**

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Abstract : One of the core stones in marketing is that consumers use different products to build and manage their self-images. Traditional view in marketing suggests that consumers want to increase positivity of their self-images, therefore they are attached to products associated with favorable user image and avoid to consume products connected with unfavorable user images. Notably, a recent paper from Stuppy and her colleagues (2020) suggested that the mentioned self-enhancing motivation should only be applicable to consumers with high self-esteem, whereas those with low self-esteem would rather pursue the self-verification motivation and prefers inferior product, symbolizing a less positive consumer image, over superior products. In this paper, we aim to investigate and demonstrate a boundary condition by proposing the role of product choice difficulty in influencing how low self-esteem consumers choose a superior vs. an inferior product. Specifically, we propose that low self-esteem consumers would pursue a self-enhancement motive when as choice becomes more cognitively difficult. Consequently, their choice between a superior and an inferior product would depend on the relative strength between a self-enhancement and a self-verification motive. A total of four studies, including two pilot studies and two full studies, provided supports for our theoretical framework.

Date : **8 April 2021, Thursday**

Time : **10:30 am – 12:00 noon**

Venue : **SEK210 & Zoom**  Meeting ID: 996 9148 5381 (Passcode: 14947655)

Please join Zoom Meeting, link: <https://lingnan.zoom.us/j/99691485381?pwd=am4wMlRST3l6NTFtYHVkYWVlUjU3F5QT09>

Language : **English**



*** All are Welcome ***