

The Impact of Consumer Self-concept Clarity on Heuristics

Shiva Vaziri

Grenoble École de management

Yan Meng

Grenoble Ecole de Management

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Abstract

Across three studies, the authors investigated how self-concept clarity affects reliance on three types of heuristics: anchoring and adjustment, ease-of-retrieval, and compromise effect, in the context of consumer choice. Study 1 showed that participants with an unclear self-concept relied more on anchoring heuristics to estimate a product's price. Additionally, it is demonstrated that consumers with high (vs. low) self-concept clarity relied more on ease-of-retrieval heuristics to evaluate brands (Study 2) and also relied on compromise effects to make a purchase choice (Study 3). These studies shed light on the cognitive consequences of self-concept clarity and contribute to the literature on heuristics by identifying self-concept clarity as an influential factor affecting the depth of information processing. The present research also provides managerial strategies for when heuristics are involved in consumer product evaluation and decision-making.

Keywords: *self-concept clarity; heuristics; ease of retrieval*

Track: Consumer Behaviour