

Self-concept Dimensions and Their Impact on Product Adoption in Nigeria

Abstract: The present study aimed to finding out the influence of each of these variables-actual self-concepts, ideal self-concepts, social self-concept, ideal social concept and ought to self-concept on consumer's product adoption. The study adopted survey research design. The population of the study was 620 drawn from students of high institutions in Nigeria. The study adopted census sample sample size determination. The findings of the study indicated that consumers' actual self-concept has a significant and positive effect on product adoption ($r = 0.856$; $t = 31.072$; $p < 0.05$). There is a significant positive relationship between consumers' ideal self-concept and product adoption ($r = .819$, $P < .05$). There is a significant positive relationship between consumers' ideal social self-concept and product adoption ($r = .769$, $P < .05$). There is a significant positive relationship between Consumers' social self-concept and traits of product adoption ($r = .843$, $P < .05$). . Implication of the study is that the manufacturers of consumer products should differentiate products that 'fit into one of the aforementioned variables to improve consumer's self-perception. The study recommends that consumers should match the knowledge of self-concept to product adoption to determine areas of optimal strengths, eliminate areas of unprofitable laggards, and ignite the culture of product quality adoption excellence. Among other things, conclusions were made that the perception and the way and manner consumers see themselves serve as a determinant of the response that may lead to product adoption.

Key Words: Self-Concept, Actual Self-image, Ideal Self-image, Social Self-image, Ideal Social Self-image and Ought-to Self-image

Introduction

Every product developed and offered in the market is for certain segment of consumers, whereas those consumers segment are influenced by various factors when it comes to product purchases and consumption. So, it becomes pertinent for marketers to be equipped with and to possess every strategy, skills or knowledge that will enable them position product for utmost consumer

satisfaction.

One of the ways of positioning product for consumer's satisfaction is the acquisition of the knowledge or various factors determining and influencing consumer behavior. Among those determinants is pointed out by Kotler (2009) are cultural, social, personal and psychological factors. For the component of personal factors, age and life cycle stage, occupation, economic circumstance, lifestyle, personality and self-concept were identified as personal characteristics that will directly or indirectly determine how best a product will satisfy a consumer. In view of the above self-concept has a subject of study with regards to effect of satisfying consumer's need in the marketing literature.

The idea of self-concept is the thinking and beliefs one holds about oneself and the responses of others. It is the way we see ourselves in relation to how others perceive about our behaviors, abilities and unique aptitudes. Self-concept is often expressed in four components thus: identity, body image, and self-esteem and role performance. Self-concept which is the individual perception of self affects relationships, functionalities and is unique to the individual; can be negative or positive, has emotional and intellectual functionalities; changes with environmental context; changes over time and powerfully influences one's life. (Eze and Ozo (2005).

Furthermore, Schiffman & Kanuk (2007:139) identified four types of self-concept, which influence consumers. This 'self-pictures' enable consumers approach product offerings or services with images that facilitate the self-identity and avoid products that do not. This self-concept include "actual self-image" (i.e. how consumers see themselves); "ideal self-image" (i.e. how consumers would like to see themselves); "social self-image" (i.e. how consumers feel others see them), and "ideal social self-image" (i.e. how consumers would like others to see them). The other two include "expected self that is, how consumers expect to see themselves at some future time. To marketers, expected-self and ought-to self are more valuable than actual-self and ideal self-images. This is because expected-self and ought-to self, provide guides for products labeling, packaging, designing and promotions, (Egele, Ikechi & Ozo, 2017).

The concept of "identity", "self" or "image" are social products converging on three strong grounds. (1) People do not create themselves from the air, hence, what needs to be explained come from social context in terms of what is relevant to their time and place. (2) a "self requires

others to endorse and reinforce one's "selfhood" by identifying you to matter to them. Moreover, that one's efforts and self-concept can polish one's 'ego'. (3) Products may also influence each other reciprocally. That means that, products have the propensity to change self- concept through a process of self-reflexibility, influenced by cultural values.Hence, consumer product adoption captures consumers' self-concept defining a fitting product that matches consumer's image.

Statement of the Problem

In the contemporary marketing world where constant changes in business is holding sway, marketers must seize the opportunity of creating new ways of satisfying the growing needs such as actual self-image, ideal self-image, social self-image, ideal social self-image and ought-to-self-image of consumers. Thus, the problem of this study is that not every product fits into the fame of self-image and it is this proposed problem that this study intends to address.

Objectives of the Study

The study will contribute to knowledge in this area by setting the following as its research objectives:

- a) To examine the significant influence between consumers' actual self-concept and product adoption.
- b) To examine the nature of the relationship between consumers' ideal self-concept and product adoption
- c) To examine the significant relationship between consumes' ideal social self-concept and product adoption.
- d) To examine the significant relationship between consumers' social self-concept and traits of product adoption

Implications of the Study

The implications of the study may be seen from the context of those potential beneficiaries and practitioners such as marketers, Sales force, brand builders, advertising agencies, message contents designers, copywriters, marketing research agencies, and so forth. This study may also bring the import of its contributions to promotional marketing activities involving packaging, labeling, product design, using the concept of consumers' self-concept, self- identity, personality, body image. It also reveals factors that facilitate the seamless consumers' product adoption.

The study adds to the body of knowledge and tear down the boundaries of scholarly consummation and marketing practitioners. It enhances identification of variables in consumers' self-concept, product adoption and behavioural analysis to purchase decision-making. Others include geo-demographic and consumers' psychographic analysis studies.

Conceptual Review

Consumers' Self-Concept

The term “self-concept” has been defined in several ways. Self-concept is defined as “the totality of an individual thoughts and feelings with reference to themselves as subjects and objects” (Malhotra, 2019, p9. 7). “a person’s perception of his own abilities, limitations, appearance, and characteristics, including his own personality” (Graeff, 1996, p. 481), and people’s “impressions of the type of person they are” (Graeff, 1996, p. 481). (Blackwell et al., 2006, p. 306). The concept of self, according to Rogers (1951, p. 501), “(y) is composed of such elements as perceptions of one’s characteristics and abilities; percepts and concepts of the self in relation to others and to the environment; value qualities that are perceived as associated with experiences and objects; and goals and ideals that are perceived having positive or negative valence. Because of many facets of the current study looked at self-concept and two dimensions of self-image (real and ideal). The “actual self” is how a person sees himself right now. “Ideal self” is the phrase. The way a person would like to perceive himself in the future. The “social self” is the way in which a person interacts with others. Someone believes that others can see him. The handling of the self-concept in a variety of ways researchers have been able to expand the role and significance of such dimensions as a result of these dimensions.

Kotler & Keller, (2009.218) stated that consumer behavior may be influenced by three factors: cultural (culture, subculture, and social class); social (reference groups, family, social roles and statuses); and personal (age, stage hi the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept). Studies into all these factors and variables provide marketers with leeway and clues to reach and serve consumers more effectively and efficiently.

Nwokoye (2000), and Agbonifoh et al. (2007), describes the consumer as individuals and households who purchase goods and services for personal consumption or use. Ivanovic & Collin, (2003.55), agrees with the assertions. Nevertheless, modified the definition by stating

that a consumer is a person or company that buy and use goods and services.

They noted that the idea of consumer kingship underlines the supreme power of the consumer in determining directly or indirectly the survival or death of a business. Consumers exercise this power with decision to buy or not to buy such products.

Body image is consumers' thoughts, perceptions and feelings about the way their body looks. Sometimes the way consumers think other people are judging their appearances may affect the body image. In order to gain a better understanding of the supposition of self-concept and product adoption, a dissection of some literature on the subject matter becomes critical.

The factors that deeply influence self-concept are education, media, culture, income, age, psychology and so on. It affects consumers' choices, mood, social relationships, and psychological well-being. Self-concept clarity brightens self-esteem in understanding the self-image, influencing consumer thought, feelings and behaviour in its own ideal manner.

Self-Concept Variables

The features of self-concept determine individual consumers' needs. Needs can be innate or acquired. Innate needs are physiological or biogenic which include food, water, air, clothing, shelter and sex. Eze&Ozo, (2005.40) and supported by Achumba, (2006.2J1), noted that acquired needs are learned in response to the culture and environment. Needs include self-esteem, respect, prestige, honour, affection, power, etc. usually classified as secondary and referred to as psychogenic. Schiffinan&Kanuk, (2007.139) modified the list of self-concept variables to include self-image, ideal self-image, social self-image, ideal social self-image, expected self-image and ought-to self-image. This paper adopts the latter self-concept as more pragmatic to consumers' product adoption process.

a. Actual Self-image

Actual self- image or existential self establishes the relationship between self-congruity and self-image. According to Koolivandi&Lotfizadeh, (2019.2), actual self-image encompasses cognitive and personal evaluations manifesting in an outstanding product or service brand that enjoys compatibility with consumer self-image. Hanspal&Devasagayam, (2017.4) reported that consumers' self-concept is the totality of thoughts and feelings having reference to consumers as

an object made of attitudes consumers hold about themselves.

Achouri&Bousslama, (2010.23) posit that consumers typically grow up learning and integrating their families' heredity and culture into their life. Beginning at birth, heredity and culture shape and influence consumers' self-concept. Individuals who have integrated their heredity and culture into their life have strong self-identity and self-concept to adopt brand choices. Govers&Schoormans, (2005.10), opined that the saturation of markets, the congestion of the advertising space, and the maturity of the consumers towards the brands have urged companies to go beyond image brand to the relational brand in order to preserve their market shares.

b. Ideal Self-image

according to Ming-yeh (2018) the simplest multiple self-construct perspective treats self-concept as having two components-the actual and self-concept, the latter refers to the way a person wants to be or would like to see himself. Sirgy proposed a more complex multiple self-construct perspective with four components: actual, ideal, social and ideal social self-concept. Self-concept is defined as the perception of one's image as the person would like others to have of him/her. Symbolic use of brand is possible. People are motivated toward enhancing their self-concepts through the symbolic value of consuming goods. The concept congruity model suggest that a person will select a brand whose image is close to his/her self-image. The greater the congruence, the more preferable the brand. Brand concept should be clearly established and conveyed to the target market. It also needs to match target consumers' self-concepts. Marketers should pay more attention to ideal social self-concept when a product is highly visible when consumed.

Ideal Self-image refers to self-perception or self-evaluation that represents the sum of an individual's beliefs about their own attributes. Upamannu, Mathur & Bhalcar, (2014.308) noted the "Connection between Brand..." a marketer always tries to understand the different classes of brand or products that are treated by customers differently while buying the products. This infers that marketers will look into a product concept before creating and attracting market interest and attention. Wilson & Gilligan, (2003.157) and further stressed by Lamb, Hair & McDaniel, (2011.190) posited that marketing could create product image, change the image, and get people interested in what is for sale. They further observed that marketing product or service is importantly carried out with billboards, print advertisements, now done online through the

social media, emails, and junk pops. While marketers look into product concept before marketing them to customers, the product concept is based on the idea that customers prefer or adopt products that have the most quality, performance, and products that have features simplicity and easy utilization, (Egele, Ikechi&Ozo, 2017.4). Product interest evokes customer patronage defined as how consumers choose products among competing products. They also opined that product choice and patronage are upon consumers perception, image, and attitude formed from experiences, information sieved from past events and needs. Laforet, (2011.4) supported the claims of Kotler & Keller, (2009.632) that marketing tools may change, but the way consumers discover products that may positively respond to their acceptance, and their behaviours may equally change. Nonetheless, the five stages that make up the consumer adoption process will always remain constant.

c. Social Self-image

Social Image is a set of standards that someone is willing to give into and adopt as their own. The person will assess and evaluate their own traits and behaviors based on this “image”. They will also critique others based on these communal prescribed list of benefit and threats (Ekpema, 2018.45). According to SapienLabs (2020) social self refers to how we perceive ourselves in relations to others. It involves relationship building, empathizing, and communicating. A healthy, or not so healthy, social self will also impact your overall mental wellbeing and ability to meet life goals. That’s because much of our world is social and involves interactions with others. Here’s a look at some things a person with a positive social self might experience: A healthy sense of self-worth including body image, strong connections and emotional bonds with friends and family, satisfaction and enjoyment with physical intimacy in relationships, an ability to effectively and appropriately communicate with people verbally and nonverbally and empathy and understanding of other people’s perspectives. Consider the many areas of life these skills can help with. If you feel more confident. You’re more likely to initiate a relationship, interview for a job, or take on a new life goal. Feeling comfortable with emotional connections and intimacy can improve relationships and decrease stress and feelings of insecurity. This confidence may also help you set boundaries, stand up for yourself, and ask for help when your needs are not met.

Human beings are constantly bombarded with stimuli every minute and hour of the day. The sensory world is made up of an almost infinite number of sensations that are consistently and subtly changing. Raw sensory input, Schiffman & Kanuk, (2007.158) posits that does not by itself produce or explain the coherent picture of the world that more adults possess. They further explained that, adoption is largely the study of what consumers subconsciously add to or subtract from raw sensory inputs to produce their own private pictures of the world. Khan, (2017.10) breaks it down to multi-stage adoption models and related the studies to the models identified. Wang, Dou, & Zhou, (2008.243), reinstated that the principles of sensation and intensive stimulation gives birth to social self-concept and product evaluation that "bounces off when most individuals who subconsciously block or adapt, i.e. adopt or reject heavy information bombardment, excessively creating interesting and attractive awareness.

Vahdati, Mousavi & Tajik, (2015.836) in a related study, opined that prior to purchase decision, consumers scrutinise the product(s) they intend to be purchase. Behaviours such as this increases intensity and need once the item is more expensive, complex or sophisticated. Consumers certainly search for further information for clarifications, removing all possible doubts, nuances, and get a clearer understanding in order to satisfy their needs.

d. Ideal Social Self-image

Over the years, studies have revealed that advertisers utilise extreme attention-getting devices such as jingles, bells, billboards, jamborees, carnivals and so on to achieve maximum contrast and penetrate the consumer's perceptual "screen". In packaging, Liligeto, Singh & Naz, (2014.69) noted that astute marketers usually try to differentiate their design and packages to ensure rapid consumer perception for adoption or rejection. To them, people usually see what they want to see based on external organism, i.e. social setting, reference group, peer group and all of that. Above all, what consumers expect to see is a function of familiarity, previous experiences or preconditioned set. In the context of marketing, Vaghela, (2017.204) reported that people (i.e. consumers) tend to perceive products and products attributes according to their own expectations. These expectations usually fall in line with their ideal social self-concept which corporate organisations push their products for trial to determine product acceptability or rejection. Agyekum, Haifeng & Agyeiwaa, (2015.27), stressed that stimuli conflicting sharply with expectations often receive more attention than those that conform to expectations. Kumar

& Meenakshi, (2013:95) insists that stimuli sharp conflict with expectations help compel the consumer purchase decision more than actually trying out company's product. Furthermore, the way to accomplish this is to provide your consumer with a free trial, free samples, free lunch or proof of concept campaign in order to set the customer expectations correctly and deliver on said expectations. This has reasonable psychological effects, which include consumers' loyalty and reciprocity because they feel that if they receive something free, they owe something in return.

e. Ought-to Self-image

The theory base of the ought to self-image is anchored on the idea that individual consumers consists of traits they believe is their duty or obligation to possess. Schiffman & Kanuk, (2007:139) explained that this form of self-image might be the striving force to achieve a deeper religious understanding. It could be the seeking of a fair and just solution to a challenging ethical problem. In marketing, it could be applied in readjusting product life cycle (PLC model) when products lifespan reaches the "declining" stage. Ought-to self-image provide consumers with a realistic opportunity to alter the 'self. Expected self-concept and ought-to self-concepts are more valuable to marketers than the actual or ideal self-concepts as guides for designing, labelling, packaging and products promotion, (Kumar and Meenakshi., 2013:94; Jere, Aderele and Jere, 2014:155; Oladele, Olowookere and Okolugbo, 2015:18; Ahman-Mahmud, 2016 and Egele, Ikechi and Ozo, 2017:2). When consumers' actual self fails to match their ought-to self, the consumers are likely to be agitated, distressed, guilty and anxious. The concept of self is multifaceted, complex, and firefighting consumer model, (Ferari, Driscoll and Diaz-Morale, 2007:118).

Product Adoption

Product adoption refers to the generic acceptability of product by target consumers. Product adoption itself is a process. It is a series of stages consumer go through to adapt a product as consumers may face many choices. The series include: awareness, interest, evaluation, trial and adoption/rejection, (Zikmund & Amico 2001:300; Wilson & Gilligan, 2003:375; Ugorji, 2008:63; Wang, Dou & Zhou, 2008:242; Kotler & Keller, 2009:632). Product adoption, also known as user adoption, occurs when consumers begin to use the features of your product or website to achieve the goals for which it was designed. Adoption is defined as the percentage of

users who engage in a specific set of actions after discovering your product for the first time. To really get to the bottom of product usage and adoption, you'll need to figure out what those behaviours are.

Product adoption describes the process of users becoming aware of a product, understanding its value, and beginning to use it. The process is usually broken down into four discrete stages; awareness, interest, evaluation and conversion. When people think about product adoption, often metrics like the number of sign-ups or daily active users come to mind. But these metrics taken in isolation don't reflect whether users are successfully incorporating as something they can't do without. True product adoption comes when the value of your product is so great that it outweighs the effort and cost required of the user to make a change. Keep in mind it's not just new users or early adopters you need to win over. As you add new features and make improvements, you need to consider how to help existing customers continue to see value with your product (Maongih, 2018).

A marketer of new product for instance, Infinix Note, or iPhone should appropriately position and facilitate the movement of the new product through these five stages. Marketer should also take cognizance of the features of adoption process. The process includes differences in individual readiness to try new products, the effects of personal influence, adoption rate differentials, and differences in companies' readiness to try new products.

Kotler & Keller, (2009.633) are of the view that in each product area, they are pioneers and early adopters. Some people are the first to adopt new cell phones, some doctors are the first to prescribe new medicines, and some farmers may the first to adopt new methods of farming or usage of fertilisers. Consumers fall into categories. Innovators (enthusiasts, always playing around and testing new methods). Early adopters (opinion leaders who search for new technologies that gives them competitive edge). Early majority (pragmatists who adopts new methods when it is proven i.e. mainstream market). Late majority (sceptical conservatives who do everything to avoid risk), and laggards (these are tradition bound and resist innovations until they are convinced that the status quo is no longer defensible).

The Gap Model of Self-Concept

In every scenario, there exist empty spaces to effectively exploit. In marketplaces, opportunities

to make product or service share market space exist, which is needed but no one has exploited. In such situations, marketers analyse consumers, their likes, dislikes, and particular area that are not presently being satisfied. When a consumer's actual self-concept discovers a discrepancy of actual self-concept from ideal self-concept, it follows that the expected i.e. "Have" exceeds consumer's aspirations or dreams, i.e. "Have Not", the only solution is to bridge the gap. Congruency is to regulate the aspiration by reducing the extreme standards, i.e. the idealistic set of self-concept or self-image. The standpoint of marketing is that the consumer who knows who they are, seek to become, and can figure out how to bridge this gap successfully. You must merge "YOU" in the "NOW" together with the "YOU" in the "FUTURE" i.e. the ideal must be in congruency with perceived self. Without the congruity of "YOU NOW" and "YOU IN FUTURE", self-actualisation is almost impossible. (Ferrari, Driscoll & Diaz-Morales, 2007.119; Hamilton & Hassan 2010.1115; Mashayekhi, Ninggal&Mahayekhi, 2011.893).

Hamilton & Hassan, (2010.1104) were of the view that a gap exist in self-concept discrepancy and social disapproval or approval of the self-image. They further stated that self-concept is multidimensional in nature; hence, there is the potential for conflict or crisis manifestations among the different components. This is in tandem with the position scholar. Two types of inconsistencies may affect consumers thus: differences in his actual self-guiding end states, and differences in ideal and social selves.

The theory of self-discrepancy according to Haggins, (1987:326) distinguishes it between two types of guiding end states which are ideal self-concept and the ought-to self-concept. Ideal self-guides consumers or individuals' representations of hopes, wishes or aspirations and ought-to self-guide individuals' or others. Discrepancies between the "I-self" and 'self-cause tensions or resort to product rejection if consumers feel that they are perceived unfairly by others. Usually, consumers strive for social approval (cohesion) and attempt to reveal behaviour that results in positive reaction from significant others. Their target audience creates gaps when there is social disapproval, and when the consumer failed to convey desired impressions.

Factors that enhance perceive self-concept

Studies reviewed shows that certain factors are perceived to influence consumers' self-concept. Marketers strive to offer consumers products that meet their unmet needs and wants, so that

these needs can be satisfied. Nonetheless, packaging the products to satisfy their needs and polish their ego's self-concept is a complex task. This paper therefore, identifies some factors that enhance consumers' self-concept as follows:

a. Age

The picture, image or self that you have of yourself today will not be the same that would reflect when one is about 80 years. Physical, intellectual, emotional and social changes will affect self-concept over time. Physical capabilities will change as experience health, fitness, illness and disability at different points in life. In the Nigeria society, older people are generally viewed negatively. This is different though, from some ethnic groups or family units' failures to value their aged, whereas, others adore and prostrate for their elderly.

b. Appearance

Somebody physical appearance features, their clothes and their non-verbal behaviour all influence and express aspects of their self-concept. How we present ourselves and how we behave, others see us in particularly important to us. As we grow old, appearance and the way we present ourselves tend to have less impact on our self-concept.

c. Gender

This refers to the way ideas about masculinity and femininity are applied to men and women in the Nigeria society. In Nigeria, and some cultures, there are a number of gender prejudices and stereotypes associated with male and female role behaviours, images and general social expectations. However, gender stereotypes do not reflect the reality of most people, tribes, ethnicity, cultures or subcultures in the Nigerian society. They can still shape self-image, self-esteem, and self-concept especially in Igbo tradition and the Hausa/Fulani Islamic hegemony where female folks are usually not assigned perceived male dominated roles especially inheritance.

d. Culture

Ethnicity affects self- concept by influencing people's feelings of belong to a particular culture, subculture or social group. Culture can lead people to be treated differently, either in unfair and discriminatory manner, thereby enhance their sense of self-worth and self-esteem or otherwise. In marketing, knowledge of culture enables the marketer to identify the type of products such social group easily like or dislike.

e. Relationships

Consumer form different types of relationships at different stages of their life. Family friends, friends, peer-groups, colleagues at work places, and so forth, all contribute to individual's emotional, social development and the formation of self-concept.

f. Abuse

Physical, emotional and sexual abuse have a damaging effect on individual self-concepts. A victim of abuse is likely to develop negative self-images. Lacking self-worth may cause the vulnerable person to further abuse of different dimensions.

g. Family and socialization

The relationships that an individual develops within their family, work and other places have a telling effect on their self-concept. Early relationships are built on effective attachments or bonding to parents and close family members. The sense of seamlessness and feelings of being loved that can develop from these bonds are very basic ingredients in positive self-concepts. Poor family relationships can have a lasting effect on emotional insecurity, poor self-esteem, and negative self-image, lack of confidence, low self-worth, and poor relationship skills.

h. Income

Income may not have direct impact that much, but when people live on low income, their lifestyles and opportunities with the higher income earners may make them feel they are somehow less value or less competent on workplaces. Higher income earners purchase items the lower income earners cannot afford, this boost the higher income earners and demoralizes or debase the low-income earners' self-esteem or self-worth.

i. Media

Televisions and magazines are often criticized for presenting inappropriate stereotyped images of men and women whose views and readers copy. Untainted body images, ostentatious lifestyles are often featured on Television stations. Media images can affect consumers' body image and self-concepts if the behaviour is less desirable and awful.

j. Education

Educational training and experiences impact majorly on person's self-concept. School is both positive and negative. Leaving some individuals with the feeling of incapacity, i.e. dropouts will

have a negative view of themselves, their skills, and self-worth.

k. Emotional well-being

An individual generally becomes emotionally matured as they age. In it, we can recognize personal strength and limitations. Emotional maturity and self-knowledge play significant part in the consumers' ability to establish and maintain close personal and working relationships that underpins their self-concept.

Strategies for improving self-concept

Consumers are not born with any specified level of self-concept. What the consumers believe and feel about themselves is developed in early life and they are inundated with numerous information and messages from family, friends, media, schools, worship centers, and culture that began to shape the views about them and the world around them.

As individuals, we may have been criticized, ignored, booed, and ridiculed, or we may have been lucky to experience success, receive praises, respect, and commendations. Either way, we must learn to be comfortable with whom we are and the best we have within us in order to have any self-worth or positive self-concept. The views of ourselves follow around; hence, we must learn to deal with it. Hence, some of the strategies according to Hamilton and Hassan (2010) is build and maintain positive self-concept may include the following:

a. Self-perception

Consumers have low self-perception "I am no good", "I am a failure" "I am ugly" "I am not intelligent" and so on, tend to behave according to their negative labels subconsciously. It affects their attitudes, beliefs, perceptions, damage their self-worth. To eradicate this slurring negativity, consumers should focus on their strength, use positive affirmation such as "I am learning to like myself, "I am good footballer or artist", "I am a genius" "I am doing better" and so forth Hamilton & Hassan, (2010.1104).

b. Refute criticism

Sometimes consumers' inner voice tell them "they are bad consumers". "I always go back on my words" which can be responsible for negative self-concept. Stop blaming yourself for objectives and look into the situation without using coloured perception of the 'self. Always listen to the

positive messages Hamilton & Hassan, (2010.1104).

c. Judge within you

When you have low or negative self-concept, you tend to discount the facts and believe in your judge which tells you "you are no good", "you always fail". Let go of the negative judge within you Hamilton & Hassan, (2010.1104).

d. Set realistic goals

People with low self-concept tend to set themselves for failure by setting idealistic goals rather than achievable and realistic goals, and then beat themselves up when they fail to reach them. This damages their self-concept Hamilton & Hassan, (2010.1104).

e. Make better friends

Make friends who make you feel better. When you spend time with friends who are always critical with you, undermine your capacity, make sarcastic and demeaning remarks, you will end up feeling bad about yourself. These negative remarks will deplete your energies and you will have difficulty feeling good about yourself. Hence, be selective in choosing your friends and do learn to manage your thoughts to change how you feel.

f. Self-value or self-worth

It is important to give yourself a positive unconditional regard. According to Carl Rogers, the therapist on self-concept model, he content that when the clients (consumers) get unconditional positive regard, they are better able to engage in the therapy and benefit from it because they feel that someone is emphatic to them. Therefore, develop empathy for yourself and do not be so hard on yourself.

g. Other strategies for enhancing the building, maintaining and sustaining of consumers

positive self-concept in product adoption include focus on individuals' actual self- concept, facilitation of self-praise, promotion of consumers responsibility for choices, assisting consumers set realistic, pragmatic, and attainable goals, establishing consumers warm, comfortable environment and emphasizing the positive side of consumers self-concept, (Butler & Hope 2012.6).

Contextual Review

Being aware of oneself is to have a concept of oneself. Baumeister (1999) states that the people's belief about themselves including the attributes, traits, perception, understanding and many

others defines their needs and demands which satisfy their self- concept. Self-concept explains the totality of individual's beliefs preferences, opinions, attitudes, and so forth and it is being organized in a systematic manner towards individual's (consumer's) existence. Every consumer have unique second nature, which involves the manipulation of personality traits, abilities, preferences, and nuances, which facilitates the understanding, and explanation of what is realistically going on inside them. Rene desecrates, the great French mathematician and philosopher once noted that a person's existence depended on how the person perceives the environment around them. This is significant to the positive or negative evaluation attributes of consumers image on how they see themselves, how they would like to be seen, how they feel others see them, how they would like others to see them and how they expect to see themselves at some specified future times, (Schiffman & Kanuk, 2007) Chisnall (1975) posits that self-concept is of interest to marketers because buying behaviour may "be significantly influenced by the relationships whose products bear the personalities of buyers. Products tend to be viewed as projections of the self-image of the buyer; their symbolic meaning give deep satisfaction which superficial analysis will not reveal.

Self-concept theories stem from the philosophical projection of Carl Roger's self-theory, which Abraham Maslow popularize in the West. It is an amalgam of physical, psychological, mental attitudes, and beliefs which contributes to the concept of "self, made up of reflected appraisals. He is a sort of person an individual believes himself to be, is based on the reactions of others towards him. From this, he gathers clues as to what sort of person he appears to be, and in turn, influences his interpersonal relationships, causing him to react to his family, friends, colleagues and peers in ways that become particular of his personality needs. According to Wang, Dou & Zhou (2009) and expatiated by Jere, Aderele & Jere (2014), the successful advertising campaigns related products to the aspirations and emotions of their target audiences. Consumers seek products and brands that are compatible to their self-images or concept, i.e. products that "fit in".

Empirical Review

Chirstop et al, (2015) investigated the correlational structure between adolescents' computer self-concept and different computer-related performance outcomes, following expectancy-value theory (e.g. Wigfield & Eccles, 2000). More specifically, computer interest and ICT-related

social engagement were considered as mediators by which the link of computer self-concept and basic computer skills as well as theoretical computer knowledge should be established. Extending this research, the role of gender was additionally examined, testing the extent to which the proposed structural patterns are similar or dissimilar. Based on a sample of 445 German secondary school boys and girls, we applied latent mediation as well as group based analysis. Results showed that computer self-concept plays a significant role in regard to ICT-related motivational characteristics and computer performance outcomes. As to basic computer skills, the self-concept to performance relation was mediated by computer interest but not by ICT-related social engagement. Regarding the computer self-concept to theoretical computer knowledge relation, only ICT related social engagement (not computer interest) emerged as a significant mediator. Exploring the role of gender, a gender-specific rather than a gender-invariant model seems better applicable. Thus, mean level differences as well as differences in the underlying correlational structure could be asserted.

Bachman et al (2016) studied that volunteers play a critical role in the production of festivals and events in many ways, such as providing assistance to artists and vendors, direction for attendees, and grounds keeping. However, determining what motivates volunteers, how they become satisfied, and how likely they are to continue volunteering at an event has been overlooked. This is especially true in reference to the music festival industry, which has seen unparalleled growth in the last decade. In order to further understand music festival volunteers, the concept of self-image was examined at the 2013 Austin City Limits Music Festival to determine linkages between self-image congruency and motivation, satisfaction, and intent to return using structural equation modeling. This music festival is of specific interest to the development of understanding the role of self-image in festivals and events due to the scale and size of the festival as well as the festival's requirement of being a local resident in order to volunteer. As such, the importance of understanding these local volunteers at a mega-event, which hosts 75,000 attendees per day over two 3-day weekends, is vital. This study found that self-image congruency has an impact on motivation, satisfaction, and intent to return and develops practical linkages and theoretical support for the consideration of self-image congruency when examining festival and event volunteers in a tourism context.

Upamannyu, Mathur & Bhakar, (2019) investigated the connection between self-concept (Actual self-congruence and ideal self-congruence) on brand preference. The methodology used

for data collection was 400 self-administer structured questionnaire in Gwalior city Madhya, Pradesh. Same questionnaire with two different product categories conspicuous and inconspicuous with 20 responses eliminated due to misuse of the name of the brand and question. The population used was all the customers around who consume the product actual self-concept and ideal self-image. Products were selected based on responds familiarity and affordability with the products to all social classes including gender, age, mental status, education level, product conspicuousness and product inconspicuousness were basis of high social viability and conspicuousness of brands such as Apple, Samsung, Sony, and so forth. Inconspicuousness defines products consumed in the private, which are low in social visibility; they include pears, Dettol, Lifebuoy, and so forth. Likert scale of 1-9 was the construct for response analysis. Self-concept was evaluated using the Likert-scale. Measuring brand preference was on Likert 4- item scale. The value of reliability for Actual self-congruence reported at 0.855. The value of Cronbach's Alpha for Brand preference was reported at 0.872 Reliability for ideal self-concept was reported at 0.877 and Cronbach Alpha was reported at 0.872. Items in the questionnaire of actual self-congruence are: "The typical person who uses this brand is very much like me" "Having this brand is consistent with how I see myself" the image of the typical customer of this product is similar with how I see myself and so forth. The sample size (80) was good enough, for the study. The values from the sample are also good enough to be consider the data distribution as normal and suitable for explanatory factor analysis. Based responses received for Actual self-congruence was an identity matrix, Item the study is significant, (Mkhize, 2010).

Mittal (2015) Self-Concept Clarity (SCC) first emerged in the psychology literature, this important concept has escaped the attention of consumer psychologists. Distinguished in the psychology literature from the concept of self-esteem, our study examines the role of SCC in selected consumer behaviors. A survey of 301 consumers established that SCC contributes to consumers' general satisfaction with life and its absence leads to such consumer behaviors as susceptibility to interpersonal influence, materialism, post purchase doubt, shopping as escape, and use of products as identity bolsters. This last set of results shows that low SCC consumers, who by definition are inflicted with self-confusion and concomitant anxiety, use the marketplace as a coping resource. These results suggest the concept's utility in extending our understanding of certain important consumer behaviors.

Helm et al, (2016) identified how employees' perceived congruity of their employers' corporate brand with their own actual and ideal self may affect their brand identification (BI), brand pride (BP) and brand citizenship behavior (BCB). This cross-sectional paper involved 283 employees in Germany who completed an online survey. Congruity of the brand with employees' actual self and with their ideal self has similar effects on employees' BI. However, effects differ with respect to the other outcome variables. BP is only affected by congruity of the brand with the ideal self, whereas BCB is only affected by congruity of the brand with the actual self. Brand identity is positively related to BP and BCB; BP also affects BCB.

Liu & Minton (2018) revealed the religious influences on consumption; research has yet to adequately examine how the branded-self influences response to religious brands. Consumer response to religious brands was examined in three experiments. In Study 1a, consumers had less trust and lower quality perceptions for religious brands, with this effect only emerging for participants with lower levels of brand engagement in the self-concept (BESC). In Study 1b, consumer reactions toward religious brands did not differ by degree of religious cue explicitness or product category. Studies 2 and 3 then explore the moderators of firm size and religiosity, revealing that high BESC consumers believed they would be valued by a religious brand regardless of size and that higher levels of religiosity could attenuate lower evaluations of religious brands for consumers low and high in BESC. Findings are discussed in light of the branding, religion, and self-concept literature.

Theoretical Framework

Ideal self-concept to Rogers, (1959) states that everyone strives to reach an ideal self-image which can be innate or acquired. The theory of self – enhancement. Grubb and Grathwohl(1967) further specified that :1. Self-concept is of value to the individual and behaviour will be directed to the protection and enhancement of self-concept. 2. The purchase and display communicates a symbolic meaning to the individual and others. 3. Consumer behaviour of an individual will be directed towards enhancing of self-concept through the consumption of goods as symbols.

One's self-concept, self-construction, self-identity, self-perspective or self-structure is a collection of beliefs about oneself which embodies the answer to "who am I" distinguishable from self-awareness which "refers to self-knowledge and defined as consistent and concurrently applicable to one's attitudes and dispositions. Self-concept is a cognitive or descriptive component of one's self, such as "I am a fast writer", I feel good about being an erudite scholar"

and so forth. Theory of self-categorization according to Malhotra, (1988), David & Turner (1996) states that the self-categorization is the theory of self-concept and consists of two levels: a personal and social identity, i.e. one's self-evaluation relies on self-perceptions, and how others perceive them. The theory of self-concept as defined by Baumeister, (1999) provides an individual with a belief about himself/herself including the person's attributes, who and what the self is.

According to Hamilton & Hassan (2010), self-concept is the construct that negotiates two selves. It connotes the identification of the "ideal self as separate from the second, which encompasses the behaviours vetted in the "actual self that you engage in order; reach the ideal self. Behaviouralscientists often assert that self-concept is the sole perspective train which one can understand an individual's behaviour because it includes how one looks (Self-image) and what one knows (self-knowledge) and the ways in which these exist for others (fulfilling the ego).

The pillars of self-concept and its components include identity, body image, self-esteem and role performance. Personal identity is the sense of what sets a person's name, grader, ethnicity, family status, occupation, and roles on either high or low. Hence, in self-concept, the individual perception of the self affects him or her as a consumer and in product adoption relationships, functional abilities, and health. It is therefore, relevant to understanding consumers choice of product line for adoption as self-concept addresses consumers uniqueness, positive or negative reactions, emotional, intellectual, psychological and functional dimensions, and in changes with the environmental context, changes over timesharing power to influence one's life, (Leary & Tangney, 2012.148; Koolivandi&Lotfizadeh, 2015.8 &Hanspal&Devasagayam, 2017).

Issues/Gaps and Outcomes

Issues/Gaps

The foregoing sections presented conceptual notion of self-concept as compatibility to consumers' product adoption. This was complemented with contextual, empirical and theoretical framework for consumer decision-making competitiveness in the market places. In any case, there is a gap in the background aim and objectives as well as findings of the studies reviewed which the present work intends to close. In the conceptual review, the paper identified and analyzed determinants used by consumers in evaluating whether the line of products "fit in"

into their frame of self-image. These variables include age, appearance, gender. Culture (subculture, ethnicity), relationship abuse, family and socialization, income, media, education, and so forth. The developers of the notion of self-concept, Carl Rogers and Abraham Maslow identified self-categorization and self-concept as person's perception of himself triggered by self-esteem, intellectual, school, status, physical appearance, anxiety, popularity, motivation, peers, significant others, emotions, physical ability, and happiness and so forth. Bong & Clark, (1999) opined that self-concept is judged to be more inclusive, at least in its theoretical form in contrast to operational content, because it embraces a broader range of descriptive and evaluative inferences with ensuring affective reactions.

They equally listed dimensions and types of determinants as activation and development of the "self. However, studies on perception, product preference, brand decisions, product packaging, labelling decision, and product adoption shifted the thinking to "actual self. The other is the self-categorization that John Turner developed and described as self-concept, to consist of at least two "level" of personal identity and a social identity.

Outcomes

Social identify theory states that self-concept is comprised of two key parts, i.e. personal identity and social identity. Our identity includes our personality traits and features that make us unique in how we see ourselves, how we like others see us. The variables analyzed as facilitators of self-concept include age, income, education, family socialization, gender, media, and so forth improves consumer's perception of "self for effectiveness and efficacy. These factors, if rationally mixed in right proportions can yield optimal results. The greatest influences of the "self is the society and the environment, i.e. the external organism that dictates the embellishments of the consumers' insights, perceptions and feels. The environmental and societal norms set standards and removes the outrageous waviness of consumers' reasoning. Products therefore need be labelled more attractively reflecting the likes and dislikes of the consumers' demographic and psychographic factors, so that "self across board; age, education, family, culture, ethnicity, income and so forth can be captured to "fit in" into the bigger picture and be among early adopters of products.

Materials and method

The study was carried out using survey design. Primary data was obtained through the use of interviews, questionnaire and observations while Secondary data were obtained through books, journals, and the internet. The population of the study was 620 drawn from students of high institutions in Nigeria . The study adopted census sample sample size determination. The instrument used for data collection was questionnaire structured in 5- point Likert scale and validated with content face validity . The reliability test was done using test-retest method. The result gave a reliability coefficient of 0.797, indicating a high internal consistency of the items. Six hundred and twenty (620) copies of the questionnaire were distributed and five hundred and eighty (580) copies were returned while forty copies (40) were not returned. The four hypotheses formulated were tested at 0.05 level of significance. Simple linear regression was used to test hypothesis One while hypotheses 2,3,4 was tested using pearsons product moment correction coefficient. A computer aided Microsoft special package for social science (SPSS Version 20.00) was used to aid analysis.

Results and discussion

Hypothesis One

Hi: Consumers' actual self-concept has a significant effect on product adoption

Ho: Consumers' actual self-concept does not has a significant effect on product adoption

Table.1a Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.733	.732	.45559	.272

a. Predictors: (Constant), Consumers' actual self-concept

b. Dependent Variable: Product adoption

Table 1b ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200.386	1	200.386	965.447	.000 ^b
	Residual	73.060	352	.208		
	Total	273.446	353			

a. Dependent Variable: Product adoption

b. Predictors: (Constant), Consumers' actual self-concept

Table 1c Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.191	.054		3.506	.001
	Value creation	.995	.032	.856	31.072	.000

a. Dependent Variable: Product adoption

Interpretation:

The regression sum of squares (200.386) is greater than the residual sum of squares (73.060), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.869, indicates that there is positive relationship between Consumers' actual self-concept and Product adoption. R square, the coefficient of determination, shows that 73.3% of the Product adoption is explained by the model. With the linear regression model, the error of estimate is low, with a value of about .45559. The Durbin Watson statistics of 0.272, which is not more than 2, indicates there is no autocorrelation.

The consumers' actual self-concept coefficient of 0.856 indicates a positive significance between Consumers' actual self-concept and Product adoption, which is statistically significant (with t = 31.072). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus Consumers' actual self-concept has a significant and positive effect on product adoption

Hypothesis Two

Hi: There is a relationship between consumers' ideal self-concept and product adoption

Ho: There is a no relationship between consumers' ideal self-concept and product adoption

Table 2a 2nDescriptive Statistics

	Mean	Std. Deviation	N
Consumers' ideal self-concept	2.5086	1.48972	580
product adoption	1.4724	.83175	580

Table 2b nCorrelations

		Consumers' ideal self-concept	Product adoption
Consumers' ideal self-concept	Pearson Correlation	1	.819**
	Sig. (2-tailed)		.000
	N	580	580
Product adoption	Pearson Correlation	.819**	1
	Sig. (2-tailed)	.000	
	N	580	580

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2a shows the descriptive statistics of the consumers' ideal self-concept and Product adoption with a mean response of 2.5086 and std. deviation of 1.48972 for consumers' ideal self-concept and a mean response of 1.4724 and std. deviation of .83175 for Product adoption and number of respondents (580). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 2b is the Pearson correlation coefficient for consumers' ideal self-concept and product adoption. The correlation coefficient shows 0.819. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between consumers' ideal self-concept and product adoption ($r = .819$). The computed correlations coefficient is greater than the table value of $r = .195$ with 578 degrees of freedom ($df. = n-2$) at alpha level for a two-tailed test ($r = .819, p < .05$). However, since the computed $r = .819$, is greater than the table value of .195 we reject the null hypothesis and conclude that to a large extent there is a significant positive relationship between consumers' ideal self-concept and product adoption ($r = .819, P < .05$).

Hypothesis Three

Hi: There is a positive significant relationship between consumes' ideal social self-concept and product adoption

Ho: There is no positive significant relationship between consumes' ideal social self-concept and product adoption

Table 3a Descriptive Statistics

	Mean	Std. Deviation	N
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consumes' ideal social self-concept	2.4379	1.43889	580
product adoption	1.4345	.75782	580

Table 3b Correlations

		Consumes' ideal social self-concept	Product adoption
Consumes' ideal social self-concept	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	580	580
Product adoption	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	580	580

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3a shows the descriptive statistics of the consumes' ideal social self-concept and Product adoption with a mean response of 2.4379 and std. deviation of 1.43889 for Consumes' ideal social self-concept and a mean response of 1.4345 and std. deviation of .74782 for Product adoption and number of respondents (580). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 3b is the Pearson correlation coefficient for consumes' ideal social self-concept and product adoption. The correlation coefficient shows 0.769. This value indicates that correlation is significant at 0.05 level (2-tailed) and implies that there is a significant positive relationship between consumes' ideal social self-concept and product adoption ($r = .769$). The computed correlation coefficient is greater than the table value of $r = .195$ with 678 degrees of freedom ($df = n-2$) at alpha level for a two-tailed test ($r = .769, p < .05$). However, since the computed $r = .904$, is greater than the table value of .195 we reject the null hypothesis and conclude that to a large extent there is a significant positive relationship between consumes' ideal social self-concept and product adoption ($r = .769, P < .05$).

Hypothesis Four

Hi: There is a positive significant relationship between consumers' social self-concept and traits of product adoption

Ho: There is a no positive significant relationship between consumers' social self-concept and traits of product adoption

Table 4a Descriptive Statistics

	Mean	Std. Deviation	N
Consumers' social self-concept	1.5241	1.35347	580
Traits of product adoption	1.8241	1.03151	580

Table 4b Correlations

		Consumers' social self-concept	Taits of product adoption
Consumers' social self-concept	Pearson Correlation	1	.843**
	Sig. (2-tailed)		.000
	N	580	580
Traits of product adoption	Pearson Correlation	.843**	1
	Sig. (2-tailed)	.000	
	N	580	580

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4a shows the descriptive statistics of the Consumers' social self-concept and traits of product adoption with a mean response of 1.5241 and std. deviation of 1.35347 for Consumers' social self-concept reduction and a mean response of 1.8241 and std. deviation of 1.03151 for traits of product adoption and number of respondents (580). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 4b is the Pearson correlation coefficient for consumers' social self-concept and traits of product adoption. The correlation coefficient shows 0.843. This value indicates that correlation is

significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between consumers' social self-concept and traits of product adoption ($r = .843$). The computed correlations coefficient is greater than the table value of $r = .195$ with 578 degrees of freedom ($df. = n-2$) at alpha level for a two-tailed test ($r = .843, p < .05$). However, since the computed $r = .843$, is greater than the table value of $.195$ we reject the null hypothesis and conclude that to a large extent there is a significant positive relationship between Consumers' social self-concept and traits of product adoption ($r = .843, P < .05$).

The findings at the end of this study include the following

- i. Consumers' actual self-concept has a significant and positive effect on product adoption ($r = 0.856; t = 31.072; p < 0.05$)
- ii. There is a significant positive relationship between consumers' ideal self-concept and product adoption ($r = .819, P < .05$).
- iii. There is a significant positive relationship between consumers' ideal social self-concept and product adoption ($r = .769, P < .05$).
- iv. There is a significant positive relationship between Consumers' social self-concept and traits of product adoption ($r = .843, P < .05$).

Conclusion

The perception and the way and manner consumers see themselves serves as a determinant of the response they may lead to product adoption. Perceived "self and its self-concept is the total of consumers' nuances, beliefs, thinking of how they see themselves in relation to the products on store shelves of product lines.

They patronize products that polishes their "ego" since they like to be in places they want to be seen or where they feel ought-to be seen. Any product offerings short of what brings out consumers' self-image or that is not compatible with how they see themselves, how they would like to see themselves, how they feel others see them, how they would like other to see them or how they expect themselves at some specific future time, those products will be avoided or rejected.

Recommendations

It is recommended that:

- a. Marketers should regularly study consumers' self-concept to identifying sources of consonance or dissonance, provide any necessary information that may assist top management apply such knowledge, and redress any consumer's dissonance.
- b. Marketers and producers should meet regularly to analyze consumer's self-image, if labelling or packaging captures any group's attention so that focus or priority can be placed on areas of strengths for optimality.
- c. Appropriate dissection of consumers' mindset may lead to a culture of product adoption excellence and unprofitable laggards are early eliminated and improve the internal generation of the company's revenue.

UNDER REVIEW

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