Self-congruency Models for Self-disclosure: A Comparative Analysis

TREO Talk Paper

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Abstract

Self-congruency is the level of match or mismatch between the self-concept of an individual and the image of a product, brand, or service that the individual consumes or has the intention of consuming. The four most widely used types of self-concepts in the literature are: actual self-concept, ideal self-concept, social self-concept, and ideal social self-concept. (M Joseph Sirgy, 1982). Self-congruency with a social networking site has been shown to affect the attitudinal, intentional, and behavioral aspects of self-disclosure on those sites. (A Shrestha, 2017). Previous research in the field has not examined the effects of different types of self-congruencies (based on the self-concept) on self-disclosure. Based on theory of planned behavior (Ajzen, 1991) and self-congruency theory, this research proposes four models for self-disclosure (one for each type of self-concept) on social networking sites. A comparative analysis of the four models will be performed to assess the differences/similarities across the models. A self-reported survey data that included 380 participants will be used for the analysis using Partial Least Squares based Structural Equation Modeling (PLS-SEM).

Figure 1. Proposed Research Model

References

