

URL:<http://modecon.mnau.edu.ua/issue/4-2017/UKR/naumikgladka.pdf> (дата звернення: 12.10.2021)..

8. Naumik-Gladka K., Kakhovska O., Darmofal E., Stankevych S. Business communications in environmental tourism. Ukrainian Journal of Ecology. 2021. №11(7). P. 1-5, URL: <https://www.ujecology.com/inpress.html> (accessed 12.10.2021).

9. Сущенко О. А., Алдошина М. В., Наумік-Гладка К. Г. Маркетингові комунікації в туристичній діяльності. Навчальний посібник . Харків : ХНЕУ ім. С. Кузнеця, 2018. 226 с. URL: <http://repository.hneu.edu.ua/handle/123456789/24096> (дата звернення: 12.10.2021).

## SELF-PERESENTATION AND SELF CONCEPT IN MARKETING

*Kateryna Naumik-Gladka, Dr.Sc., prof.,  
Veronika Onugha*

*Simon Kuznets Kharkiv National University of Economics*

Success requires interacting with other people. We can't control the other side of those interactions. But we can think about how the other person might see us and make choices about what we want to convey.

Self-concept is how one perceives the behavior, abilities, and unique characteristics [1, 2, 7]. For example, beliefs such as "I am a good friend" or "I am a kind person" are part of an overall self-concept.

Self-concept tends to be more malleable when one is younger and still going through the process of self-discovery and identity formation. As you age and learn who you are and what is important to you, these self-perceptions become much more detailed and organized.

Humanistic psychologist Carl Rogers believed that your self-concept was made up of three different parts [1, 2] (Table 1)

**Table 1 – Structure of self-concept**

Self concept part	Description	Use in marketing
Ideal self	The person you want to be	Advertisement, ideal images that are promoted
Self-image	How one sees his\herself, including attributes like physical characteristics, personality traits, and social roles	Socionet accounts
Self-esteem	How much one likes, accepts, or values his\herself, which can be impacted by a number of factors including how others see you, how you think you compare to others, and your role in society	Advertisement, comparisons with ideal promoted images

As mentioned earlier, the self-concept is not always perfectly aligned with reality. When it is aligned, the self-concept is said to be "congruent." But when there

is a mismatch between how one sees his/herself (the self-image) and who one wishes one were (the ideal self), the self-concept is "incongruent." This incongruence can negatively impact the self-esteem.

Carl Rogers believed that incongruence has its roots in earliest childhood. When parents place conditions on their affection for their children (only expressing love if children "earn it" through certain behaviors and living up to the parents' expectations), children begin to distort the memories of experiences that leave them feeling unworthy of their parents' love.

Unconditional love, on the other hand, helps to foster congruence. Children who experience such love feel no need to continually distort their memories in order to believe that other people will love and accept them as they are. Also there other factors affecting self concept (Table 2).

**Table 2 - Factors affecting self concept**

Factor	Description
Interaction with individuals	It is through socialization that a person develops a sense of identity that is an image of who they are as a person “Looking – glass self”, the concept of Charles Horton Cooley The image we have of ourselves is how we believe others see us Identities are not fixed but negotiated in everyday life through social interaction by people confirming to us that we really are who we think we are
Roles we assume	“On stage and off stage” - Erving Goffman : Identities are things we consciously manipulate, or present, in different situations. The cultural conventions and expectations play a major role in shaping our self-concept. We assume traditional roles because our gender asserts a powerful influence on us since birth
Self-labels  <i>"If men define things as real, they are real in their consequences. - William I. Thomas</i>	Self-fulfilling prophecy, the concept of Robert Merton: the prediction of events that come about because of one's belief in the prediction and enactment or lack of enactment on that belief. If a person predicts and deeply believes that certain events will come about, that person will (sometimes unconsciously) modify behaviors or engage in those behaviors that will create those situations that will cause the predicted events to come about. This self-observation allows people to discover strengths that encourage them to assume new labels
Personality	Personality is the complex patterns of thought, feeling, and behavior that make each individual unique. Nature vs. nurture: It is debated as to how much of our personality is influenced by genetics and how much is learned behavior

Self-presentation refers to how people attempt to present themselves to control or shape how others (called the audience) view them [3-5]. It involves expressing oneself and behaving in ways that create a desired impression. Self-presentation is part of a broader set of behaviors called impression management [6-7].

There are three main reasons why people engage in self-presentation (Table 3).

**Table 3 – Reasons of engaging in self-presentation**

Reason	Description
Tangible or social benefits	In order to achieve the results we want, it often requires that we behave a certain way. In other words, certain behaviors are desirable in certain situations. Matching our behavior to the circumstances can help us connect to others, develop a sense of belonging, and attune to the needs and feelings of others
To facilitate social interaction	As mentioned, certain circumstances and roles call for certain behaviors. Imagine a defense attorney. Do you think of them a certain way? Do you have expectations for what they do — or don't — do? If you saw them frantically searching for their car keys, would you feel confident with them defending your case? If the answer is no, then you have a good idea of why self presentation is critical to social functioning. We are surprised when people do not present themselves in a way that we feel is consistent with the demands of their role. Having an understanding of what is expected of you — whether at home, work, or in relationships — may help you succeed by inspiring confidence in others
Identity Construction	It's not enough for us to declare who we are or what we want to be — we have to take actions consistent with that identity. In many cases, we also have to get others to buy into this image of ourselves as well

Impression management refers to the controlled presentation of information about all sorts of things, including information about other people or events. Self-presentation refers specifically to information about the self.

#### **Resources:**

1. What Is Self-Concept? The Psychological Exploration of "Who Am I?". URL: <https://www.verywellmind.com/what-is-self-concept-2795865> (accessed 10.11.2021).
2. Self-Concept. URL: <https://en.wikipedia.org/wiki/Self-concept> (accessed 10.11.2021).
3. The self presentation theory and how to present your best self. URL: <https://www.betterup.com/blog/the-self-presentation-theory-and-how-to-present-your-best-self> (accessed 10.11.2021).
4. Self-Presentation In: Encyclopedia of Social Psychology. URL: <https://sk.sagepub.com/reference/socialpsychology/n494.xml#:~:text=Definition,of%20behaviors%20called%20impression%20management> (accessed 10.11.2021).
5. Self-Presentation. URL: <http://psychology.iresearchnet.com/social-psychology/self/self-presentation/> (accessed 10.11.2021).
6. Naumik-Gladka K., Kakhovska O., Darmofal E., Stankevych S. Business communications in environmental tourism. Ukrainian Journal of Ecology. 2021. №11(7). P. 1-5. URL: <https://www.ujecology.com/inpress.html> (accessed 10.11.2021).
7. Сущенко О. А., Алдошина М. В., Наумік-Гладка К. Г. Маркетингові комунікації в туристичній діяльності. Навчальний посібник. Харків : ХНЕУ ім. С. Кузнеця, 2018. 226 с. URL: <http://repository.hneu.edu.ua/handle/123456789/24096> (дата звернення: 05.11.2021).