Finding the Information You Need:
The Role of Self-Confidence in Consumer Information Search

Cäzilia Loibl¹
Soo Hyun Cho²
Florian Diekmann³
Marvin T. Batte⁴

The present study examines the implications of Bearden, Hardesty, & Rose’s (2001) consumer self-confidence scale for external information search. While the consumer behavior literature has long suggested that consumer information search is influenced by their self-confidence, a rigorous analysis of the information search strategies of consumers with different levels of self-confidence is lacking. The present study aims to fill this void by employing the Bearden, Hardesty, & Rose scale to assess consumer self-confidence for the specific case of university extension provided consumer information. We have shown that consumer self-confidence measures act as significant predictors of information search activity, that high-CSC consumers are engaged in more search activity, and that consumer self-confidence scores are dependent on a number of demographic influences. These findings provide strong support for the view that consumer self-confidence improves the prediction of the search behavior of consumers.

References


¹ Assistant Professor, Department of Consumer Sciences, The Ohio State University, Columbus, Ohio 43210, Phone: (614) 292-4226, Fax: (614) 688-8133, E-mail: loibl.3@osu.edu
² Graduate Research Assistant, Department of Consumer Sciences, The Ohio State University, Columbus, Ohio 43210, Phone: (614) 292-4226, Fax: (614) 688-8133, E-mail: cho.281@osu.edu
³ Instructor, University Libraries, The Ohio State University, Columbus, Ohio 43210, Phone: (614) 688-8413, Fax: (614) 688-0505, E-mail: diekmann.4@osu.edu
⁴ Professor, Department of Agricultural, Environmental, and Development Economics, The Ohio State University, Columbus, Ohio 43210, Phone: (614) 292-6406, Fax: (614) 292-4749, E-mail: batte.1@osu.edu