

1 Article

2 Self-consciousness and healthy personality in online 3 shopping behavior

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8 **Abstract:** Self-consciousness can be considered as the internal disposition to direct attention to
9 oneself. This dispositional tendency can be focused on private aspects of the self, but also on public
10 characteristics of the individual. We examine self-consciousness in online consumer behavior. This
11 concept has been poorly investigated in consumer research. The main objective of this paper is to
12 analyze the influence of the dimensions of self-consciousness in consumer adoption of online
13 shopping. This study is based on a sample of 725 Spanish undergraduates. Results indicated that
14 public self-consciousness is a significant predictor of the adoption of online shopping.

15 **Keywords:** Self-consciousness; Online shopping behavior; Technology Acceptance Model (TAM).

16

17 1. Introduction

18 The Internet has been a relevant distribution channel and promotion tool for organizations for
19 several years. But, as Arce-Urriza and Cebollada-Calvo [1] indicate, although online shopping sales
20 are still low compared to offline sales, their growth rates are much higher, which suggests that the
21 proportion of online sales will be even higher in the future. This paper focuses on the study of
22 self-consciousness and its influence on the adoption of online shopping.

23 The self-consciousness of the person discusses the predisposition or willingness to direct one's
24 attention inside or outside of oneself. Fierro [2] points out that this concept is one of the integral
25 phenomena of the "self" system. As Jiménez [3] explains, the philosophical, anthropological and
26 psychological fields show the importance of this self-ownership, that is, reflexivity: the ability to use
27 oneself as an object of attention. There is a dichotomy regarding the objects of conscious attention, so
28 that the attention of the person considered at any time is absolutely directed to give importance to an
29 internal point of view of oneself, or to external events of the subject, without the possibility of
30 attention focused on both aspects at the same time.

31 Duval and Wicklund [4] proposed the objective self-awareness theory, and this originated the
32 scientific research on self-consciousness which investigates the differential effects of focusing
33 attention on oneself, but only reacting to a temporary state of self-awareness, without considering
34 the individual differences. This omission provoked the necessary impulse for the development of a
35 widely used measurement instrument, as is the Fenigstein, Scheier, and Buss [5] Self-consciousness
36 Scales. Using this scale of measurement and the formulation of the model of Carver and Scheier [6],
37 self-consciousness is considered a transient state induced by concrete stimuli, but also a feature that
38 denotes the tendency of people to be self-focused. This scale allows individual differences to be
39 established in accordance with the degree of self-consciousness.

40 The Fenigstein et al. [5] Self-Consciousness Scale identifies three aspects to assess individual
41 differences in self-consciousness: Private Self-Consciousness, Public Self-Consciousness, and Social
42 Anxiety. The first two factors measure psychological tendencies centered on oneself. Private
43 self-consciousness is related to the tendency to be introspective about one's thoughts and feelings.
44 Meanwhile, public self-consciousness refers to attending to oneself as a social object, concerning

45 how others view the self, and the impression that one makes on others. Social anxiety refers to
46 discomfort in situations that involve being in the same place with other people.

47 The construct of self-consciousness has been poorly studied in consumer behavior literature.
48 The present work aims to expand this knowledge analyzing the effects caused by the dimensions of
49 self-consciousness on the process of consumer adoption of online shopping. The electronic ticket has
50 been chosen as a product to be adopted through online purchase. The use of electronic tickets has
51 been widely spread among passenger transport companies in the last decade, but we must bear in
52 mind that it is a type of sale that the consumer can adopt in its entirety or only partially. That is, it is
53 an alternative system to the traditional method of buying tickets. Therefore, as López-Bonilla and
54 López-Bonilla [7] indicate, consumers can buy an electronic ticket autonomously through digital
55 means offered by transport service providers or intermediary agents, without having to interact with
56 the employees of any of these organizations. However, the purchase of the electronic ticket can be
57 made through the staff of the transport company or the intermediary company.

58 2. Literature review

59 Many studies deal with the relationship of self-consciousness and personality of the individual,
60 particularly the extensive review conducted by Scandell and Scandell [8]. But Jimenez [3] warns that
61 all these investigations have given little attention to the healthy personality variables, and
62 consequently he dedicates a study to it, proving that the profile of individuals who tend to
63 concentrate their attention on the private aspects of themselves, with less experience of personal
64 wellbeing and social adaptation, have a poor assessment of themselves. Moreover, people who focus
65 their attention on the public aspects of themselves are less up-to-date and tend to behave more in
66 accordance with situational behavioral clues than with personal ones.

67 Abe, Bagozzi and Sadarangani [9] warn that self-consciousness has been little studied in the
68 field of consumer behavior. This is verified in the present review of the literature, although there is a
69 certain favorable trend towards greater applicability of self-consciousness in the consumer field in
70 the last decade. In this sense, most of the previous works have focused on public self-consciousness
71 [10,11,12,13]. In contrast, there are two studies that have analyzed the private self-consciousness
72 dimension exclusively [13,14,15]. Finally, few studies examine the three dimensions or even two of
73 them [9,16,17,18].

74 Table 1 contains a summary of some of the published works that have dealt with
75 self-consciousness in the field of consumer behavior. This table details in chronological order the
76 authors of the studies carried out, specifying the sample used and the content analyzed in relation to
77 self-consciousness: PUSC is public self-consciousness, PRSC is private self-consciousness, and SA is
78 social anxiety.

79 Table 1 shows that most papers have only focused on public self-consciousness. Therefore, in a
80 study on image management, Burnkrant and Page [10] noted that high public self-consciousness
81 subjects are more sensitive to social situations and are more inclined to act on those situations. They
82 recommend using public self-consciousness as a segmentation variable for socially consumed
83 products, and also, as a means of identifying subjects who choose products for their ability to cause
84 an external impression. In this sense, Solomon and Schopler [19] found that women high in public
85 self-consciousness are more fashion-aware. Likewise, Gould and Barak [14] related public
86 self-consciousness with various psychological and demographic variables of consumer behavior,
87 observing their influence on different aspects of the consumer's daily behavior, such as the purchase
88 of products that are socially consumed and interest in fashion. Bushman [11] revealed that high
89 public self-consciousness subjects prefer branded to unbranded products in order to improve their
90 public image. Workman and Lee [20] compared consumer vanity and public self-consciousness
91 among fashion change agents and fashion followers.

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Table 1. Self-consciousness research on consumer behavior.

Authors	Content	Sample
Burnkrant & Page (1982)	PUSC	Unspecified
Solomon & Schopler (1982)	PUSC	104 US individuals
Gould & Barak (1989)	PUSC	679 US individuals
Gould (1993)	PRSC	337 US individuals
Bushman (1993)	PUSC	160 university students and 160 non-university students
Abe et al. (1996)	PUSC, PRSC, SA	402 Japanese university students and 233 US university students
Marquis (1998)	PUSC, PRSC	250 Canadian individuals
Marquis & Filiatrault (2000)	PUSC	159 Canadian university students
Marquis & Filiatrault (2002)	PUSC, PRSC	159 Canadian university students
Dabholkar & Bagozzi (2002)	PUSC, SA	392 US university students
Marquis & Filiatrault (2003)	PUSC	159 Canadian university students
Xu, Summers & Belleau (2004)	PUSC	690 US female respondents
Xu (2008)	PUSC	96 US university students
Sun, Horn & Merrit (2009)	PUSC	21,974 individuals from 25 countries
Workman & Lee (2011)	PUSC	400 US university students
Workman & Lee (2013)	PRSC	400 US university students
Tolbert, Kohli & Suri (2014)	PUSC, PRSC	198 US consumers
López-Bonilla & López-Bonilla (2015)	PUSC, PRSC, SA	819 Spanish university students
Lennon, Kim, Lee & Jonhson (2017)	PUSC	411 US students
Shah & Amjad (2017)	PUSC, PRSC, SA	388 Pakistan consumers

Source: own elaboration.

In a study on the use of information technological self-services, Dabholkar and Bagozzi [12] conclude that high public self-consciousness strengthens the relationships between reliability and fun with attitudes, as well as between attitudes and intentions in the proposed model.

Likewise, some authors have related public self-consciousness with responsible consumption, such as Sun et al. [13], who noted that public self-consciousness moderates the relationship between social factors and the intention to follow a healthy diet. But other authors have related public self-consciousness with some negative aspects of consumers, such as Xu [21], who proved the influence of public self-consciousness on compulsive buying through materialism, finding that young consumers high in public self-consciousness are more likely to be materialistic. In contrast, Xu, Summers and Belleau [22] analyzed the relationship between public self-consciousness and the desire to buy controversial products, such as those made with alligator skin, thinking that these products can help them improve their look, but they found that this factor does not have a significant influence. Recently, Lennon, Kim, Lee and Johnson [23] examined the effects of public self-consciousness on buying behavior on Black Friday, noting that it moderates the relationship between anxiety and bad behavior on Black Friday in the case of women.

On the contrary, there are just two papers that analyzed the private self-consciousness as the only dimension exclusively. There, Gould [24] studied the combined effect of private self-consciousness and self-monitoring on the consumer's self-concept, finding that high private self-consciousness subjects and low self-monitors show greater discrepancies between their real self-concept and their ideal self-concept. Workman and Lee [15] related private self-consciousness to

118 these dimensions of consumer vanity: appearance view, appearance concern, achievement view, and
119 achievement concern.

120 On the other hand, few studies examine the three dimensions or even two of them. Abe et al. [9]
121 analyzed self-consciousness in the transcultural context, comparing Americans living in a relatively
122 independent culture with Japanese living in an interdependent culture. They concluded that
123 Americans experience greater levels of private self-consciousness than Japanese but lower levels of
124 social anxiety, and both show similar levels of public self-consciousness.

125 In addition, two authors especially study public self-consciousness, but also private
126 self-consciousness. Marquis [25], and Marquis and Filiatrault [16,17,18] analyze consumer reactions
127 in situations where there is an additional delay in entering a movie theater. Marquis [25] found that
128 people high in private self-consciousness consider the antecedents and the consequences of the
129 waiting situation in a more cautious and reflective way. Marquis and Filiatrault [16,17] noted that
130 high public self-consciousness subjects show a more negative evaluation of the experience of delay,
131 have a more negative perception of service, and this significantly results in a negative
132 word-of-mouth communication to express their dissatisfaction. Likewise, Marquis and Filiatrault
133 [18] observe that people high in public self-consciousness tend to focus their attention on the time of
134 delay, that is, they are quickly oriented towards the environment that surrounds them, blaming the
135 company, and evaluating the service negatively.

136 Finally, some more recent studies can be cited. Tolbert and Kohli and Suli [26] examined public
137 and private self-consciousness in the context of customer loyalty. These authors predict that the
138 relative price of an offer in an exclusive trade moderates the effects of public and private
139 self-consciousness on the perceptions of value. López-Bonilla and López-Bonilla [27] studied the
140 adoption of the electronic ticket from a self-service perspective through self-consciousness profiles
141 obtained from three dimensions. They found that a consumer who is high in private
142 self-consciousness but low or neutral in public self-consciousness and social anxiety is the consumer
143 profile that best explains the adoption of the electronic ticket. Shah and Amjad [28] analyzed
144 self-consciousness with its three dimensions and found that self-consciousness moderates the
145 relationship between moral intensity and neutralization techniques in the context of ethical
146 consumer decisions.

147 3. Approach and Objectives

148 The purpose of this paper is to examine the influence of the dimensions of self-consciousness in
149 the consumer adoption of online shopping. As Farias, Kovacs and Silva [29] pointed out, the Internet
150 has modified the behavior of individuals, especially on the topic of online shopping behavior. There
151 are many studies conducted on the behavior of individuals and the use of the Internet. However,
152 this broad field of study on the use of the Internet has caused some controversy. On the one hand,
153 the Internet is considered as a means that causes isolation, and on the other hand, the network is a
154 medium that offers opportunities to experience disinhibition and social competence [30]. In
155 particular, the Internet has been described as one of the most impersonal and socially distant forms
156 of communication media [31], because people spend a lot of time online, limiting the possibilities of
157 acquiring and maintaining the necessary skills to interact socially [32].

158 In contrast to the above arguments, the Internet is a social communication medium that
159 complements and spreads traditional face-to-face behaviors [33]. This is what has been called the
160 social network theory, which has been supported by many studies, which suggest that
161 communication over the Internet has enough potential to foster satisfying, long-lasting and healthy
162 relationships [34,35,36].

163 As Suler [37] suggests, Internet users say and do things that they would not normally say or do
164 in a face-to-face interaction. They feel looser and, less self-conscious, and they express themselves
165 more openly. This phenomenon has been called the online disinhibition effect, and it has been
166 related to personality variables. In some cases, it results in a slight deviation of the individual's
167 behavior, while in others it can cause relevant changes.

168 Morahan-Martin and Schumacher [38] published a paper related to the present study. In it they
169 propose that anonymity and lack of face-to-face communication on the Internet can reduce public
170 and private self-consciousness, as well as social anxiety, while facilitating prosocial behavior at the
171 same time. These authors find differences between solitary and non-solitary people regarding the
172 use of the Internet. Thus, they confirm that social behavior of solitary people on the Internet is
173 related to the effect of disinhibition. These authors suggest that the Internet provides an ideal social
174 environment for lonely people, since it allows them to interact with others more easily. The Internet
175 not only offers a wide social network, but also provides diverse models of social interaction that can
176 be particularly attractive for solitary people. Anonymity and lack of physical presence allow Internet
177 users greater control on social interaction. Therefore, the Internet facilitates disinhibition and
178 provides a space to practice and develop social skills.

179 According to these approaches, the Internet influences the personal characteristics of the
180 individual's self-consciousness, and these characteristics of the subject affect the adoption of online
181 purchasing. Consequently, this work suggests that individuals who are more inclined to adopt
182 online shopping may be conditioned by their self-consciousness. Therefore, we can assume that
183 those individuals high in social disinhibition through the Internet have a greater predisposition to
184 adopt online shopping.

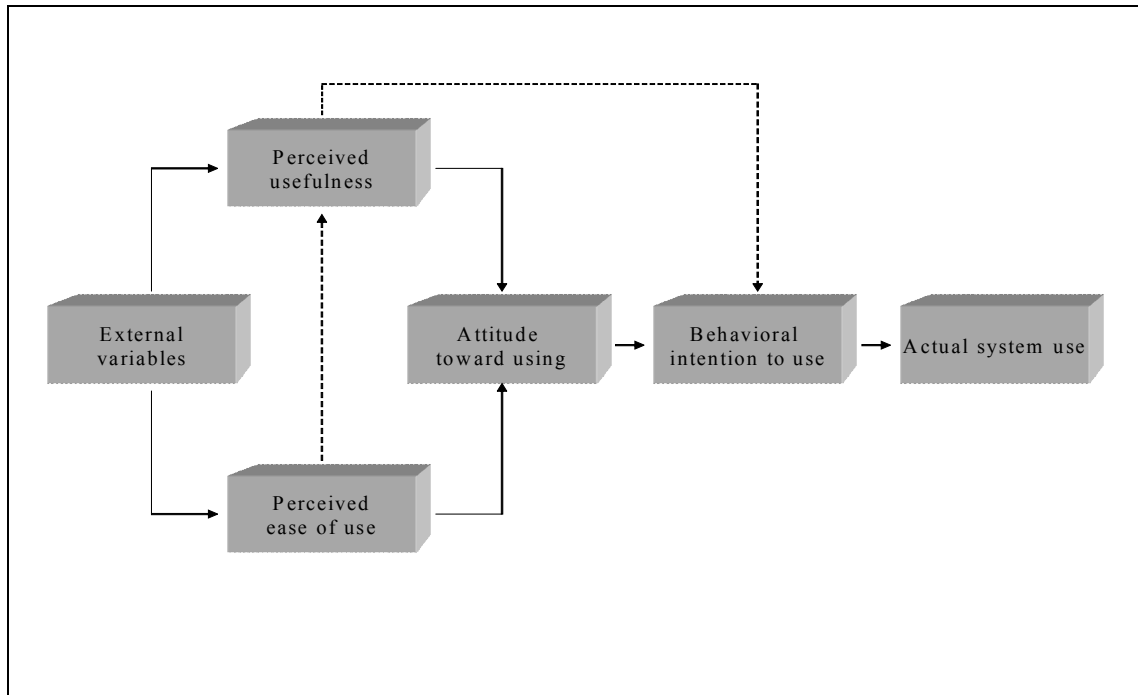
185 There are several models to measure the adoption of technology, among which the Technology
186 Acceptance Model (TAM) stands out as it is highly effective in predicting the use of any technology
187 [39]. This model has been widely applied in practice [40] and it explains the reasons for the users'
188 technology adoption [41]. Although the TAM was initially designed to be applied to organizations, it
189 has been used by many researchers to explain the adoption of various technological advances, such
190 as the Internet and electronic commerce [42]. The TAM is simple [43], but it has become a robust,
191 powerful and parsimonious model for predicting user adoption of technology [44]. Davis, Bagozzi,
192 and Warshaw [45] note that the TAM model is a specific adaptation of the Theory of Reasoned
193 Action by Fishbein and Ajzen [46] to model user adoption of information systems. These authors
194 state that the objective of the TAM is to provide an explanation of the determinants of information
195 systems acceptance, which can explain the behavior of users over a wide range of computer
196 technologies and user groups.

197 In the TAM, the attitude toward the use of an information system is founded on two main
198 determinants: perceived usefulness and perceived ease of use. Furthermore, the TAM postulates that
199 these two variables relative to a particular technology shapes the attitude towards its use and
200 behavioral intention to make use of that technology. Perceived usefulness refers to the degree to
201 which people believe that using a particular system would enhance their performance [45]. The
202 second determinant, perceived ease of use, is defined as the extent to which a person believes that
203 using a particular system would be free of effort [47]. Hence, as Izquierdo, Martínez and Jiménez
204 [48] point out, the TAM assumes that online purchases that the consumer considers easy to use are
205 very likely to lead to an increase in perceived usefulness and, in addition, the consumer seeks a
206 value from this online shopping process that other alternative channels cannot provide. Customers
207 seek for products' features, price and functionality online [49].

208 Davis, Bagozzi and Warshaw [45] and Venkatesh and Davis [44] exclude the construct attitudes
209 in their later model. However, some controversies have been generated about including or excluding
210 attitudes in the TAM [50,51,52,53,54]. In this sense, López-Bonilla and López-Bonilla [52,53] assure
211 that attitude is a necessary construct in the TAM, especially in voluntary scenarios, in which users
212 have greater autonomy.

213 As shown in Figure 1, external variables directly affect these two constructs: perceived
214 usefulness and perceived ease of use. These variables can be linked to the characteristics of the
215 technological system to be used and/or to the individual differences to use it. Therefore, this research
216 considers the three dimensions of self-consciousness as external variables. From this theoretical
217 perspective, our work aims to achieve three objectives. First, as a general and theoretical objective,
218 we try to contribute to the broadening of knowledge of self-consciousness in the field of consumer
219 behavior. Secondly, we intend to know how the dimensions of self-consciousness influence the

220 adoption of online shopping. And thirdly, we analyze the effect of online disinhibition through
 221 self-consciousness in this environment of consumer adoption of online shopping. In this sense, it
 222 would be expected that individuals characterized by greater private self-consciousness and/or lower
 223 public self-consciousness and/or greater social anxiety will be more likely to adopt online shopping,
 224 given that these personal characteristics are more related to the disinhibition effect online.
 225



226 **Figure 1.** Technology Acceptance Model (TAM). Source: [47]

227
 228 From the above theoretical approaches, the following hypotheses are tested:

229
 230 **Hypothesis 1 (H1).** Public self-consciousness influences the perceived ease of use.

231 **Hypothesis 2 (H2).** Public self-consciousness influences the perceived usefulness.

232 **Hypothesis 3 (H3).** Private self-consciousness influences the perceived ease of use.

233 **Hypothesis 4 (H4).** Private self-consciousness influences the perceived usefulness.

234 **Hypothesis 5 (H5).** Social anxiety influences the perceived ease of use.

235 **Hypothesis 6 (H6).** Social anxiety influences the perceived usefulness.

236 **Hypothesis 7 (H7).** Perceived usefulness influences the perceived ease of use.

237 **Hypothesis 8 (H8).** Perceived ease of use influences the attitude towards using technology.

238 **Hypothesis 9 (H9).** Perceived usefulness influences the attitude towards using technology.

239 **Hypothesis 10 (H10).** Attitude towards using technology influences the intention to use
 240 technology.

241 4. Materials and Methods

242 The present study is based on a sample for convenience. The data have been collected using a
 243 personal survey completed by 724 Spanish university students. Online shopping is very common
 244 among young students. This sample consists of 459 women and 265 men, all of whom buy products
 245 online.

246 We use the PLS (Partial Least Squares) method to examine the relationships of the theoretical
 247 model to be tested. PLS is a Variance-Based Structural Equation Model. As indicated by Joreskog
 248 and Wold [55], PLS is primarily intended for causal-predictive analysis in situations of high
 249 complexity but low theoretical information.

250 The variables of the proposed model are based on the TAM and on the measurement scales
 251 shown below. The perceived usefulness and perceived ease of use are based on the measures

252 employed by Davis [47], Davis et al. [45] and Dabholkar [56,57,58], using two scales with four items
 253 each in our work. The variable attitude towards online shopping is based especially on Fishbein and
 254 Ajzen [46], and Ajzen and Fishbein [59] studies, using a scale with four items. On the other hand, the
 255 measure of online purchase intention is gathered from Ajzen and Fishbein [59], and Dabholkar [56]
 256 studies, using a three-item scale. All these measures are semantic differential scales with seven
 257 response options.

258 Regarding the external variables of the model, the three dimensions of self-consciousness
 259 (private and public self-consciousness and social anxiety) are integrated independently. For this
 260 purpose we use a self-consciousness scale, an updated version by Scheier and Carver [60] based on
 261 22 items regarding the three dimensions: nine items concerning private self-consciousness, seven
 262 regarding public self-consciousness, and six concerning social anxiety.

263 5. Results

264 We study the measurement scales of the constructs included in the model to carry out the
 265 statistical analysis of the data. Therefore, in order to check the convergent validity and the
 266 discriminant validity we analyze the relationships between the variables and their items. As Hair,
 267 Anderson, Tatham, and Black [61] claim, it is necessary to fulfill these criteria in order to accept the
 268 model. Three metric tests are applied to check the convergent validity: reliability of the indicators,
 269 composite reliability and average variance extracted (AVE) from the latent variables.

270 Regarding the reliability of the indicators, all their values with respect to the variables that
 271 represent the original model of the TAM are higher than the recommended values. However, the
 272 same does not occur with the three dimensions of self-consciousness. Therefore, the results obtained
 273 have recommended to remove several items of each dimension, finally leaving three indicators of
 274 private self-consciousness, two indicators of public self-consciousness, and three indicators of social
 275 anxiety.

276 The composite reliability and the average variance extracted (AVE) are the other two measures
 277 of convergent validity. They are detailed in Table 2 once the indicators of self-consciousness have
 278 been refined. Following the recommendations of Fornell and Larcker [62], with regard to the first
 279 measure, it is observed that the values exceed the recommended minimum of 0.7 in all the variables
 280 of the model. Likewise, the values of the average variance extracted (AVE) exceed 0.5, which is the
 281 recommended value. These results prove the convergent validity of the measurement model.

282 **Table 2.** Compound reliability and variance extracted from latent variables

Variable	AVE	Compound reliability
ATT	0.5138	0.7602
PEU	0.7181	0.8355
PU	0.5411	0.7792
ITU	0.773	0.9316
PRSC	0.7354	0.9174
PUSC	0.8285	0.9354
SA	0.8008	0.9414

283 Note. ATT = Attitude; PEU = Perceived ease of use; PU = Perceived usefulness; ITU = Intention to use;

284 PRSC = Private self-consciousness; PUSC = Public self-consciousness; SA = Social anxiety

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286 The discriminant validity completes the analysis of the measurement model. As Chin [63]
 287 indicates, discriminant validity consists of verifying that variables relate more strongly to their own
 288 factor than to another factor. Table 3 shows these data, thereby testing the discriminant validity of
 289 the measurement scales used.

290

291

Table 3. Discriminant validity of latent variables

Variable	ATT	PEU	PU	ITU	PRSC	PUSC	SA
ATT	0.96519						
PEU	0.4165	0.95781					
PU	0.5175	0.5013	0.97025				
ITU	0.5206	0.4183	0.5684	0.96716			
PRSC	-0.0578	-0.0958	-0.0833	-0.0538	0.87189		
PUSC	-0.1228	-0.1423	-0.1613	-0.1137	0.3436	0.91401	
SA	-0.0721	-0.1085	-0.1034	-0.0379	0.2277	0.2919	0.88272

292

Note. ATT = Attitude; PEU = Perceived ease of use; PU = Perceived usefulness; ITU = Intention to use;

293

PRSC = Private self-consciousness; PUSC = Public self-consciousness; SA = Social anxiety

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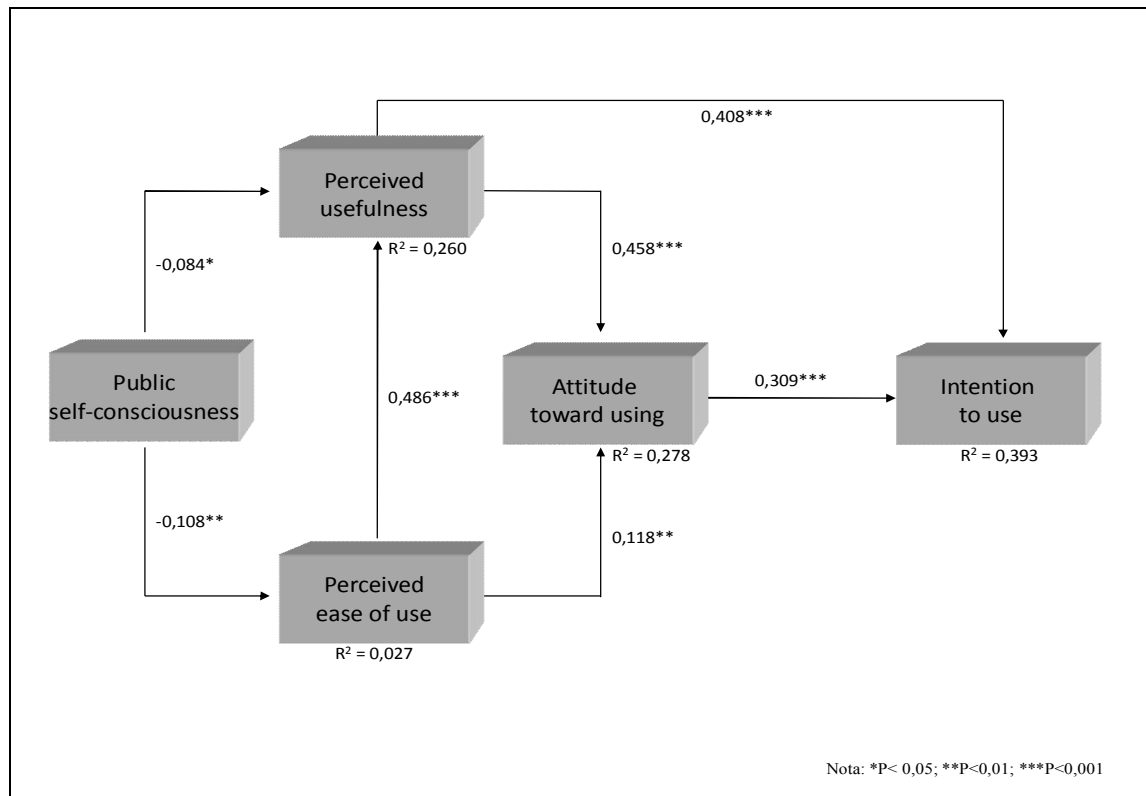
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Once the measurement scales used have been analyzed, the structural analysis of the model concludes with the empirical study. Figure 2 details these results. It is observed that all the relationships of the TAM original model have been checked. However, private self-consciousness and social anxiety do not affect any of the two assumptions of the model. Only public self-consciousness significantly influences perceived ease of use and perceived usefulness. It should be pointed out that the effect of public self-consciousness is negative in both cases, this means that a decrease in this characteristic of the individual significantly increases their perceived ease of use and perceived usefulness in terms of attitude and intention toward online shopping.



304

Figure 2. Significant results of the proposed model

305

306

307 6. Discussion and Conclusion

308 This paper analyzes the construct of self-consciousness, which contains three dimensions:
309 public self-consciousness, private self-consciousness and social anxiety. These three factors are
310 related to psychological tendencies based on oneself and one's disposition towards the social
311 environment that surrounds them.

312 Self-consciousness is a relevant psychological characteristic in the behavior of people, but it has
313 been little studied in the field of consumer behavior. Our general objective is to cover this lack in
314 electronic commerce. As the first specific objective, an empirical study was carried out to contrast the
315 influence of the three dimensions of self-consciousness in consumer adoption of online shopping.
316 The results obtained indicate that self-consciousness affects consumer adoption of online shopping.
317 In particular, public self-consciousness directly influences perceived usefulness and perceived ease
318 of use. Furthermore, private self-consciousness and social anxiety do not have a direct impact on
319 these two constructs. This means that private self-consciousness and social anxiety do not imply an
320 intention to accept online shopping. Therefore, hypotheses H1 and H2 have been accepted, in
321 addition to the basic hypotheses posed by the Technology Acceptance Model (TAM): hypotheses
322 H7, H8, H9 and H10.

323 The second specific objective of this study was that the adoption of online shopping would have
324 a greater interest for those individuals to whom the use of this technology would give a higher
325 degree of social disinhibition. The results seem to support this idea to a limited extent. There is
326 evidence that anonymity and lack of face-to-face communication on the Internet can influence the
327 adoption of online shopping. These results are in line with the studies of Morahan-Martin and
328 Schumacher [38], but in the consumer field, since the decrease in public self-consciousness has an
329 effect on the adoption of online shopping. In this way, low public self-consciousness subjects are
330 more likely to use the Internet to purchase. The Internet can be considered as a form of social
331 communication complementary to face-to-face interaction, which can reduce the individuals' social
332 limitations, increasing their disinhibition in online shopping.

333 One of the advantages of this study compared to others on self-consciousness in the consumer
334 field is that it empirically analyzes the three dimensions of self-consciousness at the same time. Most
335 of the previous work on the subject has focused on just one dimension, few on two of the
336 dimensions, and even fewer on the three dimensions. The analysis of the three dimensions together,
337 comparing the relative influence of each of them, is closer to reality. Previous studies that have
338 focused on one or two components of self-consciousness entail a restriction of information and a bias
339 in that self-consciousness must be considered conceptually as a combination of the three
340 dimensions.

341 Regarding the implications of this work, it is necessary to understand consumer buying
342 behavior in order to design an adequate marketing strategy to attract the consumer to purchase
343 products offered by organizations. The electronic ticket is a basic or standardized product, hence
344 consumers do not buy it for the social impact they can cause, as Burnkrant and Page [10] state, but
345 quite the opposite. In line with Bushman [11], individuals high in public self-consciousness may
346 reject products that they consider more basic and cheaper than those offered in other sales channels.
347 Therefore, passenger transport companies can adopt marketing strategies to market their tickets
348 online focusing on the internal motivations of individuals rather than the public image that can be
349 conveyed with the purchase of these products.

350 The main limitation of this paper is the use of a homogeneous sample with individuals of
351 similar ages and educational levels. Although it is not possible to generalize these results to the
352 whole population, a homogeneous sample is useful and advisable to verify theoretical models based
353 on the study of behavior [64]. Another limitation of this study is the fact that it is based on a single
354 product, even if it is one of the best selling products on the Internet. On the other hand, a widely
355 recognized model has been used to explain the adoption of technology, the Technology Acceptance
356 Model (TAM), although it is based on a more utilitarian perspective. However, future research can
357 analyze online shopping from a more hedonistic approach and compare it with the utilitarian
358 perspective. It is also possible to study self-consciousness profiles that identify the three dimensions

359 in the population in relation to the use of social networks, given its relation with the psychosocial
360 characteristics of people.

361 **Author Contributions:** Conceptualization, J.M.L-B., L.M.L-B., B.S-A.; methodology, J.M.L-B., L.M.L-B.;
362 validation, J.M.L-B., L.M.L-B.; formal analysis, J.M.L-B., L.M.L-B.; investigation, J.M.L-B., L.M.L-B., B.S-A.;
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