

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

**Cäzilia Loibl<sup>1</sup>**  
**Soo Hyun Cho<sup>2</sup>**  
**Florian Diekmann<sup>3</sup>**  
**Marvin T. Batte<sup>4</sup>**

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**

Bearden, W. O., Hardesty, D. M., & Rose, R. L. (2001). Consumer self-confidence: Refinements in conceptualization and measurement. *Journal of Consumer Research*, 28(June), 121-134.

---

<sup>1</sup> 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

<sup>2</sup> 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

<sup>3</sup> Instructor, University Libraries, The Ohio State University, Columbus, Ohio 43210, Phone: (614) 688-8413, Fax: (614) 688-0505, E-mail: diekmann.4@osu.edu

<sup>4</sup> 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