MAKETING COLLOQUIA
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Where: 741 JMHH
When: 3:00 PM to 4:20 PM

IT WASN’T ME: THE EFFECT OF PERCEIVED SELF-DIAGNOSTICITY ON ADHERENCE TO GOALS AND STANDARDS

ABSTRACT: Consumers want to see themselves in a positive light and everyday choices can serve this purpose. The present research advances a model of “self-diagnosticity” in which people are more likely to adhere to the goals and standards they value for actions they deem most representative of their own traits and characteristics (i.e., self-diagnostic actions)—because they wish to maintain a positive self-concept. We identify specific factors that influence perceptions of self-diagnosticity and hence adherence to valued goals and standards: (1) the position of an action in a sequence of actions towards a goal, (2) the “illusory position” of a choice in a constructed sequence, and (3) the incidental perceptual impact of an action in its immediate environment. We demonstrate these patterns of judgment and behavior in a wide variety of contexts including ethics, religion, task performance, health, finances, charity, and voting.