

MARKETING COLLOQUIA

FALL 2013

Maferima Toure-Tillery

Assistant Professor of Marketing
Northwestern University

Thursday, December 05, 2013

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-diagnosticsity” 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-diagnostics actions)—because they wish to maintain a positive self-concept. We identify specific factors that influence perceptions of self-diagnosticsity 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.