

The Double-Edged Sword of Self-Trackers: How Self-Quantification Affects Self-Control in Narcissistic versus Non-Narcissistic Consumers

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Abstract

The use of self-trackers has increased substantially over the last years. Technological advancements allow consumers to measure their level of exercise, energy, sleep, mood, and heart rate, or in other words, to quantify themselves. While research has shown both positive and negative consequences of self-quantification, the field lacks understanding of when self-quantification has predominantly positive versus negative effects for consumers. We propose that the complexity and diversity of self-quantification effects can be explained through narcissism. Across 3 experiments, including a field experiment using actual self-trackers and measuring real (chocolate) consumption behavior, we show that self-quantification decreases self-control for non-narcissistic consumers, whereas it increases self-control for narcissistic consumers.

Keywords: *self-quantification; narcissism; self-control*

Track: Consumer Behaviour