

Self-Quantification: A Conceptualisation & Avenues for Marketing Research

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Abstract

Individuals continuously measure, collect and analyse their data to gain insights into various facets of their lives. This phenomenon is called self-quantification (SQ) or, on a more general level, self-tracking (ST). Research on SQ expanded since 2010 but appears scattered across disciplines. This paper aims to provide perspectives to the subject of SQ in marketing and contributes to the discussion on SQ in three ways. It provides a multidisciplinary overview of the definitions of SQ, delimitating SQ from adjacent terms. It offers a new definition of SQ. Finally, the paper identifies several research avenues to guide future research on SQ.

Subject Areas: *Attitude, Consumer Behaviour, Information Systems*

Track: Consumer Behaviour