

# Me, My Wearable and I: Exploring the relationship between young consumers and their self-tracking

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## **Abstract**

Wearable devices and applications have been associated with healthy lifestyles. Most studies have explored these technologies under a user classification in terms of technology acceptance. Little is known on how consumers develop relationships with these technologies from a young age, and how these are redefined during the course of their lives. This paper adopts a self-concept theory approach and a life story technique in order to decipher these embedded relationships. The findings reveal polarised relationships related to self-tracking from the digitized 'self' being in control to the digitized 'self' being under control. Our study has key theoretical and policy implications, as it highlights the importance of young consumer education as well as the importance of focusing on a wider frame of what constitutes healthy lifestyles and the role of self-tracking technologies.

**Keywords:** *Wearables; Self-tracking ; Healthy lifestyles*