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I do as I am: understanding and leveraging identity to promote smoking cessation and physical activity

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Understanding and leveraging identity to promote smoking cessation and physical activity

Kristell Maryse Penfornis

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The research presented in this dissertation was undertaken at the Health, Medical and Neuropsychology Department, Institute of Psychology, Leiden University, The Netherlands.

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Chapters 2, 3, 4, 6 and 7 of this dissertation present newly conducted research within the scope of the interdisciplinary *Perfect Fit* project. Study 3 in Chapter 6 falls outside the formal scope of *Perfect Fit*, but the data analyses and manuscript preparation were undertaken within the project due to the strong thematic alignment with its objectives. Chapter 5 and Study 3 in Chapter 6 draw on the same overarching dataset. However, they examine different variables and subsets of data to address distinct research questions.

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“Every action you take is a vote for the type of person you wish to become.”

— James Clear (*Atomic Habits*)

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