
Individuals with mental disorders (MD) not only struggle with functional impairment; they must also manage the stigma accompanying their diagnosis. In this research we explore the role of the marketplace as a resource to help consumers cope with MD-related stressors. Coping efforts are actions taken to protect, maintain, or restore wellbeing. However, the coping literature is largely silent on the process through which this is achieved. Our findings suggest the marketplace helps consumers cope by restoring or bolstering one of three conceptually distinct aspects of the self-concept: self-esteem, self-efficacy, and self-compassion. The self-concept goals prove differentially effective for wellbeing. We advocate future coping research focus on understanding self-concept goals rather than specific coping strategies. We also present recommendations for consumers and marketplace stakeholders to promote self-concept goals and wellbeing outcomes.