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An Eriksonian Approach to Consumer Identity

Sandra Rathod
Purdue University

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For the degree of Doctor of Philosophy

Is approved by the final examining committee:

Richard A. Feinberg

Chair

Richard Widdows

Sejin Ha

Christopher Kowal

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Approved by Major Professor(s): Richard A. Feinberg

Approved by: Thomas J. Templin

Head of the Graduate Program

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Date

AN ERIKSONIAN APPROACH TO CONSUMER IDENTITY

A Dissertation

Submitted to the Faculty

of

Purdue University

by

Sandra R. Rathod

In Partial Fulfillment of the

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of

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West Lafayette, Indiana

To Braxton and Maneka, my greatest works of all time.

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ABSTRACT

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Ego development is the fifth stage in Erikson's Lifecycle Development theory (1959) and is a major psychosocial stage beginning in adolescence and lasting into emerging adulthood. Past research based upon Marcia's Ego Identity Status Paradigm (1996) has investigated a number of ideological and interpersonal domains relevant to one's ego identity, however in today's consumer societies, where what you have is at least as important as who you are or what you do, an Eriksonian approach to consumer ego identity (CEI) has never been broached. This study is intended to establish a reliable and valid measure of consumer ego identity based upon Marcia's Ego Identity Status Paradigm (1966) and to investigate the relationship between one's consumer ego identity (CEI) status and consumer behavior, specifically consumer decision-making.

A sample of 320 students took part in the study. Participants completed the Extended Objective Measure of Ego Identity Status (EOMEIS-2; Adams, Bennion, & Huh, 1989) with a number of additional

questions designed to measure consumer ego identity (CEI) status, the Consumer Styles Inventory (CSI; Sproles & Kendall, 1986) and a short demographic questionnaire. The 16-item CEI scale was evenly distributed across the four CEI statuses. The scale developed had desirable psychometric properties with Cronbach's alphas ranging from .67 to .86 and split-half reliability Spearman-Brown coefficients ranging from .76 to .93. Factor analysis with a Promax rotation was conducted to reveal a 9-factor solution: Perfectionist, Hedonic, Brand Conscious, Impulsive, Confused by Overchoice, Habitual, Variety Seeking, Value Conscious and Fashion Conscious consumer decision-making styles.

Each participant's CEI status was assessed along with their scores for each of the consumer decision-making styles. A series of one-way Analysis of Variance (ANOVAs) were carried and, as predicted, significant differences were revealed between the CEI statuses and 5 of the 9 consumer decision-making styles. In addition, a series of multiple regression analyses were conducted. The CEI statuses and the demographic variables, age and sex as covariates, were regressed upon the 9 consumer decision-making styles to more fully understand the predictive relationship between the variables. As predicted, significant results were found for 6 of the 9 multiple regression models.

Several of the hypotheses were supported. The consumer ego identity statuses are good predictors of the consumer decision-making

styles that individuals rely upon in the marketplace. Findings are discussed in the context of understanding individual consumer development in a consumer society.

INTRODUCTION

Identity is a powerful social construct that has received a great deal of interest in academia. Since 1960, the number of scholarly works related to the study of identity has increased by a factor of 49.5; from 5,296 in the 1960s to nearly 100,000 in the 2000s (Vignoles, Schwartz, & Luyckx, 2011). Identity is a subject of inquiry in diverse fields such as psychology, sociology, anthropology, political science and education; each field defining the term slightly different and using different methodologies to explore the identity issues. While each of these fields is interested in different aspects of identity, identity experts generally agree that young adults in developed societies face a fast-paced, complex and demanding environment brimming with possibilities and personal choices. At the same time, these same societies provide fewer rules, support and guidance than ever before (Côté, 2000). As society continues to become more complex, so does the task of constructing a sense of self-continuity or identity (Sue, Pharam, & Santiago, 1998).

One's identity is informed, in part, by the environmental and cultural contexts they live in. Cultures are comprised of values, beliefs, customs, traditions, symbols, norms and institutions that shape one's

perception and guide one's behavior (Assadourian, 2010). One of the dominant cultural paradigms that play a role in one's identity in many developed societies of the world is consumerism. McGregor (2002) defines consumerism as:

“ . . . an acceptance of consumption as a way to self-development, self-realization and self-fulfillment. In consumer driven society, an individual's identity is tied to what she/he consumes.”

(McGregor, 2002, p.2)

Over the past 50 years consumer behavior has grown as a popular area of inquiry in academic literature and popular press (MacInnis & Folkes, 2010). Consumer behavior is a sub-discipline of marketing and psychology which involves the study of:

“ . . . people operating in a consumer role involving acquisition, consumption and disposition of marketplace products, services and experiences.”

(MacInnis & Folkes, 2010, p. 900)

Consumer researchers in this area believe that consumption plays an important role in defining oneself and creating one's identity. The consumer identity literature is rooted in sociology (e.g., Burke & Reitzes, 1981; Hoelter, 1983; Piliavin & Callero, 1991; Stryker, 1980) and often focuses on how consumption contributes to self-definition (e.g., Belk, 1988; Katz, 1960; Levy, 1959; Munson & Spivey, 1981). Consumer

identity in this sense looks to the role of consumption in the construction and maintenance of one's identity as a signal to others.

The study of identity has been built, in large part, on a foundation of the Eriksonian Theory of Identity. Despite the large body of literature in the area of personal and social identity driven by Erikson's Theory and the central importance that consumption has in consumer societies, research that addresses the relationship between the Eriksonian Ego Identity construct and the consumer domain is virtually non-existent. Most of the consumer research on identity is focused on personal and/or social identity, but not the ego identity which is fundamental to the both personal and social identity. Therefore, examining ego identity in the consumer domain could shed light on the effects of one's consumer ego identity (CEI) on consumer decision-making and behavior. This study is groundbreaking in the application of this theoretical application.

This study extends Erikson's Lifecycle Development theory into the realm of consumer behavior, validates its application and determines how consumer ego identity (CEI) status affects consumer behavior, specifically consumer decision-making.

REVIEW OF LITERATURE

This study focuses on establishing a new ego identity domain related to the area of consumption and investigating how consumer ego identity (CEI) status influences consumer decision-making. This review of the literature first establishes justification for the inclusion of the consumer domain in the ego identity framework and explores the psychological construct of CEI by investigating the relationship between CEI and consumer behavior, specifically consumer decision-making.

Rise of the Consumer Culture

Consumption is a ubiquitous activity, however if we consider consumption in its historical and societal contexts we begin to understand consumer cultures. In consumer cultures the mundane act of consumption is a central value that permeates every aspect of life (Allen & Anderson, 1994). Individuals in these societies live to consume and consume to live.

The rise of consumer culture can be traced back to the Industrial Revolution of the eighteenth century when the introduction of technological innovations created extreme societal shifts from a rural, agrarian-based society to an urbanized, industrialized, market-driven

society which is fundamental to the cultural and economic landscape of today's "developed" societies (Grenier, n.d.). In addition to the technological advances of the Industrial Revolution, Adam Smith (1776), a Scottish economist and philosopher, released *The Wealth of Nations*, a book that has become fundamental to today's capitalist, market-driven economies. In his book Smith (1776) argued that the pursuit of material goods was beneficial for all including the producer, the consumer and the government. The innovations that define the Industrial Revolution made it possible for companies to create more goods with less manual effort which in turn increased workers' incomes and standards of living while at the same time allowed for more leisure time and wider availability of material goods than ever before. These new opportunities had enormous influence on people's beliefs, values, attitudes and behaviors, particularly the significance of consumption in everyday life. Consumption was no longer simply a mundane activity, but a show of social status and one's degree of affluence.

In addition to the Industrial Revolution and shifts in economic thought and policy, several other historical events contributed to the rise of today's consumer societies. In 1850 the first department store opened which promoted the availability of consumer goods and turned shopping into a favorite leisure time activity for the masses (Whitaker, 2011). Before the turn of the twentieth century N.W. Ayers & Son, the first

advertising agency, began. By the 1920s advertising revenues had grown by 500% to more than a half a billion dollars persuading consumers to buy, buy, and buy more (Schlereth, 1991). These factors combined to create an economic phenomenon of expansion and growth; greater personal wealth and increased disposable income generated greater consumer demand which continued to energize the expanding economy.

The introduction of installment credit in the 1920s also helped foster consumer demand. The post-World War II baby boom and the rise of suburbia in the 1950s advanced Americans' passion to consume. In the 1980s, President Ronald Reagan's pro-industrial economic policy added to the celebration of affluence with the rise of the Yuppie lifestyle which placed even more value on one's income and ownership rather than more traditional measures of one's worth such as one's life philosophy, character or work (Page, 1992). In 2001 after the World Trade Center attack in New York, a final event to highlight the significance of consumption in America, President George Bush, in a speech to the nation, encouraged Americans to go shopping as an act of patriotism and defiance:

"Today, millions of Americans mourned and prayed, and tomorrow we go back to work. Today, people from all walks of life gave thanks for the heroes; they mourn the dead; they ask for God's good graces on the families who mourn, and tomorrow the good people of America go back to their shops, their fields, American factories, and go back to work."

(Bush, 16 Sept. 2001)

The rise of consumer culture has changed modern life in many ways. Weber (1958) noted that consumer culture has changed most individuals' general approach towards life from a more humanistic, subjective approach based on tradition, morality, emotion and custom towards a more objective, means-end approach (Habermas, 1985). In addition to evolving societal values, it appears that the social, economic and cultural changes in consumer societies have contributed to a shift in the psychological and sociological developmental path to adulthood, which has led to a new life stage referred to as emerging adulthood (Arnett, 2000).

Emerging Adulthood: A New Developmental Life Stage

Prior to the Industrial Revolution the transition from adolescence to adulthood was relatively short-lived and societally prescribed in most instances. Communities were locally based and one's adult role in life was dependent on community expectations, parental status, religion and other socio-economic factors that prescribed one's adult roles fairly clearly (Haberman, 1984). If an individual decided not to adopt his/her prescribed role in society he/she was most likely shunned from the community and often had a difficult life without community support. However, the normative psychosocial development has changed over the last 60 years and that prompted Erikson's (1968) book, "Childhood and Society". In this work Erikson postulated a theory of adolescent ego

identity development that takes place during adolescence, between 10 to 18 years of age. Erikson argued that it was during the adolescent developmental period that most young people explored alternatives and committed to life choices (e.g., values, reference groups, occupation, religion, gender roles, etc.) before entering adulthood. Before the 1970's most people were married, had a mortgage and at least one child by the age of 20 (Arnett, 2007), but tremendous societal change occurred during the second half of the 20th century. Modern society offered young people more freedom and opportunity than ever before to make their own decisions, but this freedom came with a cost. The societal structures that once supported young people in their quest for identity and adulthood were less prevalent, thus making the transition period even more challenging than before. Today, young people must rely more and more on their own personal resources and sense of agency to consciously explore and weigh life's alternatives prior to making commitments under increased pressure of not only making commitments that will impact their future lives, but making the "right" choices (Côté, 2000; Elkind, 1998; Mayer, 2004).

This freedom and lack of societal structure has led to an extended exploration period for young people prior to taking on adult roles and responsibilities. Several demographic shifts have occurred that support the notion of extended exploration. Young women's participation in

higher education has grown from a 25% to 60% since the 1960s and in 2011 women represented approximately 63% of college graduates (National Center for Educational Statistics, 2012). More young people (18-24 year olds) are seeking higher education than ever before which in turn is impacting the median age of marriage. From 1950 to 2010 the median age of first marriage increased from 20 to 26 years of age for women and from 22 to 28 for men (Copen, Daniels, Vespa, & Mosher, 2012). The average childbearing age for women has also increased; between 1990 and 2008 the average age of women having her first child to 25 years of age. Many women do not have their first child until well into their 30s with 14% of women over the age of 35 bearing her first child; a rise of 5% between 1990 and 2008, and often outside of the context of marriage (41% children born outside of marriage, a 14% increase between 1990 and 2008) (Copen et al., 2012). Another demographic change that is indicative of the extended exploration period of modern, developed societies is the increased change of residency for young people. In today's society many young people first leave home around the age of 18, go to university, live in dorms, try cohabitation with friends and/or intimate partners, perhaps move back home and then move again for work (Livingston & Cohn, 2010). According to Arnett (2000, 2004), the lack of societal and institutional structure combined with the increased freedom and prolonged exploration prior to

foundational commitments of adulthood have given rise to a new developmental lifecycle referred to as emerging adulthood which takes place after adolescence, but before adulthood.

Arnett (2000) points out that while identity exploration may begin in adolescence it is not until emerging adulthood that many identity questions become personally relevant in today's developed societies. Even in Erikson's (1950) early work he recognized that some individuals experienced extensive periods of exploration that lasted well beyond adolescence, however it was the exception rather than the rule. Today, it is this extended exploration is the norm in most developed, post-industrial societies (Côté & Allaker, 1996). Emerging adulthood is the time to explore possibilities and form a unique, personal identity. It has become the crucial developmental turning point for young people in today's complex modern societies to either explore choices (i.e., beliefs, values and personal priorities, etc.) and integrate and re-integrate those commitments into one's personality or, alternatively, elude this difficult time and randomly take on the beliefs and values of others with little thought or commitment (Urban Youth Workers Institute, n.d.).

Identity

The concept of identity has intrigued psychologists, sociologists and philosophers for more than a century. William James, the noted

American-born, 19th century philosopher and psychologist wrote about successful identity synthesis more than a century ago:

A man's character is discernible in the mental or moral attitude in which, when it came upon him, he felt himself most deeply and intensely active and alive. At such moments there is a voice inside which speaks and says: "This is the real me!"

(James, cited in Erikson, 1968, p. 199)

Throughout history scholars have spoken of and tried to define identity but it was not until 1950 when Eric Erikson, a Freudian-trained psychoanalyst, introduced his theory of Psychosocial Personality Development that the concept of identity became a mainstream focus.

Psychosocial Development

Erikson's Psychosocial Theory of Life-Cycle Development consists of 8 epigenesis stages of personality development (see Figure 1) each with a central task of resolving a distinct life crisis. Each crisis represents an intra-psychic conflict of opposite extremes relevant but covert during each developmental stage. The resolution of each successive stage is accomplished through the individual's unconscious understanding, acceptance and integration of each of the extremes present in the conflict. For example during infancy the crisis is trust versus mistrust. The positive resolution of Infancy leads to hope, drive and a general confidence in people and life; while a negative resolution can lead to a

lack of confidence or hope, sensory distortion and mistrust of life and others (Erikson, 1950) (see Figure 1). Erikson theorized that it was

	Erikson's Psychosocial Stage	Life Stage Significant Relationships Issues	VIRTUE <i>Strength</i>	MALADAPTION <i>Malignancy</i>
1	Trust vs. Mistrust	Infancy Mother Confidence in life, people, self, future	HOPE <i>Drive</i>	WITHDRAWAL <i>Sensory Distortion</i>
2	Autonomy vs. Shame & Doubt	Early Childhood Parents Awareness of one's will and how to apply it	WILL <i>Self-Control</i>	COMPULSION <i>Impulsivity</i>
3	Initiative vs. Guilt	Play Age Family Ability to create goals & do things on own	PURPOSE <i>Direction</i>	INHIBITION <i>Ruthlessness</i>
4	Industry vs. Inferiority	School Age Teachers, Friends, Neighborhood Awareness of one's own abilities	COMPETENCE <i>Method</i>	INERTIA <i>Narrow Virtuosity</i>
5	Identity vs. Role Confusion	Adolescence Peers, Groups, Influences Commitment to being true to self and others	FIDELITY <i>Devotion</i>	REPUDIATION <i>Fanaticism</i>
6	Intimacy vs. Isolation	Young Adulthood Lovers, Friends, Work Commit to other, reciprocal relationships	LOVE <i>Affiliation</i>	EXCLUSIVITY <i>Promiscuity</i>
7	Generativity vs. Stagnation	Adulthood Children, Community Concern for others, desire to help younger	CARE <i>Production</i>	REJECTIVITY <i>Overextension</i>
8	Integrity vs. Despair	Old Age Society, The World, Life Reflect on past, draw conclusions	WISDOM <i>Renunciation</i>	DISDAIN <i>Presumption</i>

Figure 1. Erikson's Lifecycle Development Stages

one's ability to balance the two extremes with an inclination toward the positive that allows for the successful resolution to each stage. As is indicative of developmental theories, each successive stage is dependent

on the foundation provided by the previous stages. Thus, successful resolution of, for example Erikson's fifth stage, identity versus role confusion, is dependent upon the resolution of all previous stages, infancy through school-age. While resolution occurs toward the end of each stage, each of the stages are never fully resolved, but instead fluidly revisited throughout one's life as context dictates (Sneed, Schwartz, & Cross, Jr., 2006).

Erikson's Psychosocial Development Theory is borne from a clinical perspective, articulated with psychoanalytic theoretical underpinnings and supported with anecdotal, experiential evidence that adds to its richness, breadth and appeal. However, empiricists criticize the theory for its lack of precise operational definition, difficulty in validating the chronological timing of the stages (Ciaccio, 1971; Constantinople, 1969; Côté & Levine, 1988), gender biases in the early development of the theory (Caplan, 1979; Franz & White, 1985; Gilligan, 1982; Logan, 1986; Vaillant & Milofsky, 1980) and possible cultural bias (Marcia, 1983). Notwithstanding, Erikson's theory continues to provide valuable and influential insight into personality development over the life course (Kroger & Marcia, 2011).

Erikson's theory is a framework from which a rich research tradition has grown and while each of the 8 life-cycle stages have been investigated the stage that has generated the most interest is the fifth

stage, identity versus role confusion. This stage begins during adolescence and continues through emerging adulthood (Côté, 2006). Over the past 60 years the interest in identity has grown in popularity. Googling the term “ego identity research” returns more than 17 million results including thousands of popular press and academic journal articles (Google, n.d.). The importance and influence of this developmental theory is also demonstrated by its inclusion in introductory psychology textbooks, the initiation of numerous academic journals that focus on identity or some aspect of it and the formation of several special interest groups for those interested in identity (Kroger, 2007).

Identity vs. Role Confusion

Identity is a multi-dimensional concept that can be explored from many different disciplinary perspectives including historical, philosophical, sociological and psychological (Grotevant, 1998). Each of these disciplines has a different focus and a slightly different definition of identity; however they all share the same premise - that identity is an organized, integrated sense of self with a constantly changing balance between self and other; continuity and flux; subjectivity and objectivity (Kroger, 2007). Erikson explains this integration and reintegration:

“. . . identity is never gained nor maintained once and for all. Like a good conscience, it is constantly lost and regained, although more lasting and more economical methods of maintenance and restoration are evolved and fortified in late adolescence.”

(Erikson, 1956, p. 74)

During Erikson's 5th stage, identity versus role confusion, individuals are pre-occupied with defining the self by answering the questions “who am I” and “where am I going.” It is a time when individuals gain a sense of self continuity. The construction of one's identity integrates disparate identifications of the childhood past and links them to the adult future impacting how all impending events will be experienced, reacted to and acted upon for life's entirety (Marcia, Waterman, Matteson, Archer, & Orlofsky, 1993). If the integration is successful, the unified identity has a kind of synergy about it (Erikson, 1959).

Erikson stresses the difference between identity formation and identity construction. The former is the act of one simply becoming aware of his/her place in the world, as opposed to the latter which is a process of active integration of the past and making choices about the future, in part, a self-constructed future (Marcia et al., 1993).

The outcome of a well-integrated ego identity is not only a continuous sense of knowing “who I am” and “where I am going”, but also a general sense of well-being (Erikson 1950, 1968) and is dependent

upon parental support and understanding, self-agency and one's self-reflective abilities. Individuals with a well-formed identity structure, i.e. ego identity Achieved individuals, feel as if they have a sense of personal responsibility and influence on the outcomes in their lives, while individuals with a Diffuse identity structure, role confused individuals, tend to have little sense of personal responsibility and feel they have little control over events in their lives (Fadjukoff, 2007).

The concept of identity according to Erikson (1975, 1980) is tripartite in nature constructed of: the ego identity, which is deeply private and holds basic beliefs about one's sense of self; the personal identity which is used to distinguish one's self from others through goals, values and beliefs; and the social identity, which is the collection of social roles one plays.

"Ego identity, then, in its subjective aspect, is the awareness of the fact that there is a self-sameness and continuity to the ego's synthesizing methods and a continuity of one's meaning for others"

(Erikson 1963, p. 87)

Identity is formed by the interaction of one's biology, psychology (needs, interests and defenses) and cultural context(s) and takes shape where the individual and his/her context intersect. An individual and his/her societal context(s) are intertwined in such a way that one influences the other. The relatively recent rise of the consumer society provides a new

and different context for identity construction; one that developmental psychologists and Eriksonian scholars have not yet recognized and which emphasizes personal meaning through what we have, not “who we are”.

Erikson (1959) actually observed this American societal trend in his book, *Identity and the Life Cycle*:

“In a culture once pervaded with the value of the self-made man, a special danger ensues from the idea of a synthetic personality: as if you are what you can appear to be, or as if you are what you can buy”

(Erikson, 1959, p.100).

Operationalization of Identity

James Marcia’s work (1966; 1967; Marcia et al., 1993) has been particularly influential in further detailing and operationalizing Erikson’s meaning of identity. Marcia (1966) crafted the Identity Status Interview (ISI) to empirically measure ego identity construction during late adolescence. This put the study of Erikson’s theory solidly in the lap of behavioral and empirical psychologists. Marcia’s (1966) Identity Status Paradigm assesses an individual’s identity status based upon the presence or absence of two independent dimensions referred to by Erikson (1963), exploration and commitment. Exploration refers to a period of questioning, discovery and assessment of various available alternatives (Grotevant, 1987; Marcia, 1988), while commitment represents one’s loyalty to a set of ideals, values and/or beliefs (Marcia,

1988). When the dimensions are combined a 2 x 2 matrix is formed with each quadrant representing a unique identity status (Marcia, 1966) (see Figure 2). The achieved status, Erikson's syntonic resolution of one's identity crisis, represented in quadrant I exemplifies the most sophisticated ego identity status and is present when an individual has gone through a period of exploration, sometimes referred to as "crisis", and made personal commitments to certain ideologies or beliefs.

Moratorium, quadrant II, is a time of "identity crisis" marked by extensive exploration of alternatives and a lack of commitment to any.

Quadrant III represents the foreclosed ego identity status and is marked by deep personal commitment to certain ideologies without the exploration and/or consideration of other possible alternatives.

Commitments made by individuals with a foreclosed identity status are often reflective of parental wishes or other authority figures (Marcia, 1966).

The diffuse identity status illustrated in quadrant IV is the least sophisticated identity status and is characteristic of an individual lacking both exploration and commitment. A diffuse individual may have never had a period of exploration either due to lack of personal relevance or because the individual shunned the complex task of identity construction and randomly accepted values presented in media or peers (Buckingham, 2008; Waterman, 1993).

Marcia's semi-structured interview originally covered the ideological domains, occupation, politics and religion, initially identified by Erikson. However over the years the ISI has been extended to into the interpersonal domains of friendship, dating and sex roles (Grotevant, Thorbecke, & Meyer, 1982) and conferred identities (Phinney, 1990; 1992; Phinney & Alipuria, 1990).

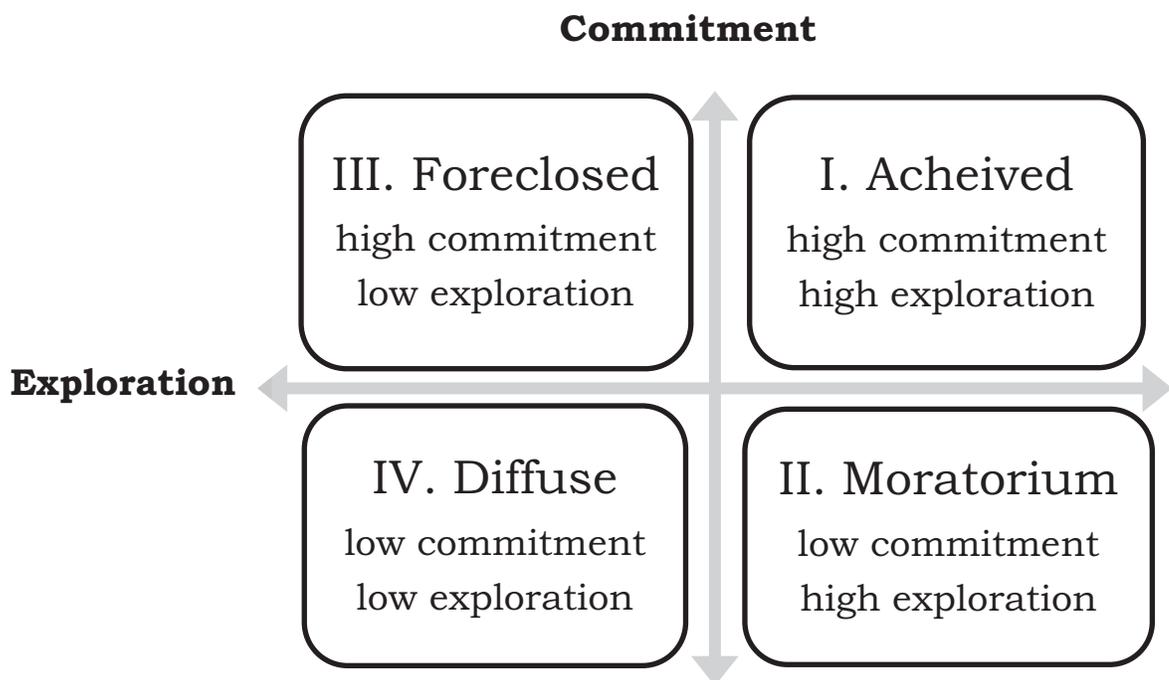


Figure 2. Marcia's Identity Status Paradigm

Today, the ISI is standardized and empirically valid with an inter-rater reliability that ranges from 80% to 85% (Kroger, 2007). Several research projects using modified versions of Marcia's ISI have been conducted with individuals of differing ages to better understand the

timing of identity construction. Ciaccio (1971) used a story telling technique with young boys ranging in age from 5 to 11 and found that only a few of the 11 year olds were beginning to have any identity concerns. Further research shows that identity is not a central concern for young people in today's society until college years (Arnett, 2004). Meilman (1979) conducted a cross-sectional study with college-bound and college-age students ranging in age from 11 to 24 using an identity interview. While the youngest participants were nearly all in the foreclosed or diffuse statuses, older high school students showed an increase in identity achievement and that trend continued with the college-age participants. Archer (1985) and Archer and Waterman (1983) conducted longitudinal studies tracking the identity development of college students and also observed a shift from less sophisticated identity statuses (diffuse and foreclosed) to more sophisticated statuses (moratorium and achieved) from freshman to senior year in college. Numerous other studies have also confirmed this trend (i.e., Adams & Fitch, 1981, 1982; Constantinople, 1969; Waterman & Goldman, 1976).

Marcia's semi-structured interview method is not ideal for all identity research. Interviews are difficult to administer to large groups, lack continuous scores which allow for rigorous empirical analysis and many researchers have limited resources thus, making the use of interviews cumbersome. To address these limitations various researchers

created paper and pencil questionnaires to assess identity status. The Extended Objective Measure of Ego Identity Status (EOMEIS-2) is one of most widely accepted identity status questionnaires due to its ease of use and high reliability and validity (Adams, Bennion, & Huh, 1987; Adams, Shea, & Fitch, 1979; Craig-Bray & Adams, 1986; Grotevant & Adams, 1984; Jones & Streitmatter, 1987).

Identity Domains

Ego-identity construction is a process during which adolescents evaluate and integrate roles and skills acquired during childhood into a coherent multi-dimensional self (Erikson, 1963). Based upon clinical experience and field observation, Erikson (1963) originally theorized that identity was constructed around five domains including sexual, religious, political, ideological and occupational, however he acknowledged that there may be more domains relevant to one's sense of self.

Marcia's ISI (1966) explored the occupational domain and split Erikson's ideological domain into two separate domains, namely, political and religious. Over the years as the interest in identity research has grown so too have the number and type of identity domains. Grotevant, Thorbecke and Meyer (1982) extended the identity domains into the interpersonal domains of friendship, dating and sex roles. Other researchers have explored additional domains including lifestyle, values, family, ethnicity, recreation, school, leisure time, personal characteristics

(Adams, Bennion, Huh, 1989; Archer, 1985, 1989; Bosma, 1985; Phinney 1990, 1992; Phinney & Alipuria, 1990). There is no definitive answer regarding which domains make up one's overall identity and the relevant domains may vary depending on societal change and individual interest (Kroger, 2003; Marcia, 2001; Marcia et al., 1993; Schwartz, 2001). "Much work has yet to be done in the area of identifying and measuring identity domains" (Schwartz, 2001, p. 15). Marcia et al. (1993) gives consideration to including new identity domains if they meet certain conditions:

"So long as the process variables of exploration and commitment can be assessed, and the guidelines of personal relevancy and variability of response are followed, there is wide latitude of content area that can be used according to the chronological, cultural or sexual characteristics of a population."

(Marcia et al., 1993, p. 16)

Identity status can be assessed and reported at various levels of abstraction, i.e., domain specific (i.e., occupational, dating, gender roles, etc.), intermediary level by logical, relevant groupings (i.e., interpersonal and ideological) or at the global level, depending on the focus of the research (Grotevant 1993; Waterman, 1985). The conventional method of domain grouping used by researchers combines like domains such as occupation, religion and political perspective into an ideological group, while the interpersonal group is formed by combining the domains of

friendship, dating and sex roles (Grotevant & Cooper, 1981). This type of grouping is referred to by Schwartz (2001) as the dichotomous method.

There is debate among identity researchers regarding the most meaningful level of ego identity status measurement: global, dichotomous or domain specific. However, it is agreed that the general construct of global ego identity status should be utilized when investigating general theories such as general decision-making, and domain specific identity status measures, such as political ego identity, should be used to investigate more specific theories such as, in this example, voting behavior (Goossens, 2001). The level of abstraction used to measure identity status is of particular consequence since individuals may have a variety of ego identity statuses across the individual domains which may be contrary to the dichotomous or global identity statuses. It has also been noted that not all domains become personally relevant to individuals at the same time, thus an individual may have a diffuse status for one or more domains simply because the issue has not yet ascended in personal importance, but that same individual may have sophisticated identity statuses in other identity domains (Archer, 1989; Goossens, 2001).

Global vs. Domain-Specific Identity

While Erikson and others clearly acknowledged multiple domains, there is still some debate regarding the use of global identity measures as

opposed to domain-specific measures. Some researchers have developed global identity measures without consideration of individual domains (i.e., Darling-Fisher & Leidy, 1988; Rosenthal, Gurney, & Moore, 1981) while others have constructed scales to measure domain specific identity which can be summed across domains to arrive at a global identity status (i.e., Adams, Abraham, & Makstrom, 1987, Adams et al., 1989; Adams, Shea, & Fitch, 1979; Balistreri, Busch-Rossnagel, & Geisinger, 1995). Many researchers have argued that identity construction does not progress uniformly in the various domains and that reporting identity at the global or even the dichotomous levels of identity status is not an accurate measure of one's identity. Identity development has been found to vary intra-individually by domain, based on a combination of personal characteristics, interests and social contexts (Adams & Fitch, 1982; Adams & Marshall, 1996; Berzonsky, 1985; Grotevant et al., 1982; Kroger & Haslett, 1991; Marcia et al., 1993). Some gender differences have been found in the timing of identity construction. Males tend to be more focused on self-definition and autonomy (Cramer, 2000; Mallory, 1989), while females tend to have more mature statuses in interpersonal issues, family orientation and gender roles (Kroger, 2007; Lewis, 2003).

Dellas and Jernigan (1990) used a questionnaire method, the Dellas Identity Status Inventory (DISI; Dellas & Jernigan, 1981), which measured identity in three domains and reported that only 4% of the

college students sampled were assigned the same identity status in all domains. It is arguable that as the number of domains increase, this rate will decrease even further. Rogow, Marcia and Slugoski (1983) used the interview method and reported convergence rates between global identity status and the domain-specific statuses ranging from 59% for the occupational domain to 85% for the religious domains. Kroger (1988) reported convergence rates ranging from 56% for the gender domain to 70% for the political domain. A study by Skorikov and Vondracek (1998) used the EOM-EIS questionnaire to compare global identity status and occupational identity status in high school students and reported a convergence rate of 59%. The findings of these studies indicate that up to 44% of adolescents are assigned to a different global identity status than they are assigned in a single domain.

Gender differences in identity research remain another unresolved concern. Several authors contend that gender differences are easily underestimated at the global level and more visible when considering the domain specific identity statuses (Waterman, 1993); however this finding is not supported by others (Archer, 1989; Kroger, 1997). A study conducted by Pastorino, Dunha, Kidwell, Bacho, and Lamborn (1997) reported no gender differences at the global level, but that fewer females had the diffuse status for the dating and gender role domains while fewer males had the diffuse status for the political domain. Goossens (2001)

conducted a study that had similar findings; between 6 % and 15% of the college-age sample, depending on the identity status classification rules employed, were assigned the same identity status across three domains (i.e., occupational, religion and political) and the convergence rate between global identity and domain-specific identity statuses ranged from 33% to 62% (depending on the classification rules employed) and that while at the global level no gender differences were discernible, they were apparent at the domain specific level.

Identity and Individual Differences

Identity is closely linked to personality (Adams, Ryan, Hoffman, Dobson, & Nielsen, 1984). While there is debate over definition and relation, researchers agree that identity and personality are inextricably interwoven and integral to one another (McAdams & Pals, 2006). In a sense, each identity status can be thought of as an archetype with associated antecedents, consequences and personality traits (Côté & Levine, 1988; Grotevant, 1986; Marcia, 1988; Marcia et al., 1993; Meeus, Iedema, Helsen, & Vollebergh, 1999; van Hoof & Raaijmakers, 2002).

Numerous studies have found links between an individual's identity status, individual differences and personality traits. Identity achieved individuals have been found to have a high degree of autonomy, handle stress well, have closer intimate relationships, are more balanced in gender roles, are conscientious, tend to be more satisfied with

themselves, have higher self-esteem and are more emotionally stable (Bluestein & Philips, 1990; Boyes & Chandler, 1992; Clancy & Dollinger, 1993; Cramer, 2000; Kroger, 2007; Makros & McCabe, 2001; Marcia, 1966, 1967; Rowe & Marcia, 1980; Skoe & Marcia, 1991). Foreclosed individuals have been found to be very close to their parent(s), be highly authoritarian, have a high need for approval and tend to have low levels of openness (Côté & Levine, 1988; Frank et al., 1990; Grotevant & Cooper, 1985; Marcia, 1966, 1967; Rowe & Marcia, 1980; Schenkel & Marcia, 1972; Skoe & Marcia, 1991; Stephen, Fraser, & Marcia, 1992; Tesch & Cameron, 1987; Willemsen & Waterman, 1991). Individuals with a moratorium ego identity status have been found to be characterized by relatively high levels anxiety, avoidance of intimate relationships, more doubt, less conscientious and more open to new experiences (Boyes & Chandler, 1992; Clancy & Dollinger, 1993; Dyk & Adams, 1990; Josselson, 1987; Marcia, 1966, 1967; Orlofsky, Marcia, & Lesser, 1973; Podd, Marcia, & Rubin, 1970; Stephen et al., 1992; Sterling & van Horn, 1989; Tesch & Cameron, 1987). Individuals with a diffuse ego identity status have been shown to be downhearted, introverted, more neurotic and often come from a home setting that lacked a nurturing environment (Clancy & Dollinger, 1993; Josselson, 1987; Kroger, 2007; Orlofsky et al., 1973; Selles, Markstrom-Adams, & Adams, 1994).

Mallory (1989) created ideal characters for the statuses based on Block's (1973) California Q-set method. According to Mallory (1989) the ideal identity achieved individual is independent; has a clear and consistent personality and set of ethics; and is warm, compassionate and productive. The foreclosed individual displays gender-specific behavior is self-satisfied, conventional, moralistic, conservative and uses stereotypical thinking. The idealized characteristics of the moratorium individual are a high value of independence, philosophical and concerned, anxious, rebellious, non-conformist and introspective. And, the ideal diffuse individual's character tends to be unpredictable, avoidant of close relationships, has a brittle ego defense system, is reluctant and lacks personal meaning (Mallory, 1989).

Another individual difference explored by developmental theorists is the link between ego identity status and decision-making (e.g., Bluestein & Phillips, 1990; Marcia, 1983; A.S. Waterman, 1985; C.K. Waterman & Waterman, 1974). Each identity status can be characterized by certain decision strategies and/or styles. Waterman and Waterman (1974) conducted semi-structured identity status interviews with 92 male college students and administered the Matching Familiar Figures Test to measure reflection and impulsivity. The results indicated that individuals with the achieved and moratorium ego identity statuses tend to be

reflective in nature, while diffuse and foreclosed individuals are more impulsive.

Blustein and Phillips (1990) investigated career decision-making strategies associated with the various ego identity statuses using two established decision-making paradigms. In one study 99 college students completed a survey including 30 questions from the Decision-Making styles (DMS) section of Harren's (1984) Assessment of Career Decision-Making, a revised version of Bennion and Adams' (1986) Extended Objective Measure of Ego Identity Status (EOMEIS-2) and other measures of personality and progress in career decision-making. There was moderate support for the hypothesis that the decision strategy utilized varied by the individual's ego identity status. Individuals with the achieved ego identity status relied on rational decision-making strategies; foreclosed status individuals used a dependent decision style and individuals with a diffuse or moratorium ego identity status had a tendency to use dependent and intuitive strategies. In their second study Blustein and Phillips (1990) attempted to replicate their findings with Johnson's (1978) Decision-Making Taxonomy. Sixty-four students completed a randomly ordered measure including Bennion and Adams' (1986) EOMEIS-2, the Decision-Making Inventory (Coscarelli, 1983a; Coscarelli, 1983b) which operationalizes Johnson's taxonomy and a short demographic form. The results of this study indicated a strong

relationship between systemic, planful and logical decision-making and the achieved status, while individuals categorized as foreclosed and diffuse were negatively associated with systemic and planful information gathering and utilization when making decisions.

In conclusion, identity achieved individuals are associated with rational, self-reflective, autonomous and planful decision-making strategies indicating that these individuals are able to carefully deliberate when making complex decisions. Foreclosed identity status individuals do not have well developed decision-making skills and tend to be dependent and externally-focused with a need for approval when making decisions (Blustein & Phillips, 1990; Cella, DeWolfe, & Fitzgibbon, 1987; Marcia, 1976; A.S. Waterman, 1985). Individuals with a diffuse ego identity status are intuitive when making decisions and tend to be less systematic when gathering information and evaluating alternatives. Findings for the moratorium ego identity status are inconsistent indicating that individuals with this identity status may employ a number of different decision-making styles, but none consistently (Blustein & Phillips, 1990; Cella et al. 1987; Marcia, 1988; A.S. Waterman, 1985).

Consumer Decision-Making

Decision-making models conceptualize how individuals gather and process information, evaluate alternatives and reach conclusions

(Arroba, 1977). There have been a number of general decision-making models proposed over the years (e.g., Deacon & Firebaugh, 1975; Garman, 2002; Goldsmith, 1996; Rice & Tucker, 1986). Bettman (1979) argued that consumer decision-making is complex and consumers must constantly gather and process information and evaluate alternatives. Consumers take many things into consideration when making decisions. Past research has investigated the pleasure associated with the shopping experience (Maynes, 1976); price as an indicator of quality when no other information is available (Jacoby, 1976); and several researchers have investigated the influence of store and brand loyalty on consumer decision-making (Garman, 2002; Jacoby & Chestnut, 1978; Miller & Stafford, 2001; Stephenson & Willett, 1969). However, it was not until Sproles (1985) and Sproles and Kendall (1986) conceptualized the Consumer Styles Inventory (CSI) that there was an instrument to systematically measure consumer decision-making.

The Consumer Styles Inventory (CSI) is based upon the assumption that individual decision-making dimensions (e.g., psychographic, cognitive and personality characteristics) influence an individual's decision in consumer situations (Arroba, 1977; Sproles & Kendall, 1986). Sproles and Kendall (1986) define consumer decision-making as "a mental orientation characterizing a consumer's approach to

making choices”. The 40-item CSI was developed based upon basic mental characteristics of consumers making marketplace decisions.

The CSI was based upon data gathered from a mostly female secondary school, home economics sample and college students enrolled in Family and Consumer Resources courses at the University of Arizona (Sproles, 1985; Sproles & Kendall, 1986). Sproles and Kendall (1986) used Exploratory Factor Analysis with a Varimax rotation and identified eight meaningful factors or consumer decision-making styles, namely:

1. Perfectionist, High Quality Conscious – has specific ideas about best quality products and consistently seeks these qualities, not satisfied with “good enough”
2. Brand Conscious, Price Equals Quality – associates quality with higher-priced, national brands and prefer well-known national brands
3. Novelty-Fashion Conscious – gains pleasure for seeking out the newest, most modern and exciting products, it is important to be up-to-date with styles
4. Recreational Shopper, Hedonistic Shopping Conscious – gains pleasure from the shopping experience, shop for the fun of it
5. Price Conscious – consistently searches for sales, bargain and lower-priced products, concerned with getting the best value for the money, comparison shoppers
6. Impulsive, Careless – does not plan and is not concerned about the amount of money spent
7. Confused by Overchoice – overwhelmed with too much product information and/or product choice, difficulty making choices
8. Habitual, Brand Loyal – have favorite brands and stores consistently sticks with the same brand of product

Sproles and Kendall (1986) suggested testing the CSI with diverse groups of consumers to further understand consumer decision-making styles in context. Sproles and Sproles (1990) conducted a study to investigate the relationship between consumer decision-making and learning styles with a US-based sample. Factor Analysis was utilized and confirmed the eight dimensions of original consumer decision-making styles. The results also indicated that consumers may employ multiple consumer decision-making styles depending upon the buying situation and that the consumer decision-making styles are moderately to highly correlated (Sproles & Sproles, 1990).

Other researchers have used the CSI to study a number of diverse populations and environments including India (Canabal, 2002), New Zealand (Durvasula, Lysonski, & Andrews, 1993; Lysonski, Durvasula, & Zotos, 1996), China (Fan & Xiao, 1998), Korea (Hafstrom, Chae, & Chung, 1992), Malaysia (Kamaruddin & Mokhlis, 2003), United Kingdom (Bakewell & Mitchell, 2004; Mitchell & Bates, 1998), Germany (Walsh, Mitchell, & Hennig-Thurau, 2001) and Macedonia (Anić, Suleska-Ciunova, & Rajh, 2010). While many of these studies have uncovered similarities among the predominant consumer decision-making styles, such as Brand Conscious and Perfectionist, several differences were found among the decision-making styles of the international samples. Fan and Xiao (1998) investigated the consumer

decision-making styles of Chinese college students. Their Factor Analysis identified only five dimensions of decision-making styles used by Chinese students (Fan & Xiao, 1998), while Walsh et al.'s (2001) Factor Analysis of the CSI conducted with German students revealed six of the original eight factors (Walsh et al., 2001); and Canabal (2002) and Hafstrom et al. (1992) unveiled nine and eight consumer decision-making styles employed by young Indian and Korean consumers, respectively. While many of these studies revealed some similarity among decision-making styles some researchers have suggested that other factors such as economic conditions (Canabal, 2002), purchasing power and the maturity of the consumer market (Fan & Xiao, 1998; Fan, Xiao, & Xu, 1997) be taken into account when using the CSI to explore consumer decision-making styles around the world.

The Study

While other studies have investigated concepts that are referred to as “consumer identity” none have attempted to measure consumer ego identity (CEI) using Erikson’s psychosocial approach. This study extends Erikson’s concept of ego identity (1950) into the consumer domain using James Marcia’s identity status paradigm (1966) and investigates the relationship between CEI status and consumer decision-making. The goals of this research were two-fold. The first goal was to create valid and reliable survey instrument to assess CEI status by using the direct

measure method employed by Bennion and Adams (1986) in the EOMEIS-2. The EOMEIS-2 is a reliable, valid and widely-accepted method of measuring ego identity status across a number of domains. The second goal of this research was to further our understanding of the relationship between CEI status and consumer behavior, specifically consumer decision-making, as measured by Sproles and Kendall's (1986) Consumer Styles Inventory (CSI).

Hypotheses

Identity achieved individuals have explored alternatives and made personal commitments (Marcia, 1966). In a study conducted with college-age emerging adults, Bluestein and Phillips (1990) found ego identity achieved individuals used rational, systematic decision-making and engage in careful deliberation when making decisions. Additionally, achieved individuals are characterized as adaptive, reflective and goal-oriented with an internal locus of control (Cella et al., 1987; Waterman, 1985; Waterman & Waterman, 1974).

H1: Participants with an Achieved CEI status are predicted to rely upon the Perfectionist, Brand Conscious, Novelty Seeking and Recreational decision-making styles and are predicted to rely less on the Price Conscious, Impulsive, Confused by Overchoice and Habitual/Loyal consumer decision-making styles.

Individuals with a moratorium identity status are in the process of exploring alternatives and have little or no personal commitment (Marcia, 1966). They have been found to be anxious, avoidant, doubtful, philosophical, and less conscientious. These individuals have higher anxiety than individuals with other ego identity statuses during the decision-making process, are experiential and actively explore their alternatives before committing themselves (Berzonsky, 1999; Marcia, 1966; Stephen, Fraser, & Marcia, 1992).

H2: Participants with a Moratorium CEI status are predicted to rely on the Novelty-Seeking, Recreational, Impulsive and Confused by Overchoice consumer decision-making styles and rely less on the Perfectionist, Brand Conscious, Price Conscious and Habitual/Loyal consumer decision-making styles.

Foreclosed individuals have strong commitments, but lack exploration of alternatives (Marcia, 1966). They have a high need for approval, are conventional, conservative and stereotypical. When making decisions, foreclosed individuals have been found to depend upon others, have an external locus of control and tend to make non-deliberate decisions (Bluestein & Phillips, 1990; Marcia, 1980; Waterman, 1985). Typically, foreclosed individuals adopt the attitudes of significant others, usually parent or other strong role model, when making decisions and do not consider other options.

H3: Participants with the Foreclosed CEI status are predicted to more often rely on the Perfectionist, Brand Conscious and Habitual/Loyal consumer decision-making styles and rely less on the Novelty Seeking, Recreational, Price Conscious, Impulsive and Confused by Overchoice consumer decision-making styles.

Individuals with a diffuse ego identity status have little exploration or commitments either because the domain in question is not yet personally relevant or because the individual was unable to successfully resolve a previous “identity crisis” (Marcia, 1966; 1988). Individuals with the diffuse ego identity status have been found to be downhearted, neurotic, reluctant, unpredictable and lack personal motivation. Diffuse individuals avoid decision-making when possible and tend to use intuitive and spontaneous means of decision-making (Marcia, 1983; Waterman & Waterman, 1974).

H4: Participants with a Diffuse CEI status are predicted to rely on the Impulsive and Confused by Overchoice consumer decision-making styles and less on the Perfectionist, Brand Conscious, Novelty Seeking, Recreational, Price Conscious and Habitual consumer decision-making styles.

Table 1 contains a summary of the hypotheses stated above.

Table 1
Summary of Hypotheses 1 through 4

	CEI Status			
	Achieved H1	Moratorium H2	Foreclosed H3	Diffuse H4
Consumer Decision-Making Styles (Sproles & Kendall, 1986)				
Perfectionist	+	-	+	-
Brand Conscious	+	-	+	-
Novelty Seeking	+	+	-	-
Recreational	+	+	-	-
Price Conscious	-	-	-	-
Impulsive	-	+	-	+
Confused by Overchoice	-	+	-	+
Habitual	-	-	+	-

In addition to the hypotheses for the ANOVA analyses, a series of hypotheses predicting the regression models were created. The regression analysis will be used to determine if the CEI statuses and/or any of the demographic variables are predictive of the individual CDM styles, the response variables.

H5: The Perfectionist CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H6: The Brand Conscious CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H7: The Novelty Seeking CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H8: The Recreational/Hedonic CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H9: The Price Conscious CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H10: The Impulsive CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H11: The Confused by Overchoice CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H12: The Habitual CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

METHODS

Purpose

The purpose of this study was to determine the relationship between consumer ego identity (CEI) status and consumer decision-making (CDM) styles of college-age emerging adults. A review of the literature revealed that Marcia's Identity Status Paradigm (1966) had never been applied to the consumer domain, but that once established CEI status should be a reliable and valid predictor of consumer decision-making (CEDM) styles. The research questions that guided this study are:

1. Can a reliable and valid measure of consumer ego identity (CEI) status be constructed?
2. How does CEI affect consumer behavior, specifically consumer decision-making as measured by the CSI (Sproles & Kendall, 1986)?

Pre-Test

A series of interviews were conducted that included a Marcia's Identity Status Interview (1966) with additional CEI status questions to determine if it was possible to get reliable and valid answers in the consumer domain. An item pool was generated to measure CEI based upon the interviews and an exploratory study conducted by Feinberg and

his colleagues (1990) that investigated the timing of CEI formation in emerging adult college students. The item pool statements were modeled after the EOMEIS-2 and designed to directly measure one's CEI status by including both an exploration and a commitment component. The item pool was reduced based upon feedback from a number of researchers familiar with the area. Twenty-eight statements were retained for the pre-test.

In order to gather feedback and ideas for improvement of the instruments and the instructions prior to administration, the complete survey was shared with 35 doctoral students enrolled in the study of consumer behavior. Both the EOMEIS-2 and the CSI have been found to have adequate reliability and validity based upon previous studies, however the new CEI status statements have not been used before, nor had the EOMEIS-2 and the CSI been used together. The EOMEIS-2 was modified to include 28 randomly placed CEI statements. Participation was voluntary and all information was kept confidential. The surveys were coded by the student's email address. The students were asked to write feedback directly on the questionnaire. Specifically, the students were asked to check the face validity of the instruments paying special attention to the CEI status statements, provide any suggestions for improvements that might help with the clarity of the statements and offer any other suggestions that would aid in the administration of the survey.

For those interested, tabulated scores of the CSI and CEI statuses were emailed to them individually. Because of the small sample size, only descriptive analysis was conducted.

Twelve students provided feedback or comments. The feedback was positive and the students felt the instruments were easy to understand. Grammatical and formatting changes were made based upon the feedback provided.

An additional pre-test was conducted with a group 142 undergraduate students. The purpose of this test was to further reduce the number of items to be used to measure the CEI statuses. Factor analysis was conducted to assess which of the 28 CEI statements best represented the underlying structure of each of the four CEI statuses. Items were considered for deletion based upon face validity and psychometric characteristics including: failure to load onto any factor, low item-scale correlation or cross-loading on more than one factor. Following item reduction, the validity and reliability of the final item-scale structures were again tested using factor analysis and psychometric validation. Construct validity was evaluated by convergent and discriminant validity and the internal consistency reliability was assessed (Campbell & Fiske, 1959; Nunally & Bernstein, 1994).

The EOMEIS-2 typically includes two items to directly measure each identity status for each domain, however after running preliminary

analysis and following common scale reduction methods described by DeVellis (2012) in *Scale Development: Theory and Application*, it was determined that retaining four items to measure each CEI status maximized the reliability and validity of the subscales. Thus, 16 items were retained for the final survey instrument; four statements measuring each CEI status.

Research Design

Participants

This study had 330 usable surveys returned, however based upon the respondent classifications into the CEI statuses 320 respondents were retained for analysis. Participants came from a number of upper-level courses offered in the College of Consumer and Family Sciences at Purdue University. Participation in this study was completely voluntary. Students were asked to participate and extra credit was offered at the instructor's discretion. If an instructor chose to offer extra credit to their students for study participation, they were required to provide a non-research extra credit alternative, which required equivalent time and effort from students. This study was reviewed and approved by the Purdue University Review Board for Human Subjects (see Appendix A).

Participants' ages ranged from 20 to 29 years ($M = 21.75$, $SD = 1.13$). The majority (87.19%) of participants was between the ages of 20

and 22 years. One hundred ninety participants were female (59.38%) and 130 were male (40.63%). Two hundred fourteen (66.88%) of the participants were seniors and 106 (33.13%) were juniors. Table 2 contains a summary of the demographic data.

Based upon Cohen's (1988) criteria a minimum sample of 125 is required to have adequate power of 0.8 or more, set the Type I error at 0.05 and have a moderate effect size of at least 0.4. Effect size has not traditionally been calculated for many identity studies, however a number of meta-analysis were recently conducted to examine identity statuses in relation to a number of personality variables (Kroger & Marcia, 2011). Using Cohen's criteria (1988) the effect sizes for identity and self-esteem, anxiety, locus of control were moderate while the effect sizes for authoritarianism and moral reasoning were large (Jespersen, Kroger, & Martinussen, 2010; Lillevoll, Kroger, & Martinussen, 2010a, 2010b; Ryeng, Kroger, & Marinussen, 2010).

Procedures

Data Collection

The data were collected using a self-report method. Students interested in participating in the study were given a packet including an informed consent page which described the nature of the study, what the

Table 2
Demographic Summary of Usable Sample (n=320)

	N	%
Gender		
Female	190	59.38
Male	130	40.63
Age (mean 21.74, sd=1.12)		
20	28	8.75
21	101	31.56
22	150	46.89
23	26	8.13
24+	15	4.69
Classification		
Junior	106	33.13
Senior	214	66.88

research would involve and the terms of their participation (i.e., that it would take approximately 15-20 minutes, was completely voluntary and all responses would be anonymous and analyzed at the aggregate level). After reading and signing the consent form to indicate understanding, the participants completed the questionnaire. Upon completion, the participants were debriefed about the study and thanked for their participation.

The participants' responses to the questionnaire were confidential. No one except the investigator was allowed to view the dataset that contained the participants' names. If the participants' instructor chose to

use this study as an extra credit opportunity, the researcher submitted the names of the participants to the instructors so that the extra credit could be awarded. Approximately 90% of the student participants were awarded extra credit. The questionnaire can be found in Appendix B.

Instruments

The survey instruments chosen for this investigation were: a modified version of the EOMEIS-2 (Bennion & Adams, 1986) which contained a total of 80-items, 64 original items to measure ego identity in the original 8 domains and 16 additional items randomly placed to measure the consumer domain; the CSI (Sproles & Kendall, 1986), a 40-item scale which measured consumer decision-making styles; and a short demographic survey.

Extended Objective Measure of Ego Identity Status Modified

The EOMEIS-2 is one of the most widely used and accepted measures of Ego Identity status (Adams, Bennion, & Huh, 1989). The EOMEIS-2 consists of 64 statements covering 8 domains (occupation, religion, politics, and life-style, friendship, dating, gender roles and recreation). Two statements are used to measure each ego identity status for each domain. Each statement contains both an exploration and commitment component, thus directly measuring ego identity status.

Examples of statements measuring the four statuses for the occupational domain are:

1. Achieved: "It took me a while to figure it out, but now I really know what I want for a career."
2. Moratorium: "I'm still trying to decide how capable I am as a person and what work will be right for me."
3. Foreclosed: "I might have thought about a lot of jobs, but there has never really been any question since my parents said what they wanted."
4. Diffuse: "I'm not really interested in finding the right job, any job will do. I just seem to flow with what is available."

Participants respond to each statement using a 6-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree). There is no neutral point in this scale because the researchers want to force the participant's direction in response. The EOMEIS-2 (Bennion & Adams, 1986; Perosa, Perosa, & Tam, 1996) has been used with both high school and college age respondents and the psychometric properties have been established including internal consistency, reliability (Jones & Streitmatter, 1987), and factorial, convergent and discriminant validity (Bennion & Adams, 1986).

The EOMEIS-2 can be used to determine global, dichotomous and domain specific identity statuses. Researchers interested in specific domain status development typically use domain specific scores (Archer & Grey, 2009; Bell, 2009; Donahue, 2008; Was & Isaacson, 2008).

Global identity status of a respondent is calculated by summing the 16 statements (two statements representing each status for each of the eight domains) that represent each identity status, generating subscales scores ranging from 16 to 96. The within-domain ego identity status is calculated by adding the two statements that represent each identity status within a domain, producing a within domain score which can range from 2 to 12. A respondent's raw score is only considered if it exceeds a critical value above the norm which is equal or greater to one standard deviation above the mean (Adams & Marshall, 1996).

The concept of CEI is used in many fields, however Erikson's concept of ego identity has never been applied to the consumer domain. A set of questions to measure a respondent's CEI status was modeled after the statements contained in the EOMEIS-2 (Bennion & Adams, 1986). Twenty-eight CEI status questions were pre-tested and scale reduction resulted in 16 statements. Examples of the statements used to measure CEI status are:

1. Achieved: "After a lot of self-examination I have established a very definite view of the type of consumer I will be." "There are many different types of consumers one could be. I have thought about many ways and know exactly the type I am."
2. Moratorium: "I am not sure about the best consumer style for me." "My preferences about consumption are still developing. I haven't really decided yet."
3. Foreclosed: "I guess I am pretty much like my parents when it comes to the type of consumer I am. I follow what they have

done.” “I am the same type of consumer as my parents. I don’t really see a need to change it.”

4. Diffuse: “I don’t really give the kind of consumer I am much thought and it doesn’t bother me one way or the other.” “I haven’t really thought about a consumer style and I’m not too concerned about forming one.”

The 16 CEI statements were randomly interspersed throughout the original EOMEIS-2. These statements are bold for ease of identification in Appendix B.

Consumer Styles Inventory

Consumer decision-making styles were assessed using the CSI (Sproles & Kendall, 1986) to determine a consumer’s approach to making marketplace decisions. The CSI was selected for use based on its satisfactory reliability and validity and its relevance to the research questions put forth in this study.

The CSI is composed of 40 statements that assess the mental characteristics of consumer decision-making. Since the items are drawn from previous empirical research, the CSI is considered to have logical content and face validity (Sproles, 1985; Sproles & Kendall, 1986). Test-retest reliability coefficients for the CSI have been found to range between .34 and .70 for Sproles and Kendall (1986), while Mitchell and Bates (1998) reported test-retest reliability coefficients ranging from -.34 to .27.

Factor Analysis with Orthogonal rotation has been used in previous studies to uncover or confirm the latent consumer decision-making styles reported by Sproles and Kendall (1986) and Sproles and Sproles (1990).

Originally, eight factors of CDM styles were uncovered (Sproles, 1985; Sproles & Kendall, 1986): Perfectionist, Brand Conscious, Fashion Conscious, Recreational Shopping Conscious, Price-Value Conscious, Impulsive, Confused by Overchoice and Habitual/Brand Loyal. The prominence of each participant's CDM style(s) is calculated by adding the raw scores of the relevant items together, thus arriving at an overall factor score for each factor for each individual.

The definitions for each of the CDM styles uncovered by Sproles and Kendall (1986) are:

1. Perfectionist: "...search for the very best quality in products, ...shop more carefully, systematically or by comparison, ...not satisfied with the "good enough" product" (Sproles & Kendall, 1986, p. 271)
2. Brand Conscious: "...buy the more expensive, well-known national brands, ...higher price means better quality", ...prefer best-selling, advertised brands" (Sproles & Kendall, 1986, p. 271)
3. Fashion Conscious: "...novelty conscious as well, ...gain excitement and pleasure from seeking out new things, ...style is important" (Sproles & Kendall, 1986, p. 273)
4. Recreational Shopping Conscious: "...find shopping pleasant, ...shop just for the fun of it, ...shopping is recreation and entertainment" (Sproles & Kendall, 1986, p. 273)

5. Price-Value Conscious: "...conscious of lower prices in general, ...getting the best value for their money, ...comparison shoppers" (Sproles & Kendall, 1986, p. 273)
6. Impulsive: "...appear unconcerned about how much they spend or about "best buys"" (Sproles & Kendall, 1986, p. 273)
7. Confused by Overchoice: "...many stores and brands from which to choose, ...difficulty making choices, ...experience information overload" (Sproles & Kendall, 1986, p. 274)
8. Habitual/Brand Loyal: "...likely to have favorite brands, ...formed habits in choosing" (Sproles & Kendall, 1986, p. 274)

The CSI has been widely used in previous research and shown to have good psychometric properties (Sproles & Kendall, 1986; Sproles & Sproles, 1990). However, researchers employing the CSI in other cultures have challenged Sproles and Kendall's findings (Canabal, 2002; Fan & Xiao, 1998; Hafstrom et al., 1992; Lysonski et al., 1996; Walsh, Mitchell, & Hennig-Thurau, 2001). Many researchers have confirmed at least some of the original 8 factors. Other researchers using the CSI in diverse samples have uncovered between 5 and 8 factors (i.e., Canabal, 2002; Fan & Xiao, 1998; Hafstrom et al., 1992; Lysonski et al., 1996; Walsh et al., 2001).

Within factor Cronbach's alphas have ranged from .31 to .80 for the various consumer decision-making styles. Hafstrom et al. (1992) reported Cronbach's alphas for the eight consumer decision-making styles ranging from .31 to .80, while Fan and Xiao (1998) reported Cronbach's alphas for five decision-making styles ranging from .50 to .60

and Canabal (2002) reported values that ranged from .47 to .77. While some of these measures of internal consistency are within an acceptable range, several are low and do not indicate good internal reliability (Cronbach, 1951). However, this measure is widely used and accepted around the world to measure consumer decision-making styles.

Data Analysis Procedure

Data analysis was performed using SAS 9.2.2. Descriptive statistics were calculated to provide a general overview of the sample (age, gender and class) and to check the distribution of the variables.

The following statistics were used in this study to fully explore and analyze the data.

Chi-Square Test of Independence

The Chi-Square Test of Independence was conducted to determine whether a relationship exists between participants' sex and CEI status to ensure that separate analysis was not necessary. Chi-Square is an inferential statistic test that examines the differences between two independent groups (Brace, Snelgar, & Kemp, 2012).

Analysis of Variance

Nine separate one-way ANOVAs were conducted using the General Linear Model method to examine the relationship between the consumer decision-making styles revealed through the Factor Analysis of the CSI

and the participant's CEI status. If significant differences were found in the overall GLM test, a series of Least Significant Difference (LSD) post-hoc tests were conducted to determine which group's means were significantly different.

Regression Analysis

Nine simple regression analyses were conducted to determine how much variance each of the CEI statuses accounted for. The four CEI statuses along with age and sex as covariates were regressed on each of the CDM styles. These analyses followed the recommended guidelines described by Cohen, Cohen, West and Aiken (1983).

Canonical Correlation Analysis

Canonical Correlation analysis was conducted to determine the relationship between CDM styles and CEI status. Canonical correlation analysis or multivariate multiple regression (Lutz & Eckert, 1994) is used to gauge the relationship between two datasets of continuous variables. This statistical test allows for the prediction of a set of dependent variables that can be combined and weighed as opposed to a single dependent variable (Sherry & Henson, 2005).

Canonical Correlation analysis is an exploratory statistical method that can be best used for theory-generation (Tabachnick & Fidell, 2001).

The results of the Canonical Correlation analysis can be found in Appendix C.

Summary

The CSI, EOMEIS2 including 16 CEI status statements and a demographic profile were completed by 330 undergraduate students. Participants completed the instruments using paper and pencil data collection. Three hundred-twenty participants were retained for analysis. The instruments yielded CDM style scores and CEI status scores for each participant. The purpose of this study was to establish a CEI scale and investigate the relationship between CEI status and CDM styles.

RESULTS

Analysis

Independent Variable: Consumer Ego Identity (CEI) Status

While participants were asked to complete the entire modified EOMEIS-2 as previously described, the goal of this dissertation was to begin a research stream focused on CEI status and how it relates to consumer decision-making and consumer behavior. To that end, only the responses to the 16 consumer ego identity status statements were analyzed in this study. The descriptive statistics for the 15 CEI statements can be found in Table 3.

The Cronbach's alphas measuring the internal consistency of each of the resulting CEI are: Achieved $\alpha = .86$, Moratorium $\alpha = .71$, Foreclosed $\alpha = .78$, and Diffuse $\alpha = .67$. Alpha coefficients greater than .70 are sufficient to demonstrate internal consistency (Cronbach, 1951) and according to DeVellis (2012) the alpha values for the CEI status subscales are acceptable for new scales. The inter-item correlations for each Consumer Identity Status (Achieved, Moratorium, Foreclosed and Diffuse) can be found in Tables 4 through 7, respectively, along with the correlations between the CEI statuses in Table 8.

Table 3

EOMEIS Consumer Identity Statements Descriptive Statistics (n=320)

Statements	M	SD
<u>Achieved Consumer Identity Items</u>		
D32. I have thought about it a lot and I know what type of consumer I am.	3.30	1.15
D35. It took me a while to figure it out, but I really know the type of consumer I am.	3.21	1.07
D46. There are many different types of consumer one could be. I have thought about many ways and know exactly the type I am.	3.12	1.12
D78. After considerable thought, I know the type of consumer that I am.	3.19	1.09
<u>Moratorium Consumer Identity Items</u>		
D6. There are so many types of consumers; I am trying to decide what will work best for me.	3.23	1.03
D20. I am not sure about the best consumer style for me, but I am trying to figure it out.	3.19	1.06
D24. I am trying to figure out the best consumer style for myself, but I just really haven't found it yet.	3.07	1.01
D57. I am trying different types of consumption; I just haven't decided what is best for me.	3.22	1.05
<u>Foreclosed Consumer Identity Items</u>		
D28. I guess I am pretty much like my parents when it comes to the type of consumer I am. I follow what they have done.	3.25	1.19
D60. I am the same type of consumer as my parents. I don't see any need to change it.	2.82	1.10
D64. I am the same type of consumer as my parents and I have never really questioned why.	2.75	1.08
D69. My ideas about consumption are identical to my parents'. What has worked for them will surely work for me.	2.59	.87
<u>Diffuse Consumer Identity Items</u>		
D3. I don't really have much interest in the "type of consumer" that is right for me. I just do whatever I feel like (D3).	3.57	1.30
D12. I don't really give the type of consumer I am much thought and it doesn't bother me one way or another.	3.45	1.18
D43. There is no single "type of consumer" which appeals to me more than another.	3.21	1.11
D87. I have not really considered different consumer types. It just doesn't matter that much.	3.21	1.25

Table 4

Achieved Consumer Ego Identity Inter-Item Correlations (n=320)

	Correlation with Total	D32	D35	D46	D78
D32	.74				
D35	.71	.68 <.0001			
D46	.62	.50 <.0001	.56 <.0001		
D78	.74	.72 <.0001	.59 <.0001	.58 <.0001	

ALPHA = .86

Table 5

Moratorium Consumer Ego Identity Inter-Item Correlations (n=320)

	Correlation with Total	D6	D20	D24	D57
D6	.44				
D20	.58	.44 <.0001			
D24	.60	.44 <.0001	.52 <.0001		
D57	.36	.15 0.0062	.34 <.0001	.37 <.0001	

ALPHA = .71

Table 6

Foreclosed Consumer Ego Identity Inter-Item Correlations (n=320)

	Correlation with Total	D28	D60	D64	D69
D28	.53				
D60	.62	.45 <.0001			
D64	.63	.51 <.0001	.49 <.0001		
D69	.57	.33 <.0001	.57 <.0001	.51 <.0001	

ALPHA = .78

Table 7

Diffuse Consumer Ego Identity Inter-Item Correlations (n=320)

	Correlation with Total	D3	D12	D43	D87
D3	.50				
D12	.51	.48 <.0001			
D43	.36	.26 <.0001	.27 <.0001		
D87	.45	.36 <.0001	.36 <.0001	.31 <.0001	

ALPHA = .67

Table 8

Consumer Identity Status Sub-Scale Correlations (N=320)

	Correlation with Total	Achieved	Moratorium	Foreclosed	Diffuse
Achieved	-.21				
Moratorium	-.12	.00 .9431			
Foreclosed	-.07	0.09 .1123	-.24 <.0001		
Diffuse	-.22	-.44 <.0001	.04 .4353	.04 .4341	

ALPHA= 0.45

In order to arrive at a participant's CEI status each participant's response to the four statements representing each identity status were summed and compared to a critical value to determine if the respondent fit the criteria. Bennion and Adams (1986) recommend using a critical value of mean plus one standard deviation as the cut-off to determine a participant's identity status. The participants' scores on the four consumer ego identity status scales were compared to the cut-off value of each status (Achieved 16.53, Moratorium 15.73, Foreclosed 14.72 and Diffuse 16.89) (see Table 9).

Table 9

Consumer Identity Status Subscales (n=320)

Status	Mean	SD	M+SD Cutoff	Min	Max	Median	Skew	Kurtosis
Achieved	12.82	3.71	16.53	4.00	24.00	13.00	0.33	0.57
Moratorium	12.71	3.02	15.73	4.00	18.00	13.00	-0.20	-0.15
Foreclosed	11.42	3.30	14.72	4.00	20.00	12.00	0.16	-0.14
Diffuse	13.44	3.45	16.89	4.00	24.00	13.00	0.05	0.39

If a participant's score was greater than or equal to the critical value on 1 of the identity status scales, that participant is referred to as a "pure" status, while a participant who scored above the critical cut-off on 2 of the identity status scales is considered to be in transition and categorized in the less sophisticated of the statuses (Adams, Abraham & Markstrom, 1987; Adams, Ryan, Keating, Marshall & Ketsetzis, 1996). For example if a participant scored above the cut-off on both the Achieved and Foreclosed scales, that participant would be classified as having a Foreclosed CEI. If a participant scored above the cut-off on more three or four of the ego identity scales, he/she is referred to as non-discriminant. These participants were excluded from this analysis (Bennion & Adams, 1986). If a participant scored below the cut-off on all of the ego identity scales she/he is considered to be in a unique group referred to as low-profile. Many researchers combine the low-profile participants with the moratorium participants, since empirical research has shown that the two groups are similar, however some researchers

consider the low-profile group a separate group for analysis (Bennion & Adams, 1986). In this study the low-profile group was analyzed as a separate analysis group. Table 10 shows the sample's distribution across the CEI statuses and how the statuses were collapsed to arrive at the final CEI status distribution.

In order to explore the concept of CEI status development, 16 statements were modeled from the EOMEIS-2 and used to assess the CEI status of each participant. Individual item scores ranged from 1 (Strongly Disagree) to 6 (Strongly Agree). Item-total correlations indicated that 15 items correlated positively with the entire scale (range = .04 to .43) and a single item measuring the Diffuse status correlated mildly negatively with the entire scale, "I have not really considered different consumer types. It just doesn't matter that much" (- .06). While this item had a mildly negative correlation with the overall scale, it had good correlation with the other items included in the Diffuse scale (.45). This is consistent with previous theoretical findings for Diffuse items in other domains (Adams & Marshall, 1996), which is a good sign that the new CEI items retained to measure CEI status have similar characteristics to other items measuring ego identity status in other established domains.

Chi-square analysis was conducted to determine whether a relationship existed between a participant's sex and their CEI status. No significant sex effect was found with CEI statuses ($\chi^2(4, N=320) = 5.68$,

$p=.22$) indicating that separate analysis for males and females was not necessary in this study (see Table 11).

Table 10

Consumer Ego Identity (CEI) Status Frequencies (n=320)

Status	Mean + 1SD Cut-off	
	Frequency	%
Pure		
Achieved	16	4.85
Moratorium	34	10.30
Foreclosed	28	8.48
Diffuse	30	9.09
Transitional		
Achieved / Moratorium	10	3.03
Achieved / Foreclosed	8	2.42
Achieved / Diffuse	2	0.61
Achieved / Moratorium / Foreclosed	4	1.21
Achieved / Moratorium / Diffuse	0	0.00
Achieved / Foreclosed / Diffuse	2	0.61
Moratorium / Foreclosed	2	0.61
Moratorium / Diffuse	8	2.42
Moratorium / Foreclosed / Diffused	0	0.00
Foreclosed / Diffuse	10	3.03
Non-Discriminant	4	1.21
Low-Profile	172	52.12
Collapsed		
Achieved	16	4.85
Moratorium	44	13.33
Foreclosed	38	11.52
Diffuse	50	15.15
Low-Profile	172	52.12
Non-Discriminant	10	3.03

Table 11

Chi-Square Analysis of Sex and Consumer Identity Status (n=320)

Consumer Identity Status	Gender		% total
	Male	Female	
Achieved	6 (4.55)	10 (5.26)	5.00*
Moratorium	14 (10.61)	30 (15.79)	13.75
Foreclosed	12 (9.09)	26 (13.68)	11.88
Diffuse	26 (19.70)	24 (12.63)	15.63
Low-Profile	72 (55.38)	100 (52.63)	53.75

* $p = .225$

Dependent Variable: Consumer Decision-Making Styles

The Consumer Styles Index (Kendall & Sproles, 1986) was used to assess the participants' consumer decision-making styles. The 40-item scale reflected participants' attitudes and beliefs about consumer decision-making. Item scores ranged from 1 (Strongly Disagree) to 5 (Strongly Agree). Ten items were reverse weighted prior to computing the CDM subscale scores. The higher a participant's score was for each CDM subscale, the more prevalent the decision-making style was for that participant. Descriptive statistics for the 9 CDM styles are presented earlier in this document in Table 12.

Table 12

Descriptive Statistics for the Consumer Styles Inventory (n=320)

Statement	M	SD
Getting very good quality is very important to me.	4.25	0.801
When it comes to purchasing products, I try to get the very best or perfect choice.	4.05	0.86
In general, I usually try to buy the best overall quality.	3.89	0.92
I make special effort to choose the very best quality products.	3.61	0.97
I really don't give my purchases much thought or care.*	4.06	0.79
My standards and expectations for products I buy are very high.	3.79	0.89
I shop quickly, buying the first products or brand I find that seems good enough.*	3.75	1.02
A product doesn't have to be perfect or the best to satisfy me.*	3.14	1.04
The well-known national brands are best for me.	3.02	1.02
The more expensive brands are usually my choice.	2.66	1.00
The higher the price of a product, the better its quality.	2.52	1.14
Nice department and specialty stores offer me the best products.	3.04	1.04
I prefer buying the best-selling brands.	3.06	0.98
The most advertised brands are usually very good choices.	2.51	0.88
I usually have one or more outfits of the very newest style.	3.16	1.25
I keep my wardrobe up-to-date with the changing fashions.	3.24	1.23
Fashionable, attractive styling is very important to me.	3.33	1.26
To get variety, I shop different stores and choose different brands.	3.74	1.08
It's fun to buy something new and exciting.	4.29	0.68
Shopping is not a pleasant activity to me.*	3.85	1.15
Going shopping is one of the enjoyable activities of my life.	3.49	1.18
Shopping other stores wastes my time.*	3.93	0.83
I enjoy shopping just for the fun of it.	3.44	1.26
I make my shopping trips fast.*	2.99	1.18

Table 12, continued

Statement	M	SD
I buy as much as possible at sale price.	3.47	1.02
The lower price products are usually my choice.	2.82	0.95
I look carefully to find the best value for money.*	1.98	0.87
I should plan my shopping more carefully than I do.	3.30	1.11
I am Impulsive when purchasing.	3.00	1.15
Often I make careless purchase I later wish I had not.	2.48	1.04
I take the time to shop carefully for the best buys.*	2.48	0.92
I carefully watch how much I spend.*	2.55	1.19
There are so many brands to choose from that I often feel confused.	2.41	0.99
Sometimes it is hard to choose which stores to shop.	2.38	0.96
The more I learn about products, the harder it seems to choose the best.	2.60	1.06
All the information I get on different products confuses me.	2.22	0.90
I have favorite brands I buy over and over.	4.13	0.73
Once I find a product or brand I like, I stick with it.	3.99	0.75
I go to the same stores each time I shop.	3.52	0.96
I change brands I buy regularly.*	3.41	1.03

*Indicates reverse scored items

Exploratory Factor Analysis was conducted, because while most studies using the CSI have found similar factors, some differences have been found among various populations (Bakewell & Mitchell, 2004; Fan & Xiao, 1998; Fan, Xiao & Xu, 1997; Mitchell & Bates, 1998; Walsh et al., 2001). Additionally, an Oblique Promax rotation was used to allow the factors to correlate together since it is speculated that consumers do not follow a single style, but rather multiple styles (Sproles & Kendall,

1986; Tai, 2005). The Eigen values, scree plot and Kaiser's criterion were used to determine the best factor solution.

A 9-factor solution best fit the data collected in this study. This 9-factor solution accounted for 66% of the variance (see Table 13). The names of the factors were changed in order to better reflect the underlying constructs. Four of the factors (: Perfectionist, Brand Conscious, Confused by Overchoice and Habitual/Loyal) revealed in this study were consistent with the original 8 factors uncovered by Sproles and Kendall (1986, 1987). The other factors vary slightly by statements changing importance and sometimes factor affiliation. For example, the statement "shopping other stores wastes my time" originally loaded on the Recreational/Hedonic factor, but in this study it loaded on the Variety Seeking factor. The major difference between Sproles and Kendall's (1986) original 8 factor solution and the 9 factor solution in this study is that the Sproles and Kendall's Novelty Seeking factor split into two distinct factors in this study, namely, Variety Seeking and Fashion Conscious. The Variety Seeking factor focuses on buying different products and shopping different stores to provide variety, while the Fashion Conscious factor is related only to one's fashion interest and wardrobe being up-to-date and stylish.

Table 13

Factor Analysis with Promax Rotation of the Consumer Styles Inventory
(n=320)

Factor	Statements	Factor Loading
Factor 1: Perfectionist		
	In general, I usually try to buy the best overall quality.	.90
	I make special effort to choose the very best quality products.	.84
	When it comes to purchasing products, I try to get the very best or perfect choice.	.80
	Getting very good quality is very important to me.	.77
	My standards and expectations for products I buy are very high.	.70
	I really don't give my purchases much thought or care.*	.69
	I shop quickly, buying the first products or brand I find that seems good enough.*	.62
	A product doesn't have to be perfect or the best to satisfy me.*	.55
	Eigen Value	6.89
	Variance Accounted for	.17
Factor 2: Hedonic		
	Going shopping is one of the enjoyable activities in my life.	.87
	I enjoy shopping just for the fun of it.	.80
	Shopping is not a pleasant activity to me.*	.77
	I make my shopping trips fast.*	.77
	Eigen Value	4.76
	Variance Accounted for	.29
Factor 3: Brand Conscious		
	The higher the price of a product, the better its quality.	.74
	I prefer buying the best-selling brands.	.70
	The well-known national brands are best for me.	.69
	The more expensive brands are usually my choice.	.67
	When it comes to purchasing products, I try to get the very best or perfect choice.	.66
	The most advertised brands are usually very good choices.	.62
	Eigen Value	3.83
	Variance Accounted for	.39
Factor 4: Impulsive		
	I am impulsive when purchasing.	.81
	I often make careless purchases I later wish I had not.	.79
	I should plan my shopping more carefully than I do.	.78
	I look carefully to find the best value for money.*	.76
	I carefully watch how much I spend.*	.63
	Eigen Value	2.60
	Variance Accounted for	.45

Table 13, continued

Factor	Statements	Factor Loading
Factor 5: Confused by Overchoice		
	All the information I get on different products confuses me.	.83
	There are so many brands to choose from that I often feel confused.	.81
	The more I learn about products, the harder it seems to choose the best.	.80
	Sometimes it is hard to choose which stores to shop.	.76
	Eigen Value	2.44
	Variance Accounted for	.51
Factor 6: Habitual		
	Once I find a product or brand I like, I stick with it.	.87
	I have favorite brands I buy over and over.	.74
	I go to the same stores each time I shop.	.61
	I change brands I buy regularly.*	.52
	Eigen Value	2.14
	Cumulative Variance Accounted for	.57
Factor 7: Variety Seeking		
	To get variety, I shop different stores and choose different brands.	.73
	It's fun to buy something new and exciting.	.51
	Shopping other stores wastes my time.*	.55
	Eigen Value	1.45
	Cumulative Variance Accounted for	.60
Factor 8: Value Seeking		
	The lower price products are usually my choice.	.68
	I buy as much as possible at sale price.	.62
	Eigen Value	1.20
	Cumulative Variance Accounted for	.63
Factor 9: Fashion Conscious		
	I usually have one or more outfits of the very newest style.	.73
	I keep my wardrobe up-to-date with the changing fashions.	.68
	Fashionable, attractive styling is very important to me.	.51
	Eigen Value	1.06
	Cumulative Variance Accounted for	.66

NOTE: All factor loading <.4 are suppressed

The CDM subscales demonstrated a moderate to high degree of internal consistency with Cronbach's alphas ranging from .50 for the Value Conscious CDM style to .91 for the Fashion Conscious CDM style with an average Cronbach's alpha of .76. The descriptive statistics for the 9 consumer decision-making styles can be seen in Table 14. The Cronbach's alpha coefficients indicated that all scales had sufficient homogeneity. While the Cronbach's alpha levels for the Value Conscious and Habitual/Loyal subscales appear low (DeVellis, 2012), the levels reported in this study were well above the reliability coefficients reported from other studies using the CSI.

Table 14

Cronbach's Alpha Analysis of the 9 Factor Solution of the CSI (n=320)

Factor	α
Perfectionist	.89
Hedonic	.80
Brand Conscious	.82
Impulsive	.50
Confused by Overchoice	.83
Habitual	.79
Variety Seeking	.65
Value Conscious	.91

Since the original hypotheses were predicted based on the Sproles and Kendall's (1986) original 8 factor solution, it was necessary to revise the hypotheses for the current study's 9 factor model as follows:

H1: Participants with an achieved CEI status are predicted to rely relatively more on the Perfectionist (H1a), Hedonic (H1b), Brand Conscious (H1c), Variety Seeking (H1g) and Fashion Conscious (H1i) decision-making styles and are predicted to rely relatively less on the Impulsive (H1d), Confused by Overchoice (H1e) and Habitual (H1f) and Value Conscious (H1h) consumer decision-making styles.

H2: Participants with a moratorium CEI status are predicted to use the Hedonic (H2b), Impulse (H2d), Confused by Overchoice (H2e), Variety-Seeking (H2g) and Fashion Conscious (H2i) consumer decision-making styles more than the other CEI statuses and use the Perfectionist (H2a), Brand Conscious (H2c), Habitual (H2f) and Value Conscious (H2h) consumer decision-making styles less than the other CEI statuses.

H3: Participants with the Foreclosed CEI status are predicted to more often rely on the Perfectionist (H3a), Brand Conscious (H3c) and Habitual (H3f) consumer decision-making styles and less likely to rely on the Hedonic (H3b), Impulsive (H3d), Confused by Overchoice (H3e), Variety Seeking (H3g), Value Conscious (H3h) and Fashion Conscious (H3i) consumer decision-making styles.

H4: Participants with a Diffuse CEI status are predicted to rely more on the Impulsive (H4d), Confused by Overchoice (H4e) consumer decision-making styles and less likely to rely on the Perfectionist (H4a), Hedonic (H4b), Brand Conscious (H4c), Habitual (H4f), Variety-Seeking (H4g), Value Conscious (H4h) and Fashion Conscious (H4i) consumer decision-making styles.

The summary of the revised hypotheses are presented in Table 15.

Table 15

Summary of Revised Hypotheses 1 through 5 with 9 Factor Solution
(n=320)

	Consumer Ego Identity Status			
	Achieved H1	Moratorium H2	Foreclosed H3	Diffuse H4
Consumer Decision-Making Styles				
Perfectionist (a)	+	-	+	-
Hedonic (b)	+	+	-	-
Brand Conscious (c)	+	-	+	-
Impulsive (d)	-	+	-	+
Confused by Overchoice (e)	-	+	-	+
Habitual (f)	-	-	+	-
Variety-Seeking (g)	+	+	-	-
Value Conscious (h)	-	-	-	-
Fashion Conscious (i)	+	+	-	-

The hypotheses for the regression analyses also had to be revised based upon the 9 factor solution uncovered in the preliminary analysis.

Hypotheses 5 thru 13 are restated below:

H5: The Perfectionist CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H6: The Hedonic CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H7: The Brand Conscious CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H8: The Impulsive CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H9: The Confused by Overchoice CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H10: The Habitual CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H11: The Variety Seeking CDM is significantly affected by at least one of the explanatory variables, the CSI statuses and the demographics.

H12: The Value Conscious CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

H13: The Fashion Conscious CDM is significantly affected by at least one of the CEI statuses and the demographic variables, the exploratory variables.

Each participant received a score for each of the 9 CDM styles. To arrive at the CDM style score, each respondent's responses associated with the statements that loaded together on a single factor (CDM) were summed to create an overall factor score. The purpose of calculating a factor score was to determine how prevalent each CDM style was in that respondent's decision-making in the marketplace. The higher a respondent's score on a particular CDM style, the more likely the respondent is to use that CDM in the marketplace. The descriptive statistics for the CDM styles can be seen above in Table 16.

Table 16

Consumer Decision-Making Styles Descriptive Statistics (n=320)

Factor	n	M	SD	α	Minimum	Maximum
Perfectionist	318	30.65	5.29	.89	16.00	40.00
Hedonic	320	13.91	3.95	.86	4.00	20.00
Brand Conscious	320	16.74	4.52	.80	6.00	28.00
Impulsive	318	15.73	4.62	.83	7.00	29.00
Confused by Overchoice	320	9.53	3.01	.79	4.00	19.00
Habitual/Loyal	318	15.13	2.27	.65	8.00	20.00
Variety Seeking	318	11.94	1.98	.62	7.00	15.00
Value Conscious	320	6.24	1.55	.50	2.00	10.00
Fashion Conscious	320	9.76	3.47	.91	3.00	15.00

Hypotheses Testing

Analysis of Variance: Hypotheses 1 through 4

In order to test the hypotheses 9 one-way Analysis of Variance (ANOVA) using the General Linear Model (GLM) were conducted to explore the relationship between the CEI statuses and CDM styles. The score for each CDM style served as the dependent variable and the 4 CEI statuses were the independent variables. The Low-Profile group was treated as a separate group in this analysis, thus each GLM has 4 degrees of freedom. No predictions were made for the Low-Profile group,

however it would be expected that this group would be most similar to the Moratorium group. As follow-up, when the overall F-value was significant, least significant difference (LSD) post-hoc tests were conducted to evaluate the pair-wise differences between the means. Table 18 contains a summary of the GLM results.

Table 17

Correlation Analysis between Consumer Ego Identity Status and Consumer Decision-Making Styles (n=320)

Consumer Decision-Making Styles	Consumer Ego Identity Statuses			
	Achieved	Moratorium	Foreclosed	Diffuse
Perfectionist	.18 .0011	-.09 .1046	.10 .0915	-.22 <.0001
Hedonic	.19 .0006	-.00 .9612	-.06 .2913	-.21 .0002
Brand Conscious	.12 .0299	.03 .6113	.02 .6896	-.11 .0478
Impulsive	-.06 .2533	.07 .2516	-.09 .1194	-.03 .6083
Confused by Overchoice	-.08 .1483	.30 <.0001	-.03 .6366	.13 .0236
Habitual/Loyal	-.01 .8755	.02 .7812	-.02 .7689	-.07 .2470
Variety-Seeking	.19 .0009	.10 .0874	-.10 .0807	-.16 .0052
Value Conscious	-.02 .7358	.08 .1697	.06 .2620	.08 .1679
Fashion Conscious	.16 .0053	.05 .3485	-.08 .1493	-.15 .0065

Table 18

GLM Results for Consumer Ego Identity (CEI) Status and Consumer Decision-Making (CDM) Styles

Consumer Decision Making Style	Df	Sum of Squares	Mean Square	<i>F</i>	<i>p</i>
Perfectionist					
Model	4	393.84	98.46	3.64	.007
Error	313	8470.71	27.06		
Corrected Total	317	8864.55			
Hedonic					
Model	4	239.93	59.98	3.99	.004
Error	315	4731.25	15.02		
Corrected Total	319	4971.19			
Brand Conscious					
Model	4	248.06	62.01	3.56	.007
Error	315	5485.89	17.42		
Corrected Total	319				
Impulsive					
Model	4	153.59	38.40	1.82	.125
Error	313	6601.15	21.09		
Corrected Total	317	6754.74			
Confused by Overchoice					
Model	4	182.31	45.78	5.29	.000
Error	315	2713.38	8.61		
Corrected Total	319	2895.69			
Habitual/Loyal					
Model	4	23.22	5.80	1.13	.343
Error	313	1609.24	5.14		
Corrected Total	317	1632.45			
Variety-Seeking					
Model	4	40.03	10.01	2.59	.037
Error	313	1208.95	3.86		
Corrected Total	317	1248			
Value Conscious					
Model	4	18.12	4.53	1.90	.111
Error	315	751.83	2.39		
Corrected Total	319	769.95			
Fashion Conscious					
Model	4	71.67	17.92	1.49	.204
Error	315	3775.32	11.99		
Corrected Total	319	3846.99			

The ANOVA for the Perfectionist CDM style resulted in a statistically significant finding $F(4, 313) = 3.64, p = .0065$. Further examination of the sample means through the post-hoc LSD tests revealed a significant difference between Group A (Achieved: $M = 33.13, SD = 3.44$; Foreclosed: $M = 32.95, SD = 4.92$; Moratorium: $M = 30.95, SD = 5.19$) and Group B (Moratorium: $M = 30.95, SD = 5.19$, Diffuse: $M = 30.13, SD = 5.29$; Low-Profile: $M = 29.98, SD = 5.37$). The Moratorium group was not significantly different either Group A or B (Table 16). These findings support H1a (Achieved), H3a (Foreclosed), and H4a (Diffuse) and provide partial and directional support for H2a (Moratorium) (see Table 19).

Table 19

Least Significant Difference Post- Hoc Results for Perfectionist Consumer Decision-Making Style (n=320)

Consumer Ego Identity								
	N	Mean	SD	Groups*	95% C.I.		Min.	Max.
					Lower	upper		
Achieved	16	33.13	3.44	A	31.29	34.96	30.00	40.00
Foreclosed	38	32.95	4.92	A	31.33	34.56	21.00	40.00
Moratorium	44	30.95	5.19	A	29.38	32.53	18.00	38.00
Diffuse	48	30.13	5.29	B	28.59	31.66	17.00	39.00
Low-Profile	172	29.98	5.37	B	29.17	30.78	16.00	40.00

NOTE: Groups with same letter are not significantly different

In the one-way ANOVA with the Hedonic CDM style as the dependent variable and the CEI statuses as the independent variables a significant overall effect was found $F(4, 315) = 3.99, p = .0036$. The post-hoc LSD test revealed 3 distinct groups: group A (Achieved ($M = 16.75,$

$SD = 2.86$)), group B (Foreclosed ($M = 14.63$, $SD = 3.74$), Moratorium ($M = 14.00$, $SD = 3.38$), Low-Profile ($M = 13.84$, $SD = 3.91$) and Diffuse ($M = 12.54$, $SD = 4.51$)) and group C (Moratorium ($M = 14.00$, $SD = 3.38$), Low-Profile ($M = 13.84$, $SD = 3.91$) and Diffuse ($M = 12.54$, $SD = 4.51$)).

Significant differences existed between groups, but not within groups (Table 20). These findings supported H1b (Achieved), H3b (Foreclosed) and H4b (Diffuse) and rejected H2b (Moratorium).

The one-way GLM with Brand Conscious CDM style as the independent variable and the CEI statuses as the independent variables had significant overall effect, $F(4, 315) = 3.56$, $p = .0074$. Examination of

Table 20

Least Significant Difference Post-Hoc Results for Hedonic Consumer Decision-Making (CDM) Style

Consumer Ego Identity									
	N	Mean	SD	Groups*		95% C.I.		Min.	Max.
						Lower	upper		
Achieved	16	16.75	2.86	A		15.22	18.28	11.00	20.00
Foreclosed	38	14.63	3.74	B		13.40	15.86	7.00	19.00
Moratorium	44	14.00	3.38	B	C	12.97	15.03	8.00	19.00
Low-Profile	174	13.84	3.91	B	C	13.25	14.42	4.00	20.00
Diffuse	48	12.54	4.51	B	C	11.23	13.85	4.00	20.00

NOTE: Groups with same letter are not significantly different

the sample means through LSD post-hoc tests revealed 3 statistically different groups: group A (Moratorium ($M = 18.23$, $SD = 4.24$), Achieved ($M = 18.00$, $SD = 4.16$) and Foreclosed ($M = 17.84$, $SD = 4.02$)), group B (Achieved ($M = 18.00$, $SD = 4.16$), Foreclosed ($M = 17.84$, $SD = 4.02$) and

Low-Profile ($M = 16.24$, $SD = 4.01$) and group C (Low-Profile ($M = 16.24$, $SD = 4.01$) and Diffuse ($M = 15.88$, $SD = 4.78$)) (see Table 21). While there were significant differences between groups, there were no significant differences within each group. These findings supported H1c (Achieved), H3c (Foreclosed) and H4c (Diffuse), but did not support H2c which predicted that respondents with a Moratorium CEI status would utilize the Brand Conscious CDM style less than other status groups. The results indicated that individuals with the Moratorium CEI status rely on the Brand Conscious CDM style as much as the Achieved and Foreclosed groups.

Table 21

Least Significant Difference Post-Hoc Results for Brand Conscious Consumer Decision-Making Style

Consumer Identity										
	N	Mean	SD	Groups*			95% C.I.		Min.	Max.
							Lower	Upper		
Moratorium	44	18.23	4.24	A			16.94	19.52	12.00	28.00
Achieved	16	18.00	4.16	A B			15.78	20.22	11.00	24.00
Foreclosed	38	17.84	4.02	A B			16.52	19.16	12.00	25.00
Low-Profile	174	16.24	4.01	B C			15.64	16.84	6.00	24.00
Diffuse	48	15.88	4.78	C			14.49	17.26	8.00	27.00

NOTE: Groups with same letter are not significantly different

The one-way GLM with Impulsive CDM style as the dependent variable and the CEI statuses as the independent variables revealed no significant differences between any of the CEI status groups, $F(4, 313) =$

1.82, non-significant. None of the hypotheses (H1d, H2d, H3d, and H4d) were supported.

The one-way GLM with Confused by Overchoice CDM style as the dependent variable and the CEI statuses as the independent variables uncovered a significant result, $F(4, 315) = 5.29, p = .0004$. Examination of the sample means using LSD post-hoc tests revealed 3 statistically significant groups: group A (Moratorium ($M = 10.86, SD = 2.80$)), group B was comprised of the Diffuse ($M = 9.50, SD = 3.76$), Low-Profile ($M = 9.47, SD = 2.72$) and Foreclosed ($M = 9.37, SD = 2.63$) groups and group C contained the Achieved CEI status group ($M = 7.00, SD = 3.39$) (Table 22). The results indicated that H1e (Achieved) and H2e (Moratorium) were supported by the findings while H3e (Foreclosed) and H4e (Diffuse) were partially and directionally supported

Table 22

Least Significant Difference Post-Hoc Results for Confused by Overchoice Consumer Decision-Making Style

Consumer Identity									
	N	Mean	SD	Groups*	95% C.I.		Min.	Max.	
					Lower	upper			
Moratorium	44	10.86	2.80	A	10.01	11.71	4.00	16.00	
Diffuse	48	9.50	3.76	B	8.41	10.59	4.00	19.00	
Low-Profile	174	9.47	2.72	B	9.06	9.88	4.00	18.00	
Foreclosed	38	9.37	2.63	B	8.50	10.23	4.00	15.00	
Achieved	16	7.00	3.39	C	5.20	8.80	4.00	14.00	

NOTE: Groups with same letter are not significantly different

The one-way GLM with the Habitual/Loyalty CDM style as the dependent variable and the CEI statuses as the independent variables

revealed no significant differences, $F(4, 313) = 1.13$, non-significant, therefore none of the hypotheses (H1f, H2f, H3f, H4f) were supported.

The one-way GLM with Variety-Seeking CDM as the dependent variable and the CEI status as the independent variables produced a significant result, $F(4, 313) = 2.59$, $p = .0367$. Examination of the sample means through the LSD post-hoc tests revealed a significant difference between the Achieved group ($M = 13.25$, $SD = 1.00$) and all other CEI statuses (Low-Profile ($M = 12.02$, $SD = 1.83$), Foreclosed ($M = 11.79$, $SD = 2.07$), Moratorium ($M = 11.77$, $SD = 1.93$), and Diffuse ($M = 11.50$, $SD = 2.54$)). These findings supported H1g (Achieved), H3g (Foreclosed) and H4g (Diffuse) and rejected H2g (Moratorium). These results are displayed in Table 23.

Table 23

Least Significant Difference Post-Hoc Results for Variety-Seeking Consumer Decision-Making (CDM) Style

Consumer Ego Identity									
	N	Mean	SD	Groups*	95% C.I.		Min.	Max.	
					Lower	upper			
Achieved	16	13.25	1.00	A	12.72	13.78	12.00	15.00	
Low-Profile	172	12.02	1.83	B	11.75	12.30	7.00	15.00	
Foreclosed	38	11.79	2.07	B	11.11	12.47	7.00	14.00	
Moratorium	44	11.77	1.93	B	11.19	12.36	7.00	14.00	
Diffuse	48	11.50	2.54	B	10.76	12.24	7.00	15.00	

NOTE: Groups with same letter are not significantly different

The GLM analyses for both the Value Conscious and Fashion Conscious CDM styles revealed no significant differences, $F(4, 315) = 1.90$, non-significant and $F(4, 315) = 1.49$, non-significant, respectively,

therefore all of the associated hypotheses (H1h & H1i, H2h & H2i, H3h & H3i, H4h & H4i) were rejected.

Regression Analysis: Hypotheses 5 through 13

In order to more fully understand the relationship between the CDM styles and CEI statuses a series of regression analyses were carried out. The CEI statuses along with age and sex were used as predictor variables and regressed upon each the 9 CDM styles in separate equations following the guidelines set forth by Cohen and his colleagues (2002). The CEI statuses and age were continuous variables, while sex was a dummy variable with females coded as 0 and males as 1. These analyses were conducted to determine whether or not CEI Identity status or either of the demographic characteristics would account for a significant amount of variance. Table 24 contains a summary of the results.

In order to test H5 regression analysis was conducted. The results of the regression analysis for the Perfectionist CDM style indicated that the predictor variables explained 7% of the variance ($R^2 = .07$, $F(6, 311) = 3.79$, $p < .001$). The results indicated that the Diffuse CEI status predicts unique variance in the Perfectionist CDM style ($\beta = -.26$, $p < .01$). Both correlation and regression analyses indicate an inverse relationship between the Diffuse CEI status and the Perfectionist CDM style, thus H5 was supported.

The results of the regressions analysis of the Hedonic CDM style indicated that the predictor variables explained 40% of the variance ($R^2 = .40$, $F(6, 313) = 35.19$, $p < .0001$). The results revealed that the Achieved CEI status accounted for unique variance of the Hedonic CDM style ($\beta = .14$, $p < .01$), as did sex ($\beta = -4.73$, $p < .0001$). As an individuals Achieved CEI status increases by 1 point, the Hedonic CDM style increases by .14 while being male has an negative relationship with the Hedonic CDM style. H6 was supported.

Neither the CEI statuses nor the demographic variables were good predictors of the Brand Conscious CDM style. The model was not statistically significant ($R^2 = .02$, $F(6, 313) = 1.14$, $p = .3372$), non-significant, thus H7 was rejected.

In order to test H8 a regression was conducted. The results of the regression analysis of the Impulsive CDM style indicated that the CEI statuses and demographic variables a produced a moderately significant model, however it does not meet the $p \leq .05$ significance level used for this study ($R^2 = .04$, $F(6, 311) = 2.02$, $p = .0630$). H8 was rejected.

A multiple regression analysis was conducted to determine if the CEI statuses along with age and sex could predict the Confused by Overchoice CDM style. The model was significant and the predictor variables explained 11% of the variance ($R^2 = .11$, $F(6, 313) = 6.39$, $p < .0001$). The Moratorium CEI status was the single predictor variable to

explain unique variance for the Confused by Overchoice CDM style ($\beta = .32, p < .0001$). These results indicate that as an individual's Moratorium CEI status score increases so does the corresponding Confused by Overchoice CDM score. H9 was supported.

In order to test H10 a regression analysis was conducted. Neither the CEI statuses nor the demographic variables were adequate predictor variables to predict Habitual CDM style ($R^2 = .01, F(6, 311) = 0.69, p = .6592$), non-significant. H10 was rejected.

A multiple regression analysis was conducted to determine if the CEI statuses along with age and sex could predict the Variety-Seeking CDM style. The predictor variables explained 25% of the variance and the model was significant ($R^2 = .25, F(6, 311) = 17.57, p = < .0001$). The Achieved CEI status ($\beta = .09, p < .001$) and sex ($\beta = -1.77, p < .0001$) were the significant predictor variables for the Variety-Seeking CDM style, thus H11 was supported. As an individual's Achieved CEI status score increases by 1 point the Variety-Seeking CDM style increases by .09 and being male decreases Variety-Seeking CDM by 1.77.

Table 24

Summary of Significant Multiple Regression Analysis for Consumer Decision-Making Styles (n=320)

Consumer Decision-Making Style				
Variable	B	SE(β)	T	P
Perfectionist F(6, 311)=3.79, p=0.0012				
Intercept	32.67	6.38	5.12	<.0001
Achieved	.15	.09	1.66	.10
Moratorium	-.11	.10	-1.10	.27
Foreclosed	.13	.10	1.34	.18
Diffuse	-.26	.10	-2.75	.01
Sex	.29	.61	.48	.63
Age	-.03	.26	-.10	.92
$R^2 = .07$				
Hedonic F(6, 313)=35.19, p<00001				
Intercept	17.50	3.80	4.61	<.0001
Achieved	.14	.05	2.56	.01
Moratorium	-.03	.06	-.57	.57
Foreclosed	-.03	.06	-.51	.61
Diffuse	-.06	.06	-1.03	.30
Sex	-4.73	.36	-13.10	<.0001
Age	-.08	.16	-.53	.60
$R^2 = .40$				
Brand Conscious F(6, 313)=1.14, p=.33				
Intercept	18.47	5.22	3.54	.0005
Achieved	.09	.07	1.22	.22
Moratorium	.06	.08	.68	.49
Foreclosed	.04	.08	.50	.69
Diffuse	-.10	.08	-1.25	.21
Sex	-.06	.50	-.11	.91
Age	-.12	.22	-.58	.56
$R^2 = .02$				
Impulsive F(6, 311)=2.02, p=0.06				
Intercept	9.95	5.64	1.76	.08
Achieved	-.16	.08	-1.96	.05
Moratorium	.10	.09	1.13	.26
Foreclosed	-.07	.08	-.79	.43
Diffuse	-.15	.08	-1.73	.08
Sex	.29	.54	.53	.59
Age	.42	.23	1.78	.08
$R^2 = .04$				

Table 24, continued

Consumer Decision-Making Style				
Variable	B	SE(β)	T	P
Confused by Overchoice F(6, 311) = -6.39, p = <.0001				
Intercept	6.36	3.54	1.80	.07
Achieved	-.05	.05	-.99	.32
Moratorium	.32	.06	5.60	<.0001
Foreclosed	.04	.05	.67	.50
Diffuse	.06	.05	1.10	.27
Sex	.40	.33	1.20	.23
Age	-.07	.15	-.49	.62
$R^2 = .11$				
Habitual/Loyal F(6, 311) = 0.69, p = .6592				
Intercept	13.46	2.81	4.79	<.0001
Achieved	-.04	.04	-.89	.37
Moratorium	.02	.05	.39	.70
Foreclosed	.01	.04	.15	.88
Diffuse	-.06	.04	-1.39	.17
Sex	-.25	.27	-.94	.35
Age	.13	.12	1.08	.28
$R^2 = .01$				
Variety-Seeking F(6, 311) = 17.57, p = <.0001				
Intercept	12.84	2.14	6.01	<.0001
Achieved	.09	.03	2.97	.00
Moratorium	.04	.03	1.19	.23
Foreclosed	-.04	.03	-1.20	.23
Diffuse	-.00	.03	-.06	.95
Sex	-1.77	.20	-8.70	<.0001
Age	-.06	.09	-.71	.48
$R^2 = 0.25$				
Value Conscious F(6, 313) = 1.16, p = .3296				
Intercept	3.25	1.19	1.70	.09
Achieved	.01	.03	.26	.79
Moratorium	.05	.03	1.57	.12
Foreclosed	.04	.03	1.50	.14
Diffuse	.04	.03	1.23	.22
Sex	.07	.18	.36	.72
Age	.06	.08	.76	.45
$R^2 = .02$				

Table 24, continued

Consumer Decision-Making Style				
Variable	B	SE(β)	t	P
Fashion Conscious $F(6, 313) = 14.98, p = <.0001$				
Intercept	16.29	3.81	4.28	<.0001
Achieved	.11	.05	2.10	.03
Moratorium	.03	.06	.51	.61
Foreclosed	-.06	.06	-1.02	.31
Diffuse	-.02	.06	-.43	.67
Sex	-2.87	.36	-7.93	<.0001
Age	-.28	.16	-1.80	.07
$R^2 = .22$				

The regression analysis for the Value Conscious CDM style was not significant ($R^2 = .02, F(6, 313) = 1.16, p = .3296$), non-significant. H12 was not supported.

Finally, in order to test H13 a multiple regression analysis was conducted to determine if the predictor variables could reliably predict the Fashion Conscious CDM style. The overall model was significant and the predictor variables explained 22% of the variance ($R^2 = .22, F(6, 313) = 14.98, p = <.0001$). H13 was supported. Specifically, the Achieved CEI status ($\beta = .11, p = .03$), sex ($\beta = -2.87, p < .0001$) and age ($\beta = -.28, p = .07$) predicted the Fashion Conscious CDM style.

Summary of Findings

This goal of this study was to create and validate a new measure of CEI based upon Eriksonian identity theory and explore how one's CEI influences the CDM styles as measured by the Consumer Styles Inventory. Sixteen statements were used to directly measure the 4 CEI

statuses (Achieved, Moratorium, Foreclosed and Diffuse). Reliability and validity of the subscales were established and a variety of statistical analyses were conducted to test the relationship between Consumer Ego Identity status and Consumer Decision-Making. Nine one-way ANOVAs were conducted to determine how one's CEI status' affects the reliance upon the 9 CDM styles. Significant differences were found in 5 out of the 9 ANOVA analyses, specifically Perfectionist, Hedonic, Brand Conscious, Confused by Overchoice and Variety Seeking. In addition, regression analyses were conducted to determine if any of the CEI statuses accounted for unique variance of the 9 CSM styles. Six of the 9 regression models were statistically significant, specifically, Perfectionist, Hedonic, Impulsive, Confused by Overchoice, Variety Seeking and Fashion Conscious.

Table 25 presents a summary of the statistical findings from this study.

Table 25

Summary of Findings (n=320)

Consumer Decision-Making Styles	CEI Status ANOVA findings				Regression Findings
	Achieved H1	Moratorium H2	Foreclosed H3	Diffuse H4	
Perfectionist (a)	Supported +	Partial Support -	Supported +	Supported -	H5 - Diffuse
Hedonic (b)	Supported +	Not Supported +	Supported -	Supported -	H6 + Achieved - Sex
Brand Conscious (c)	Partial Supported +	Not Supported -	Partial Supported +	Supported -	H7 n.s.
Impulsive (d)	n.s.	n.s.	n.s.	n.s.	H8 n.s.
Confused by Overchoice (e)	Supported -	Supported +	Partial Support -	Partial Support +	H9 + Moratorium
Habitual (f)	n.s.	n.s.	n.s.	n.s.	H10 n.s.
Variety-Seeking (g)	Supported +	Not Supported +	Supported -	Supported -	H11 + Achieved - Sex
Value Conscious (h)	n.s.	n.s.	n.s.	n.s.	H12 n.s.
Fashion Conscious (i)	n.s.	n.s.	n.s.	n.s.	H13 + Achieved - Sex - Age

n.s. indicates non-significant results

DISCUSSION

No study, to the best of this researcher's knowledge, has approached the topic of consumer identity from an Eriksonian perspective. The goals of this study were to create a valid and reliable consumer ego identity scale in order to measure consumer ego identity status and to explore the relationship between consumer ego identity status and consumer decision-making styles.

Consumption is a mundane activity, but over the past 60 years the meaning and importance of consumption in developed, consumer societies around the world has increased substantially. What we consume has become an important part of how we see ourselves and how others perceived us. Consumer identity occurs at this intersection. Many researchers have studied other identity domains and the impact that one's domain-specific ego identity status has on attitudes and behaviors; however, Erikson's concept of ego identity has never been explored in the consumer domain.

This study gives us a new way to understand individual development in a consumer society and extends both the identity and consumer decision-making literature. It established a new ego identity

domain that is relevant to one's sense of self in today's developed consumer societies. While most consumer researchers focus on the personal or social identity (e.g., Brewer, 1993; Dholakia, Bagozzi, & Klein-Piero, 2000; He, Li, & Harris, 2012; Kirmani, 2009; Kleine, Schultz-Kleine, & Kernan, 1993; Oyserman, 2009; Reed, 2002; Reed, Forehand, Puntoni, & Warlop, 2012; Shavitt, Torelli, & Wong, 2009; White & Argo, 2009), establishing a measure for CEI allows us to focus on the foundation of these other higher order identity paradigms and generate rich insights into the more developmental aspects of consumers.

This study's findings provide support for the existence of CEI status and consolidate the relationship between CEI status and CDM styles. Individuals with the Achieved CEI status tend to rely on the Perfectionist, Hedonic, Brand Conscious and Variety Seeking CDM styles and be significantly less Confused by Overchoice. The Achieved CEI individuals in this study scored significantly higher than the other CEI statuses on enjoying the shopping experiences and seek variety in both product and store choice. These individuals are able to systematically and rationally make decisions, thus are not overwhelmed by the vast amount of marketing communications they are exposed. While the Achieved CEI individuals tend to use price and brand as signals of quality, they are able to also use other product information to make just the right product selections to meet their personal needs. The CDM

styles associated with Achieved CEI status individuals are consistent with previous decision-making research. Because of their ability rationally, systematically and adaptively make decisions, these consumers are probably best equipped to make consumer decisions that support their chosen lifestyles without being too heavily influenced by pressure from the marketplace.

Individuals with the Moratorium CEI status in this study were significantly more likely to use the Confused by Overchoice and Brand Conscious CDM styles and significantly less likely to employ the Variety Seeking CDM style. Because Moratorium individuals are exploring alternatives and anxious decision makers, they do not enjoy their shopping experiences and feel overwhelmed with the amount of consumer information and alternatives available in the marketplace. Contrary to our expectation, Moratorium CEI individuals were the most Brand Conscious of all CEI status groups, thus they rely heavily on brand and price as quality indicators. The use of price and brand as quality indicators allow the Moratorium CEI individuals to simplify their decision-making process. These findings are consistent with previous research conducted in other ego identity domains. Typically Moratorium individuals are anxious, doubtful and avoidant when faced with decision. Price and brand allow these individuals to cut through the clutter of consumer society and ease their anxiety when making consumer

decisions. Marketers can best serve this group by keeping messages short and simple without offering too much information.

Foreclosed CEI individuals in this study were significantly more likely to rely on the Perfectionist CDM style and less on the Variety Seeking and Hedonic CDM styles. These individuals know what they want and do not need to seek variety in the brands they buy or the stores they shop. They are typically not overwhelmed by the amount of marketing communication because they know what they are looking for and do not readily consider other alternatives. Many of these individuals may use brands used by their parents, significant other or other important people in their lives. It is likely that these consumers are not quick to respond to trends and are not easily influenced by the mass media. These findings are consistent with past research that showed Foreclosed individuals to be conservative, not consider options when faced with a decision task and often defer decisions to others around them. In a consumer setting, if a Foreclosed individual has a strong group affiliation, they will likely to buy products to support group belonging. Marketers have a relatively difficult time swaying Foreclosed individuals and would be best served by influencing those around Foreclosed CEI consumers.

In this study Diffuse CEI individuals scored significantly lower on four of the five CMD style scales. These individuals do not put a great

deal of effort into their consumer decision-making process. Consumption is not a domain of importance to these individuals, so they do not really enjoy shopping as an activity, seek variety or have clear ideas about which products are right for them. These findings are consistent with previous findings related to this ego identity status. They are avoidant of decisions and appear to be intuitive and spontaneous in their decision-making. Since the consumer domain is not relevant to Diffuse CEI individuals they will buy goods and services more out of necessity than enjoyment. Marketers may be able to appeal to the Diffuse CEI individual's spontaneous and intuitive decision-making style, but this study indicates that marketing to these individuals will meet with unpredictable results.

Implications

This study has important theoretical, empirical and practical implications for researchers and practitioners alike.

Erikson's identity theory has been influential in developmental psychology and has been used to measure developmental aspects of numerous identity domains, however this research established the relevance of a new domain, the consumer domain. It not only extends Erikson's theory, but links disparate bodies of literature. The study of consumer identity is also richer now that we can explore ego identity's relationship with various aspects of consumer behavior.

The current study provides a new way to quantify consumer ego identity status and demonstrated that the various CEI status groups' decision-making processes in the consumer domain are similar to those in identity domains previously explored.

The practical implications of this study's findings are CEI status can be used to help marketers better understand consumers' decision-making processes and behavior with a new filter, CEI status. Through the use of a short 16 statement scale, marketers can better understand how consumers make their buying decisions, test the types of marketing messages most effective for different CEI statuses and explore many other marketing phenomena in light of this new classification tool.

Limitations and Future Research

The current study was the first study to empirically examine CEI status based upon Marcia's conceptualized model of ego identity. While it answered a number of questions, it also created a number of additional questions that will require further study.

This study was conducted on primarily Mid-Western university students in a single field of study. Future research should attempt to include a more diverse sample and explore the impact of various socio-economic and cultural on an individual's CEI status and the associated consumer behaviors and consumer decision-making processes. The socio-economic status of participants was not assessed in the current

study and may be an important factor to examine in future research. Sampling individuals from a wider range of socio-economic backgrounds, non-college students and different age groups will also allow us to further our understanding of the developmental aspects of consumer ego identity formation. Early life experience and family of origin factors may also illuminate important aspects of CEI development. The current study was conducted in the United States, a developed consumer society. Future research might examine the impact of other cultures on CEI development.

Another aspect of CEI that should be included in future research is how CEI is measured. This study modeled the CEI questions after the EOMEIS-2 (Adams, Bennion & Huh, 1989; Bennion & Adams, 1986) which directly measures the ego identity status by combining both exploration and commitment in a single question. There are other means of measuring Erikson's concept of ego identity those should be explored. The Ego Identity Process Questionnaire (Balistreri et al., 1995), which measures the exploration and commitment separately, thus indirectly measuring ego identity is another well accepted ego identity measure. While using a different method to measure CEI would not change the hypotheses, it may very well influence the outcomes.

The CDM styles are another aspect of this study that could be further explored in future research. While the CSI is widely used and well

accepted in the field of consumer research, it is also well known that the factors are not stable across populations. This scale was developed in the 1980s and to this researcher's knowledge has not been updated in the past 25 years, however as discussed throughout this study many societal changes have occurred which may influence CDM. The CSI should be updated to reflect the current consumer environment and new channels and decision opportunities available to consumers. When this scale was created the internet was just coming into being, there was no eBay or television shopping networks, not to mention the vast amount of consumer information at one's finger tips to influence CDM.

This work was exploratory to a certain degree. A foray into understanding CEI and the role it plays in one's attitudes, ideas and behaviors in the consumer domain. In this first study, little description was given to the respondents about how to think about "being a certain type of consumer", perhaps with better clarity and/or instruction the scales can be even better predictors of consumer behavior or can be designed and used to further refine CEI to a particular consumption category, i.e., green consumption, durable goods or consumer goods.

Consumer driven societies are growing at a fast pace. Further empirical research into the study of CEI and how it works in relation to the other established ego identity domains and the global ego identity will allow us to help people become better consumers with clearer insight

into how to increase positive and decrease negative consumer behaviors, better adapt to the constant pressure from marketers to buy more to be more and improve self-image through positive means other than the purchase of goods.

The timing of CEI issues is also a question yet to be addressed in this new stream of research. Typically, identity issues become relevant during the emerging adult or late adolescent phase of life, however since consumption is so important in consumer societies it could very well be the case that because of the importance of consumption in consumer societies that CEI actually becomes personally relevant earlier than many of the other ego identity domains.

Summary

Identity is a powerful social construct that has received a great deal of interest in both the popular press and academic studies over the past 60 years. Interest in the study of consumer behavior has also grown in popularity during that same timeframe. One's identity is informed by environmental and cultural contexts. Consumer behaviorists have found that consumption plays an important role in constructing and maintaining one's identity. Despite the large body of ego identity literature, the relationship between Eriksonian ego identity theory and the consumer behavior is virtually non-existent.

This study establishes a new ego identity domain and bridges the gap between one's ego identity in a consumer society and consumer behavior. Consumer ego identity is a good predictor of CDM styles. Future research will allow us to gain deeper insight and understanding of individuals' consumer ego identity development in the context of today's consumer society.

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APPENDICES

Appendix A: Institutional Review Board Approval

HUMAN RESEARCH PROTECTION PROGRAM
INSTITUTIONAL REVIEW BOARDS

To: RICHARD FEINBERG
MTHW 320

From: RICHARD MATTES, Chair
Social Science IRB

Date: 07/23/2009

Committee Action: **Exemption Granted**

IRB Action Date: 07/23/2009

IRB Protocol #: 0907008235

Study Title: An Exploration of Consumer Identity

The Institutional Review Board (IRB), pursuant to Federal regulations, 45 CFR 46.101(b), has determined that the above-referenced protocol is exempt category (2) .

If you wish to revise or amend the protocol, please submit a new exemption request to the IRB for consideration. Please contact our office if you have any questions.

We wish you good luck with your work. Please retain a copy of this letter for your records.

Appendix B: Questionnaire

Dear Participant:

Thank you for choosing to participate in this study!

This survey contains questions about how you make decisions in general, consumer decision making and questions about how you see various dimensions of yourself and your life. There are no right or wrong answers, just your own opinions.

There are about 130 questions and it will take you approximately 45 minutes to complete.

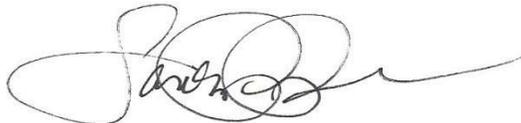
The information that you provide in this questionnaire is very important. Your responses will be kept confidential. Please understand that the information collected is totally anonymous and will be only used for this study. Thus, your name will not be associated with your response in any way.

Your participation is completely voluntary. You can stop at any time and/or skip any question that you do not feel comfortable answering and there will be no repercussions if you choose to end your participation at any time.

If you have any questions, please feel free to contact me at srathod@purdue.edu or my advisor Dr. Richard Feinberg at xdj1@purdue.edu.

I greatly appreciate your participation and your honest responses.

Sincerely,



Sandra Rathod
Ph.D. Candidate
Consumer Sciences and Retailing
Purdue University
srathod@purdue.edu
765.494.8308

Below are a number of statements describing how individuals think about different aspects of life. Please indicate how strongly you agree/disagree with each statement by placing an X in the appropriate box.

Thanks in advance for your participation. Your help in this project is very valuable.

	<i>Strongly Disagree</i>	2	3	4	5	<i>Strongly Agree</i>
1. I haven't chosen the occupation I really want to get into and I am working at what is available until something better comes along.						
2. When it comes to religion I just haven't found anything that appeals and I don't really feel the need to look.						
3. I don't really have much interest in the "type of consumer" that is right for me. I just do whatever I feel like.						
4. My ideas about men's and women's roles are identical to my parents'. What has worked for them will obviously work for me.						
5. There is no single "lifestyle" which appeals to me more than another.						
6. There are so many types of consumers; I am trying to decide what will work best for me.						
7. There are a lot of different kinds of people. I am still exploring the many possibilities to find the right kind of friends for me.						
8. I sometimes join in recreational activities when asked, but rarely try anything on my own.						
9. My parents know what's best for me when it comes to the type of consumer I should be.						

	Strongly Disagree	2	3	4	5	Strongly Agree
10. I haven't really thought about a "dating style." I'm not too concerned whether I date or not.						
11. Politics is something that I can never be too sure about because things change so fast. But I do think it's important to know what I can politically stand for and believe in.						
12. I don't really give the type of consumer I am much thought and it doesn't bother me one way or another.						
13. I'm still trying to decide how capable I am as a person and what work will be right for me.						
14. I don't give religion much thought and it doesn't bother me one way or the other.						
15. There's so many ways to divide responsibilities in marriage, I'm trying to decide what will work for me.						
16. I'm looking for an acceptable perspective for my own "lifestyle," but haven't really found it yet.						
17. There are many reasons for friendship, but I choose my close friends on the basis of certain values and similarities that I've personally decided on.						
18. While I don't have one recreational activity I'm really committed to, I'm experiencing numerous leisure outlets to identify one I can truly enjoy.						
19. I am not sure about the best consumer style for me, but I am trying to figure it out.						

	Strongly Disagree	2	3	4	5	Strongly Agree
20. Based on past experiences, I've chosen the type of dating relationship I want now.						
21. I haven't really considered politics. It just doesn't excite me much.						
22. I might have thought about a lot of different jobs, but there's never really been any question since my parents said what they wanted.						
23. I am trying to figure out the best consumer style for myself, but I just really haven't found it yet.						
24. A person's faith is unique to each individual. I've considered and reconsidered it myself and know what I can believe.						
25. I've never really seriously considered men's and women's roles in marriage. It just doesn't seem to concern me.						
26. After considerable thought I've developed my own viewpoint of what is for me an ideal "lifestyle" and don't believe anyone will be likely to change my perspective.						
27. I guess I am pretty much like my parents when it comes to the type of consumer I am. I follow what they have done.						
28. My parents know what is best for me in terms of how to choose friends.						
29. I've chosen one or more recreational activities to engage in regularly from lots of things and I'm satisfied with those choices.						
30. I don't think about dating much. I just kind of take it as it comes.						

	Strongly Disagree	2	3	4	5	Strongly Agree
31. I have thought about it a lot and I know what type of consumer I am.						
32. I guess I'm pretty much like my folks when it comes to politics. I follow what they do in terms of voting and such.						
33. I'm not really interested in finding the right job, any job will do. I just seem to flow into what is available.						
34. It took me a while to figure it out, but I really know the type of consumer I am.						
35. I'm not sure what religion means to me. I'd like to make up my mind, but I'm not done looking yet.						
36. My ideas about men's and women's roles have come right from my parents and family. I haven't seen any need to look further.						
37. My own views on a desirable "lifestyle" were taught to me by my parents and I don't see any need to question what they taught me.						
38. I don't have any real close friends and I don't think I'm looking for one right now.						
39. Sometimes I join in leisure activities, but I really don't see a need to look for a particular activity to do regularly.						
40. I'm trying our different types of dating relationships. I just haven't decided what is best for me.						
41. There is no single "type of consumer" which appeals to me more than another.						

	Strongly Disagree	2	3	4	5	Strongly Agree
42. There are so many different political parties and ideals. I can't decide which to follow until I figure it all out.						
43. It took me a while to figure it out, but now I really know what I want for a career.						
44. There are many different types of consumer one could be. I have thought about the many types and know exactly the type I am.						
45. Religion is confusing to me right now. I keep changing my views on what is right and wrong for me.						
46. I've spent some time thinking about men's and women's roles in marriage and I've decided what will work best for me.						
47. In finding an acceptable viewpoint of life itself, I find myself engaging in a lot of discussions with others and some self-exploration.						
48. I haven't really thought about a consumer style and I am not too concerned about forming one.						
49. I only pick friends my parents would approve of.						
50. I've always liked doing the same recreational activities my parents do and haven't ever seriously considered anything else.						
51. I only go out with the type of people my parents expect me to date.						
52. My preferences about consumption are still developing. I haven't fully decided yet.						

	Strongly Disagree	2	3	4	5	Strongly Agree
53. I've thought my political beliefs through and realize I can agree with some and no other aspects of what my parents believe.						
54. My parents decided a long time ago what I should go into for employment and I'm following through their plans.						
55. I am trying different types of consumption; I just haven't decided what is best for me.						
56. I've gone through a period of serious questions about faith and can now say I understand what I believe in as an individual.						
57. I've been thinking about the roles that husbands and wives play a lot these days and I'm trying to make a final decision.						
58. I am the same type of consumer as my parents. I don't see any need to change it.						
59. My parents' views on life are good enough for me. I don't need anything else.						
60. I've had many different friendships and now I have a clear idea of what I look for in a friend.						
61. I've had many different recreational activities and I've found one or more I really enjoy doing by myself or with friends.						
62. I am the same type of consumer as my parents and I have never really questioned why.						
63. My preferences about dating are still in the process of developing. I haven't fully decided yet.						

	Strongly Disagree	2	3	4	5	Strongly Agree
64. I'm not sure about my political beliefs, but I'm trying to figure out what I can truly believe in.						
65. It took me a long time to decide but I now know for sure what direction to move in for a career.						
66. My ideas about consumption are identical to my parents'. What has worked for them will surely work for me.						
67. I attend the same church as my family has always attended. I've never really questioned why.						
68. There are many ways that married couples can divide up family responsibilities. I've thought about lots of ways and not I know exactly how I want it to happen for me.						
69. I guess I just kind of enjoy life in general and don't see myself living by any particular viewpoint to life.						
70. I don't have any close friends. I just like to hang around with the crowd.						
71. I've been experiencing a variety of recreational activities in hope of finding one or more I can really enjoy for some time to come.						
72. I've dated different types of people and know exactly what my own "unwritten rules" for dating are and who I will date.						
73. After considerable thought, I know the type of consumer that I am and it is right for me.						
74. I really have never been involved in politics enough to have made a firm stand one way or the other.						

	Strongly Disagree	2	3	4	5	Strongly Agree
75. I just can't decide what to do for an occupation. There are so many possibilities.						
76. I've never really questioned my religion. If it's right for my parents it must be right for me.						
77. Opinions on men's and women's roles seem so varied that I don't think much about it.						
78. After a lot of self-examination I have established a very definite view on what my own "lifestyle" will be.						
79. I really don't know what kind of friend is best for me. I'm trying to figure out exactly what friendship means to me.						
80. I have not really considered different consumer types. It just doesn't matter that much.						
81. All of my recreational preferences I got from my parents and I haven't really tried anything else.						
82. I date only people my parents would approve of.						
83. My folks have always had their own political and moral beliefs about issues like abortion and mercy killing and I've always gone along accepting what they have.						
84. Based upon past experiences I have chosen the type of consumer I want to be.						

Below is a series of statements about you as a consumer. Please indicate how much you agree/disagree with each statement by placing an X in the box that best represents how you feel.

	Strongly Disagree	2	3	4	Strongly Agree
1. Getting good quality is very important to me.					
2. When it comes to purchasing products, I try to get the very best or perfect choice for me.					
3. In general, I try to buy the best overall quality.					
4. I make special effort to choose the very best quality products.					
5. I really don't give my purchases much thought or care.					
6. I have very high standards and expectations of the products I buy.					
7. I shop quickly. I usually buy the first product or brand I find that seems good enough.					
8. A product doesn't have to be perfect or the best to satisfy me.					
9. The well-known national brands are best for me.					
10. The more expensive brands are usually my choice.					
11. The higher the price of a product, the better its quality.					
12. Nice department and specialty stores offer me the best products.					
13. I prefer buying the best-selling brands.					

	Strongly Disagree	2	3	4	Strongly Agree
14. The most advertised brands are usually a good choice for me.					
15. I usually have one or more outfits of the latest style.					
16. I keep my wardrobe up-to-date.					
17. Fashionable, attractive styling is very important to me.					
18. To get variety, I shop different stores and choose different brands.					
19. It's fun to buy something new and exciting.					
20. Shopping is not a pleasant activity to me.					
21. Going shopping is one of the enjoyable activities in my life.					
22. Shopping more than one store wastes my time.					
23. I enjoy shopping just for the fun of it.					
24. I make my shopping trips fast.					
25. I buy as much as possible at sale price.					
26. The lower price products are usually my choice.					
27. I look carefully to find the best value for money.					
28. I should plan my shopping more carefully than I do.					
29. I am Impulsive when purchasing.					

	<i>Strongly Disagree</i>	2	3	4	<i>Strongly Agree</i>
30. Often I make careless purchase I later wish I hadn't.					
31. I take the time to shop carefully for the best buys.					
32. I carefully watch how much I spend.					
33. There are so many brands to choose from that I often feel confused.					
34. Sometimes it is hard to choose which stores to shop.					
35. The more I learn about products, the harder it seems to choose the best.					
36. All the information I get about different products confuses me.					
37. I have my favorite brands I that buy over and over again.					
38. Once I find a product or brand I like, I stick with it.					
39. I usually go to the same stores when I shop.					
40. I change brands I buy regularly.					

What is your gender? ___ Male ___ Female

How old are you? ___ years

What is your classification? ___ Freshman ___ Sophomore ___ Junior ___ Senior

Thank you so much for your participation!

Appendix C: Canonical Correlation Analysis

Canonical Correlation Analysis

In order to provide another multivariate perspective of the relationship between the CEI Statuses and the consumer decision making styles a canonical correlation analysis, sometimes referred to as a multivariate multiple regression (Lutz & Eckert, 1994), was conducted. Table 1Cxx summarizes the results of this analysis and shows the canonical coefficients for the two statistically significant roots. The meaning of the roots can be interpreted by examining the items with the highest canonical coefficients in each set of variables. In this case, both roots are interpretable. Examining the first root, the increasing scores in Moratorium and Diffuse are associated with Confused by Overchoice. This relationship theoretically supports the idea that both the Moratorium and Diffuse identity statuses avoid decision making to some degree. The Moratorium status is actively exploring alternatives, too many alternatives can be overwhelming and make decision making difficult, while the Diffuse status lacks real concern for alternatives and tends to avoid decision making. The second root shows that the Achieved and Moratorium statuses are positively associated with Variety-Seeking and Value Conscious, while the Diffuse status has a negative association. This is also consistent with theory, as it supports the exploratory nature of the Variety-Seeking consumer decision-making

style which is consistent with both the Achieved and Moratorium statuses and in opposition to the nature of the Diffuse status.

Table C1

Summary Canonical Correlation Analysis of Consumer Identity Status and Consumer Decision Making Style

Variables	Canonical Coefficients	
	1	2
Consumer Identity Status		
Achieved	-0.23	0.55
Moratorium	0.82	0.57
Foreclosed	0.10	0.06
Diffuse	0.42	-0.41
Consumer Decision Making Styles		
Perfectionist	-0.38	0.39
Hedonic	-0.17	0.22
Brand Conscious	0.10	0.34
Impulsive	0.13	0.07
Confused by Overchoice	0.81	0.33
Habitual/Loyal	-0.01	-0.03
Variety-Seeking	0.16	0.52
Value Conscious	0.37	0.43
Fashion Conscious	-0.11	0.10
Variance Accounted	0.56	0.29
d.f.	36	24
Probability	<.0001	0.01

VITA

VITA

Sandy is the eldest child of Donita Bowman and Glenn Raymond, sister to Sherri and Kristen, aunt to Imari and Neveah and, most importantly mom to Maneka and Braxton.

Sandy received a B.S. degree in Retail Management and a M.S. in Consumer Behavior from Purdue University. Most recently Sandy completed her doctoral degree in Consumer Behavior also from Purdue University.

In July 2012, Sandy had the honor of joining the University of St. Thomas' Opus College of Business as a Post-Doctoral Research Fellow and Adjunct Faculty member. Sandy's research interests include how consumer ego identity, consumer culture, social media and interactive digital marketing influence consumer decision making and behavior.

In addition to her academic pursuits, Sandy has 20 years industry experience delivering research-based insights and strategy to companies large and small in both the United States and Europe.