Consumer Cosmopolitan and Acculturative Motivations: An Executive Function Aspect of Ethnic Identity

By

Faye J. Kao

A dissertation submitted to the Graduate Faculty in Business
in partial fulfillment of the requirements for the degree of Doctor of Philosophy,
The City University of New York

2007

ProQuest Information and Learning Company
300 North Zeeb Road
P.O. Box 1346
Ann Arbor, MI 48106-1346

This manuscript has been read and accepted for
the Graduate Faculty in Business in satisfaction of
the dissertation requirement for the degree of Doctor of Philosophy.

Dr. Eleonora Curlo

_____ _____

Date Chair of Examining Committee

Dr. Joseph Weintrop

_____ _____

Date Executive Officer

Dr. Stephen Gould

Dr. Thomas Kramer

Dr. David Rindskopf

Supervisory Committee

The City University of New York

Abstract

Consumer Cosmopolitan and Acculturative Motivations: An Executive Function Aspect of Ethnic Identity

By

Faye J. Kao

Advisor: Dr. Eleonora Curlo

Ethnic identity has been found to be an influential factor in cross-cultural consumption. The existing research on consumer ethnicity relies on the self-consciousness of self-identity. There are two assumptions in the current framework of consumer ethnicity. First, seeking self-esteem from ingroup cultural identity drives consumers to consume ingroup cultural products over outgroup products. Second, ingroup favoritism is reciprocally associated with outgroup negativity. In light of recent questions about the validity of these assumptions in intergroup relation studies, this dissertation adopts the executive aspect of self-identity, and defines *consumer cosmopolitan motivation* (CCM) and *consumer acculturative motivation* (CAM) as two possible alternative motivations influencing consumption.

This dissertation reviews the cosmopolitanism and acculturation literatures to define CCM and CAM. CCM refers to a worldly identity. CCM is the search for self-improvement through consuming outgroup-cultural products. CAM refers to an outgroup cultural identity. CAM is the establishment of a relationship with the host cultural society through consuming outgroup-cultural products. These motivations are independent of an individual's favoritism toward ingroup-cultural products.

This dissertation also investigates the psychological characteristics of CCM and CAM based on self-construal theory. This dissertation proposes that CCM is consistent with independent self-construal, while CAM is consistent with interdependent self-construal.

Theoretically, the executive aspect of conceptualization of ethnic identity allows a dynamic interaction of multiple possible selves that are activated by ethnic self-awareness. In managerial terms, CCM and CAM provide alternative psychological bases with which managers can segment global consumers, and upon which they can construct effective communication messages that are targeted to global consumer segments.

To my mother,
who has been supporting me throughout the years

Acknowledgements

Completing a dissertation is not an easy task. I became interested in cross-cultural identity issues after years of living in New York City, an exciting but complicated place to call *home*. I started to formulate the research questions in 2003. After several changes, I finalized and framed my research idea a year later. The proposal was approved in May 2005 and I defended my dissertation in May 2007. I completed the final revisions in September 2007.

As I have come to learn, teaching and advising doctoral students is an even more daunting task than completing a dissertation. I am in debt to numerous professors at Baruch College, the City University of New York, whose guidance made this project possible. In the area of philosophical paradigms, I thank Professor Stephen Gould for introducing me to the postmodern perspective in consumer behavior research, Professor Gary Soldow for teaching me positivism, and Professor Gloria Thomas for introducing me to historical inquiries. In research methods, I would like to thank Professor Nermin Eyuboglu for introducing me to psychometrics, Professor Eleonora Curlo for teaching me experimental design, Professor Hirokazu Takada for teaching me quantitative methods, Professor Shulamith Gross for instruction in probability theory, and Professor David Rindskopf for help in structural equation modeling.

My dissertation had gone through several revisions. During this process, Professor Thomas Kramer gave me prompt and constructive comments. In particular, I am grateful to Professor Eleonora Curlo, my dissertation chair, for her insightful comments, tolerance, and patience with me.

I returned to academia to earn my doctoral degree after several years of working in Taiwan. Being a mature doctoral student was very different from my previous experiences in college and when earning my MBA degree. Many mentors and friends made the doctoral study more memorable: Professor Steven Schnaars and Professor Yoshihiro Tsurumi were inspiring and respected role models. Professor David Rachman was the embodiment of a consumer motivated by cosmopolitan consumption. Professor Joseph Weintrop was the cheer leader for the Ph.D. students. And last but not the least, Nobuhide Zushi served as my "underground advisor" over the years while Yuri filled up those days with kindness, good food, and lots of fun.

Table of Contents

List of Tables

Tables **Page**

List of Figures

Figures **Page**

Consumer Cosmopolitan and Acculturative Motivations: An Executive Function Aspect of Ethnic Identity

CHAPTER ONE
INTRODUCTION

Globalization draws people from different cultural origins into close interaction. The concept of an independent, coherent, and stable cultural identity becomes unrealistic. On the one hand, because of the presence of global brands, a global consumer culture has emerged in which consumers from around the world share consumption meaning, value, and behavior. The standardized global consumer culture is dominated by western culture (Alden, Steenkamp and Batra, 1999). On the other hand, cultural fragmentation occurs as soon as foreign cultural objects are brought into a local consumption culture (Hannerz, 1989; Yoshimoto, 1989). This fragmentation manifests in things like music, food, and media content (Appadurai, 1990). In sum, globalization has not only standardized a global culture, but also fragmented local cultures. Cultural homogenization and heterogenization occur simultaneously as two constitutive trends of globalization (Friedman, 1990). For individuals, this dual-trend globalization phenomenon offers opportunities to recombine cultural identities into new forms. It also challenges the individual's capability to maintain her original cultural identity (Arnett, 2002; Giddens, 1991).

In current cross-cultural consumer research, ethnic identity has been considered a primary factor in consumption. Ethnic identity implicates self. There are three experiences of self-hood: (1) the reflective consciousness of self, (2) the interpersonal aspect of self, and (3) the executive function of self (Baumeister, 1998).

The current consumer ethnicity framework draws on the reflective consciousness aspect of ethnic identity. This framework posits that in the cross-cultural context, consumers are aware of their ethnic self-identity. The ethnic self-awareness serves as the basis for comparison and evaluation (Forehand and Deshpande, 2001). Consumers tend to consume products from their ingroup culture because people tend to evaluate their ingroup ethnic-identity more positively. They prefer their ingroup products or ad messages portraying spokespersons of their own ethnic group, and tend to avoid those from other cultural groups. Furthermore, the framework posits that consumers prefer products that reflect an outgroup cultural identity only when they assimilate the outgroup cultural identity into their self-identities.

However, there are two assumptions within this framework. First, ingroup favoritism is assumed to be reciprocally associated with outgroup negativity. Second, it assumes that fulfilling self-esteem from ingroup cultural identity is the motivation behind cross-cultural consumption. Recent research in intergroup relationships questions these two assumptions, and suggests applying self-regulation theory to the study of intergroup relationships (Shah, Brazy and Higgins, 2004). Self-regulation draws on the executive function of self-identity. Motivation and self-system are inseparable. The executive function of self-identity considers goals as a self-schema. The self-schema consists of a hierarchy of interwoven nodes with cognition, emotion, and behavior components. In other words, motivations are conceptualized as a hierarchy of personalized possible selves. There are higher level possible selves, which represent the desired end states. These higher level selves can in turn activate middle and lower level possible selves, which are the strategies and actions used to achieve the goals. Hence, a motivation

contains both (1) an anticipated outcome, or a reference point, and (2) the content, or the actions to achieve the goals. The former is the possible-self achieving the goal; the latter are the possible-selves taking action to achieve the goals (Markus and Kitayama, 1991).

However, this approach has not been applied to cross-cultural consumer research on ethnic identity. Inspired by this approach, this dissertation questions if, other than seeking self-esteem from ingroup ethnic identity, there are alternative motivations or ethnic related self-identities influencing consumption. If so, what are the possible alternative motivations in a cross-cultural context? Moreover, what are the psychological characteristics of these motivations?

There are three research objectives in this dissertation. First, this dissertation identifies two alternative motivations that are relevant in a cross-cultural context in which ethnic identity is salient. There are two streams of literatures on individuals' cross-cultural encounters. The first is cosmopolitanism: as the global marketplace is becoming borderless, cultures, ideologies, and people travel around the world. This free flow of cultures and people defines a cosmopolitan consumption motivation. The second is acculturation, which is as old as human history. Migration has been one of the most important contributors to human civilization. Acculturation continues nowadays on an ever-expanding global scale. Migrants settle in new countries. This permanent residence in an outgroup cultural environment defines an acculturative consumption motivation.

Based on these two streams of literature, and the conceptualization of motivations as possible self-identities, this dissertation defines *consumer cosmopolitan motivation* (CCM) and *consumer acculturative motivations* (CAM) as two alternative motivations that influence consumption in a cross-cultural context. Consumer cosmopolitan

motivation is a worldly self-identity. To become a worldly person, consumers seek self-improvement by consuming outgroup-cultural products. Consumer acculturative motivation refers to an outgroup cultural-identity. To be accepted as a member of the outgroup society, consumers try to establish relationships with that society by consuming its cultural products.

Second, this dissertation investigates the independency among ingroup favoritism, CCM, and CAM. The consumer ethnicity framework emphasizes self-esteem motivation, and assumes that consumers fulfill their needs for esteem by valuing ingroup over outgroup cultural identities. This dissertation proposes that ingroup favoritism is not necessarily negatively associated with motivations to consume outgroup products. CCM is regulated by a worldly identity, while CAM is regulated by the host cultural identity; the search for self-esteem is regulated by the original cultural identity. These three possible selves combine to influence consumers in a cross-cultural context in which the ethnic self-awareness is salient.

Third, this study uses self-construal theory (Markus and Kitayama, 1991) to investigate the psychological characteristics of CCM and CAM. This theory describes how an individual defines self, others, and the relationship between the two. Self-construal has been found to determine the very nature of self-experience, and to influence cognition, emotion, and motivation. Self-construal is a personal trait. It can also be shaped by the society and become an enduring cultural value (Markus and Kitayama, 1991). It can also be temporarily activated in a given situation (Gardner, Gabriel, and Lee, 1999). In other words, all possible selves in the self-schema have their unique self-construal properties. The self-construal associated with the highest level of self defines

one's chronic perception of self. The self-construals associated with the middle or lower level possible selves are situational and can be activated in a given context. Understanding the self-construal properties of CCM and CAM provides a framework to study the causal relationship of CCM/CAM and their cognition, emotion, and behavior consequences.

There are two types of self-construal. *Independent self-construal* defines self as the unique characteristics that distinguish oneself from others. *Interdependent self-construal* defines the self based on its relationships with others. This dissertation proposes that since CCM is seeking self-improvement, CCM is consistent with independent self-construal. However, CAM is the establishment of relationship with an outgroup society; CAM is consistent with interdependent self-construal.

This dissertation is organized around the three research objectives. Each chapter consists of its own literature review, definitions and hypotheses, and methodology. Chapter Two reviews the literature on cosmopolitanism and acculturation, and defines CCM and CAM based on the executive aspect of self-identity. In the methodology section, a scale is developed based on the construct definitions. CCM and CAM are measured in naturally-occurring situations. Confirmatory factor analysis is used to test the validity of the scale. Discriminant and convergent validity and predictive validity are also tested.

Chapter Three reviews the consumer ethnicity framework, and discusses the assumptions of the present framework. CCM, CAM, and ingroup favoritism are found to be independent constructs. The independency is tested in a structural equation model.

Consumers have the motivational capacity to pursue both ingroup cultural identity and other cultural related self-identities in a cross-cultural context.

Chapter Four investigates the psychological characteristics of CCM and CAM based on self-construal theory. The chapter reviews self-construal theory, and synthesizes CCM/CAM and independent/interdependent self-construal definitions. Correlation analysis is used to test the self-construal characteristics of CCM and CAM. The results support that CCM is related to independent self-construal, and that CAM is related to interdependent self-construal.

Chapter Five compares and contrasts CCM and CAM in terms of their reference point, content, and self-construal properties. Finally, the chapter discusses the implications of an executive function approach to studying self-identity in a cross-cultural context, and suggests directions for future studies.

CHAPTER TWO
CCM AND CAM CONSTRUCT DEFINITIONS

Modern global society is often conceptualized as a society on the move (Lash and Urry, 1994). Given modern mobility, cultural identity has become a moving target instead of a static construct. The making and remaking of cultural identities take place at cross-cultural contact zones. These contact zones may include physical contact zones (e.g. borders, nations, societies) (Merton, 1957), and symbolic contact zones (e.g. cultural values, ideologies, lifestyles, aesthetic preferences) (Holt, 1997). Moreover, the making and remaking of cultural identities takes place not only within a nation, but also at the global level, where national cultures become elements of global sub-cultures. A world culture, which is dominated by western culture, is emerging as a result (Lash and Urry, 1994).

Two streams of literature are related to the individual's cross-cultural contact experiences: cosmopolitanism and acculturation. This chapter reviews these two streams of literature, and defines two possible motivation constructs that influence consumption in a cross-cultural context. The conceptualization of the motivations assumes that possible self-identity regulates the individual's cognition, emotion, and behavior. Before defining the constructs, it is necessary to delineate the premises of construct definition.

2.1 The Premises of Construct Definition

2.1.1 Ethnic Identity as Subjectively Defined

Ethnic identity can be defined objectively or subjectively. An objective definition of ethnicity relies on last name (Mirowsky and Ross, 1980), country of origin (Gurak and

Fitzpatrick, 1982), paternal ancestry (Alba and Moor, 1982), and language spoken at home (Massey and Mullan, 1984). A subjective definition of ethnicity relies on assertions that people make about themselves (Barth, 1969). This study relies on cognitive anthropology, and sees culture as subjectively defined. This study defines ethnic identity as a person's subjective awareness and acceptance of membership in an ethnic group (Tajfel, 1978).

In addition, this study adopts a broadly conceptualized ethnic identity and considers it interchangeable with cultural identity (Kim, 1996). This study agrees that cultural identity is one's perception of self that "incorporates the world view, value system, attitudes, and beliefs of a group with which such elements are shared" (Adler, 1998, p.230). *Ingroup cultural identity* is, therefore, defined as a person's subjective awareness and acceptance of membership in a particular ethnic group. However, *outgroup cultural identity* is defined as a person's subjective rejection of membership in another ethnic group. For example, an Asian-American may identify herself with American culture and consider Asian culture an outgroup identity.

2.1.2 Accessible Ethnic-Awareness

Second, this study relies on the premise that the two motivations affect consumer behavior when ethnic self-awareness is activated (Forehand and Deshpande, 2001). In other words, the boundary of the construct definition validity assumes that people are situated at an intercultural juncture, and are aware of the boundaries of cultural identities. Not all consumption involves ethnic self-awareness. For example, when an American consumer purchases a Sony PlayStation, the brand of origin may not activate his ethnic

self-awareness. The consumer is not situated at an intercultural consumption juncture. Therefore, CCM and CAM will be irrelevant in this consumption situation.

The premise of ethnic self-awareness draws on the consumer ethnicity framework. Ethnic self-awareness can be a chronic personality trait. Consumers with a strong ethnic identification tend to have chronically accessible ethnic self-awareness (Deshpande, Hoyer, and Donthu, 1986). Ethnic self-awareness can also be activated by environmental cues. The environmental cures include social surroundings and momentary moods immediately preceding choice (Stayman and Deshpande, 1989), relative size of the ethnic population (Deshpande and Stayman, 1994), and ethnic priming in advertisements (Forehand and Deshpande, 2001).

2.2 The Framework of Construct Definition: the Executive Function Aspect of Self

There are three root experiences of selfhood in which people grasp the basic meaning of self (Baumeister, 1998). The first is a reflective consciousness of self, which refers to self as a self-observer who turns his conscious attention toward his own source and gradually constructs a concept of self. An example of this is the use of products to reflect self-identity. Reflective consciousness of self is the most basic experience of self. Without it, the self cannot exist. The second is the interpersonal aspect of self, which refers to self as a tool for relating to others. For example, a consumer chooses to join a brand community to share his/her passion and product knowledge with others. Self-identity becomes a way to communicate and interpret social meanings. In this aspect, self is the basic concept to define self-other relationship. The third aspect, the executive function of self, refers to self as an agent, a controller, and a decision-maker that regulates cognitions, behaviors,

and emotions. Examples are researching a new product, or deciding which brand to purchase. Without this aspect, self would be a static concept. Together, the three experiences define selfhood.

This dissertation defines the constructs based on the executive aspect of self-identity. The executive aspect of self-identity considers motivation and self-systems are inseparable (Markus and Ruvolo, 1989). The self makes decisions, initiates actions, and controls himself and the environment. A goal only affects an individual to the extent that he or she can construct and maintain the possible selves that allow him or her to appropriate a desired end state, to commit to it, and to make it his or her own. Thus, motivations or goals can be represented as a hierarchy of self-schemas. In this conceptualization, a desired end state of self serves as a reference point. The desired possible self occupies the highest level in the goal hierarchy. The strategies and actions utilized to achieve the goal are then organized as the middle or lower-level possible selves in the goal hierarchy. Hence, a motivation represented as a possible self-identity contains both (1) an anticipated outcome, or a reference point, and (2) the actions to achieve the goal, or the content in the goal system. The former is the possible-self achieving the goal; the latter are the other possible-selves taking actions to achieve the goal. This dissertation defines the motivation constructs based on the reference point and the content of a motivation.

2.3 The Consumer Cosmopolitan Motivation (CCM)

2.3.1 Cosmopolitanism Literature Review

The global marketplace is becoming borderless. Innovations in communication and transportation technologies increase human mobility and the free-flow of cultural values. Tourists and global professionals travel around the world. Ideologies and cultural values are broadcast through global media outlets (Lash and Urry, 1994). This exchange of people and culture defines the first type of cross-cultural consumption motivation.

A cosmopolitan is someone who has traveled or lived in many different countries. S/he is free from national prejudice because of this wide experience of the world. In consumer behavior research, cosmopolitanism has been studied in the following frameworks: *geographic orientation* (Merton, 1957; Cannon et. al. 1993; 1994), *mode of managing meaning* (Hannerz, 1990), *lifestyle defined by symbolic boundary* (Holt, 1997), *cultural capital* (Holt, 1998), and *motivation* (Thompson and Tambyah, 1999). The next sections explore these frameworks.

2.3.1.(a) Cosmopolitanism as Geographic Orientation

Although the notion of *cosmopolitans* existed in ancient civilization,[1] the modern definition of *cosmopolitan* can be traced to Merton (1957). In his investigation of patterns of interpersonal influence within a society, Merton (1957) dichotomized the influencers into two types: local and cosmopolitan. What makes them different is their *orientation* to their community. The locals refer only to their immediate environment and

[1] For example, in Tang dynasty, China (A.D. 618-907). See Marc Samuel Abramson (2001), *Deep Eyes and High Noses: Constructing Ethnicity in Tang China*, dissertation, Princeton University.

reject any outside identities. They have always lived in the same community, and would never consider leaving it. They identify economically and sentimentally with that community. The local community is the only community that they know, and that knows them.

In contrast, the cosmopolitans are people who have lived in several different places. Their experiences in other places have modified their attitudes toward local identity. The cosmopolitans transcend any local cultural identity, and orient toward a broader identity, e.g. a nation or the world. However, in a sense, the cosmopolitans are rootless. A worldly identity is the world outside the town. It does not belong to any one community. The cosmopolitans and the locals differ markedly in their behaviors.

*(1) Interpersonal relationship*s. Locals are interested in maintaining as many relationships as possible. Their relationship network strengthens their local identity. In contrast, the cosmopolitans are more selective about their social network. They value friends who can really talk to or can exchange ideas with them.

(2) Participation in voluntary organizations. Locals are more interested in participating in organizations that offer them opportunities to make multiple contacts. Cosmopolitans tend to belong to the organizations in which they can apply their special skills or knowledge.

(3) The modes of influence. Locals' influence rests on an elaborate personal network, while the cosmopolitans' influence rests on their prestige and expertise in a given domain. In other words, the influence of the locals rests on *whom they know*, but the cosmopolitans' influence depends on *what they know*.

(4) Mass media consumption behavior. Cosmopolitans are more interested in reading national and international news, cultures, or arts. The locals tend to be more interested in "human interest" stories.

According to Merton, the cosmopolitan desires an identity that is not rooted in the town. The cosmopolitan identity is defined by a geographic boundary. The strategy to achieve the desired cosmopolitan identity is to advance individual expertise. Continuous self-improvement is the cosmopolitans' way of life. The means include befriending others with similar interests, participating in organizations that allow them to advance or practice their expertise, consuming various types of media, and traveling to or living in different places. Cannon et al. (1993) developed the *CYMYC Cosmopolitanism Scale,* based on Merton's conceptualization of cosmopolitans.

2.3.1.(b) Cosmopolitanism as Mode of Managing Meaning

For Hannerz (1990), geographic orientation is only a necessary factor for distinguishing cosmopolitans from locals, but it is not a sufficient factor. As cultural meanings and symbols are moving quickly around the world, many people are aware of and relate themselves to that world. One can have a cosmopolitan orientation without even traveling. Hannerz (1990) sees cosmopolitanism as a mode of managing cultural meanings; more precisely, a mode of managing the meaning of the original culture, and that of other cultures. There are several modes or strategies to negotiate those meanings. Hence, instead of Merton's (1957) dichotomy of locals vs. cosmopolitans, there are types of cosmopolitans.

One type of cosmopolitan picks from other cultures only those pieces that suit him. He negotiates a new meaning of ingroup identity by selectively combining outgroup identities with the original identity.

Another type of cosmopolitan embraces outgroup identity as-is. However, his total surrender to outgroup identity only implies personal autonomy vis-à-vis his ingroup culture, but cannot be equated with a commitment to outgroup identity. He may temporarily surrender to outgroup culture, but he can switch back to his ingroup identity at will. This type of cosmopolitan alternates between ingroup and outgroup identities.

A third type of cosmopolitan is local at heart. No matter how far he travels, he seeks a familiar ingroup identity in other cultures. For example, in Mexico City he wants to eat at Taco Bell in instead of at an authentic Mexican restaurant. He has neither an interest in other cultures nor the competencies required for participation in those cultures. Although he travels around the world and orients himself toward a worldwide identity, he is merely an observer, not a participant.

Still another type of cosmopolitan travels for the purpose of *home plus* – "Spain is home plus sunshine. India is home plus servants. Africa is home plus elephants and lions" (Hanerz, 1990, p.241). However, most of the *plus* does not require an understanding of alien systems of cultural meaning. In Hannerz's definition, this cosmopolitan is but another type of local.

The true cosmopolitans, according to Hannerz (1990), have the cultural competence and the willingness to navigate other cultures. Tourists are not real cosmopolitans. Although tourists have a cosmopolitan orientation, they lack the cultural

competence to participate in the traditions of other cultures. They are outside observers who consume only symbolic cultural identities.

Nor are exiles true cosmopolitans, since they have been forced to leave their country. Although they live abroad and have the competence to perform foreign cultural activities, they do not want to immerse themselves in foreign culture. By the same token, labor immigrants are not real cosmopolitans. For them, the purpose of living in another country is to make more money and live a better life. Participating in or learning about the host culture is actually a cost to them. For this reason, they often live with people from their home country. Chinatown and Greektown are surrogate homes in which labor immigrants become encapsulated.

Hannerz considers expatriates the closest to real cosmopolitans. Expatriates choose to live in another country for a given period of time; however, they can go home whenever they want to. They are open to new experiences and value these authentic experiences as a way of enriching themselves. They enjoy the foreign culture and appreciate the differences among cultures. They work to acquire cultural competence, and to participate in the alien society. Sometimes, the process may be full of conflicts, contradictions, ambiguities, and inertia; however, the cosmopolitans are willing to manage and capable of managing cultural meanings. Through their intercultural juncture experiences, they criticize cultural meanings, and create new ones. Cosmopolitan culture can therefore be seen as a *culture of critical discourse*. Cosmopolitanism is a mode of managing and negotiating culture meanings.

In Hannerz's opinion, cosmopolitans are equated with global professionals, and the cosmopolitan culture is equated with the transnational occupational culture that is

dominated by Western Europe and North America. He considers *decontextualized knowledge* (i.e. the professional knowledge in a given domain) as an important ingredient of cosmopolitan culture. The global professional's decontextualized knowledge can be quickly recontextualized in other cultural contexts, and therefore, provides entrance for them to participate in foreign cultures.

Four important points in Hannerz's conceptualization are related to the CCM construct definition. The first is that the desired end status, the worldly identity, cannot sufficiently define cosmopolitanism. In the global mobility, a worldly identity has become a global reality. There may be hardly any pure locals left. Hence, the worldly identity is merely an essential element of defining cosmopolitanism.

The second is that the means to achieve the end state is more important in defining the cosmopolitanism concept. Cosmopolitans and locals are not two simple dichotomies. There are various types of cosmopolitans defined by the means that they use to achieve their goals. This conceptualization of cosmopolitanism considers the content of the goal, or the middle or lower levels of possible selves in the goal hierarchy, as more important factors in defining the concept of cosmopolitanism.

The third is that the interest in exploring outgroup culture is an important aspect of cosmopolitanism. It emphasizes an internal ideal motivation. Learning outgroup culture as an obligation is not qualified as cosmopolitanism, such as in the cases of exiles and labor immigrants. The competence and wiliness to participate in different cultural contexts is the essence of being a cosmopolitan. This view is consistent with Merton's (1957) in that both emphasize advancing the individual's knowledge about outgroup culture or enriching individual's experience as a key motivation.

The last is that decontextualized knowledge is an important means for enabling the cosmopolitans to navigate across cultural boundaries. Decontextualized knowledge and the competence to participate in different cultural contexts are both individual attributes. They reflect that cosmopolitans emphasize individual traits over interpersonal relationships as means for achieving their goals.

2.3.1.(c) Cosmopolitanism as Lifestyle Defined by Symbolic Boundary

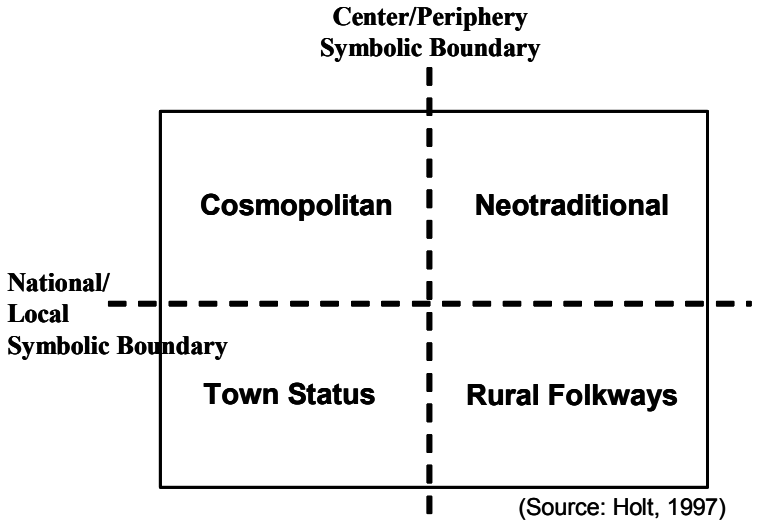
The boundary between cosmopolitans and locals does not have to be limited to physical or geographic boundaries as Merton (1954) and Hannerz (1990) envisioned. The meanings of cosmopolitan and local identities can be delineated by a symbolic boundary (Barth 1969; Holt, 1997). A symbolic boundary refers to the differences in meanings can serve as a boundary to delineate oneself from others. A symbolic boundary therefore requires two existing meaning systems, which can be compared or contrasted. The conceptualization of symbolic boundaries recognizes the subjectivity and relativity of cultural meanings.

Although living in the same town, most cosmopolitans know that the locals value interpersonal relationships more than personal competence, and that the locals interpret meaning on the basis of local values. However, for the locals, the cosmopolitans are the ones who avoid local relationship networks, and who are always mentally on the go. Hence, the boundary of cosmopolitans and locals are maintained in the symbolic boundary: “I know. I know that you know, and I know that you know that I know” (Hannerz, 1990, p.248). Since the boundary is subjective and relative, the symbolic boundary involves not only the meaning of one’s identity, but also those of others. The

content of my identity is what I want to be, but also, the content of the other's identity is what I don't want to be.

Holt (1997) provides a case study to classify lifestyle based on two boundaries. First, *the national vs. local symbolic boundary* rests on the geographic boundary. Second, *the center vs. periphery symbolic boundary* rests on socioeconomic position. Hence, it results in four lifestyles: the cosmopolitan, the town status, the neotraditional, and the rural folkways (Figure 1).

Figure 1: The Symbolic Boundary of Lifestyle



Among them, the cosmopolitans, cosmopolitans are highly educated. Cosmopolitans make considerable efforts to maintain an urban, national lifestyle through frequent travel, and involvement in national activities. They consider local consumption patterns unsophisticated and lacking variety. They prefer to consume products and media that are associated with an urban lifestyle. Through consumption patterns and tastes, they distinguish themselves from others who find the local consumption activities enjoyable

and stimulating. Maintaining a lifestyle and tastes that differentiate oneself from others is a key element of cosmopolitanism. The boundary is based on subjective mutual understandings and perceptions of each other's lifestyles. Without local lifestyles, there would be no symbolic boundary that separates cosmopolitans from locals.

Holt's (1997) concept of cosmopolitanism contributes to the construct definition in that cultural meaning is subjective and relative. Cosmopolitan may be regulated by both a desired and an undesired possible self-identities. The worldwide identity that consists of many different cultural identities is the desired end state that cosmopolitans desire. At the same time, the local identity or the immediate social context is what they want to avoid.

2.3.1.(d) Cosmopolitanism as Cultural Capital

In a consumption context, the difference between cosmopolitans and locals is often the result of their cultural capital (Bourdieu, 1984). Cultural capital refers to the individual's aesthetic preference or taste. Cultural elites possess considerable amounts of cultural capital. People acquire cultural capital through upbringing, from social interaction with cultural elites, and via a formal education that emphasizes abstract thinking. Cultural capital is refined and reinforced by occupations that involve symbolic production, for example, the fashion, advertising, and movie industries. Cultural capital is also enacted in fields of consumption such as food, interior décor, clothing, hobbies, art, music, and popular culture.

Holt (1998) identifies six dimensions of taste that classify consumers into high (HCC) or low (LCC) cultural capital groups. Cosmopolitans have high cultural capital.

The six dimensions of cultural capital provide detailed descriptions of cosmopolitans' psychological characteristics. They are as follows:

(1) Formal Aesthetics versus Material. For product categories that are necessary to everyday life such as food, furniture, and clothing, LCCs' taste is based on utility. Sometimes, the LCCs refer to style; however, when they do, they describe their taste in terms of the familiar traditional style or those conform to norms. The motivation is to make their choices comfortable and reassuring. In contrast, the HCCs' taste is based on personal preferences, not on utility. For HCCs, decorating is a highly personalized and personalizing activity. Style is an aesthetic expression of their sensibilities. Sometimes, HCCs do talk of economical choices, but these choices are considered less desirable and are forced by financial considerations rather than by internal desires.

Affect is an attribute defined by subjective preference while utility is an external attribute associated with the objects. This dimension reflects that cosmopolitans depend more on internal than on external attributes in defining their preferences.

(*2) Critical versus Referential Reception of Cultural Texts.* LCCs interpret cultural texts in referential and concrete terms. On the other hand, HCCs interpret cultural texts in critical and abstract terms. For example, HCCs read popular entertainment as fictions that have little to do with the empirical world. HCCs can interpret cultural texts independent of their own life. When reading conflict-laden cultural texts, HCCs see them as an art form and do not relate them to their real experiences. However, LCCs will interpret such texts as real events, and sometimes they become un-interpretable in connection with their own lives.

This dimension suggests that cosmopolitans are capable of context-independent interpretation. In other words, they are capable of abstract thinking.

(3) Idealism versus Materialism. Materialism refers to a value held by people who use possessions to attain status (Belk, 1985; Richins and Dawson, 1992). LCCs consume goods to show off their better economic status or higher social status. When they consume, they are aware of what other think. LCCs consume for materialistic reasons. In contrast to materialism, idealism characterizes people who use possessions for subjective production of a desired experience. HCCs consume for their own ideal tastes. HCCs dislike the pretension associated with products as a reason to consume.

This suggests that while for LCCs, consumption is a means to show off their social status, for the cosmopolitans, it is regulated by pure enjoyment of the consumption experience. The feedback from the external social environment is not important. Cosmopolitan identity is defined by and regulated by internal preferences.

(*4) Cosmopolitan versus Local.* LCCs' reference point is their immediate environment, and they base their preferences on familiar concepts. HCCs construct their reference groups on a national or global basis and they prefer things or experiences that are not local. This is consistent with the classic descriptions of cosmopolitanism (Hannerz 1990; Merton, 1957) in that the reference point is a worldly identity, or an identity outside of one's immediate social context.

(*5) Consumer Subjectivity as Individuality versus Local Identity.* Consumer subjectivity refers to the way in which consumers reappropriate meanings based on their interpreting lens. For LCCs, consumer subjectivities are grounded in their immediate culture. LCCs construct meanings based on their social norms. LCCs use popularly

constructed genres to describe product categories. In contrast, HCCs construct meanings based on their individual styles. Their reconstruction of meaning is less influenced by local social norms. They prefer to recombine mass cultural objects in order to reflect their own subjectivity. For example, LCCs prefer the conventional "Country" or "Victorian" Styles. However, HCCs may see these styles as clichés.

This dimension implies that cosmopolitans are capable of using their personal preferences to criticize and recreate new cultural genres. The external factor, the social norm, is not important to them. This dimension provides further evidence that cosmopolitans are driven by internal attributes that guide their behavior. They tend to express themselves away from the rest of the group.

(*6) Self Actualization versus Autotelic Sociality.* HCCs express a tremendous need for a self-actualizing experience in their consumption. HCCs seek diverse, educational, and informative experiences that allow them to achieve competence, acquire knowledge, and express their individual creativity. For them, the intrinsic satisfaction of leisure comes from learning, achieving, and creating. In contrast, LCCs emphasize the enjoyment that results from interaction with others and the environment. The autotelic sociality refers to "the intrinsic enjoyment that results from the knowledgeable application of skills and talents with others who also enjoy the activities" (Holt, 1998, p.18).

For example, HCCs use outdoor activities to satisfy their curiosity. Nature becomes a way for HCCs to express their personal creativity. On the other hand, LCCs use these activities to communicate with nature. Being part of the harmonious totality of

nature itself is a pleasant experience for the LCCs. This dimension depicts the self-focus vs. other-focus difference between the cosmopolitans and the LCCs.

In sum, the six dimensions of cultural capital comprise the psychological properties of HCCs, the cosmopolitans, and LCCs. HCCs are capable of abstracting meaning, while LCCs are concrete. HCCs are not influenced by social norms, while LCCs monitor and follow social norms. HCCs express self based on internal preferences, while LCCs express self based on external socially-accepted norms. HCCs enjoy the process of creating something different from the immediate social context, while LCCs prefer being part of the social context. HCCs criticize and recreate fashion trends, while LCCs prefer existing genres of art. HCCs are self-focused, while LCCs are other-focused.

2.3.1.(e) Cosmopolitanism as Motivation

Cosmopolitanism is often compared to the *traveling motif* (Kaplan, 1996; Thompson and Tambyah, 1999). The traveling motif reflects a cosmopolitan ideology, which can be traced to colonial and patriarchal ideology (Hall, 1996). Cosmopolitanism originated in 17th and 18th century Europe. Young elites were encouraged to travel to the home of the Renaissance as preparation for adulthood. Hence, cosmopolitan ideology carries a strong motivation of individual striving to understand the world. Cosmopolitan ideology continues evolving into the modern world, and is actualized through the tourism industry (Craik, 1997). Cosmopolitan ideology motivates contemporary consumers to explore the world outside of their own culture.

The quest for self-improvement is evidenced in consumer phenomenological studies. Expatriates seek personal improvement through living in foreign countries (Thompson and Tambyah, 1999). In Thompson and Tambyah's study (1999), informants choose to live in another culture. They want to do something different, or to seek career advancement. Contact with the outgroup culture reflects their passion for new places and new cultures. They find the world and its people to be diverse. Therefore, there is much to learn. Tourists travel far and wide in order to enrich their cultural experience (Craik, 1997; Belk 1997). Consumers buy souvenirs during their trips (Belk, 1997). These souvenirs represent a foreign culture consumption experience, which implies a worldly identity.

The self as regulated by a worldly identity is also evidenced in consumer fascination with the Western lifestyle in the less developed countries, such as India (Mehta and Belk, 1991) and Hong-Kong (Chung and Fischer, 2001). Consumers in developing countries emulate Western lifestyle and display the positive outcomes of their higher-status worldly identity through conspicuous consumption in Western product categories. For example, Coca Cola, and Starbucks are popular in Asia. In sum, cosmopolitan motivation emphasizes self-improvement as a way to achieve the status of a worldly identity.

This dissertation therefore defines consumer cosmopolitan motivation as built on the executive aspect of self-identity. This perception has two attributes: (1) the reference point of the motivation, or the desired end state, and (2) the content of the motivation, or the means for achieving the end state. The following sections discuss both of these attributes.

2.3.2 The Consumer Cosmopolitan Motivation (CCM) Definition

2.3.2.(a) The reference point of CCM is a worldly identity

What distinguishes cosmopolitans from the locals is their orientation toward their immediate community. Merton (1957) found that the cosmopolitan identity was associated with a broader geographic area. However, the reference point of CCM can also be perceived as a symbolic boundary (Barth, 1969; Holt, 1997). The worldly identity is broader than the local identity. If the local identity is a town, the worldly identity can be urban. If the local identity is a city, the worldly identity can be a nation. Likewise, if the local identity is national, the worldly identity can be global. Cosmopolitans constantly refer to an identity that is removed from their immediate surroundings. Hence, the reference point of CCM is the self-identity in opposition to the immediate cultural identity. It is a collection of cultural identities in the world; however, this worldly identity does not belong to any one community.

Nowadays, openness to outgroup culture, and being a citizen of the world have become widely accepted. Aspiring to a broader cultural identity is an essential but not a sufficient characteristic of CCM. The content, or the means, to achieve the desired worldly identity plays a more critical role in CCM construct definition.

2.3.2.(b) The content of CCM is self-improvement

The strategic means to achieving a worldly identity is to enrich individual knowledge and experiences. Cosmopolitans seek diverse educational and informative experiences that allow them to achieve competence, acquire knowledge, and express their creativity. For them, the intrinsic satisfaction of leisure comes from learning, achieving, and creating.

Cosmopolitans are capable of managing cultural meanings to enrich their knowledge of the world. They have cultural competence with which to navigate other cultures and they are eager to participate in other cultural traditions. Cosmopolitans are curious about foreign culture. They participate in foreign culture, and synthesize new cultural meanings in order to increase their knowledge about the world, and to express their creativity. They are open to new experiences and value the authentic experiences as a way of personal enrichment. Cosmopolitans enjoy achieving personal enlightenment from experiencing authentic outgroup cultures. Their motivation for seeking self-improvement is consistent with the *traveling motive* (Kaplan, 1996; Thompson and Tambyah, 1999) as the traveling motive seeks adventure and change. Cosmopolitanism considers traveling as the key to self-enhancement and the attainment of a high-status, worldly identity. Cosmopolitan ideology motivates consumers to explore the world outside of their original culture in order to seek cultural enrichment.

There are various ways of achieving the goal. The first is media use (Merton, 1957): cosmopolitans are more interested in reading news on national or world issues, cultures, or arts. The cosmopolitans keep up with current trends through media consumption (Merton, 1957).

The second means is individual knowledge (Merton, 1957): cosmopolitans rely on decontextualized professional knowledge to move among different cultures (Hannerz, 1990). The cosmopolitans join professional organizations in order to apply their special skills or knowledge, but they do not use such organizations to indicate their social group membership (Merton, 1957). They rely on their personal knowledge to influence others. They are also sought out for advice because of their specialized expertise (Merton, 1957).

Their interpersonal relationships are built around maintaining and improving their knowledge.

The third means is lifestyle and consumption (Holt, 1997; 1998): cosmopolitans constantly seek variety and exotic stimulation. They express their personal styles away from the immediate aesthetic norm. In consumption, the cosmopolitans like to recombine elements of popular cultures, and to create new genres of consumption culture. They do this purely for the sake of idealistic enjoyment.

The fourth means is the context-independent interpretation lens (Holt, 1998): cosmopolitans are capable of abstract thinking. When interpreting the meanings of a foreign culture, cosmopolitans do not rely on a social framework. Cosmopolitan culture is a *culture of critical discourse* (Hannerz, 1990). The objective of the critical culture discourse is to synthesize new cultural meanings for self-improvement. The critical culture discourse concept is consistent with Bourdieu's (1984) cultural capital.

This dissertation therefore defines consumer cosmopolitan motivation as:

Definition 1: Consumer cosmopolitan motivation (CCM) is the search for self-improvement through consuming outgroup cultural products.

2.4 The Consumer Acculturative Motivation (CAM)

Another type of possible motivation influencing consumers' cross-cultural consumption is acculturation. The history of human civilization can be thought of as a history of migration and acculturation. For example, Celtic and Latin languages were combined with German dialects, and later with French to create present-day English (Hadley, 1943). The Byzantium, Sassanid of Persia, and Gupta in India, were melded with the

Han of China to form a Tang culture in China (Watt, 2004). Even today, the migration process continues on a global scale. Acculturation has been particularly salient in the United States because its people are descended from European settlers, Native Americans, Africans, and other ethnic groups that migrated to the country (Rudmin, 2003).

Migrants leave their home country and relocate to another country for numerous reasons (Taylor, 1969; Penaloza, 1994). Some are push factors, (e.g. uneasy social/political environment or bad economic status in their home country); others are pull factors (e.g. easy to find a job in another country, better living standard, further children's education or family reunification). No matter what the initial reasons are, migrants undergo a resocialization process when they arrive at their destination country and try to re-establish their life there (Eisenstadt, 1954). In the resocialization process, the migrants first have to acquire a second cultural competence (e.g. language, social practices, values, consumption culture). Second, they have to learn how to perform the new social roles. Finally, they have to rebuild and reform their self-identities and values. In sum, acculturation is the transformation of the migrants' roles in the primary social group to those within the secondary social group. The results of the acculturation process include changes in behavior, cultural values, spoken language, product usage, lifestyle, and ethnic identity.

2.4.1 Acculturation Literature Review

2.4.1.(a) The dimensions and outcomes of acculturation process

Acculturation is an adaptation process through which people from one culture live in a different host culture. Through this process, people selectively adopt traits of the host culture, and simultaneously retain or relinquish traits of their original culture (Berry, 1993; Salabarria-Pena et al., 2001). There are at least four required elements of acculturation. The first is cultural distance: at least two separate cultures must be involved (Hunt, Schneider and Comer, 2004). Second, there must be identifiable cultures with unequal significance (Rudmin, 2003). In addition, there has to be contact between the two cultures (Hunt, Schneider and Comer, 2004). Lastly, new cultural traits must be added to previous cultures, or new genres of cultural identities must be created (Flannery, Reise, and Yu, 2001; Rudmin, 2003).

The initial model of acculturation assumes that the cultural change outcome is a uni-dimensional model with the host cultural identity at one end, and the original cultural identity at the other. On this uni-dimensional continuum, one can only choose either one's original cultural identity or the host culture, but not both. Parks' marginal man theory (1928) describes the direction of acculturation as an either-or choice. Someone who chooses to assimilate to the host culture will lose his original cultural identity. Someone who chooses to maintain his original cultural identity will have to give up the host cultural identity and risk rejection by the host cultural society. Conflicts and frustrations occur when people struggle between these two ends. The uni-dimensional model implies a negative correlation between the original cultural identity and the host cultural identity. One end of the acculturation continuum is assimilating to the host cultural identity; the other end of acculturation is maintaining the original cultural

identity and remaining separate from the host culture. The uni-dimensional model also assumes that assimilation is the more desirable outcome.

The acculturation model has evolved from a uni-dimensional model to a bi-dimensional model (Berry, 1993; Rudmin, 2003; Ryder, Alden and Paulhus, 2000). Bi-dimensional models posit that an individual can have either positive or negative identities toward the original culture and the host culture, independently (Berry, 2001; 1997). Berry (1993) identifies two important dimensions of the acculturation process: maintaining the original cultural identification, and fostering a relationship with the host society. The bi-dimensional model implies that these two acculturation dimensions are orthogonal. In the bi-dimensional acculturation model, the outcomes of the acculturation process can be classified into four quadrants.

The first is assimilation: members of this group relinquish their original cultural identities and move into the host culture (Glodon, 1964). They want to be seen as members of the host culture. An alternative mode of assimilation is the *acculturation* defined by Smither (1982). Although still assuming unidirectional adoption of the host cultural identity, acculturation does not assume the inevitability of losing one's original cultural identity. The acculturation mode accepts that while members of this group become competent participants in the host culture, they will always identify with their original cultural identity (Smither, 1982). However, they may gradually become less engaged in the original culture. In other words, they may still identify with the original culture, but they are no longer involved in the social activities.

The second is separation. People in this category separate themselves from the host society. They reject participation in the host society. They live in their ethnic community and continue to consume ethnic products.

In the third category, *integration or biculturalism*, both the host culture and the original culture are equally important and accessible. Bicultural people can be liaisons between the host and the original cultures. Alternatively, they can maintain an original ethnic identity while being integrated into a pluralistic society (Bochner, 1982).

Marginalization is the fourth category. People who are marginalized reject both cultural identities. They believe that they belong neither to the host society nor to the original society. They feel alienated by both cultural societies, and suffer a loss of identity. These individuals experience the most acculturative stress (Berry, Kim, Minde, and Mok, 1987). However, marginal persons have some advantages. They are independent and wiser, though struggle more than people who are not marginalized (Park, 1928).

A recent study posits a tri-dimensional model of acculturation (Flannery, Reise, and Yu, 2001). This model posits that during the acculturation process, a new cultural identity emerges. In addition to the original and host cultural identities, this study finds groups of *hyphenated Americans* emerging in the U.S. (Chung, Kim and Abreu, 2004). The hyphenated identity bears some resemblance to the original and host cultural identities, but it is different from both.

Regardless of the dimensions of acculturation, Askegaard et al. (2005) relied on the notion of identity positions to classify acculturation outcomes into four categories: (1) *origin-hyperculture*, where the immigrants consume commodified original culture

products, and hold even more strongly to their tradition; (2) *assimilation*: where the immigrants assimilate to the host culture; (3) *best of both*, where the immigrants develop favorable attitudes toward both cultures; (4) *oscillation pendulum*, where immigrants are simultaneously alienated and attracted to both the host and original cultures.

No matter what the acculturation framework is, there are conflicts in the acculturation process. The acculturation process places stress on individuals and creates social problems. Most of the psychological struggle comes from having to balance the competing goals to maintain the original ethnic identity and gain acceptance by the host society (Coleman, 1995; LaFromboise, Coleman and Gerton, 1993).

Among the various outcomes of acculturation process, biculturalism is considered the most successful (LaFromboise, Coleman and Gerton, 1993). Individuals can learn to be biculturally competent (LaFromboise and Rowe, 1983). Bicultural individuals have more resources with which to navigate the conflicts along the acculturation process. Bicultural individuals are capable of maintaining two different cultural identities and they can adapt their behavior to the cultural context. They have dual modes of social behavior that can be used in different social situations (LaFromboise, Coleman and Gerton, 1993). In addition, biculturals are capable of switching cultural lenses. Hong, Mirris, Chiu, and Benet-Martinez (2000) used culturally-laden symbols to activate bicultural respondents' cognitive cultural frames. They found that the activated cultural knowledge schema becomes operative in guiding respondents' cognitive interpretations. In addition, bicultural minorities are found to be more flexible and encounter less social stress and anxiety (LaFromboise, Coleman, and Gerton, 1993).

2.4.1.(b) Factors influencing acculturation

Research shows that an immigrant's generation affects acculturation patterns (Clark et al., 1976). First-generation immigrants had a uni-dimensional assimilative orientation (Cameron, and Lalonde, 1994). In addition, first-generation immigrants' cultural knowledge is dominated by their original culture. Most of their cultural orientation remains toward their original culture because most first-generation immigrants live in an ethnic community, speak their mother language, and consume native cultural products. Only a few first-generation immigrants completely assimilate to their host culture. The acculturation patterns of the first-generation immigrants are either assimilation or separation.

In general, second-generation immigrants have much greater knowledge about the host culture. The second generation is more willing to assimilate into the host culture. They are more capable of being socially successful in the host culture. Some of them are totally assimilated. However, a small number of second-generation immigrants show a pronounced preference for their parents' cultural identity. They continue living in their ethnic community and maintain a separate cultural identity from the host culture (Clark et al., 1976). Regardless of their cultural orientation, they are more adept at maneuvering between their original culture and the host culture. Studies find that they are the most bicultural of the three generations (Sekhon and Szmigin, 2005). They are also more capable of adopting a bi-dimensional acculturation process (Cameron and Lalonde, 1994). Moreover, their self-concept has evolved to adapt to the host culture's value. For example, the self-construal of the second-generation Italian Canadians is dominated by independent self-construal, an American value, than by interdependent self-construal, a traditional Italian value (Cameron and Lalonde, 1994).

The third generation becomes even more assimilated into the host culture in terms of cultural knowledge and behavior. They have become totally assimilated to the host culture, and many have lost cultural competence in their original culture, and therefore can no longer be biculturally competent (Buriel, 1993). However, compared with the previous two generations, the third generation shows greater interest in exploring their cultural roots even though they no longer possess any original cultural knowledge or behavior. Their identification with the original cultural identity becomes symbolic (Clark et al., 1976).

The length of stay in the host country is another factor in acculturation. The number of years spent in the host country is related to the adoption of the host's cultural values and practices, but is not related to the retention or loss of original cultural values and practices (Schwartz, Pantin, Sullivan, Prado and Szapocznik, 2006). Many studies of acculturation have taken the number of years spent in the host country as a valid marker of acculturation (Ryder et al, 2000; Phinney and Flores, 2002; Gfroerer, and Tan, 2003; Nguyen, Messe, and Stoliak, 1999). The number of years spent in the host country influences some aspects of acculturation. One study finds that young people who immigrated to the USA but stayed there for less than five years show significant differences in their substance use behaviors from those who had been in the USA for ten years or more. In general, younger immigrants to the USA who had been there for more than ten years seem little different from their US-born counterparts (Gfroerer, and Tan, 2003). In a study of parent-children generational differences, Kwak and Berry (2001) found that parents' length of stay in the host country was correlated to parental authority, and children's length of stay in the host country was correlated to children's obligations.

The age at immigration likewise affects the outcomes of acculturation. Differences in ethnic identity because of the acculturation process have been found between younger and older adolescents (Phinney, 1990). Children who immigrated at a younger age underwent less acculturation stress, and they were better equipped to acquire the host language. Adolescents who immigrated after twelve years of age had more trouble dealing with the new society because coping with ethnic identity exacerbated the problems of developing self-identity (Tsai, Ying and Lee, 2000).

2.4.1.(c) The need for social relationships in acculturation process

Acculturation is the transformation of the migrants' roles within their primary social group to those within their secondary social group (Eisenstadt, 1954). Everyone needs to feel secure and a sense of emotional belonging in a society. Kaplan (1996) describes the need to belong as the *dwelling motive*. In the acculturation process, people need to be grounded in social relationship networks of both the original and the host cultures (LaFromboise, Coleman and Gerton, 1993). These needs are reflected in their consumption behavior. While immigrant consumers consume host cultural product categories, they also consume their original cultural product categories (Oswald, 1999).

The psychological properties of the immigrants, thus, usually involve a state of double-consciousness (DuBois, 1961). The immigrants are simultaneously aware that people from both cultural groups may consider them aliens because of their dual identities. Most of the pressure that accompanies acculturation originates from this double-consciousness. Hence, the outcomes of acculturation depend on the interaction between the support from the original ethnic society and the attitudes of the host county

(Phinney, Horenczyk, Liebkind, and Vedder, 2001). If both sets of needs are properly managed, the support provided by both social relationship networks give immigrants greater confidence in coping with life at the juncture of two cultures (LaFromboise, Coleman and Gerton, 1993).

The social network provided by the original culture plays a particularly important role in the transition. In general, immigrants identify more strongly with their original culture than with their host culture (Phinney, Horenczyk, Liebkind, and Vedder, 2001). The security provided by the original ethnic membership offers a basis on which to undergo the acculturation process. Neighborhoods with large numbers of similar ethnic groups increase immigrants' psychological well-being (Liebkind, 1996). The need for social support from the original culture may last for generations. Generations of immigrants often maintain contact with their original culture, especially if they still need to consult their families about important decisions, such as marriage and traditional activities (Sekhon and Szmigin, 2005).

However, satisfying the need for social relationships with the host culture is an important indicator of successful acculturation (Lewis and Ford, 1991). The following criteria are among those that are used to evaluate acculturation: finding employment in the host country, marital assimilation, adopting the host product categories, identification assimilation, cultural and behavior assimilation, civil assimilation, and attitudinal/behavior reception from the majority group (Gordon, 1964). This last can be a major source of psychological conflict for immigrants. When an immigrant is rejected by the host cultural society, he or she experiences psychological marginalization (Park,1928).

Cultural involvement within the host culture is a stronger predictor of young immigrants' achievement and self-esteem than is their cultural involvement with the original culture (Nguyen, Messe, and Stollak, 1999). One study has found that proficiency in English is positively related to Chinese immigrants' self-esteem, but neither Chinese cultural participation nor neighborhood Chinese composition is related to self-esteem (Schnittker, 2002).

Maintaining a relationship with the host society group is one of the dimensions of Berry's acculturation model (Berry, 1993). Social relationships have also been found to be one of the important cultural exchange systems in consumer acculturation. Learning one's role in the host society is an integral part of consumer acculturation (Penaloza, 1994).

In sum, although social relationships within the original cultural group provide a safety net for the immigrants during the acculturation process, the ultimate goals of acculturation are to be accepted by the host culture and establish successful relationships within that society.

Based on the literature cited above, the following sections define consumer acculturative motivation based on the two basic characteristics of motivation: (1) the reference point, and (2) the content.

2.4.2 Consumer Acculturative Motivation (CAM) Definition

2.4.2.(a) The reference point of CAM is an outgroup cultural identity

One of the most discussed topics in the literature on acculturation models is the dimension of acculturation (Rudmin, 2003; Lee and Sobal, 2003). There are three

dimensions of acculturation: retention of original cultural identity, relationship with the host society (Berry, 1997), and a new identity (Flannery, Reise, and Yu, 2001). These three dimensions represent three reference points that simultaneously influence an individual's negotiation of self-identity throughout the acculturation process. The reference points of the three dimensions also represent three possible selves: the original cultural identity, that of the host cultural society, and an identity with new meanings, which is the result of synthesizing the original and host cultures.

The consumer ethnicity framework assumes that the ingroup identity is the primary and only reference point. Moreover, seeking self-esteem from the original culture is the primary motivation of consumption choices. However, according to the acculturation literature, most of the individual's conflicts and frustrations originate from feelings of rejection by the host society. The reassurance from their original culture merely serves as a safety net that one can fall into when facing rejection from the outside world. The success of acculturation depends on whether the immigrants can perform successful social roles in the host society (Lewis and Ford, 1991).

Another key to successful acculturation is the host society's attitude and acceptance (Kim, 1979; Berry 1997). Acculturation can be described as constantly seeing oneself through another's eyes (Park, 1928). Immigrants feel obliged to adopt the host culture's practices and values in order to be accepted by the people of that culture. They are motivated to approach the outgroup culture society when considering the possible costs of not being accepted by the host society. An immigrant's dilemma when seeking a relationship with the host culture is rejection by people of that culture (Bourhis, Moise, Perreault and Senecal, 1997). Marginalization and separation are indications of a

lack of acceptance by the host culture. Neither marginalization nor separation can be considered a desirable outcome of acculturation (Berry, 1997). In addition, both of them incur the greatest psychological conflicts and social problems (Phinery et al, 2001).

Finally, although there are bi- or multi-dimensional models of acculturation, assimilation is considered the final result of acculturation. After generations of living in the host culture, the descendants of immigrants may gradually lose their original cultural identities. Studies have found that by the third generation, immigrants are generally assimilated into the host society (Buriel, 1993). Although they may still identify with the original cultural identity, they are not biculturally competent (Clark et. al. 1976).

Therefore, this dissertation proposes that the most important reference point of acculturative motivation is the host cultural identity, which serves as an obligation that the immigrants must accept. The most desirable end status of the CAM is acceptance as a member of the host society.

2.4.2.(b) The content of CAM is the establishment of social relationships

Although acculturation requires learning outgroup cultural competence in order to advance personal cultural competence, the successful outcome of acculturation is determined mostly by whether the immigrant can establish successful relationships within the host culture (LaFromboise, Coleman and Gerton, 1993; Lewis and Ford, 1991). For this reason, establishing social relationships with the host society is the strategic means to achieve the goal.

There are several actions that one can take to become acculturated. One is to acquire knowledge of the host culture and values (LaFromboise, Coleman and Gerton,

1993). Members of the immigrant group need to learn about the host culture in order to survive economically (Smither, 1982). Another task is to find a job. Employment is a valuable source of contact within the host society and allows the immigrants to acquire the social skills necessary for interacting with people of the host society. Maintaining a close relationship with the original cultural group can also help immigrants deal with the stress of acculturation. Immigrants sometimes rely on social networks of family and friends from the original culture to get a job, to find a place to live, to learn their way around, and even to learn English.

In consumption, acculturation consists of all behaviors involved in "the general process of movement and adaptation to the consumer cultural environment in one country" (Penaloza, 1994, p.33). These include learning to use the host financial services, to speak the host language, to adopt the host food categories, clothing and fashion, and to use host communication technology. The search for social relationships is evident in consumers' phenomenological descriptions. When Indian immigrants entertained their American friends, they were more likely to serve American food because they feared that their guests might not like Indian food (Mehta and Belk, 1991). The motivation was to avoid rejection by their American friends. The wish to avoid negative outcomes was obvious in the informants' description. In Penaloza's (1994) study, informants expressed the need to fit into the host culture. They were aware that the host society considered them aliens, and in order to be accepted, they avoided improper social behavior. Doing something wrong might bring personal embarrassment. One informant felt uncomfortable at the ice cream counter when his turn came to order. He then quickly asked for a vanilla ice cream without exploring the menu further.

This dissertation therefore defines consumer acculturative motivation as:

Definition 2: Consumer acculturative motivation (CAM) is the establishment of a relationship with outgroup society through the consumption of outgroup cultural products.

2.5 Methodology: CCM/CAM Scale Development

The Operationalization of the Premise

As discussed in Section 2.1, there are two premises of the construct definition. First, the study requires the activation of ethnic self-awareness. To activate ethnic self-awareness, in all of the following studies, subjects were told up front that this study was about cross-cultural consumption situations in which they would be aware of their ethnic identities. Then, subjects were asked to reflect on consumption experiences in which they were aware of their ethnicity. Subjects were asked to respond to the following open-ended statement: *"Please use five to seven sentences to describe a scenario in which you consumed foreign cultural products."*

Second, since this study conceptualizes culture as self-defined, in all of the following studies, subjects were asked to state their culture of origin. The open-end question "*what is the primary ethnic group that you identify yourself with most strongly?*" was included at the beginning of all of the following studies to measure ingroup cultural identities, and to activate their ethnic identity.

Item Generation and Content Validity

Forty-one items were generated based on the definitions of CCM and CAM. Two doctoral students served as judges to evaluate the content validity. The judges were given construct definitions, and asked to classify the 41 items based on the definitions. Inter-judge agreement was 70%. Disagreements were resolved by a third judge. It resulted in ten items that were agreed upon to be consistent with the construct definitions. These ten items were subjected to exploratory factor analysis to test the dimensions of CCM and CAM.

Study 1: Exploratory Factor Analysis

One hundred and ten subjects were recruited from a student subject pool. Students were required to participate as part of an introductory marketing course for credit. Subjects were informed of their rights as participants according to IRB regulations. After the ethnicity prime, the ten items measuring CCM and CAM were administered to the students. Their demographic data, including gender, age, and ethnicity were collected. The participants were also asked to indicate whether they considered themselves as immigrants or non-immigrants. The profile of the sample was as follows: 64% were female; 36% were male. Average age was 24. The ethnic makeup consisted of 13% African American, 36% Asian American, 12% Caucasian, 16% Hispanic American, 8% Caribbean American, 10% Eastern Europe, 2% Middle-East, and 3% Mixed and Others. Sixty-four percent were immigrants, 27% non-immigrants, and 9% international students (see Appendix E-(1)).

Result and Scale Modification

Subjects with missing values in any of the items were automatically removed from the analyses using an SAS default procedure. The actual sample size for correlation analysis was 109, and 108 for factor analysis. The Cronbach's alpha was 0.78 for the five-item CCM scale, and 0.83 for the five-item CAM scale. However, the item, "*I participate in activities to establish relationship with people from another culture*," had an item-to-CAM subscale correlation of only 0.30, which was lower than any others. For detail correlation tables, please refer to Appendix E-(2).

The ten-item CCM/CAM scale was first subjected to principal component analysis using the SAS program followed by Varimax orthogonal and Promax oblique rotations. (For detailed SAS outputs, please refer to Appendix E-(3).) As hypothesized, it resulted in two independent factors. There were two factors with Eigenvalues of 2.9 and 2.3. These two factors explained 100% of the total variance, 5.2, in the data set. The scree plot also suggested a two-factor solution. Both Varimax and Promax rotations were consistent in that the first factor was CAM and the second factor was CCM. There were four items loaded on CAM. However, there were six items loaded on CCM. In addition to the five CCM items, the item "*I participate in activities to establish relationship with people from another culture*," was loaded on the CCM dimension instead of the hypothesized CAM factor. The problem with this item was expected since it had a low item-to-subscale correlation.

Since CCM and CAM were considered independent, but possibly correlated with each other, an oblique rotation can represent the variables better. After Promax oblique rotation, the inter-factor correlation was -0.09. The correlation was tenuous. CAM

explained 2.8 variances out of the total 5.2 variances in the data set (53% of the total variances in the data set); CCM explained 2.5 variances (47%). The initial ten-item scale exploratory analysis is summarized in Table 1. Only Promax oblique rotation data is reported.

Table 1: Exploratory Factor Analysis
(Promax Rotation, the Ten-item CCM/CAM Scale)

	Item-to-Subscale Corr.	**CAM**	**CCM**	h^2
I consume products to fit in with people from another culture. (CAM2)	.77	**.84**	.03	.72
I consume products to be accepted by people from another culture. (CAM4)	.75	**.84**	-.05	.70
I consume products to be associated with people from another culture. (CAM3)	.73	**.78**	.05	.63
I consume products to conform to the expectations of people from another culture. (CAM1)	.61	**.71**	-.03	.50
I consume products to enrich my multicultural experience. (CCM5)	.61	.03	**.75**	.58
I consume products to learn new things from another culture. (CCM3)	.56	-.28	**.63**	.40
Participating in a different culture gives me an opportunity to learn new things. (CCM4)	.53	-.14	**.63**	.45
I consume different cultural products for self-improvement. (CCM2)	.51	.04	**.60**	.39
I consume products to experience different cultural lifestyles. (CCM1)	.55	.13	**.60**	.37
I participate in activities to establish relationship with people from another culture. (CAM5)	.30	.29	**.56**	.43
Eigenvalues		2.9	2.3	
Variance explained by each dimension (proportion)		53%	47%	
Cronbach's alpha of each dimension		.83	.78	

(CCM: Consumer Cosmopolitan Motivation, CAM: Consumer Acculturative Motivation)

Based on the above analyses, the item "*I participate in activities to establish relationship with people from another culture*" had a low item-to-subscale correlation and was loaded on the wrong dimension. This item was subsequently removed. The remaining nine-item was subjected to factor analysis. The proportion criterion, and scree plot both suggested a two-factor solution. All four of the CAM items were loaded on CAM factor, and the five CCM items were loaded on CCM factor.

However, for parsimonious consideration, the item "*Participating in different culture gives me an opportunity to learn new things*" was removed from the scale because this item and "*I consume products to learn new things from another culture*" had both referred to learning new things from consumption experience except that they were worded differently.

The remaining eight items were subjected to further analyses again. The Cronbach's alpha of the four CAM items was .88; that of the four CCM items was .74. Although there were only four items in each subscale, the reliability was satisfactory. The item-to-subscale correlations ranged from .78 to .50 (see Appendix E-(4)). There was no extremely low item-to-subscale correlation.

The eight items were subjected to factor analysis with principal component analysis followed by Varimax orthogonal rotation and Promax oblique rotation (see Appendix E-(5)). The two-factor solution remained. The items were loaded on the expected dimensions. The first factor was CAM dimension. The eigenvalue for CAM factor was 2.65. The second factor was the CCM dimension. The eigenvalue was 1.57. The two factors accounted for 100% of the variance in the data set. After the Promax rotation, the correlation of the two factors was -0.12. CAM factor accounted for 62% of

the variances in the data set; CCM factor accounted for 40% of the variances in the data set. The factor loading and Cronbach's alphas are summarized in Table 2. Only Promax rotation result is reported. The eight-item scale will be used for confirmatory factor analysis.

Table 2: Exploratory Factor Analysis
(Promax Rotation, the Eight-item CCM/CAM Scale)

	Item-to-Subscale Corr.	CAM	CCM	h^2
I consume products to be accepted by people from another culture. (CAM4)	.77	**.84**	-.07	.70
I consume products to fit in with people from another culture. (CAM2)	.78	**.83**	.03	.70
I consume products to be associated with people from another culture. (CAM3)	.75	**.80**	.03	.64
I consume products to conform to the expectations of people from another culture. (CAM1)	.66	**.70**	-.00	.49
I consume products to enrich my multicultural experience. (CCM5)	.58	.00	**.66**	.44
I consume products to experience different cultural lifestyles. (CCM1)	.54	.04	**.64**	.41
I consume different cultural products for self-improvement. (CCM2)	.55	.10	**.63**	.42
I consume products to learn new things from another culture. (CCM3)	.50	-.15	**.60**	.37
Eigenvalues		2.7	1.6	
Variance explained by each dimension (proportion)		62%	40%	
Cronbach's alpha of each dimension		.88	.74	

(CCM: Consumer Cosmopolitan Motivation, CAM: Consumer Acculturative Motivation)

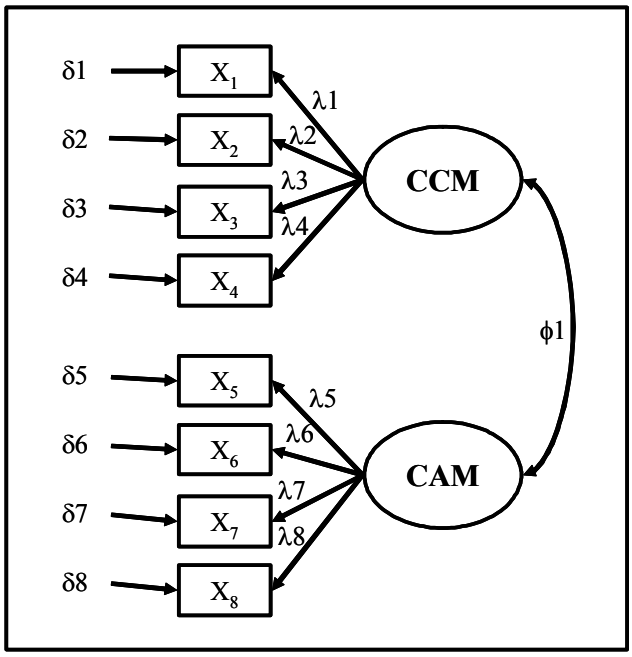
Study 2: Confirmatory Factor Analysis

To perform the confirmatory factor analysis, another 171 students were recruited. Students were required to participate as part of an introductory marketing course for credit. Subjects were informed of their rights as participants according to IRB regulations. After the ethnic awareness priming, the subjects were asked to fill out the eight-item CCM/CAM scale. The demographic data were also collected. Samples with missing values were eliminated from the analyses via SAS default procedure. The profile of the sample was as follows: 52% were female; 48% were male. Average age was 23. The median of age was 20. The ethnic makeup consisted of 6% African American, 38% Asian American, 19% Caucasian, 10% Hispanic American, 6% Caribbean American, 10% Eastern Europe, 4% Middle-East, and 5% Mixed and Others. Sixty-four percent were immigrants, 36% non-immigrants (see Appendix E-(6)).

There were 170 complete samples subjected to confirmatory factor analysis. Confirmatory factor analysis was conducted on the eight-item CCM/CAM scale using LISREL 8.7. Before subjecting the data to the LISREL analysis, each variable's normality was examined via PRELIS2. The four CAM measurements were normal distributions. However, the four CCM measurements were negatively skewed. Most of the respondents indicated a high degree of CCM. The skewness of the CCM measurements did not fulfill the normality requirement to use maximum-likelihood (ML) estimation. Instead, weighted least squares (WLS) estimation might be a proper estimation method. However, the WLS estimation requires a large sample size (n>200) to estimate the asymptotic covariance matrix. The current sample size was not large enough to perform a proper WLS estimation. Given the sample size constraint, this study used ML estimation to test the two-factor model. Confirmatory factor analysis using the

exogenous matrixes (i.e. LX, PH, and TD), was used for model specification. Model specification is depicted in Figure 2. Correlation maxtrix was used for the analysis. Seventeen parameters were estimated.

Figure 2: The CCM/CAM Factor Model Specification



Result and Model Modification

The Cronbach's alpha of the four-item CCM sub-scale was 0.79, and that of the four-item CAM sub-scale was 0.83. The reliabilities were consistent with those in Study 1 in that CAM scale had a higher reliability than CCM scale (Appendix E-(7)).

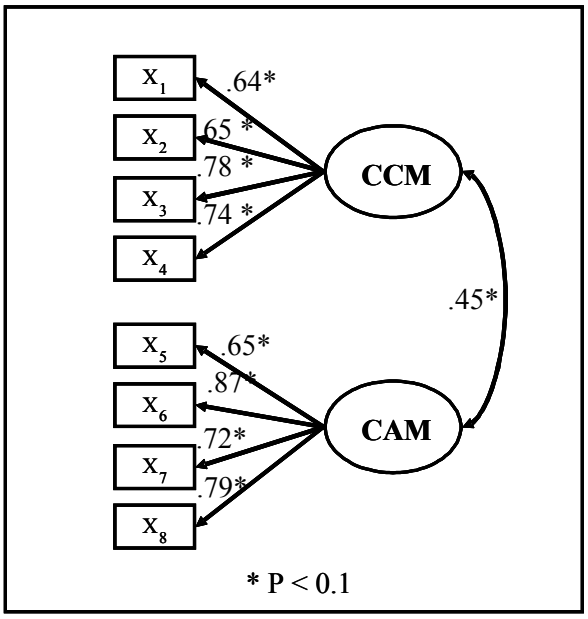
The LISREL results showed that the two-factor model was a good fit to the data although the $\chi^2_{df=19}$ was significant, 38.77 ($p < 0.00$). Other fit indices indicated a good fit to the data. The root mean square residual (RMR) was 0.07. It indicated a small size of residuals. The Goodness of Fit Index (GFI) was 0.95. The Comparative Fit Index

(CFI) was 0.97. The Normed Fit Index (NFI) was 0.95. The Relative Fit Index (RFI) was 0.92. They were all above the 0.9 satisfaction level. These key fit indices are summarized in Table 3. For detailed results, please refer to Appendix E-(8). In addition, there were no extremely large outlier residuals. The residuals were reasonably symmetrically clustered around the zero point. It suggested the hypothesized model that was reasonably well-fitting. The standardized factor loadings together with the path diagram are depicted in Figure 3. The eight factor loadings and one path coefficient were all significant at the 0.1 level. The inter-factor path coefficient was .45. It confirmed that CCM and CAM were two independent dimensions, but they were correlated. This result was consistent with the oblique rotated factor analysis in Study 1.

Table 3: Fit Indices of the CCM/CAM Factor Analysis

	df	χ^2	RMR	GFI	NFI	CFI	RFI
Eight-Item CCM/CAM Model	19	38.77 ($p < 0.00$)	0.07	0.95	0.95	0.97	0.92

Figure 3: The Standardized Path Coefficients of the CCM/CAM Factor Model



However, the Q-plot reflected some large residuals deviating from the 45-degree line. The non-normally distributed variables might contribute to the deviation. But, it might also suggest that the model was in some way misspecified. Furthermore, the modification indices showed that the item, "*I consume different cultural products for self-improvement,*" should not only be loaded on CCM factor, but also on CAM dimension. Therefore, the factor loading coefficient of that item was modified to be loaded on both CCM and CAM dimensions. The modified model was subjected to LISREL 8.7 with maximum likelihood estimation.

The result showed that the item's factor loading with CCM was 0.50, and the factor loading with CAM was 0.29. Both factor loadings were significant at 0.1 level. However, the CCM and CAM inter-factor correlation became smaller, 0.39. χ^2 was non-significant, 25.06, df = 18 (P = 0.12). RMR was 0.04. GFI was 0.96. NFI was 0.97. RFI was 0.95 (Appendix E-(9)). There was no particularly large modification index. The

residual stemleaf plot showed that the residuals were symmetrically clustered around the zero point. The Q-plot revealed less deviation from the dotted line. The model fit the data well.

This modification suggested that the item, "*I consume different cultural products for self-improvement,*" primarily measured CCM dimension, but, it also measured some degree of CAM. However, allowing the item to be loaded on CAM reduced the magnitude of the correlation between CCM and CAM factors. In other words, the modified model could be another way to explain the correlation between CCM and CAM. Based on the comparison of these two models, the confirmatory factor analysis supported that the CCM and CAM were two independent dimensions. Nonetheless, the two dimensions were somewhat correlated. The eight-item scale will be used for all of the following studies.

Study 3: Discriminant and Convergent Validity

To test the discriminant and convergent validity, two more constructs were included in the study: internal motivation to respond without prejudice scale (IMS), and external motivation to respond without prejudice scale (EMS). Reacting without prejudice toward people of different ethnic groups is considered a social norm in the US (Monteith, Deneen, and Tooman, 1996). However, although people may conform to the social norm, their motivations for doing so may vary. Some people have an internal motivation, and some are more influenced by the external social context. Plant and Devine (1998) developed a scale to compare internal to external sources of motivation to respond without prejudice toward people of different ethnic groups. The IMS is used to measure

an individual's motivation to respond without prejudice due to internalized beliefs. The EMS is used to measure an individual's motivation to respond without prejudice due to external social context.

CCM/CAM and IMS/EMS measure conceptually different constructs. However, since consumers with CCM also rely on internal individual beliefs and attributes to regulate their behavior, CCM and IMS share an internal source of motivation. Therefore, it is predicted that the correlation coefficient of CCM and IMS will be higher than that of CCM and EMS. Similarly, since consumers with CAM refer to other people's expectations to regulate their behavior, CAM and EMS share external motivation. Therefore, the correlation coefficient of CAM and EMS will be higher than that of CAM and IMS. Furthermore, since CCM vs. EMS, and CAM vs. IMS are different constructs with different sources of motivation, the correlation coefficient of CCM and EMS, and that of CAM and IMS should be the lowest among all other pairs.

A subset of 121 subjects from Study 2 was used.[2] Students were required to participate as part of an introductory marketing course for credit. Subjects were informed of their rights as participants according to IRB regulations. The sample profile was as follows: 54% of them were male; 46% were female. The average age was 22. The median of age was 21. The ethnicity composition was 4% African American, 38% Asian American, 24% Western European, 10% Hispanic, 7% Caribbean, 3% Middle Eastern, 7% Eastern European, and 5% Others. Thirty-eight percent of the sample were non-immigrants, 62% were immigrants (Appendix E-(10)).

[2] These 121 subjects will be used in all of the following studies in this dissertation. Subjects also answered other measurement instruments used in the subsequent studies. The detail of the instruments will be described in the later studies when they are relevant.

After the ethnic awareness priming, the eight-item CCM/CAM scale and the IMS/EMS scale developed by Plant and Devine (1998) were administered to the subjects. Samples with missing values were eliminated via SAS default procedure. The number of items in the original IMS/EMS scale was reduced to suit the research purpose (see Appendix B). One of the items, "*according to my personal values, using stereotypes about people from other culture is okay*" was negatively framed. The item was recalculated as (six minus the item score) to reverse the score.

The Cronbach's alpha of the five-item EMS sub-scale was 0.74, and that of the five-item IMS sub-scale was 0.79. Although the items were reduced, the reliabilities were within the range as previous studies. The Cronbach's alpha of the four-item CCM sub-scale was 0.78, and that of the four-item CAM sub-scale was 0.86 (Appendix E-(11)).

To compare the correlations among pairs of constructs, a Pearson correlation table was constructed. The average scores of the scales were used to calculate Pearson correlation coefficients.

Result and Discussion

As predicted, the two pairs, CCM/CAM, and IMS/EMS, had the highest correlation coefficients since each pair measured a conceptually unique construct. The correlation coefficients were .51 (< 0.01) and .49 (< 0.01) respectively. The second highest pairs were CCM/IMS and CAM/EMS. The correlation coefficients were 0.25 (< 0.01) and 0.22 (< 0.01) respectively. These were the pairs that shared internal vs. external motivations although they were conceptually different. Finally, the lowest pairs were

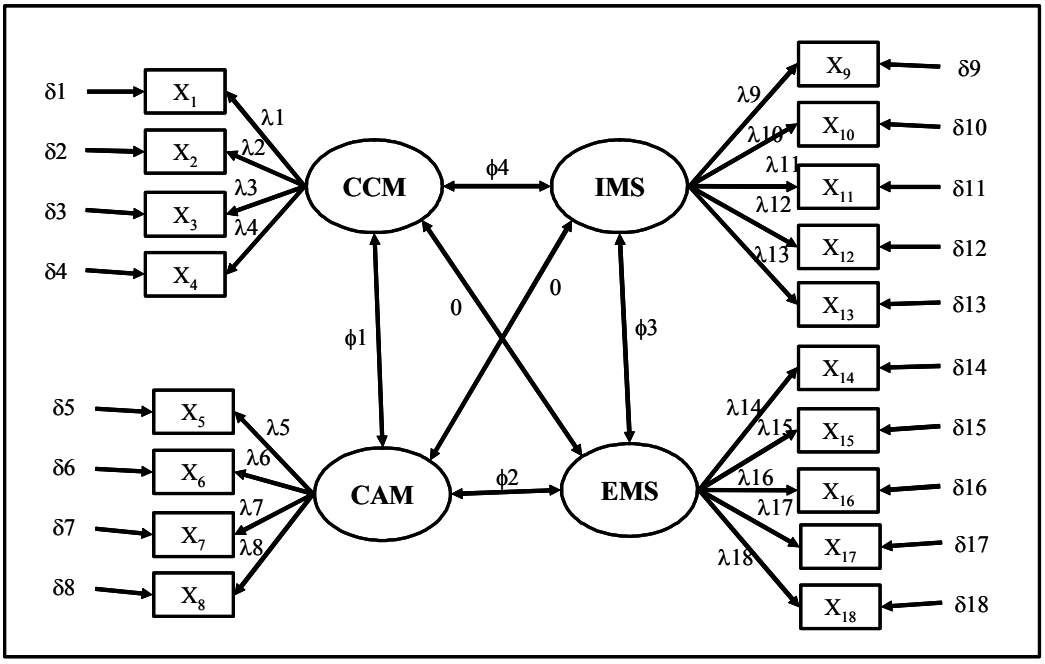
CCM/EMS and CAM/IMS. The correlation coefficients were .14 and .03. Neither was significant. They were the pairs that were conceptually different and shared no motivations. The result provides the discriminant and convergent validity of CCM/CAM scale. The Pearson correlation matrix is summarized in Table 4. (For detailed result, please refer to Appendix E-(12).)

Table 4: Pearson Correlation Matrix of CCM/CAM and IMS/EMS

	CCM	CAM	IMS	EMS
CCM	1.00			
CAM	.51**	1.00		
IMS	.25**	.03	1.00	
EMS	.14	.22**	.49**	1.00

** significant at 0.01

Figure 4: The Discriminant Convergent Validity Model Specification



To further test the discriminant and convergent validity of the scales, a confirmatory factor analysis was conducted. The test would take into consideration of all the variances captured in the four measurement instruments. LISREL with the exogenous matrixes, LX, PH, and TD, was used for model specification.

The hypothesized model is depicted in Figure 4. The factor loadings and residuals of each measurement items were free to be estimated. In addition, the inter-factor correlation of CCM and CAM, and that of IMS and EMS were to be estimated. These two coefficients were expected to be the largest among all other inter-factor correlations. Similarly, the inter-factor correlation of CCM and IMS, and that of CAM and EMS were also free to estimate. However, the inter-factor correlation of IMS and CAM, and that of EMS and CCM were fixed at zero since they were different constructs and did not share motivation. Hence, there were 40 variables to be estimated. The previous 121 sample data set were used to run LISREL using Maximum Likelihood method to estimate the parameters.

Model Modification and Discussion

The initial model was a poor fit to the data. The χ^2 was significant, 310.31, df =131 (<0.01). The model was rejected. Other fit indices were less satisfactory. In addition, there were large residuals. The Q-plot also deviated from the 45-degree line. The model was miss-specified.

However, the inter-factor correlation of CCM and CAM was 0.61 (<0.1), and that of EMS and IMS was 0.72 (<0.1). As hypothesized, they were higher than the inter-factor correlations of CCM and IMS, 0.17 (<0.1), and than that of CAM and EMS, 0.06

(<0.1). Meanwhile, the modification indices for PHI were all small, and they did not suggest freeing the inter-factor correlation of CCM and EMS, and that of CAM and IMS. These inter-factor correlations were consistent with the discriminant and convergent analysis hypotheses. (For detailed result, please refer to Appendix E-(13)

Most of the problems came from the measurement model. The modification indices suggested that one of the EMS items, "*I try to act non-prejudiced toward people from other cultures*" should also be loaded on IMS dimension. Upon further investigation, the item seemed ambiguous, and could be interpreted as an internal motivation to react without prejudice. The model was therefore modified accordingly. Several additional modifications to the measurement model followed as suggested by the modification indices.

The fit indices of the final model are summarized in Table 5. The χ^2 was not significant, 154.22, df = 123 (>0.01). The RMR was 0.06. There were no particularly large residuals. The Q-plot did not deviate from the 45-degree line too much. GFI was 0.88. NFI was 0.90. CFI was 0.98, and RFI was 0.88; all were in the acceptable range. Most importantly, the inter-factor correlations were as hypothesized. The discriminant and convergent relationship was supported. (For detailed result, please refer to Appendix E-(14))

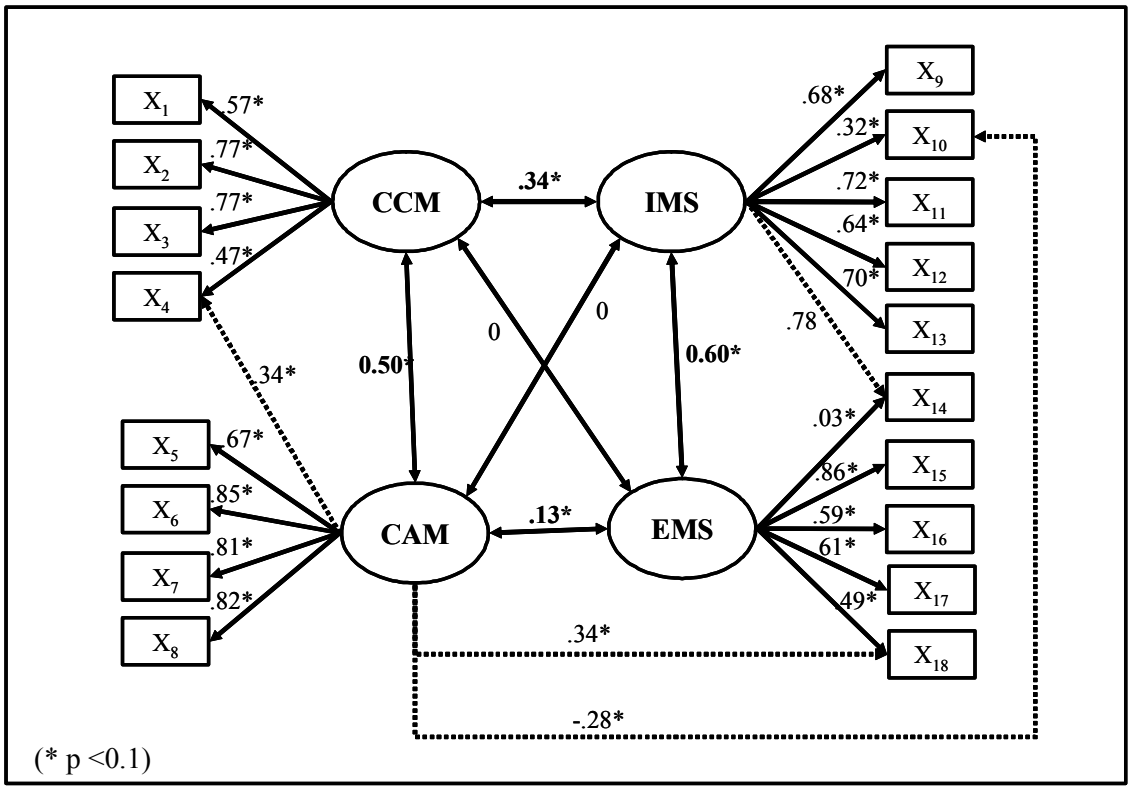
The path coefficients of the modified final model are depicted in Figure 5. Four items were loaded on multiple dimensions in the final model. First, the previous identified ambiguous item, "*I try to act non-prejudiced toward people from other culture,*" was loaded on both EMS and IMS. However, the factor loading on IMS was not significant. Second, another EMS item, *"I attempt to appear non-prejudiced toward*

people from other culture in order to avoid disapproval from others," was loaded on CAM. Third, an IMS item, "*I am personally motivated by my beliefs to be non-prejudiced toward people from other culture*," was negatively loaded on CAM. Fourth, "*I consume different cultural products for self-improvement*," was loaded on CCM and CAM.

Table 5: Fit Indices of the Modified Discriminant Convergent Model

	df	χ^2	RMR	GFI	NFI	CFI	RFI
Discriminant Convergent Model	123	159.44 (p > 0.01)	0.06	0.88	0.90	0.98	0.88

Figure 5: Standardized Path Coefficients of the Modified Discriminant Convergent Model



Despite these ambiguities in the measurement model, the inter-factor correlations were consistently as hypothesized. The inter-factor correlation of CCM and CAM, and that of IMS and EMS were among the highest, 0.50 (<0.1) and 0.60 (<0.1). They were greater than that of CCM and IMS, 0.34 (<0.1), and that of CAM and EMS, 0.13 (<0.1). On the other hand, the correlation coefficient of CCM and EMS, and that of CAM and IMS were zeros. The model supported the discriminant and convergent validity.

Study 3 (continued): Predictive Validity

This study assumes that CCM and CAM are both available to consumers. This section tests the predictive validity of CCM and CAM in naturally existing situations.

When the immigrants' naturally existing CAM is assessed, it is predicted that they will have higher CAM than non-immigrants since, unlike non-immigrants, they have the need to be accepted by the host society. Furthermore, first-generation immigrants will have higher CAM than second- or third-generation immigrants will. In addition, the CAM will decrease as the migrants stay in the host society for additional generations, since immigrants who newly migrate to the host country will have a greater need to establish relationships with the host society. After several generations, the immigrants fully assimilate to the host culture, and the CAM may no longer be accessible to them. Therefore, this study proposes that:

Hypothesis 1.1: Immigrants have higher CAM than non-immigrants.

Hypothesis 1.2: Among immigrants, the first-generation has higher CAM than does the second-generation and the second-generation has higher CAM than does the third-generation.

At the same time, this study predicts that immigrants will have higher CCM than non-immigrants. Park (1928) observes the cosmopolitanism of migrants living at the juncture of cultures. Park (1928) describes these *marginal men* as having their advantage as *cosmopile*. They could be independent of the influence from both societies. They have more freedom to construct their own values although they have more individual struggles than others.

Simmel (1908) calls these people *the strangers*. The strangers have the desire to settle in one society, but they are not rooted in any society. They only have a temporary membership in their social group. Their relationship with the surrounding societies is both close and remote at the same time. In studying Chinese international migration, Chan (2005) concludes that by balancing traditional Chinese and foreign cultural values, Chinese migrants develop a cosmopolitan culture that transcends national boundaries. They are capable of making, unmaking, and remaking cultural meanings. The result is a worldwide culture that incorporates the Chinese and non-Chinese cultural values. Other studies show that although resocialization is the most important issue upon arrival in the host country, the initial motivation to migrate to another country can be a cosmopolitan motivation (i.e. to seek a better life in other countries) (Eisenstad, 1954). Hence, it is predicted that:

Hypothesis 1.3: Immigrants have higher CCM than non-immigrants.

Data Analysis

The same 121 subjects in Study 3 were used in this study. After the ethnic self-awareness priming, subjects were asked to answer the eight-item CCM/CAM scale. CCM and CAM scores were calculated by taking the average of all four items measuring CCM, and the average of all four items measuring CAM. In addition to supplying the demographic data, subjects were asked to indicate whether they were immigrants, and if so, which generation of immigrants they were. Forty-six of them were non-immigrants, and 75 were immigrants. Among the seventy-five immigrants, fifty-nine were first-generation immigrants, 11 were second generation, and 4 were third generation. For a detailed demographic profile, please refer to Appendix E-(10).

To test Hypotheses 1.1, and 1.2, the average CAM scores were used in the SAS GLM procedure to compare the group means. Furthermore, the Duncan algorithm was used for pair comparison to see if the difference was consistent with the hypothesis. In the GLM model specification, CAM was the dependent variable, and *immigrant status* was the independent variable with two levels: immigrants and non-immigrants. To test Hypothesis 1.2, CAM was the dependent variable, and the *immigration generation* was the independent variable with three levels: first-, second-, and third generation. After eliminating non-response items, only 73 immigrants were used to test Hypothesis 1.2. Among the 73 immigrants, 58 were the first-generation immigrants, 11 were the second-generation, and 4 were third generation.

To test Hypothesis 1.3, the SAS GLM model was used to compare the means. The CCM average score was the dependent variable, and the *immigration status* was the independent variable with two levels: immigrants and non-immigrants. Also, the Duncan

algorithm was used for pair comparison between generations. The detailed result is shown in Appendix E-(15).

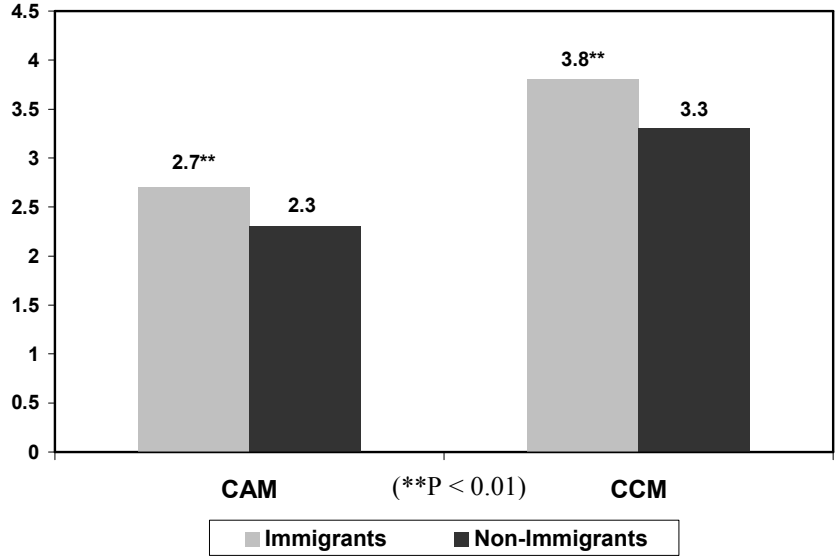
Result and Discussion

(1) CAM and *immigration status*. As predicted, the immigrants have significantly higher CAM than non-immigrants. The GLM model is significant ($F = 6.86$, $df = 1$, $p < 0.01$). The average CAM score for immigrants is 2.7, and 2.3 for non-immigrants (Figure 4).

(2) CAM and *immigration generation*. The GLM model is not significant ($F = 1.57$, $df = 2$, $p = 0.21$). The Duncan grouping shows that the first and the second generations are not different from each other in CAM. However, the first and second generations have significantly higher CAM scores than the third generation. The CAM average scores for the first- and the second generations are 2.75 and 2.84 respectively. The third generation has a lower CAM score of 1.93. Since the small sample size of the third generation, this study can only speculate that as the immigrants become assimilated into the host culture, the need to be accepted by people from the host society decreases.

(3) The CCM score. In the CCM model, the immigrants show significantly higher CCM than non-immigrants. The model is significant ($F = 11.85$, $df = 1$, $p < 0.01$). The average CCM score for the immigrants is 3.8, and 3.3 for non-immigrants (Figure 6). The data supports the hypothesis that migrants are a type of cosmopolitan.

Figure 6: Predictive Validity



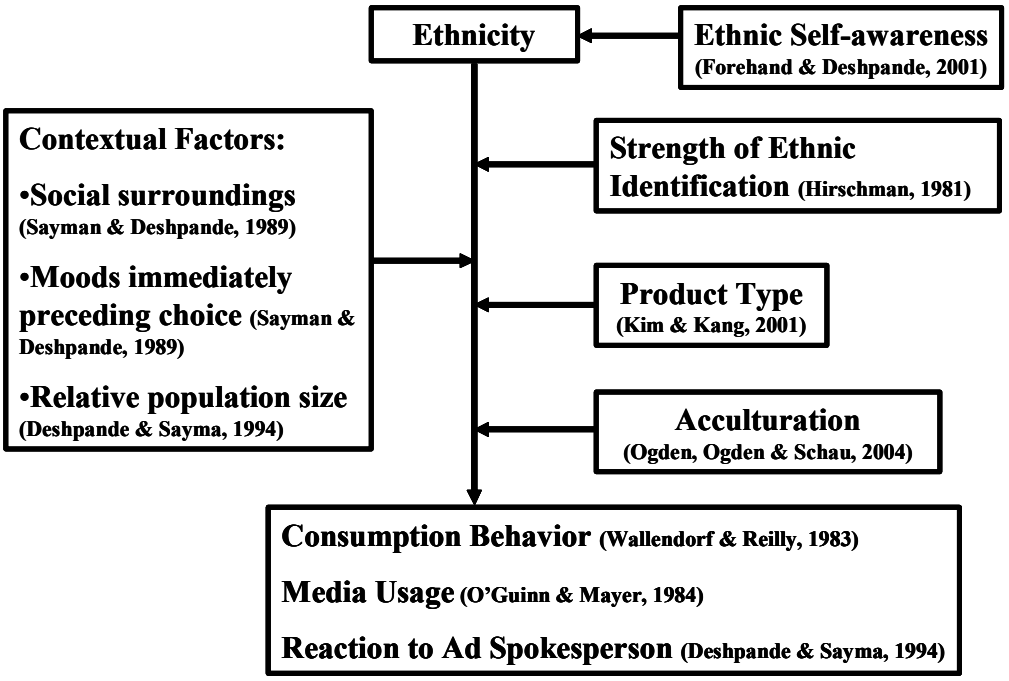
This chapter develops an eight-item scale consisting of CCM and CAM subscales (Appendix A). The scale is based on the definition of CCM/CAM. First, three judges evaluate the scale's content validity. Exploratory factor analysis is used to screen out problematic items. Confirmatory factor analysis validates the two-dimension model. The scale shows discriminant and convergent validity when compared with other constructs: external motivation to respond without prejudice (EMS), and internal motivation to respond without prejudice (IMS). Finally, the scale predicts that immigrants have higher CAM than non-immigrants. The scale also shows that the immigrants have higher CCM than non-immigrants. The reliability of CCM subscale is .77; that of CAM subscale is .88. The eight-item scale is a valid scale to measure CCM and CAM.

CHAPTER THREE
THE CONSUMER ETHNICITY FRAMEWORK AND ITS ASSUMPTIONS

3.1 The Consumer Ethnicity Framework Review

The consumer ethnicity framework (Figure 7) posits that ethnicity is the primary factor influencing consumer attitudes and choices in a cross-cultural context. Consumers tend to prefer products, services and advertisements that are associated with their ingroup ethnic identities to those associated with any outgroup ethnic identities. Previous literature has found that consumers of an ethnic group have the propensity to consume products or brands that reflect their ethnic membership; they consume media that broadcast in their own language (O'Guinn and Meyer, 1984); they also react more positively toward ad spokespersons of their own ethnic group (Deshpande and Stayman, 1994).

Figure 7: The Consumer Ethnicity Framework



Consumer ethnicity framework recognizes that ethnic awareness must be activated in one's self-identity in order to affect consumer choice (Forehand and Deshpande, 2001). Both permanent ethnic awareness and ethnic priming within a context can activate ethnic awareness. In turn, the activated ethnic self-awareness serves as source of self-evaluation and influences consumer attitudes and behaviors. This finding is consistent with social identity theory, which contends that social identity affects consumer judgment only when the identity is salient, self-important, and relevant (Reed, 2002; Reed, 2004).

Under this premise, several factors are found to moderate the effect of ethnicity on consumer behavior. First, the strength of ethnic identification moderates the effect of ethnicity on consumer behavior (Hirschman, 1981). People who have strong ethnic identifiers have strong chronic commitments to their ethnic identities. Research finds that in contrast to weak Hispanic identifiers, strong Hispanic identifiers speak Spanish more frequently, tend to buy brands advertised to their ethnic group, and have higher brand loyalty (Deshpande, Hoyer, and Donthu, 1986).

Second, contextual factors moderate the effect of ethnicity on consumer behavior. Environmental factors such as social surroundings, and moods immediately preceding choice define a consumer's situational ethnicity. In turn, situational ethnicity influences consumption choice. Situational ethnicity is the ethnicity one experiences in a particular context and at a point in time (Stayman, and Deshpande, 1989). For example, after reading news that was biased against Hispanics, Hispanic consumers had less intention to choose Hispanic food when dining with their boss, but more when dining with their parents (Stayman and Deshpande, 1989). Relative population size of the minority group

in relation to the majority group is another environmental cue that defines situational ethnicity. This concept relies on distinctiveness theory. Distinctiveness theory (McGuire, McGuire, Child, and Fujioka, 1978) states that an individual's distinctive traits in relation to others in the environment are more salient to themselves than common traits. Minority consumer ethnicity is perceived as a distinctive trait. The salient ethnicity is found to influence a person's evaluation of ad spokespeople and formation of brand attitudes (Deshpande and Stayman, 1994).

The third moderator is product type (Kim and Kang, 2001). Products fall into value-expressive or utilitarian categories (Midgley, 1983). A value-expressive product, such as social clothing, carries symbolic meaning of self-identity. A utilitarian product -- small electronics, for example -- is characterized by its function. Ethnic consumers display more variability when purchasing value-expressive products than when purchasing utility products (Kim and Kang, 2001).

Fourth, degree of acculturation moderates cross-cultural consumption behavior (Ogden, Ogden and Schau, 2004). In the course of acculturation, consumers modify their ethnic identity. Some consumers maintain their original ethnic identity. Others are integrated into the outgroup culture. The change in the content of ethnic identity as a result of acculturation is the primary focus of the consumer acculturation research. Consumers with a higher degree of acculturation are found to exhibit consumption behavior that is more akin to that of the host consumption culture (O'Guinn and Faber, 1985).

Consumer ethnicity framework provides valuable insights into the effects of ethnicity on consumption. However, there are limitations in the framework, and these limitations come from its assumptions.

3.2 The Assumptions of the Consumer Ethnicity Framework

The current consumer research on acculturation focuses on the reflective consciousness aspect of ethnic identity (Baumeister, 1998). The reflective consciousness refers to self as capable of directing the source of evaluation inward. In a cross-cultural context, ethnic awareness is the primary source of self-evaluation. The framework relies on two assumptions which are rooted in intergroup relation theory (Mackie and Smith, 1998). First, the consumer ethnicity framework assumes that group membership constitutes a significant source of self-esteem (Tajfel and Turner, 1986; Bergami and Bagozzi, 2000). Individuals fulfill self-esteem needs when they praise their own group at the expense of other ones. In cross-cultural consumption choices, consumers have the propensity to choose products that reflect their ethnic group membership. Their consumption choice meets the need for self-esteem that is associated with ingroup membership. Consumers consume outgroup cultural products only when they assimilate an outgroup cultural identity. For this reason, acculturation is considered the primary moderator influencing cross-cultural consumption (Ogden, Ogden and Schau, 2004). Only when outgroup cultural identity becomes part of self-identity will consumers choose outgroup cultural products. Without a change in ethnicity identity, the current theoretical framework cannot explain why consumers choose outgroup cultural products.

However, some studies show that cosmopolitan consumers consume outgroup cultural products without assimilating the foreign cultural identity (Thompson and Tambyah, 1999). Even in acculturation situations, immigrants can develop dual identities. They alternate between their original cultural identity and the host cultural identity, depending on the social context (LaFromboise, Coleman and Gerton, 1993).

Second, the consumer ethnicity framework assumes that promoting one's ethnic identity and avoiding other ethnic identities are reciprocal. The theory assumes that intergroup bias exists in consumer judgment. Intergroup bias is an individual's propensity to favor his or her own group over other groups. Consumers are assumed to prefer ingroup cultural products over outgroup cultural products. In addition, they are assumed to react more positively to ad spokespersons who share their own ethnic identity, and react more negatively to those of outgroup ethnic identity.

However, target vs. non-target markets' reaction to ethnic ad messages has been controversial in cross-cultural consumer research. Some studies have found that majority groups have negative attitudes toward the brand if a minority ethnic spokesperson is used (Aaker, Brumbaugh and Grier, 2000), while some studies find that the majority group does not necessarily have negative attitudes toward the minority ethnic message on television (Weigel, Loomis, and Soja, 1980). Ueltschy and Krampf (1997), found that Hispanic consumers low in acculturation actually prefer ad personalities that are Anglo instead of Hispanic. These empirical studies show no conclusive support for the second assumption.

3.3 The Independence of CCM/CAM and Ingroup Favoritism

The traditional consumer ethnicity framework assumes that ingroup favoritism and outgroup negativity are reciprocal. However, recent studies on intergroup relation question this assumption. Promoting ingroups and avoiding outgroups are two independent mechanisms (Brewer, 1999). Self-esteem may not be the advantage of group membership (Mackie and Smith, 1998; Shah, Brazy and Higgins, 2004).

Although several intergroup relation studies have found that individuals had more positive attitudes toward ingroup identities than toward outgroup identities (Tajfel, 1981; Tajfel and Turner, 1986), some studies found that the two were not necessarily related (Brewer and Campbell, 1976). Individuals tend to reserve resources that are more positive for ingroup members (Tajfel, Billig, Bundy and Flament, 1971). However, when asked to allocate negative outcomes, individuals do not make the ingroup/outgroup distinction (Mummendey, et al., 1992). Ingroup pride is also found to be distinct from intergroup aggression (Struch and Schwartz, 1989).

Studies suggest that intergroup relation does not have to be a zero sum game. Additive multiculturalism advocates that people can maintain dual cultural identities (Triandis, 1994). In a complex society, individual identities can be defined by overlapping group identities. These overlapping identities reduce the likelihood that ingroup favoritism is associated with outgroup negativity (Brewer, 1999).

From a developmental psychology point of view, ingroup favoritism plays a more important role than outgroup prejudice. Ingroup favoritism is developed much earlier than outgroup prejudice. In addition, in terms of contribution to self-development, ingroup favoritism has more significance than outgroup prejudice. However, it is found

that children with strong identification with ingroup people do not necessarily develop outgroup prejudice (Aboud, 2003).

The current consumer ethnicity framework emphasizes ingroup favoritism, and assumes that outgroup negativity is reciprocally associated with ingroup favoritism. The framework ignores the possibility of outgroup favoritism. This study proposes that although consumers have positive attitudes toward ingroup cultural identity, the ingroup favoritism is not reciprocally associated with outgroup negativity. In other words, although consumers identify with their ingroup cultural identity, they may still have the capacity to choose outgroup cultural products. CCM, CAM, and ingroup favoritism consumption behavior may co-exist and exert independent influences on consumers in a cross-cultural context. Therefore,

Hypothesis 2: CCM, CAM, and ingroup favoritism are three independent factors.

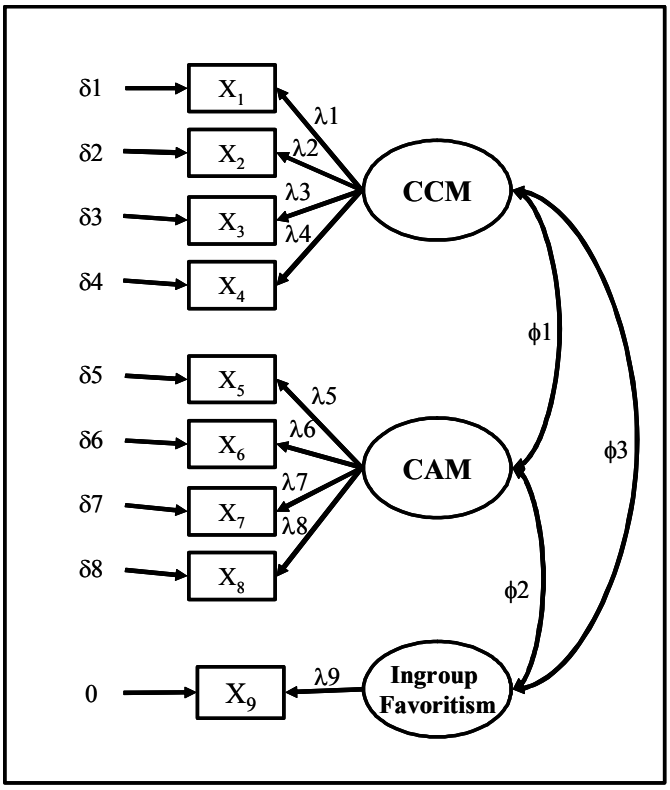
Study 3 (Continued): The Independence of CCM/CAM and Ingroup-Favoritism

This study used the same 121 subjects as those in Study 3 (Appendix E-(10)). Subjects first completed the ethnic self-awareness priming task. In addition to the eight-item CCM/CAM scale, subjects answered questions measuring ingroup-favoritism. One item was used to measure subjects' ingroup-favoritism consumption. The item was "*I like to consume products that represent my own culture.*" Subjects indicated their degree of agreement on a five point scale (1→ Strongly disagree, 5→ Strongly agree). The Cronbach's alpha of the four-item CCM sub-scale was 0.78, and that of the four-item CAM sub-scale was 0.86. Confirmatory factor analysis using the exogenous-side

matrixes (LX, PH, and TD) was performed on the model. Maximum Likelihood method was used to estimate the parameters.

Since only one item measured ingroup-favoritism, the error term of this measurement item was set to zero. Twenty parameters were estimated. The hypothesized model is depicted in Figure 8.

Figure 8: The CCM/CAM and Ingroup-Favoritism Model Specification



Model Modification and Discussion

The initial model provided only a marginally good fit to the data. The χ^2 was significant, 59.03, df = 25 ($p<0.00$). But, other indices were reasonably acceptable. RMR was 0.07. Although the residuals were reasonably small, there were some large residual outliers. In

addition, the residual Q-plot showed deviation from the dotted 45-degree line. This pattern might result from poorly fitted model as well as non-normally distributed data set. GFI was 0.90. NFI was 0.92. CFI was 0.95, and RFI was 0.88. (Please refer to Appendix E-(16) for detailed LISREL output.)

Despite the poorly fitted model, the factor loadings were all significant. Furthermore, two inter-factor coefficients were significant. First, CCM and CAM were positively correlated, 0.62 (< 0.1). Second, CCM and ingroup-favoritism were also positively correlated, 0.35 (<0.1). The path coefficient between CAM and ingroup-favoritism was not significant.

The modification index suggested that one of the items in CCM scale, "*I consume different cultural products for self-improvement,*" should be loaded on CAM factor. Hence, this factor loading was set to be freely estimated. The modified model was subjected to Maximum Likelihood estimation again. The χ^2 was still significant, 48.83, df = 24 (< 0.01). Other fit indices were improved, but not so much. RMR was reduced to 0.06. GFI was 0.92. NFI was 0.93. CFI was 0.96, and RFI was 0.90. The Q-plot still revealed deviation from the dotted line. All factor loadings were significant. The modified CCM measurement item was loaded on both CCM and CAM dimension. But, its factor loadings became non-significant: 0.41 with CCM dimension, and 0.37 with CAM dimension. The inter-factor correlation of CCM and CAM was 0.55 (<0.1). It became smaller than that in the initial model. The inter-factor correlation of CCM and ingroup-favoritism was 0.39 (<0.1). It was greater that that in the initial model.

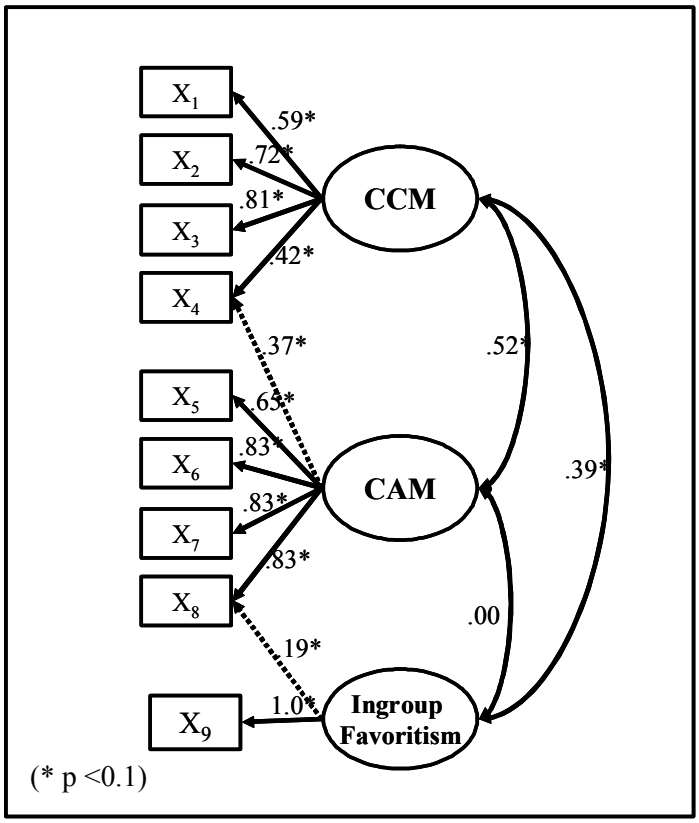
The modification indices suggested that one of the item measuring CAM, "*I consume products to be associated with people from another culture,*" should also be

loaded on ingroup-favoritism dimension. Hence, the model was modified again. The became non-significant at 0.01 level, 40.05, df=23 ($p > 0.01$). Other indices were also in the good fit range (Table 6). (For detailed LISREL output, please refer to Appendix E-(17)) The Q-plot still showed some minor deviation from the dotted line. As the data set was not normally distributed, the deviation was expected. Stemleaf plot of the residuals revealed symmetric distribution around zero mean. There were no specifically large modification indices. The model fit the data well.

Table 6: Fit Indices of the Modified CCM/CAM and Ingroup-Favoritism Model

	df	χ^2	RMR	GFI	NFI	CFI	RFI
Hypothesized Model	23	38.45 ($p > 0.01$)	0.05	0.93	0.95	0.98	0.92

Figure 9: The Standardized Path Coefficients of the Modified CCM/CAM and Ingroup-Favoritism Model



The final path coefficients are depicted in Figure 9. Although some items were loaded on two factors, the result supports the hypothesis that CCM, CAM and ingroup-favoritism were three independent factors. In contrast to the consumer ethnicity study, ingroup-favoritism is independent of acculturative motivation. In addition, ingroup-favoritism is positively correlated with CCM. Both of the correlations suggest that preference for ingroup product consumption is not necessarily associated with the rejection of outgroup products. Although people still prefer to consume ingroup products, they still have the capacity to adopt outgroup cultural products.

CHAPTER FOUR
THE SELF-CONSTRUALS OF CCM AND CAM

4.1 Self-Construal Theory

People have very different construals of the self, of others, and of the interdependence of the two. Self-construal theory defines self-system based on these conceptualizations (Markus and Kitayama, 1991). There are two types of self-construal: *Independent* and *interdependent*. Independent self-construal defines self in terms of unique personal characteristics. Attributes of self play more important roles in defending the individual's self-concept. In situations that involve the self-other comparison, the differences between self and others are more conspicuous than the similarities. Independent self-construal emphasizes individual differences over conforming to the expectations of others. The independent selves regulate themselves based on the internal attributes such as self-actualization, and the achievement of personal goals. For those who view themselves as independent, the self-attributes and personal goals are most salient in regulating their behavior.

In contrast, interdependent self-construal defines self in relation to others. The self-role is defined based on the social setting. In situations that involve the self-other comparison, the similarities between self and others are more pronounced than the differences. The interdependent self-regulation emphasizes fitting in with others. Those who view themselves as interdependent depend on others, and on their relationships with others in order to regulate behavior. Interdependent selves are responsive to the social context. Others in the social context serve as a source of affirmation to the inner-self.

The construal of self is both an individual trait (Singelis and Brown, 1995) and a culture value (Lonner and Adamopoulos, 1997). Independent self-construal and interdependent self-construal are both available to individuals (Markus and Kitayama, 1991; Singelis and Brown, 1995). They are also chronic traits that result from an individual's cultural upbringing (Singelis and Brown, 1995; Gudykunst, et al., 1996). The independent self-construal is more prevalent in American and certain European cultures. Interdependent self-construal is prevalent in Japan, Asia, Africa, Hispanic, and some Mediterranean cultures. Situational factors can temporarily activate an individual's self-construals (Aaker and Williams, 1998; Lee, Aaker and Gardner, 2000; Hong, Morris, Chiu and Benet-Martinez, 2000).

Self-construal influences an individual's cognition, emotion, and motivation (Markus and Kitayama, 1991). In terms of cognition, self-construal influences cognition in that the interdependent self will strive to learn about other people's reactions as well as the social context in addition to self. The cognition is specific to a social situation. On the other hand, the independent self has more elaborated personal knowledge. The social context knowledge and awareness of other people's reactions is not as important.

In terms of emotion, self-construal determines the types of emotion to be expressed or experienced. The interdependent self is more sensitive to the emotions of others. The interdependent self expresses or experiences more frequently *other-focused emotions,* including sympathy, shame, and interpersonal communion, of which the primary emotion referent is other-related attributes. On the other hand, the independent self experiences or expresses the emotion in which the primary referent is self-related attributes more frequently. Among *ego-focused emotions* are pride and frustration.

In terms of motivation, self-construal determines the reference points of motivations. For example, self-achievement is found to be a universal motivation, but one that involves different reference points (Elliot, and McGregor, 2001). The independent self focuses on an individual's characteristics and considers self as more superior to others. The individual's internal desire serves as the goal's reference point. On the other hand, the interdependent self focuses on other people's achievements as compared to self. The achievements of others serve as the goal's reference point.

Self-construal also influences self-expression (Aaker and Schmitt, 2001). Individual preferences and choices reflect self-views. Self-expressive behavior is consistent across cultures. However, the nature of self-expression depends on an individual's self-construal. Since independent self-construal emphasizes the difference between self and others, people with dominant independent self-construal tend to express themselves as standing out from their social context. In contrast, people with dominant interdependent self-construal emphasize the similarity between self and others. They are more interested in things and consumption behaviors that make them feel similar to others.

In addition, self-construal is the antecedent of regulatory focus (Lee, Aaker, and Gardner, 2000). Independent self-construal is more consistent with promotion focus (Higgins, 1997; 1998), while interdependent self-construal is more consistent with prevention focus (Higgins, 1997; 1998). Individuals with dominant independent self-construal value potential gains as more important. They respond more to positive outcomes. Individuals with dominant interdependent self-construal value potential loss as more important and respond more to negative outcomes.

4.2 Consumer Cosmopolitan Motivation and Independent Self-Construal

Independent self-construal emphasizes (a) personal attributes when defining self vs. others; (b) internal attributes, such as goals, abilities, knowledge, and thoughts as the principles for regulating behavior, cognition and emotion (Markus and Kitayama, 1991); (c) uniqueness and self-expression as distinct from the rest (Aaker, and Schmitt, 2001). The literature on cosmopolitanism reflects these independent self-construal characteristics:

(a) Personal attributes are more salient in defining self vs. others. Cosmopolitans define themselves not based on social context, but their personal characteristics (Holt, 1998). In choosing a social group, cosmopolitans value friends with whom they can truly talk or exchange ideas. They tend to belong to social organizations that offer them the venues in which to exercise or improve their personal knowledge and skills. The purpose of participating in social activities is to exchange personal ideas instead of establishing social ties. Others also perceive them based on their professional competence, but do not consider them to be participants in local society (Merton, 1957). In addition, decontextualized knowledge is an important ingredient of the cosmopolitan culture (Hannerz, 1990).

(b) Internal attributes as the principles to regulate behavior, cognition, and emotion. Motivated by a worldly identity, cosmopolitans actively learn about foreign cultural competence and participate in the alien culture. They have the cultural competence necessary to maneuver different cultures. They value the authentic foreign experiences as a way to enrich themselves (Hannerz, 1990). Cosmopolitan lifestyle includes frequently traveling to different places, participating in diversified cultural activities, and consuming foreign product categories (Holt, 1997). Cosmopolitans

consume foreign cultural products for their own ideal taste, not for materialistic reasons such as social status (Holt, 1998). They prefer media that covers diversified topics. They consider consuming a variety of information as a way to improve their personal knowledge and skills (Merton, 1957). The motivation for their behavior is an internal drive for self-improvement.

(c) Being unique and expressing self as different from the rest. Cosmopolitans express themselves away from the public culture and seek individuality. They seek diverse, educational, and informative experiences that allow them to acquire knowledge and express themselves creatively based on these individual attributes. Their self-expression frequently involves reconstructing meanings based on their own originality. They criticize and recreate cultural meanings. They are capable of interpreting cultural texts independent of their immediate life experience (Holt, 1998). In addition, cosmopolitans are aware of, and sensitive to the *symbolic boundary* (Barth, 1969) between being cosmopolitans and being local. They consider local lifestyle unsophisticated and claim that it lacks variety. Therefore, they frequently distinguish themselves through consumption patterns and tastes (Holt, 1997).

Based on the three characteristics of independent self-construal and the texts described in cosmopolitanism studies, this dissertation proposes:

Hypothesis 3.1: CCM is correlated with independent self-construal, but not interdependent self-construal.

4.3 Consumer Acculturative Motivation and Interdependent Self-Construal

Interdependent self-construal emphasizes (a) social context and interpersonal relationship when defining self vs. others; (b) external attributes, such as status, social roles, and relationships as the principles for regulating behavior, cognition and emotion (Markus and Kitayama, 1991); (c) fitting in and expressing self as harmonious with the context (Aaker, and Schmitt, 2001). The literature on acculturation reflects these interdependent self-construal characteristics:

(a) Emphasizing social context and interpersonal relationships when defining self vs. others. The psychological properties of the immigrants involved a state of double-consciousness in their self-identity construction (DuBois, 1961). These individuals are simultaneously aware that people from both cultural groups consider them aliens. Immigrants constantly define their self-identities through the views of others (Park, 1928). The self-identifying process is a like "looking-glass" (Mead, 1934). This is the process of seeing one's self reflected in the attitudes of others (Stonequist, 1935). The immigrants define themselves according to the roles that are accepted by the host society. These roles are learned actions or behaviors performed by the immigrants in an interaction with the host society (Smither, 1982). Only through the process of communicating with others, using verbal and nonverbal symbols, can identity formation occur (Wood, 1997). In consumer consumption situations, acculturation is also considered role-specific. Immigrant consumers have a repertoire of roles specific to a social context (O'Guinn, and Faber, 1985). In sum, in acculturation, selves are defined as roles in a given social context.

(b) External attributes regulate behavior, cognition, and emotion. The selves defined in terms of social roles regulate the individual's behavior. In particular, the

discrepancies between selves and the expected social roles influence immigrant behavior. These individuals regulate their behavior to minimize discrepancies (Carver and Scheier, 1998; Higgins, 1998). Based on three case studies of Hispanic adolescent immigrants' identity negotiating behavior, when there is a rejection from either the original or the host society, the adolescents use three strategies to cope with the situations: (1) changing themselves to look and behave more like their referred social roles, (2) relying on intermediaries (usually family or friends from their original culture), or (3) redefining their group (Burrell, Diaz, and Bradford, 1996 (a), (b)). Ethnic identities shift as a result of the feedback received during the social interactions (Hall, 1990). Biculturally competent immigrants depend on the external social context to adjust their behaviors, roles (LaFromboise, Coleman and Gerton, 1993), cultural frames (Benet-Martinez, et. al. 2002), and cultural cognitive schemas (Hong, Morris, Chiu, and Benet-Martinez, 2000)) in different social contexts.

(c) Fitting in and expressing self as harmonious with the context. Immigrants feel obliged to adopt the host cultural practices and values in order to be accepted by people of the host culture (Smither, 1982). Their success in the host country depends not only on their willingness to adapt their cultural identity, but also how well they fit in with the host society (Berry, Kim, Minde, and Moke, 1987; Kim, 1979). Immigrants who feel that they belong to a particular cultural group and who hold positive evaluations of this group are likely to experience higher levels of psychological well-being (Phinney, et al. 2001). An immigrant's dilemma when seeking relationships with the host culture is the possibility of rejection (Bourhis, Moise, Perreault, and Senecal, 1997). In Penaloza's (1994) study, informants wanted to fit into the host culture. They were aware that the

host society considered them alien. In social settings, they wanted to avoid embarrassing themselves through improper behavior.

Based on the three characteristics of interdependent self-construal, and the texts from acculturation literatures, this dissertation proposes:

Hypothesis 3.2: CAM is correlated with interdependent self-construal, but not independent self-construal.

Study 3 (Continued): The Self-Construals of CCM and CAM

This study used the same 121 subjects as in Study 3. (For a detailed profile of the sample, please refer to Appendix E-(10).) The subjects were recruited from the student subject pool. Students were required to participate as part of an introductory marketing course for credit. Subjects were informed of their rights as participants according to IRB regulations. After the ethnic self-awareness priming, subjects were asked to answer the eight-item CCM/CAM scale. In addition, the scale developed by Singelis (1994) (Appendix C) was administered to the subjects to measure self-construal propensities. The original self-construal scale contained twenty-four items. For economic purposes, the original self-construal scale was reduced to six items for this study. The Cronbach's alpha of the three-item interdependent self-construal subscale, INTERDEP, was 0.49, and that of the three-item independent self-construal subscale, INDEP, was 0.56 (Appendix E-(18)). Since the number of items was reduced, lower reliability was expected. The Cronbach's alpha of the four-item CCM subscale was 0.78, and that of the four-item CAM subscale was 0.86.

Three subjects with missing values were removed from the analysis. Therefore, there were 118 subjects in the correlation analysis. The average scores of CCM, CAM subscales and INDEP, INTERDEP subscales were used to calculate the Pearson correlation matrix.

Result and Discussion

The result was as predicted. The correlation coefficient of CCM and INDEP was .22 ($p<.01$); but that of CCM and INTERDEP was .09, not significant. The correlation coefficient of CAM and INTERDEP was .43 ($p<.001$) and that of CAM and INDEP was -.05, not significant. (The result is summarized in Table 7.) The result supports the hypotheses. (For more detailed output, please refer to Appendix E-(19).)

Table 7: The Correlation Matrix of Self-Construals and CCM/CAM

	CCM	CAM	INDEP	INTERDEP
CCM	1.00			
CAM	.51**	1.00		
INDEP	.22*	-.05	1.00	
INTERDEP	.09	.43**	-0.01	1.00

(** $p < .001$ * $p < .01$)

CHAPTER FIVE
DISCUSSION AND CONCLUSION

Based on the executive function of self conceptualization, this dissertation defines two motivation constructs that are relevant in a cross-cultural context when ethnic identity is salient. *Consumer cosmopolitan motivation* (CCM) refers to a worldly identity and drives consumers to seek self-improvement through the consumption of outgroup cultural products. *Consumer acculturative motivation* (CAM) refers to an outgroup cultural identity, and drives consumers to establish social relationships with the outgroup society through the adoption of the outgroup's cultural products. These two consumption motivations originate from two global phenomena that are related to the individual's intercultural juncture experiences. First, the mobility of cultures, products, ideologies, and peoples in the modern global society has created a global cosmopolitan culture. The global cosmopolitan culture defines CCM. Second, migration and acculturation are progressing on a larger scale and at a faster speed than at any other period in history. Migrants relocate to another country and adjust their original social roles to adapt to the host cultural society. The acculturation process defines CAM.

5.1 Comparing and Contrasting CCM and CAM

The two constructs are different in their psychological properties. CCM is a worldly identity. Consumers with cosmopolitan motivation seek self-improvement. They consume outgroup cultural products to enrich their own cultural experiences. The worldly self-identity is defined by personal attributes, and is nurtured by personal attributes. In other words, CCM is about *I want your culture to become part of my self*.

Consumers consume outgroup cultural products to enrich the content of their worldly identity. They seek various and diversified cultural experiences. Through their consumption experiences, the outgroup cultural identities become part of the individual's personal experience or knowledge. People with CCM also are interested in criticizing and synthesizing cultural meanings. However, the worldly identity does not belong to any single culture or society. Worldly identity refers to the life outside the town. It is a decontextualized identity. Because of this decontextualized property, the worldly identity can be easily re-contextualized in different cultural contexts. CCM is analogous to a *traveling motif* (Kaplan, 1996). It is related to the need for nurturance or growth.

In contrast, CAM refers to an outgroup cultural identity. Learning about the outgroup culture, and consuming the outgroup cultural products are means of maintaining a social relationship with the people of the outgroup culture, and of seeking acceptance from the outgroup society. Immigrants need to be perceived as similar to the outgroup people if they are to be successful in the host society. In other words, CAM is about *I want to become part of your group*. The outgroup cultural identity is defined by the relationship with others, and is maintained by the acceptance of people from the outgroup culture. CAM is a *dwelling motif* (Kaplan, 1996). It is related to the need for stability and security.

CCM and CAM have unique self-construal properties. CCM is consistent with independent self-construal. The internal attributes of self regulate the individual's cognition, emotion, and behavior. It is an internal motivation. Other people's evaluations or feedback from the external environment play a less important role in regulating behavior. People with CCM tend to express their individuality to emphasize

the personal attributes that are important to them. Regardless of feedback from others, they tend to express themselves as different from their social context.

CAM is consistent with interdependent self-construal. The external factors, such as feedback from the host cultural society, or feedback from peers and family members, regulate the individual's cognition, emotion, and behavior. It is an external motivation. Consumers with CAM constantly see themselves through the eyes of others. They prefer consumption behaviors and lifestyles that are similar to their social context because they fear rejection. The similarity with the social context reinforces their relationship with the society. As a consequence, they tend to express themselves as similar to others in the social context. Table 8 summarizes the psychological properties of CCM and CAM.

Table 8: Summary of CCM and CAM

	Consumer Cosmopolitan Motivation (CCM)	**Consumer Acculturative Motivation (CAM)**
Reference Point	A Worldly Identity	An Outgroup Cultural Identity
Content	Self-improvement; Nurturance	Social relationship; Security
Self-Construal	Independent Self-construal 1. Personal attribute is important in defining self 2. Internal attributes regulate behavior 3. Express self as distinguished from the social context	Interdependent Self-construal 1. Relationship with others is important in defining self 2. External factors regulate behavior 3. Express self as fitting in with the social context

5.2 Limitation and Future Studies

The studies in this dissertation are based on samples in the United States. The construct validity may not applicable in another cultural context. Future studies may test the construct's validity in other cultures.

Future studies can use the definitions of CCM and CAM constructs. For example, self-construal is the antecedent of regulatory focus (Lee, Aaker, and Gardner, 2000). Regulatory focus theory (Higgins, 1997; 1998) claims that two fundamental mechanisms regulate human behavior: *promotion focus* and *prevention focus*. Promotion focus responds to the individual's need for nurturance and is concerned with advancement, growth, and accomplishment. Prevention focus responds to security needs and is concerned with stability, relationship, and responsibility. Future studies can investigate the regulatory foci of CCM and CAM.

A goal construct can be a chronic feature that regulates an individual's behavior and a situational construct that can be activated in a specific context (Grant and Dweck, 2003). This dissertation measures CCM and CAM in their naturally accessible situations. Future research can investigate the situational aspects of CCM and CAM, and study what situational factors moderate the effect of CCM and CAM.

Another line of future research is to investigate the consequences of CCM/CAM based on self-construal theory. The way that individuals define selves as independent self vs. interdependent self affects their cognition, emotion, and behavior (Markus and Kitayama, 1991). For example, self-construal influences an individual's information processing. People with dominant independent self-construal are more sensitive to positive ad messages, and interdependent self-construal to negative messages (Aaker and

Lee, 2001). This property may apply to CCM and CAM since they share self-construal properties. It can contribute to cross-cultural advertising research.

5.3 Reflective Consciousness vs. Executive Function of Ethnic Identity

Ethnic identity is part of self-identity. Ethnic identity is a salient factor in a cross-cultural consumption context. When activated, it exerts significant influence over consumer behaviors. The current consumer ethnicity framework draws on the reflective consciousness aspect of ethnic identity (Baumeister, 1998). This aspect conceptualizes self as an evaluator who turns the conscious attention back toward its own source. In the cross-cultural context, ethnic awareness is first activated and serves as an important source of self-evaluation. Ingroup ethnic identity is compared to outgroup ethnic identity. The current framework assumes that ingroup ethnic identity is favored over the outgroup identity because ingroup identity is the source of self-esteem. Therefore, the activated ethnic awareness motivates consumers to consume ingroup product categories. Only when the outgroup cultural identity is integrated with the ingroup ethnic identity, will people consume outgroup products. The framework also assumes that ingroup favoritism is reciprocally associated with outgroup negativity. It assumes a uni-dimensional relationship between ingroup identity and outgroup identity. These two assumptions limit the framework's validity in explaining dynamic cross-cultural consumption behavior.

Inspired by a recent study that applies self-regulation framework to study intergroup relations (Shah, Brazy, and Higgins, 2004), this dissertation conceptualizes the influence of ethnic identity from the aspect of executive function (Baumeister, 1998).

This aspect considers self as an agent that is capable of taking actions to change himself/herself (Markus and Ruvolo, 1989). Goals are represented as a hierarchy of self-schema. On the top of the self-schema are the desired possible selves. These desired possible selves serve as the reference point of motivations and regulate the individual's behavior. The strategies and means to achieve the goals sit in the middle and lower levels of the goal schema. An individual has multiple and malleable possible selves (Markus and Ruvolo, 1989). Conceptualizing ethnic related identities from the executive aspect of self allows multiple possible selves, activated in a given cross-cultural consumption scenario to coexist, interact, and influence consumption. It provides a dynamic framework to study cross-cultural consumption.

Based on this conceptualization, this dissertation proposes that a worldly cosmopolitan identity is the reference point of CCM. The content of CCM is to seek self-improvement, while an outgroup cultural identity is the reference point of CAM. The content of CAM is to establish relationship with the outgroup society.

Future study may investigate other possible ethnic related identities that are salient in a cross-cultural context, and how these possible identities influence cross-cultural consumption. Future study can also investigate how these multiple ethnic related identities interact and concurrently regulate individuals' cognitions, behaviors and emotions.

5.4 The Significance of CCM and CAM

Theoretically, this dissertation defines cosmopolitan and acculturative motivations based on the executive aspect of ethnic-identity. The dissertation develops a scale to measure

the two motivation constructs. The dissertation also empirically investigates their psychological characteristics based on self-construal theory. The theoretical contribution of the two constructs to cross-cultural research was discussed in the previous sections.

Identifying the two possible alternative consumption motivations offers marketing managers additional bases on which to segment global consumers. Motivational constructs are micro-level segmentation bases. They can account for between- and within-nation heterogeneity. Although current global segmentation uses several micro-level bases to segment the market, most of the micro-level bases are demographic constructs such as age and gender. Motivational constructs are not commonly used in global segmentation mainly because there have not been relevant motivational constructs available to marketers in a cross-cultural context. The CCM/CAM scale can be a useful managerial tool in global segmentation. In addition, the motivational constructs can be integrated with other segmentation bases. The results can be used to discover unmet needs in cross-cultural consumptions that offer marketers opportunities to create new products, or new services. In addition, the dissertation relates CCM/CAM to self-construal theory framework. The self-construal framework predicts behavior, cognition, and emotion as a result of the two self-construals. The results of the segmentation can be applied to effective brand communication strategy.

Appendix A: The Eight-item CCM/CAM Scale

Instruction:

In this section, the word "product" refers to both tangible and intangible product/service/entertainment, for example, food, music, movies, vacations, foreign customs, foreign books etc.

Please reflect all your previous cross-cultural consumption experiences, what were your motivations to consume cross-cultural products?

Among your cross-cultural consumption experiences, if you have consumed products because of the reasons described in the statements very often, please circle 5. If you have never consumed products for the reasons described in the statements, please circle 1.

Scale descriptor:

Never	*Seldom*	*SomeTimes*	*Often*	*VeryOften*
1	2	3	4	5

Measurement items:

Consumer cosmopolitan motivation Items:

1. I consume products to experience different cultural lifestyle.
2. I consume different cultural products for self-improvement.
3. I consume products to learn new things from another culture.
4. I consume products to enrich my multicultural experience.

Consumer acculturative motivation Items:

5. I consume products to conform to the expectations of people from another culture.
6. I consume products to fit in with people from another culture.
7. I consume products to be associated with people from another culture.
8. I consume products to be accepted by people from another culture.

Appendix B: The Reduced Internal/External Motivations to Respond Without Prejudice Scales

Scale descriptor:

Strongly Disagree *Strongly Agree*
1 2 3 4 5

Measurement items:

The External Motivation Items

1. Because of today's "politically correct" standards I try to appear non-prejudiced toward people from other culture.
2. I try to hide any negative thoughts about people from other culture in order to avoid negative reactions from others.
3. If I acted prejudiced toward people from other culture, I would be concerned that others would be angry with me.
4. I attempt to appear non-prejudiced toward people from other culture in order to avoid disapproval from others.
5. I try to act non-prejudiced toward people from other culture.

The Internal Motivation Items

1. I attempt to act in non-prejudiced ways toward people from other culture because it is personally important to me.
2. I am personally motivated by my beliefs to be non-prejudiced toward people from other culture.
3. According to my personal values, using stereotypes about people from other culture is OK.
4. Because of my personal values, I believe that using stereotypes about people from other culture is wrong.
5. Being non-prejudiced toward people from other culture is important to my self-concept.

Appendix C: The Reduced Self-Construal Scale

Scale descriptor:

Strongly Disagree *Strongly Agree*
1 2 3 4 5

Measurement items:

1. I enjoy being unique and different from others in many respects.
2. I will sacrifice my self-interests for the benefit of the group I am in.
3. I prefer to be direct and forthright when dealing with people I've just met.
4. I often have the feeling that my relationships with others are more important than my own accomplishments.
5. My personal identity, independent of others, is very important to me.
6. It is important to me to respect decisions made by the group.

Appendix D: The Complete Questionnaire

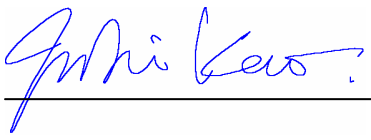
Consent Form

Department of Marketing & International Business
Baruch College, CUNY

1. This study is part of your course requirement. You are required to do the survey to get courses credits for Marketing Foundations (MKT3000). However, taking part is voluntary. If you feel uncomfortable responding to any or all questions, or if for any other reason you do not want to respond, you are free to not answer those questions. You will not be penalized for not completing this survey. However, you will need to do a written assignment according to Subject Pool regulation.
2. This is a cross-cultural study. In this survey, we ask that you respond to some statements regarding your attitudes toward cross-cultural consumption. It will take about 30 minutes to complete the survey.
3. Please be assured that your responses will remain completely confidential. There is absolutely no way to trace your responses back to you. The information collected in the study will be used only for academic purpose.

I understand the requirements of the study and agree to participate in the study.

_____



_____

Principle Investigator: Jufei Kao

For information about the study:
Jufei Kao, Department of Marketing & International Business, Baruch College of CUNY,
☎: 646-312-3332 ; 💻: jufei_kao@baruch.cuny.edu

For information about your rights as a participant in research at CUNY:
Keisha Peterson, the Sponsored Programs and Research Office at Baruch College of CUNY
☎: 646-312-3780.

Cross-Cultural Consumption Research

This study is about cross-cultural consumption behavior. Cross-cultural consumption behavior refers to those consumption experiences that **you are aware of your ethnicity when you consume foreign cultural products/services.** For example, going on a vacation to visit a foreign country; going to see a foreign movie etc.

The research objective is to know why consumers consume cross-cultural products/services in general. We want to be clear that we are not evaluating you or your individual responses. We are simply trying to get an idea of the types of motivations that consumers in general have in cross-cultural consumption. If we are to learn anything useful for cross-cultural marketing, it is important that you respond to each of the question openly and honestly. All your responses will be kept completely confidential.

☞ **Please turn to the next page and start the survey …**

1. Are you an immigrant?

- **No (Go to question 3)**
- **Yes**

2. Are you …

☐ (1). 1st generation immigrant.
(You were born in another country and immigrated to this country.)

☐ (2). 2nd generation immigrant.
(Your parents were born in another country. You were born in this country.)

☐ (3). 3rd generation immigrant.
(Your grandparents were born in another country. Your parents and you were born in this country.)

☐ (4). 4th generation or up

3. What is the primary ethnic group that you identify yourself with most strongly?

Please use three to five sentences to describe a scenario in which you consumed foreign cultural products.

Section A

In this section, the word "product" refers to both tangible and intangible product/service/entertainment, for example, food, music, movies, vacations, foreign customs, foreign books etc.

Please reflect all your previous cross-cultural consumption experiences, what were your motivations to consume cross-cultural products?

Among your cross-cultural consumption experiences, if you have consumed products because of the reasons described in the statements very often, please circle 5.
If you have never consumed products for the reasons described in the statements, please circle 1.

	Never	Seldom	Some times	Often	Very Often
1. I consume products to experience different cultural lifestyle.	1	2	3	4	5
2. I consume products to conform to the expectations of people from another culture.	1	2	3	4	5
3. I consume different cultural products for self-improvement.	1	2	3	4	5
4. I consume products to fit in with people from another culture.	1	2	3	4	5
5. I consume products to learn new things from another cultures.	1	2	3	4	5
6. I consume products to be associated with people from another culture.	1	2	3	4	5
7. I consume products to enrich my multicultural experience.	1	2	3	4	5
8. I consume products to be accepted by people from another culture.	1	2	3	4	5

Section B

Please give your responses according to the scales on the following statements.
If you strongly agree with the statement, please circle 5.
If you strongly disagree with the statement, please circle 1.

	Strongly Disagree				**Strongly Agree**
1. I enjoy being unique and different from others in many respects.	1	2	3	4	5
2. I will sacrifice my self-interests for the benefit of the group I am in.	1	2	3	4	5
3. I prefer to be direct and forthright when dealing with people I've just met.	1	2	3	4	5
4. I often have the feeling that my relationships with others are more important than my own accomplishments.	1	2	3	4	5
5. My personal identity, independent of others, is very important to me.	1	2	3	4	5
6. It is important to me to respect decisions made by the group.	1	2	3	4	5

Section C

Please give your responses according to the scales on the following statements.
If you strongly agree with the statement, please circle 5.
If you strongly disagree with the statement, please circle 1.

	Strongly Disagree				Strongly Agree
1. Because of today's "politically correct" standards I try to appear non-prejudiced toward people from other culture.	1	2	3	4	5
2. I attempt to act in non-prejudiced ways toward people from other culture because it is personally important to me.	1	2	3	4	5
3. I try to hide any negative thoughts about people from other culture in order to avoid negative reactions from others.	1	2	3	4	5
4. According to my personal values, using stereotypes about people from other culture is OK.	1	2	3	4	5
5. If I acted prejudiced toward people from other culture, I would be concerned that others would be angry with me.	1	2	3	4	5
6. I am personally motivated by my beliefs to be non-prejudiced toward people from other culture.	1	2	3	4	5
7. I attempt to appear non-prejudiced toward people from other culture in order to avoid disapproval from others.	1	2	3	4	5
8. Because of my personal values, I believe that using stereotypes about people from other culture is wrong.	1	2	3	4	5
9. I try to act non-prejudiced toward people from other culture.	1	2	3	4	5
10. Being non-prejudiced toward people from other culture is important to my self-concept.	1	2	3	4	5

Section D

1. What is your gender?
☐ (1). Male
☐ (2). Female

2. What is your age? _____

3. How long have you lived in this country?
☐ (1). Since I was born or more than 10 years
☐ (2). 5 to 10 years
☐ (3). Less than 5 years

The End **Thank you very much for your participation!**

Appendix E: Data Analysis Output

(1) Study 1: Sample Profile

Sex	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Male	40	36.36	40	36.36
Female	70	63.64	110	100.00

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
18	1	0.92	1	0.92
19	7	6.42	8	7.34
20	15	13.76	23	21.10
21	26	23.85	49	44.95
22	13	11.93	62	56.88
23	9	8.26	71	65.14
24	6	5.50	77	70.64
25	4	3.67	81	74.31
26	2	1.83	83	76.15
27	9	8.26	92	84.40
28	3	2.75	95	87.16
29	1	0.92	96	88.07
30	6	5.50	102	93.58
33	1	0.92	103	94.50
35	1	0.92	104	95.41
36	1	0.92	105	96.33
38	1	0.92	106	97.25
39	1	0.92	107	98.17
40	1	0.92	108	99.08
42	1	0.92	109	100.00

Frequency Missing = 1

Ethnic	Frequency	Percent	Cumulative Frequency	Cumulative Percent
African American	14	12.96	14	12.96
Asian American	39	36.11	53	49.07
WestEuro	13	12.04	66	61.11
Hispanic	17	15.74	83	76.85
Mixed Race	2	1.85	85	78.70
Carribbean	9	8.33	94	87.04
MiddleEast	2	1.85	96	88.89
EastEurope	11	10.19	107	99.07
Others	1	0.93	108	100.00

Frequency Missing = 2

Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NON-Immigrant	30	27.27	30	27.27
Immigrant	70	63.64	100	90.91
International	10	9.09	110	100.00

(2) Study 1: Cronbach's Alphas of the Ten-item CCM/CAM Scale

The CORR Procedure

5 Variables: CCM1 CCM2 CCM3 CCM4 CCM5

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.768945
Standardized	**0.781691**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CCM1	0.570372	0.720352	**0.555878**	0.741330
CCM2	0.525620	0.735786	**0.515536**	0.754617
CCM3	0.551660	0.732931	**0.566808**	0.737681
CCM4	0.513629	0.739843	**0.531593**	0.749362
CCM5	0.608007	0.701758	**0.612662**	0.722150

Pearson Correlation Coefficients, N = 109
Prob > |r| under H0: Rho=0

	CCM1	CCM2	CCM3	CCM4	CCM5
CCM1	1.00000	0.46621 <.0001	0.32806 0.0005	0.38869 <.0001	0.48551 <.0001
CCM2	0.46621 <.0001	1.00000	0.41851 <.0001	0.26875 0.0047	0.41157 <.0001
CCM3	0.32806 0.0005	0.41851 <.0001	1.00000	0.49291 <.0001	0.45657 <.0001
CCM4	0.38869 <.0001	0.26875 0.0047	0.49291 <.0001	1.00000	0.45616 <.0001
CCM5	0.48551 <.0001	0.41157 <.0001	0.45657 <.0001	0.45616 <.0001	1.00000

The CORR Procedure

5 Variables: CAM1 CAM2 CAM3 CAM4 CAM5

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.835372
Standardized	**0.831129**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CAM1	0.621888	0.806389	**0.616347**	0.801023
CAM2	0.783331	0.759525	**0.779922**	0.753113
CAM3	0.735858	0.773080	**0.731500**	0.767687
CAM4	0.759415	0.766071	**0.755228**	0.760587
CAM5	0.306508	0.881598	**0.306913**	0.881795

Pearson Correlation Coefficients, N = 109
Prob > |r| under H0: Rho=0

	CAM1	CAM2	CAM3	CAM4	CAM5
CAM1	1.00000	0.62813 <.0001	0.58205 <.0001	0.57476 <.0001	0.16600 0.0845
CAM2	0.62813 <.0001	1.00000	0.67704 <.0001	0.72982 <.0001	0.32958 0.0005
CAM3	0.58205 <.0001	0.67704 <.0001	1.00000	0.71395 <.0001	0.27313 0.0041
CAM4	0.57476 <.0001	0.72982 <.0001	0.71395 <.0001	1.00000	0.28608 0.0026
CAM5	0.16600 0.0845	0.32958 0.0005	0.27313 0.0041	0.28608 0.0026	1.00000

(3) Study 1: Exploratory Factor Analysis - The Ten-item CCM/CAM Scale

The FACTOR Procedure
Initial Factor Method: Principal Factors

Prior Communality Estimates: SMC

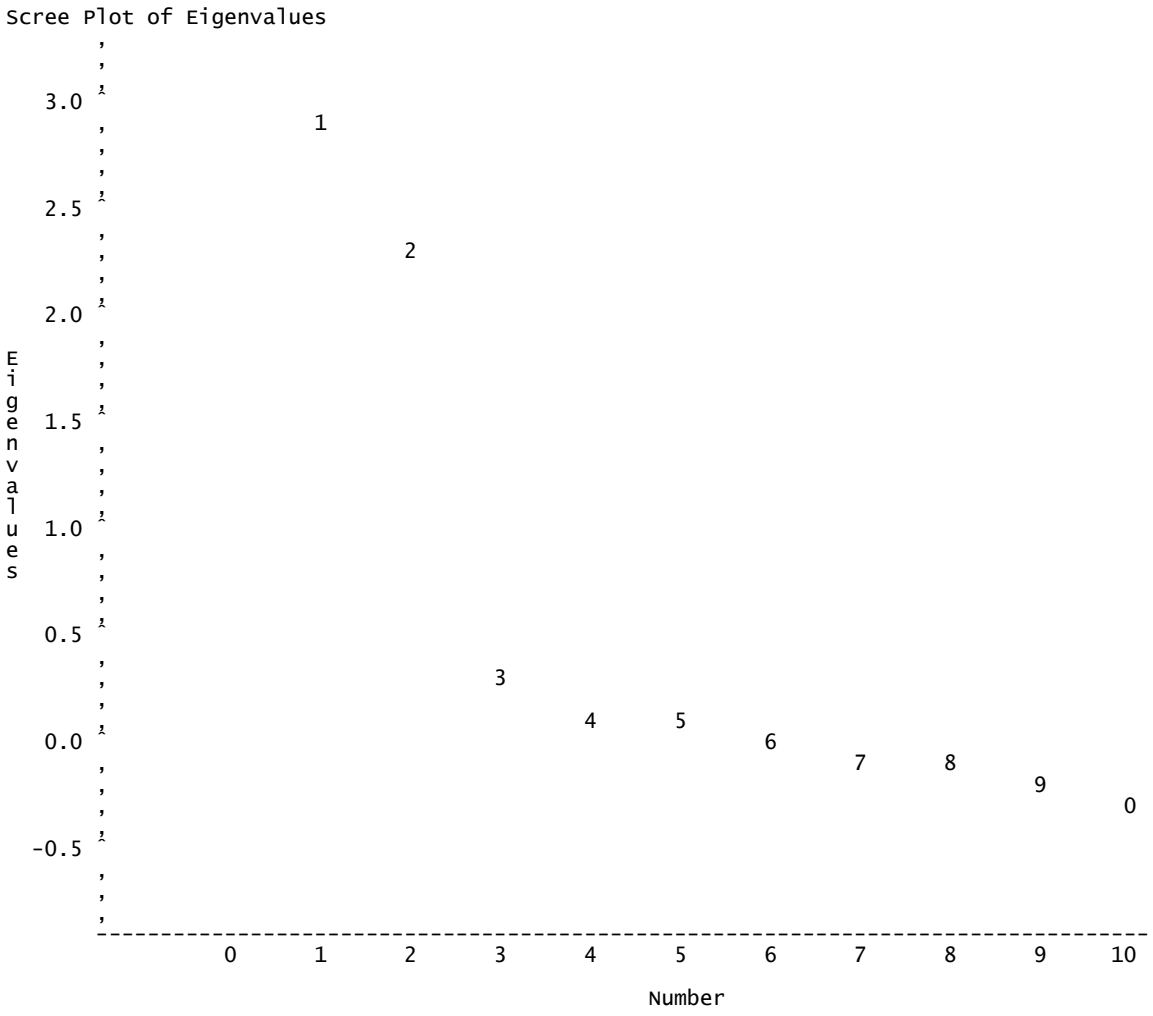
CCM1	CAM1	CCM2	CAM2	CCM3
0.39868441	0.46887610	0.37832319	0.65801641	0.37069948
CAM3	**CCM4**	**CAM4**	**CCM5**	**CAM5**
0.60408788	0.42270538	0.65386176	0.53778572	0.47543301

Eigenvalues of the Reduced Correlation Matrix: Total = 4.96847335 Average = 0.49684734

	Eigenvalue	Difference	Proportion	Cumulative
1	**2.91638322**	**0.61990463**	**0.5870**	**0.5870**
2	**2.29647859**	**2.04510066**	**0.4622**	**1.0492**
3	0.25137792	0.11104878	0.0506	1.0998
4	0.14032915	0.08891158	0.0282	1.1280
5	0.05141757	0.09106920	0.0103	1.1384
6	-.03965163	0.05155338	-0.0080	1.1304
7	-.09120501	0.01619637	-0.0184	1.1120
8	-.10740138	0.08173278	-0.0216	1.0904
9	-.18913415	0.07098677	-0.0381	1.0524
10	-.26012093		-0.0524	1.0000

2 factors will be retained by the PROPORTION criterion.

The FACTOR Procedure
Initial Factor Method: Principal Factors



The FACTOR Procedure

Initial Factor Method: Principal Factors

Factor Pattern

		Factor1	Factor2
CAM2	FIT IN WITH PEOPLE	**0.77300**	-0.35398
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.73497**	-0.30601
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.72248**	-0.42837
CAM1	CONFORM TO EXPECTATION	**0.61436**	-0.35185
CAM5	ESTABLISH RELATIONSHIP WT ANOTHER	**0.56213**	0.35170
CCM4	PARTICIPATION CAN LEARN	0.08168	**0.66661**
CCM5	ENRICH EXPERIENCE	0.43105	**0.62984**
CCM3	LEARN NEW THINGS	0.20490	**0.60426**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.36504	**0.49033**
CCM2	SELF IMPROVEMENT	0.44222	**0.44714**

Variance Explained by Each Factor

Factor1	Factor2
2.9163832	2.2964786

Final Communality Estimates: Total = 5.212862

CCM1	CAM1	CCM2	CAM2	CCM3
0.37367879	0.50124056	0.39548701	0.72282357	0.40711358
CAM3	**CCM4**	**CAM4**	**CCM5**	**CAM5**
0.63382142	0.45103474	0.70547423	0.58250647	0.43968144

The FACTOR Procedure
Prerotation Method: Varimax

Orthogonal Transformation Matrix

	1	2
1	0.87028	0.49257
2	-0.49257	0.87028

Rotated Factor Pattern

		Factor1	Factor2
CAM2	FIT IN WITH PEOPLE	**0.84708**	0.07270
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.83975**	-0.01693
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.79035**	0.09571
CAM1	CONFORM TO EXPECTATION	**0.70797**	-0.00359
CCM5	ENRICH EXPERIENCE	0.06489	**0.76046**
CCM3	LEARN NEW THINGS	-0.11932	**0.62680**
CCM4	PARTICIPATION CAN LEARN	-0.25726	**0.62036**
CCM2	SELF IMPROVEMENT	0.16460	**0.60695**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.07617	**0.60653**
CAM5	ESTABLISH RELATIONSHIP WT ANOTHER	0.31597	**0.58296**

Variance Explained by Each Factor

Factor1	Factor2
2.7659811	2.4468807

Final Communality Estimates: Total = 5.212862

CCM1	CAM1	CCM2	CAM2	CCM3
0.37367879	0.50124056	0.39548701	0.72282357	0.40711358
CAM3	**CCM4**	**CAM4**	**CCM5**	**CAM5**
0.63382142	0.45103474	0.70547423	0.58250647	0.43968144

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Rotated Factor Pattern (Standardized Regression Coefficients)

		Factor1	Factor2
CAM2	FIT IN WITH PEOPLE	**0.84654**	0.03285
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.84324**	-0.05670
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.78860**	0.05863
CAM1	CONFORM TO EXPECTATION	**0.71043**	-0.03709
CCM5	ENRICH EXPERIENCE	0.03083	**0.75977**
CCM4	PARTICIPATION CAN LEARN	-0.28605	**0.63448**
CCM3	LEARN NEW THINGS	-0.14795	**0.63441**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.04908	**0.60483**
CCM2	SELF IMPROVEMENT	0.13778	**0.60107**
CAM5	ESTABLISH RELATIONSHIP WT ANOTHER	0.29072	**0.56984**

Reference Axis Correlations

	Factor1	Factor2
Factor1	1.00000	-0.09188
Factor2	**-0.09188**	1.00000

Variance Explained by Each Factor Ignoring Other Factors

Factor1	Factor2
2.7902788	**2.4713485**

Final Communality Estimates: Total = **5.212862**

CCM1	CAM1	CCM2	CAM2	CCM3
0.37367879	0.50124056	0.39548701	0.72282357	0.40711358
CAM3	**CCM4**	**CAM4**	**CCM5**	**CAM5**
0.63382142	0.45103474	0.70547423	0.58250647	0.43968144

(4) Study 1: Cronbach's Alphas of the Eight-item CCM/CAM Scale

The CORR Procedure

4 Variables: CCM1 CCM2 CCM3 CCM5

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.739843
Standardized	**0.749362**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CCM1	0.555351	0.671705	**0.542098**	0.692580
CCM2	0.549557	0.672346	**0.550727**	0.687767
CCM3	0.498764	0.713176	**0.502770**	0.714191
CCM5	0.573993	0.656548	**0.581147**	0.670592

Pearson Correlation Coefficients, N = 109
Prob > |r| under H0: Rho=0

	CCM1	CCM2	CCM3	CCM5
CCM1	1.00000	0.46621 <.0001	0.32806 0.0005	0.48551 <.0001
CCM2	0.46621 <.0001	1.00000	0.41851 <.0001	0.41157 <.0001
CCM3	0.32806 0.0005	0.41851 <.0001	1.00000	0.45657 <.0001
CCM5	0.48551 <.0001	0.41157 <.0001	0.45657 <.0001	1.00000

The CORR Procedure

4 Variables: CAM1 CAM2 CAM3 CAM4

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.880868
Standardized	**0.881043**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CAM1	0.661061	0.877966	**0.661259**	0.877992
CAM2	0.781880	0.831662	**0.781936**	0.831719
CAM3	0.751967	0.843134	**0.752040**	0.843460
CAM4	0.774654	0.834220	**0.775042**	0.834443

Pearson Correlation Coefficients, N = 110
Prob > |r| under H0: Rho=0

	CAM1	CAM2	CAM3	CAM4
CAM1	1.00000	0.62414 <.0001	0.58213 <.0001	0.57233 <.0001
CAM2	0.62414 <.0001	1.00000	0.67435 <.0001	0.73058 <.0001
CAM3	0.58213 <.0001	0.67435 <.0001	1.00000	0.71238 <.0001
CAM4	0.57233 <.0001	0.73058 <.0001	0.71238 <.0001	1.00000

(5) Study 1: Exploratory Factor Analysis – The Eight-item CCM/CAM Scale

The FACTOR Procedure
Initial Factor Method: Principal Factors

Prior Communality Estimates: SMC

CCM1	CAM1	CCM2	CAM2	CCM3	CAM3	CAM4
0.35418891	0.44951373	0.34391011	0.63967379	0.29923106	0.59060722	0.64498974

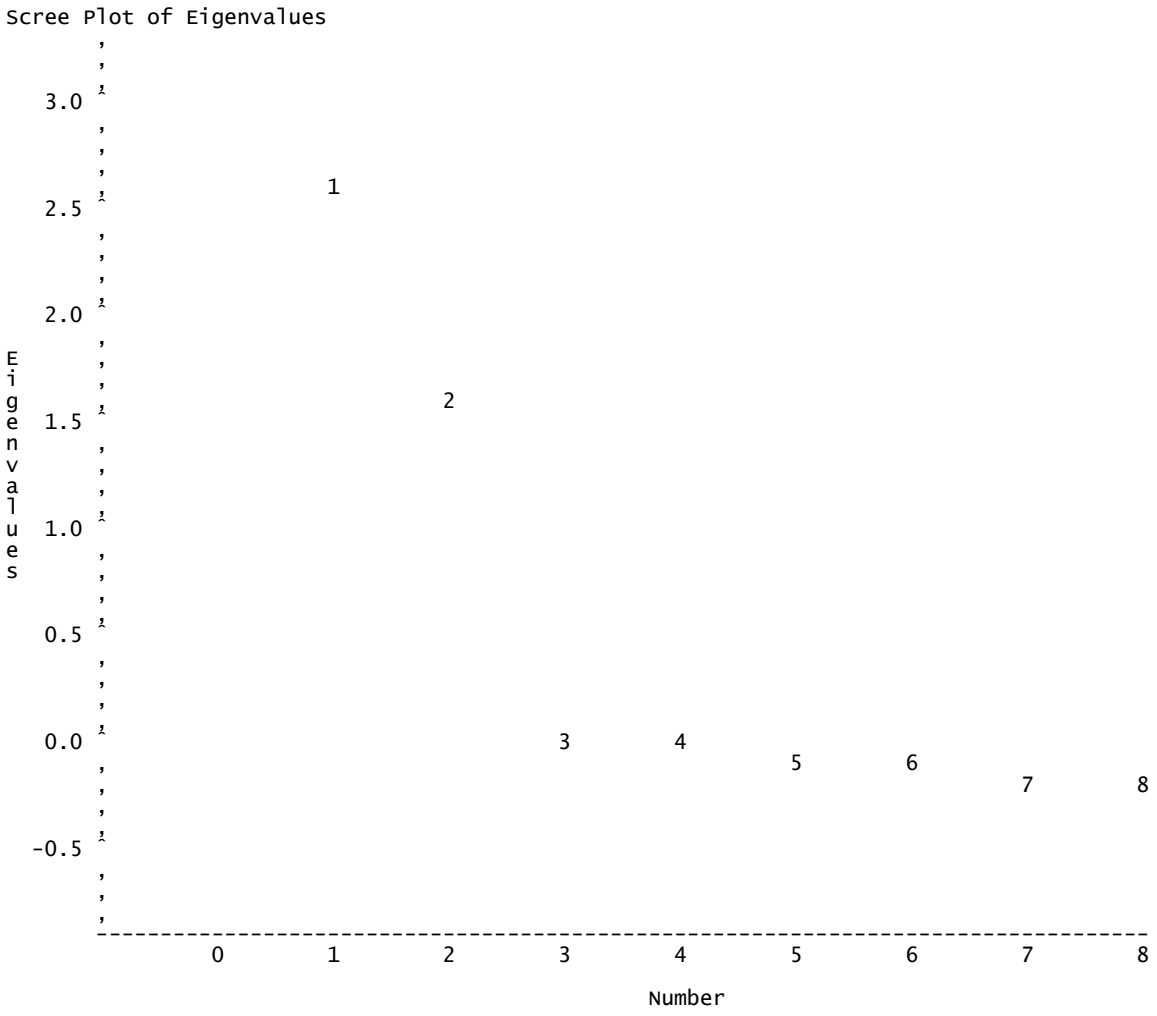
CCM5
0.36115468

Eigenvalues of the Reduced Correlation Matrix: Total = 3.68326925 Average = 0.46040866

	Eigenvalue	Difference	Proportion	Cumulative
1	**2.64741025**	**1.07765156**	**0.7188**	**0.7188**
2	**1.56975869**	**1.52526590**	**0.4262**	**1.1450**
3	0.04449279	0.04798913	0.0121	1.1570
4	-.00349634	0.06789772	-0.0009	1.1561
5	-.07139406	0.05248815	-0.0194	1.1367
6	-.12388220	0.02890040	-0.0336	1.1031
7	-.15278261	0.07405467	-0.0415	1.0616
8	-.22683727		-0.0616	1.0000

2 factors will be retained by the PROPORTION criterion.

The FACTOR Procedure
Initial Factor Method: Principal Factors



The FACTOR Procedure
Initial Factor Method: Principal Factors

Factor Pattern

		Factor1	Factor2
CAM2	FIT IN WITH PEOPLE	**0.83293**	-0.12217
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.80521**	-0.22946
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.79704**	-0.11858
CAM1	CONFORM TO EXPECTATION	**0.69148**	-0.13585
CCM5	ENRICH EXPERIENCE	0.21159	**0.63461**
CCM3	LEARN NEW THINGS	0.04053	**0.60735**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.23905	**0.60169**
CCM2	SELF IMPROVEMENT	0.29715	**0.57968**

Variance Explained by Each Factor

Factor1	Factor2
2.6474103	1.5697587

Final Communality Estimates: Total = 4.217169

CCM1	CAM1	CCM2	CAM2	CCM3	CAM3	CAM4
0.41917687	0.49660647	0.42432804	0.70869294	0.37052045	0.64932991	0.70101810

CCM5
0.44749616

The FACTOR Procedure
Prerotation Method: Varimax

Orthogonal Transformation Matrix

	1	2
1	0.96886	0.24762
2	-0.24762	0.96886

Rotated Factor Pattern

		Factor1	Factor2
CAM2	FIT IN WITH PEOPLE	**0.83724**	0.08788
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.83695**	-0.02293
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.80158**	0.08247
CAM1	CONFORM TO EXPECTATION	**0.70359**	0.03960
CCM5	ENRICH EXPERIENCE	0.04786	**0.66724**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.08262	**0.64215**
CCM2	SELF IMPROVEMENT	0.14436	**0.63521**
CCM3	LEARN NEW THINGS	-0.11113	**0.59847**

Variance Explained by Each Factor

Factor1	Factor2
2.5813359	1.6358330

Final Communality Estimates: Total = 4.217169

CCM1	CAM1	CCM2	CAM2	CCM3	CAM3	CAM4
0.41917687	0.49660647	0.42432804	0.70869294	0.37052045	0.64932991	0.70101810

CCM5
0.44749616

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Rotated Factor Pattern (Standardized Regression Coefficients)

		Factor1	Factor2
CAM4	BE ACCEPTED BY PEO OF ANOTHER	**0.84312**	-0.07319
CAM2	FIT IN WITH PEOPLE	**0.83628**	0.03824
CAM3	BE ASSOCIATED WITH PEO OF ANOTHER	**0.80076**	0.03494
CAM1	CONFORM TO EXPECTATION	**0.70498**	-0.00231
CCM5	ENRICH EXPERIENCE	0.00517	**0.66829**
CCM1	EXPERIENCE FOREIGN LIFESTYLE	0.04174	**0.64097**
CCM2	SELF IMPROVEMENT	0.10427	**0.63030**
CCM3	LEARN NEW THINGS	-0.15028	**0.60865**

Reference Axis Correlations

	Factor1	Factor2
Factor1	1.00000	-0.12310
Factor2	**-0.12310**	1.00000

Variance Explained by Each Factor Ignoring Other Factors

Factor1	Factor2
2.6086761	**1.6726604**

Final Communality Estimates: Total = **4.217169**

CCM1	CAM1	CCM2	CAM2	CCM3	CAM3	CAM4
0.41917687	0.49660647	0.42432804	0.70869294	0.37052045	0.64932991	0.70101810

CCM5
0.44749616

(6) Study 2: Sample Profile

The FREQ Procedure

Gender

gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Male	83	48.54	83	48.54
Female	88	51.46	171	100.00

Age

age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
19	22	12.87	22	12.87
20	35	20.47	57	33.33
21	31	18.13	88	51.46
22	22	12.87	110	64.33
23	17	9.94	127	74.27
24	10	5.85	137	80.12
25	6	3.51	143	83.63
26	6	3.51	149	87.13
27	1	0.58	150	87.72
28	1	0.58	151	88.30
29	4	2.34	155	90.64
30	2	1.17	157	91.81
32	3	1.75	160	93.57
34	1	0.58	161	94.15
35	1	0.58	162	94.74
37	1	0.58	163	95.32
40	4	2.34	167	97.66
44	1	0.58	168	98.25
45	1	0.58	169	98.83
46	1	0.58	170	99.42
50	1	0.58	171	100.00

The FREQ Procedure

Ethnicity

Ethnicity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
African American	10	6.06	10	6.06
Asian American	63	38.18	73	44.24
WestEuro	32	19.39	105	63.64
Hispanic	17	10.30	122	73.94
Mixed Race	4	2.42	126	76.36
Carribbean	10	6.06	136	82.42
MiddleEast	7	4.24	143	86.67
EastEurope	17	10.30	160	96.97
Others	5	3.03	165	100.00

Frequency Missing = 6

Immigration Status

IMG	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NON-Immigrant	61	35.67	61	35.67
Immigrant	110	64.33	171	100.00

(7) Study 2: Cronbach's Alphas of CAM/CCM Scale

The CORR Procedure

4 Variables: CCM1 CCM2 CCM3 CCM4

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.790092
Standardized	**0.792665**

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables: Correlation with Total	Raw Variables: Alpha	Standardized Variables: Correlation with Total	Standardized Variables: Alpha	Label
CCM1	0.551183	0.761379	0.555367	0.764366	CCM1
CCM2	0.540973	0.772098	0.538754	0.772396	CCM2
CCM3	0.665075	0.705927	0.667948	0.707804	CCM3
CCM4	0.650513	0.711469	0.650337	0.716902	CCM4

Pearson Correlation Coefficients, N = 169
Prob > |r| under H0: Rho=0

	CCM1	CCM2	CCM3	CCM4
CCM1	1.00000	0.36439	0.53394	0.47526
CCM1		<.0001	<.0001	<.0001
CCM2	0.36439	1.00000	0.47488	0.50056
CCM2	<.0001		<.0001	<.0001
CCM3	0.53394	0.47488	1.00000	0.58315
CCM3	<.0001	<.0001		<.0001
CCM4	0.47526	0.50056	0.58315	1.00000
CCM4	<.0001	<.0001	<.0001	

The CORR Procedure

4 Variables: CAM1 CAM2 CAM3 CAM4

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.840095
Standardized	**0.839669**

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables: Correlation with Total	Raw Variables: Alpha	Standardized Variables: Correlation with Total	Standardized Variables: Alpha	Label
CAM1	0.582821	0.834470	0.584166	0.834793	CAM1
CAM2	0.772673	0.752728	0.773261	0.751458	CAM2
CAM3	0.640668	0.812260	0.637056	0.812366	CAM3
CAM4	0.704167	0.783643	0.701381	0.784174	CAM4

Pearson Correlation Coefficients, N = 170
Prob > |r| under H0: Rho=0

	CAM1	CAM2	CAM3	CAM4
CAM1	1.00000	0.61133	0.42628	0.48177
CAM1		<.0001	<.0001	<.0001
CAM2	0.61133	1.00000	0.60562	0.67900
CAM2	<.0001		<.0001	<.0001
CAM3	0.42628	0.60562	1.00000	0.59779
CAM3	<.0001	<.0001		<.0001
CAM4	0.48177	0.67900	0.59779	1.00000
CAM4	<.0001	<.0001	<.0001	

(8) Study 2: Confirmatory Factor Analysis – Initial LISREL Output

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM
CCM1	0.64	- -
	(0.08)	
	8.37	
CCM2	0.65	- -
	(0.08)	
	8.56	
CCM3	0.78	- -
	(0.07)	
	10.78	
CCM4	0.74	- -
	(0.07)	
	10.13	
CAM1	- -	0.65
		(0.07)
		8.93
CAM2	- -	0.87
		(0.07)
		13.27
CAM3	- -	0.72
		(0.07)
		10.22
CAM4	- -	0.79
		(0.07)
		11.47

PHI

	CCM	CAM
CCM	1.00	
CAM	0.45	1.00
	(0.08)	
	5.90	

THETA-DELTA

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.59	0.58	0.39	0.45	0.58	0.24
(0.08)	(0.08)	(0.07)	(0.07)	(0.07)	(0.05)
7.73	7.62	5.75	6.46	8.16	4.62

THETA-DELTA

CAM3	CAM4
0.48	0.38
(0.06)	(0.06)
7.62	6.75

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.41	0.42	0.61	0.55	0.42	0.76

Squared Multiple Correlations for X - Variables

CAM3	CAM4
0.52	0.62

Goodness of Fit Statistics

Degrees of Freedom = 19
Minimum Fit Function Chi-Square = 39.72 (P = 0.0036)
Normal Theory Weighted Least Squares Chi-Square = 38.77 (P = 0.0047)
Estimated Non-centrality Parameter (NCP) = 19.77
90 Percent Confidence Interval for NCP = (5.72 ; 41.57)

Minimum Fit Function Value = 0.24
Population Discrepancy Function Value (F0) = 0.12
90 Percent Confidence Interval for F0 = (0.034 ; 0.25)
Root Mean Square Error of Approximation (RMSEA) = 0.078
90 Percent Confidence Interval for RMSEA = (0.042 ; 0.11)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.090

Expected Cross-Validation Index (ECVI) = 0.43
90 Percent Confidence Interval for ECVI = (0.35 ; 0.56)
ECVI for Saturated Model = 0.43
ECVI for Independence Model = 4.68

Chi-Square for Independence Model with 28 Degrees of Freedom = 775.39
Independence AIC = 791.39
Model AIC = 72.77
Saturated AIC = 72.00
Independence CAIC = 824.48
Model CAIC = 143.08
Saturated CAIC = 220.89

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.64
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 154.98

Root Mean Square Residual (RMR) = 0.068
Standardized RMR = 0.068
Goodness of Fit Index (GFI) = 0.95
Adjusted Goodness of Fit Index (AGFI) = 0.90
Parsimony Goodness of Fit Index (PGFI) = 0.50

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-1.23	- -				
CCM3	1.96	-1.77	- -			
CCM4	0.27	0.72	-0.04	- -		
CAM1	-1.08	1.13	-1.79	-1.54	- -	
CAM2	-1.98	3.08	0.05	-2.19	2.77	- -
CAM3	-0.12	3.75	1.28	0.52	-1.18	-1.61
CAM4	-1.90	2.54	-0.37	0.33	-1.18	-0.65

Standardized Residuals

	CAM3	CAM4
CAM3	- -	
CAM4	1.62	- -

Summary Statistics for Standardized Residuals

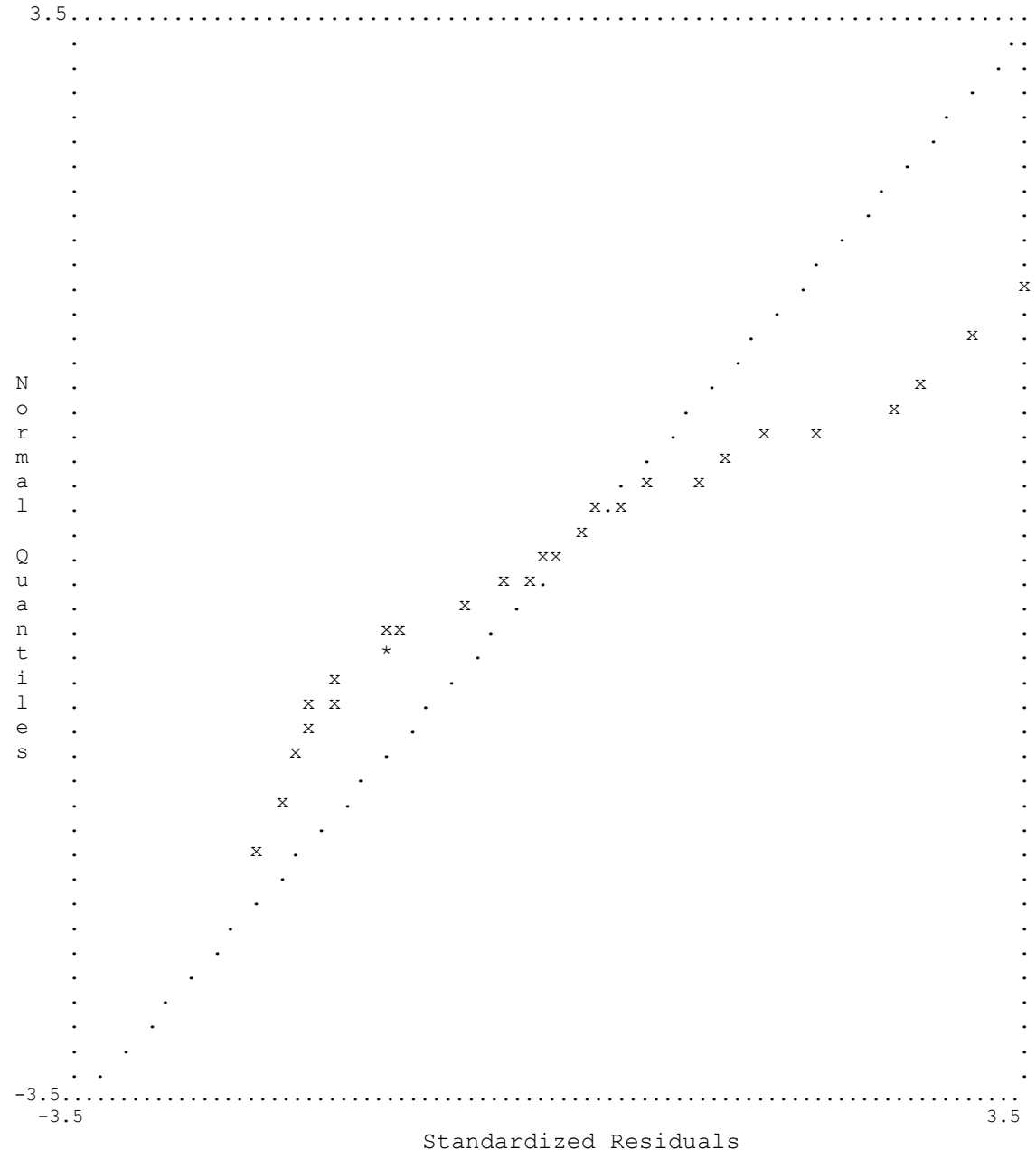
Smallest Standardized Residual = -2.19
Median Standardized Residual = 0.00
Largest Standardized Residual = 3.75

Stemleaf Plot

```
- 2|20
- 1|988652221
- 0|741000000000
  0|13357
  1|136
  2|058
  3|17
```

Largest Positive Standardized Residuals
Residual for CAM2 and CCM2 3.08
Residual for CAM2 and CAM1 2.77
Residual for CAM3 and CCM2 3.75

Qplot of Standardized Residuals



Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM
CCM1	- -	4.02
CCM2	- -	**14.61**
CCM3	- -	0.03
CCM4	- -	1.92
CAM1	2.17	- -
CAM2	0.61	- -
CAM3	4.18	- -
CAM4	0.04	- -

Expected Change for LAMBDA-X

	CCM	CAM
CCM1	- -	-0.17
CCM2	- -	0.31
CCM3	- -	-0.01
CCM4	- -	-0.11
CAM1	-0.12	- -
CAM2	-0.06	- -
CAM3	0.16	- -
CAM4	0.02	- -

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	1.52	- -				
CCM3	3.83	3.13	- -			
CCM4	0.07	0.52	0.00	- -		
CAM1	0.49	0.02	2.64	0.14	- -	
CAM2	0.63	1.52	1.59	5.96	7.68	- -
CAM3	0.03	2.41	0.15	0.03	1.39	2.59
CAM4	1.98	0.11	0.67	3.71	1.38	0.43

Modification Indices for THETA-DELTA

	CAM3	CAM4
CAM3	- -	
CAM4	2.63	- -

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.07	- -				
CCM3	0.12	-0.11	- -			
CCM4	0.02	0.04	0.00	- -		
CAM1	0.04	0.01	-0.07	-0.02	- -	
CAM2	-0.03	0.05	0.05	-0.09	0.15	- -
CAM3	0.01	0.07	0.02	0.01	-0.06	-0.09
CAM4	-0.06	0.01	-0.03	0.08	-0.06	-0.04

Expected Change for THETA-DELTA

	CAM3	CAM4
CAM3	- -	
CAM4	0.08	- -

Maximum Modification Index is 14.61 for Element (2, 2) of LAMBDA-X

(9) Study 2: Confirmatory Factor Analysis – Modified LISREL Output

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM
CCM1	0.65	- -
	(0.08)	
	8.57	
CCM2	0.50	0.29
	(0.08)	(0.07)
	6.36	3.87
CCM3	0.79	- -
	(0.07)	
	10.80	
CCM4	0.75	- -
	(0.07)	
	10.14	
CAM1	- -	0.65
		(0.07)
		8.93
CAM2	- -	0.87
		(0.07)
		13.32
CAM3	- -	0.72
		(0.07)
		10.29
CAM4	- -	0.78
		(0.07)
		11.47

PHI

	CCM	CAM
CCM	1.00	
CAM	0.39	1.00
	(0.08)	
	4.71	

THETA-DELTA

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.58	0.55	0.38	0.44	0.58	0.24
(0.08)	(0.07)	(0.07)	(0.07)	(0.07)	(0.05)
7.54	7.98	5.39	6.21	8.18	4.73

THETA-DELTA

CAM3	CAM4
0.48	0.39
(0.06)	(0.06)
7.63	6.84

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.42	0.45	0.62	0.56	0.42	0.76

Squared Multiple Correlations for X - Variables

CAM3	CAM4
0.52	0.61

Goodness of Fit Statistics

Degrees of Freedom = 18
Minimum Fit Function Chi-Square = 25.36 (P = 0.12)
Normal Theory Weighted Least Squares Chi-Square = 25.06 (P = 0.12)
Estimated Non-centrality Parameter (NCP) = 7.06
90 Percent Confidence Interval for NCP = (0.0 ; 24.38)

Minimum Fit Function Value = 0.15
Population Discrepancy Function Value (F0) = 0.042
90 Percent Confidence Interval for F0 = (0.0 ; 0.14)
Root Mean Square Error of Approximation (RMSEA) = 0.048
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.090)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.49

Expected Cross-Validation Index (ECVI) = 0.36
90 Percent Confidence Interval for ECVI = (0.32 ; 0.46)
ECVI for Saturated Model = 0.43
ECVI for Independence Model = 4.68

Chi-Square for Independence Model with 28 Degrees of Freedom = 775.39
Independence AIC = 791.39
Model AIC = 61.06
Saturated AIC = 72.00
Independence CAIC = 824.48
Model CAIC = 135.50
Saturated CAIC = 220.89

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.62
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.95

Critical N (CN) = 232.96

Root Mean Square Residual (RMR) = 0.041
Standardized RMR = 0.041
Goodness of Fit Index (GFI) = 0.96
Adjusted Goodness of Fit Index (AGFI) = 0.93
Parsimony Goodness of Fit Index (PGFI) = 0.48

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.86	- -				
CCM3	1.39	-0.75	- -			
CCM4	-0.38	1.55	-1.08	- -		
CAM1	-0.69	-1.15	-1.21	-0.99	- -	
CAM2	-1.36	-0.54	1.15	-1.23	2.75	- -
CAM3	0.30	1.97	1.93	1.12	-1.22	-1.76
CAM4	-1.37	-0.26	0.45	1.07	-1.08	-0.42

Standardized Residuals

	CAM3	CAM4
CAM3	- -	
CAM4	1.52	- -

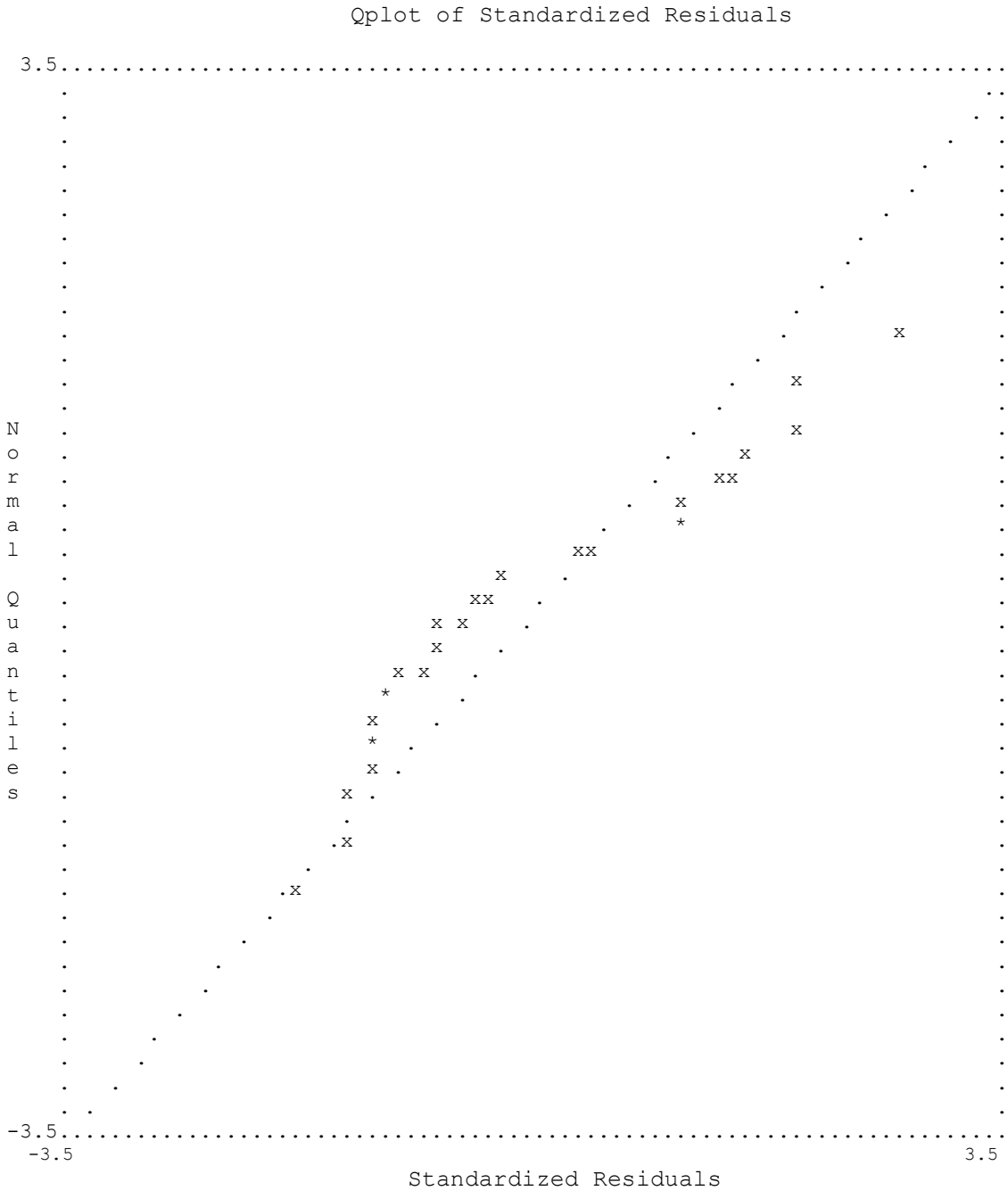
Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -1.76
Median Standardized Residual = 0.00
Largest Standardized Residual = 2.75

Stemleaf Plot

```
- 1|8
- 1|442222110
- 0|9875
- 0|44300000000
  0|34
  0|
  1|1124
  1|569
  2|0
  2|7
```

Largest Positive Standardized Residuals
Residual for CAM2 and CAM1 2.75


Qplot of Standardized Residuals
3.5
-3.5
-3.5
3.5
Normal Quantiles
Standardized Residuals

Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM
CCM1	- -	1.74
CCM2	- -	- -
CCM3	- -	1.50
CCM4	- -	0.02
CAM1	2.11	- -
CAM2	0.60	- -
CAM3	3.93	- -
CAM4	0.05	- -

Expected Change for LAMBDA-X

	CCM	CAM
CCM1	- -	-0.11
CCM2	- -	- -
CCM3	- -	0.10
CCM4	- -	-0.01
CAM1	-0.11	- -
CAM2	-0.05	- -
CAM3	0.15	- -
CAM4	0.02	- -

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	0.17	- -				
CCM3	1.94	1.49	- -			
CCM4	0.14	2.61	1.17	- -		
CAM1	0.80	0.32	1.95	0.05	- -	
CAM2	0.22	0.04	3.48	4.79	7.55	- -
CAM3	0.07	1.54	0.33	0.05	1.48	3.10
CAM4	1.59	0.20	0.29	4.34	1.16	0.18

Modification Indices for THETA-DELTA

	CAM3	CAM4
CAM3	- -	
CAM4	2.30	- -

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.02	- -				
CCM3	0.10	-0.07	- -			
CCM4	-0.03	0.09	-0.09	- -		
CAM1	0.04	-0.03	-0.06	-0.01	- -	
CAM2	-0.02	-0.01	0.07	-0.08	0.14	- -
CAM3	0.01	0.06	0.02	0.01	-0.06	-0.10
CAM4	-0.06	-0.02	-0.02	0.08	-0.05	-0.03

Expected Change for THETA-DELTA

	CAM3	CAM4
CAM3	- -	
CAM4	0.08	- -

Maximum Modification Index is 7.55 for Element (6, 5) of THETA-DELTA

(10) Study 3: Sample Profile

The FREQ Procedure

Sex	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Male	65	53.72	65	53.72
Female	56	46.28	121	100.00

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
19	19	15.70	19	15.70
20	22	18.18	41	33.88
21	18	14.88	59	48.76
22	19	15.70	78	64.46
23	12	9.92	90	74.38
24	9	7.44	99	81.82
25	3	2.48	102	84.30
26	4	3.31	106	87.60
29	4	3.31	110	90.91
30	2	1.65	112	92.56
32	1	0.83	113	93.39
35	1	0.83	114	94.21
37	1	0.83	115	95.04
40	2	1.65	117	96.69
44	1	0.83	118	97.52
45	1	0.83	119	98.35
46	1	0.83	120	99.17
50	1	0.83	121	100.00

Ethnic	Frequency	Percent	Cumulative Frequency	Cumulative Percent
African American	5	4.35	5	4.35
Asian American	44	38.26	49	42.61
WestEuro	28	24.35	77	66.96
Hispanic	12	10.43	89	77.39
Mixed Race	2	1.74	91	79.13
Carribbean	8	6.96	99	86.09
MiddleEast	4	3.48	103	89.57
EastEurope	8	6.96	111	96.52
Others	4	3.48	115	100.00

Frequency Missing = 6

Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Non-Immigrant	46	38.02	46	38.02
Immigrant	75	61.98	121	100.00

Generation	Frequency	Percent	Cumulative Frequency	Cumulative Percent
n/a	36	30.25	36	30.25
1st Gen	60	50.42	96	80.67
2nd Gen	14	11.76	110	92.44
3rd Gen	6	5.04	116	97.48
4th Gen	3	2.52	119	100.00

Frequency Missing = 2

Table of Status by Generation

Status	Generation					
Frequency, Percent, Row Pct, Col Pct	n/a	1st Gen	2nd Gen	3rd Gen	4th Gen	Total
Non-Immigrant	36	1	3	2	3	45
	30.25	0.84	2.52	1.68	2.52	37.82
	80.00	2.22	6.67	4.44	6.67	
	100.00	1.67	21.43	33.33	100.00	
Immigrant	0	59	11	4	0	74
	0.00	49.58	9.24	3.36	0.00	62.18
	0.00	79.73	14.86	5.41	0.00	
	0.00	98.33	78.57	66.67	0.00	
Total	36	60	14	6	3	119
	30.25	50.42	11.76	5.04	2.52	100.00

Frequency Missing = 2

(11) Study 3: Cronbach's Alphas of the Reduced IMS/EMS and CCM/CAM Scales

The CORR Procedure

5 Variables: EMS1 EMS2 EMS3 EMS4 EMS5

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.738817
Standardized	**0.739432**

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables: Correlation with Total	Raw Variables: Alpha	Standardized Variables: Correlation with Total	Standardized Variables: Alpha
EMS1	0.589158	0.660537	0.598067	0.656767
EMS2	0.571735	0.666026	0.572463	0.666870
EMS3	0.435677	0.719205	0.428551	0.721117
EMS4	0.507328	0.691261	0.499873	0.694765
EMS5	0.410210	0.724928	0.416300	0.725540

Pearson Correlation Coefficients, N = 120
Prob > |r| under H0: Rho=0

	EMS1	EMS2	EMS3	EMS4	EMS5
EMS1	1.00000	0.53023 <.0001	0.25370 0.0052	0.37534 <.0001	0.51989 <.0001
EMS2	0.53023 <.0001	1.00000	0.34904 <.0001	0.40781 <.0001	0.33233 0.0002
EMS3	0.25370 0.0052	0.34904 <.0001	1.00000	0.47132 <.0001	0.19081 0.0368
EMS4	0.37534 <.0001	0.40781 <.0001	0.47132 <.0001	1.00000	0.19015 0.0375
EMS5	0.51989 <.0001	0.33233 0.0002	0.19081 0.0368	0.19015 0.0375	1.00000

The CORR Procedure

5 Variables: IMS1 IMS2 IMS3 IMS4 IMS5

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.794499
Standardized	**0.798950**

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables: Correlation with Total	Raw Variables: Alpha	Standardized Variables: Correlation with Total	Standardized Variables: Alpha
IMS1	0.629050	0.739457	0.639501	0.741799
IMS2	0.414629	0.809779	0.407179	0.812978
IMS3	0.590790	0.751571	0.592494	0.756889
IMS4	0.645141	0.731529	0.640781	0.741384
IMS5	0.621394	0.741200	0.634235	0.743508

Pearson Correlation Coefficients, N = 120
Prob > |r| under H0: Rho=0

	IMS1	IMS2	IMS3	IMS4	IMS5
IMS1	1.00000	0.25999 0.0041	0.48483 <.0001	0.45082 <.0001	0.72457 <.0001
IMS2	0.25999 0.0041	1.00000	0.31561 0.0004	0.49587 <.0001	0.23211 0.0107
IMS3	0.48483 <.0001	0.31561 0.0004	1.00000	0.51399 <.0001	0.48778 <.0001
IMS4	0.45082 <.0001	0.49587 <.0001	0.51399 <.0001	1.00000	0.46270 <.0001
IMS5	0.72457 <.0001	0.23211 0.0107	0.48778 <.0001	0.46270 <.0001	1.00000

The CORR Procedure

4 Variables: CAM1 CAM2 CAM3 CAM4

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.865372
Standardized	**0.864988**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CAM1	0.617697	0.865294	0.618289	0.865664
CAM2	0.776885	0.802522	0.776747	0.801681
CAM3	0.727168	0.823132	0.724100	0.823551
CAM4	0.742225	0.817069	0.740985	0.816604

Pearson Correlation Coefficients, N = 120
Prob > |r| under H0: Rho=0

	CAM1	CAM2	CAM3	CAM4
CAM1	1.00000	0.61686 <.0001	0.50664 <.0001	0.52328 <.0001
CAM2	0.61686 <.0001	1.00000	0.66887 <.0001	0.68604 <.0001
CAM3	0.50664 <.0001	0.66887 <.0001	1.00000	0.69210 <.0001
CAM4	0.52328 <.0001	0.68604 <.0001	0.69210 <.0001	1.00000

The CORR Procedure

4 Variables: CCM1 CCM2 CCM3 CCM4

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.786260
Standardized	**0.784429**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
CCM1	0.495143	0.779597	0.495519	0.778914
CCM2	0.558675	0.751447	0.552292	0.751085
CCM3	0.647786	0.705535	0.646737	0.702627
CCM4	0.678903	0.687187	0.674792	0.687700

Pearson Correlation Coefficients, N = 118
Prob > |r| under H0: Rho=0

	CCM1	CCM2	CCM3	CCM4
CCM1	1.00000	0.33564 0.0002	0.47934 <.0001	0.42288 <.0001
CCM2	0.33564 0.0002	1.00000	0.45493 <.0001	0.56324 <.0001
CCM3	0.47934 <.0001	0.45493 <.0001	1.00000	0.60212 <.0001
CCM4	0.42288 <.0001	0.56324 <.0001	0.60212 <.0001	1.00000

(12) Study 3: Discriminant and Convergent Analysis - Pearson Correlation Matrix of CCM/CAM, and IMS/EMS

The CORR Procedure

4 Variables: CCM_AVE CAM_AVE IMS_AVE EMS_AVE

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
CCM_AVE	118	3.59322	0.80250	424.00000	1.50000	5.00000
CAM_AVE	120	2.55000	0.95794	306.00000	1.00000	5.00000
IMS_AVE	120	3.86000	0.81151	463.20000	1.20000	5.00000
EMS_AVE	120	3.42833	0.77668	411.40000	1.00000	5.00000

Pearson Correlation Coefficients
Prob > |r| under H0: Rho=0
Number of Observations

	CCM_AVE	CAM_AVE	IMS_AVE	EMS_AVE
CCM_AVE	1.00000	0.51335	0.24929	0.14327
		<.0001	0.0067	0.1233
	118	118	117	117
CAM_AVE	**0.51335**	1.00000	0.03446	0.22475
	<.0001		0.7098	0.0140
	118	120	119	119
IMS_AVE	**0.24929**	**0.03446**	1.00000	0.49358
	0.0067	**0.7098**		<.0001
	117	119	120	119
EMS_AVE	**0.14327**	**0.22475**	**0.49358**	1.00000
	0.1233	**0.0140**	**<.0001**	
	117	119	119	120

(13) Study 3: Discriminant and Convergent Analysis - Initial LISREL Model

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	0.55	- -	- -	- -
	(0.09)			
	5.99			
CCM2	0.69	- -	- -	- -
	(0.09)			
	7.91			
CCM3	0.75	- -	- -	- -
	(0.09)			
	8.79			
CCM4	0.78	- -	- -	- -
	(0.08)			
	9.24			
CAM1	- -	0.65	- -	- -
		(0.09)		
		7.61		
CAM2	- -	0.83	- -	- -
		(0.08)		
		10.64		
CAM3	- -	0.83	- -	- -
		(0.08)		
		10.64		
CAM4	- -	0.82	- -	- -
		(0.08)		
		10.57		
EMS1	- -	- -	0.76	- -
			(0.09)	
			8.73	
EMS2	- -	- -	0.61	- -
			(0.09)	
			6.63	
EMS3	- -	- -	0.42	- -
			(0.10)	
			4.38	
EMS4	- -	- -	0.48	- -
			(0.10)	
			4.98	
EMS5	- -	- -	0.67	- -
			(0.09)	
			7.41	
IMS1	- -	- -	- -	0.81
				(0.08)

				10.11
IMS2	- -	- -	- -	0.35
				(0.10)
				3.65
IMS3	- -	- -	- -	0.66
				(0.09)
				7.69
IMS4	- -	- -	- -	0.60
				(0.09)
				6.86
IMS5	- -	- -	- -	0.80
				(0.08)
				9.97

PHI

	CCM	**CAM**	**EMS**	**IMS**
CCM	**1.00**			
CAM	**0.61**	**1.00**		
	(0.07)			
	8.16			
EMS	**- -**	**0.06**	**1.00**	
		(0.08)		
		0.74		
IMS	**0.17**	**- -**	**0.72**	**1.00**
	(0.08)		**(0.07)**	
	2.18		**10.56**	

THETA-DELTA

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.69	0.52	0.43	0.39	0.58	0.31
(0.10)	(0.08)	(0.08)	(0.08)	(0.08)	(0.06)
7.03	6.21	5.56	5.12	7.00	5.43

THETA-DELTA

CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
0.31	0.32	0.42	0.63	0.82	0.77
(0.06)	(0.06)	(0.08)	(0.09)	(0.11)	(0.11)
5.42	5.49	5.08	6.61	7.33	7.19

THETA-DELTA

EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
0.55	0.34	0.88	0.55	0.63	0.35
(0.09)	(0.07)	(0.12)	(0.08)	(0.09)	(0.07)
6.19	5.14	7.57	6.72	6.99	5.27

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.30	0.48	0.56	0.61	0.42	0.69

Squared Multiple Correlations for X - Variables

CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
0.69	0.68	0.58	0.37	0.18	0.23

Squared Multiple Correlations for X - Variables

EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
0.45	0.66	0.12	0.44	0.37	0.65

Goodness of Fit Statistics

Degrees of Freedom = 131
Minimum Fit Function Chi-Square = 297.60 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 310.31 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 179.31
90 Percent Confidence Interval for NCP = (131.65 ; 234.68)

Minimum Fit Function Value = 2.48
Population Discrepancy Function Value (F0) = 1.49
90 Percent Confidence Interval for F0 = (1.10 ; 1.96)
Root Mean Square Error of Approximation (RMSEA) = 0.11
90 Percent Confidence Interval for RMSEA = (0.092 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.25
90 Percent Confidence Interval for ECVI = (2.86 ; 3.71)
ECVI for Saturated Model = 2.85
ECVI for Independence Model = 13.82

Chi-Square for Independence Model with 153 Degrees of Freedom = 1622.69
Independence AIC = 1658.69
Model AIC = 390.31
Saturated AIC = 342.00
Independence CAIC = 1727.02
Model CAIC = 542.14
Saturated CAIC = 991.08

Normed Fit Index (NFI) = 0.82
Non-Normed Fit Index (NNFI) = 0.87
Parsimony Normed Fit Index (PNFI) = 0.70
Comparative Fit Index (CFI) = 0.89
Incremental Fit Index (IFI) = 0.89
Relative Fit Index (RFI) = 0.79

Critical N (CN) = 70.18

Root Mean Square Residual (RMR) = 0.11
Standardized RMR = 0.11
Goodness of Fit Index (GFI) = 0.78
Adjusted Goodness of Fit Index (AGFI) = 0.71
Parsimony Goodness of Fit Index (PGFI) = 0.60

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	0.80					
CCM2	-0.89	0.80				
CCM3	1.88	-2.09	0.80			
CCM4	0.05	1.20	1.15	0.80		
CAM1	-0.31	0.88	-1.60	-2.15	1.11	
CAM2	-1.08	2.45	-0.09	-2.27	2.79	1.11
CAM3	0.27	3.86	1.11	0.83	-1.04	-1.12
CAM4	-1.39	1.63	-0.70	0.27	-0.35	0.28
EMS1	-1.24	0.19	-0.31	0.39	-0.03	0.00
EMS2	0.01	1.02	0.76	1.38	0.14	-0.24
EMS3	0.13	1.22	0.70	2.87	1.09	2.28
EMS4	-0.87	2.62	0.62	0.84	3.90	4.34
EMS5	1.40	0.90	2.20	2.25	-0.18	-0.70
IMS1	-0.36	-0.63	1.10	0.52	1.03	1.18
IMS2	-0.28	-1.37	-1.32	0.81	-2.37	-3.11
IMS3	1.47	1.53	1.70	1.35	-0.26	0.01
IMS4	1.88	0.83	1.22	3.06	1.00	-0.47
IMS5	-0.74	0.41	1.85	0.73	1.47	1.83

Standardized Residuals

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	1.11					
CAM4	0.81	1.11				
EMS1	0.44	0.20	0.80			
EMS2	1.38	0.96	2.23	0.80		
EMS3	1.49	2.35	-1.88	1.57	0.80	
EMS4	2.58	3.51	0.49	2.14	3.93	0.80
EMS5	0.34	-0.53	-0.13	-1.79	-1.69	-2.69
IMS1	0.72	1.49	-0.14	-0.65	-0.02	-2.01
IMS2	-1.25	-2.31	-0.58	-1.29	0.17	-3.31
IMS3	1.47	-0.53	0.31	-0.53	1.04	-1.97
IMS4	0.85	0.10	-0.88	-1.11	1.26	-1.38
IMS5	1.56	1.37	-0.57	-2.60	-1.07	-0.95

Standardized Residuals

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	0.80					
IMS1	3.20	1.11				
IMS2	0.00	-0.50	1.11			
IMS3	3.91	-1.71	0.82	1.11		
IMS4	3.31	-1.16	4.57	1.59	1.11	
IMS5	4.37	4.25	-1.93	-0.26	-1.79	1.11

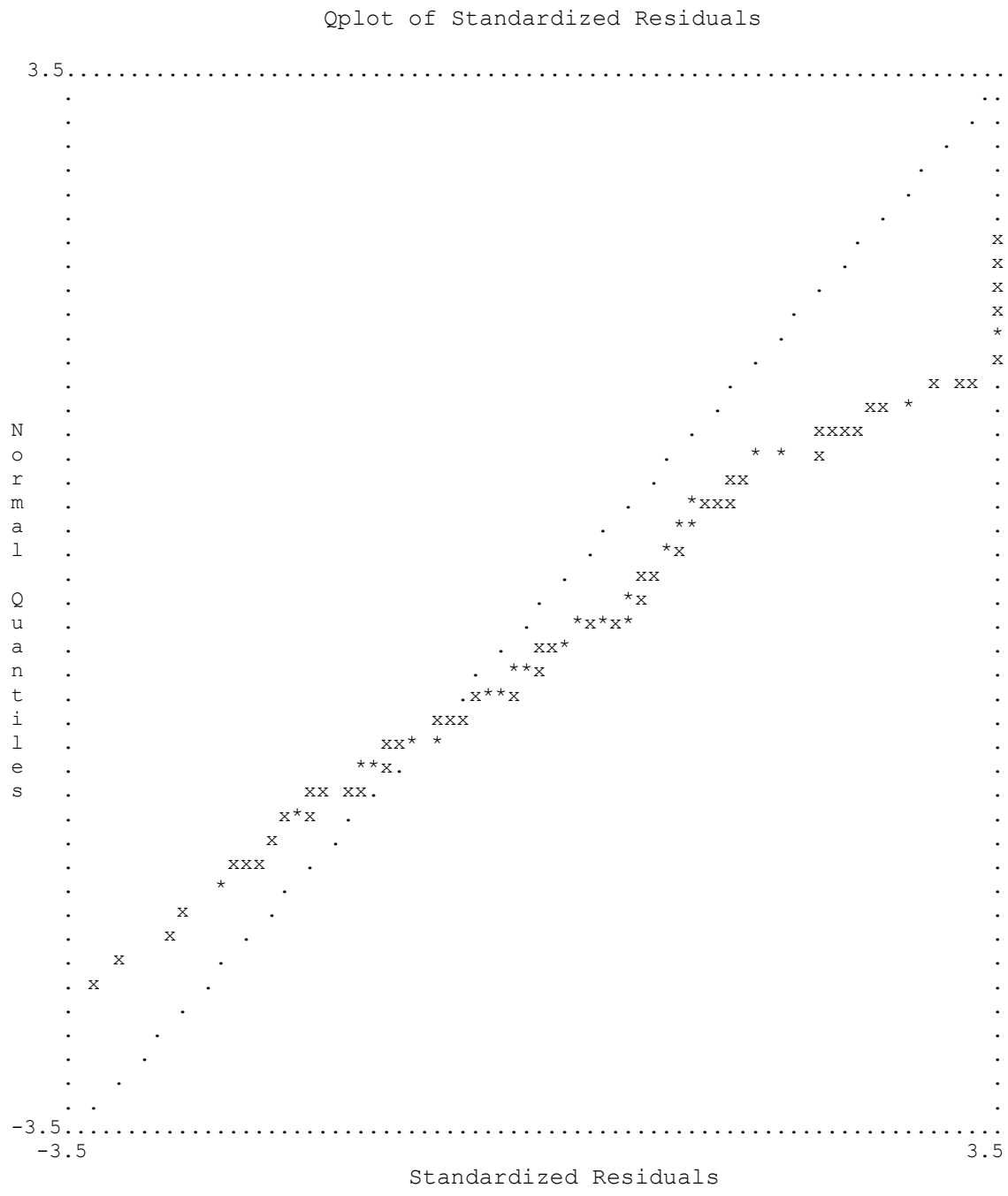
Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.31
Median Standardized Residual = 0.73
Largest Standardized Residual = 4.57

Stemleaf Plot

```
- 3|31
- 2|76
- 2|4331100
- 1|9988776
- 1|4443332211110
- 0|9999777666655555
- 0|433333322111000000
  0|111122233333444
  0|5567778888888888888888899
  1|000001111111111112222344444
  1|555555666678999
  2|1222344
  2|6689
  3|123
  3|59999
  4|334
  4|6
```

Largest Negative Standardized Residuals				
Residual for	EMS5	and	EMS4	-2.69
Residual for	IMS2	and	CAM2	-3.11
Residual for	IMS2	and	EMS4	-3.31
Residual for	IMS5	and	EMS2	-2.60
Largest Positive Standardized Residuals				
Residual for	CAM2	and	CAM1	2.79
Residual for	CAM3	and	CCM2	3.86
Residual for	EMS3	and	CCM4	2.87
Residual for	EMS4	and	CCM2	2.62
Residual for	EMS4	and	CAM1	3.90
Residual for	EMS4	and	CAM2	4.34
Residual for	EMS4	and	CAM3	2.58
Residual for	EMS4	and	CAM4	3.51
Residual for	EMS4	and	EMS3	3.93
Residual for	IMS1	and	EMS5	3.20
Residual for	IMS3	and	EMS5	3.91
Residual for	IMS4	and	CCM4	3.06
Residual for	IMS4	and	EMS5	3.31
Residual for	IMS4	and	IMS2	4.57
Residual for	IMS5	and	EMS5	4.37
Residual for	IMS5	and	IMS1	4.25


Qplot of Standardized Residuals
3.5
-3.5
-3.5
3.5
Normal Quantiles
Standardized Residuals

Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	- -	1.20	1.53	0.46
CCM2	- -	**11.14**	0.12	0.57
CCM3	- -	0.42	0.04	0.87
CCM4	- -	2.29	1.59	0.79
CAM1	2.65	- -	0.04	0.02
CAM2	0.93	- -	0.09	0.04
CAM3	6.40	- -	0.24	0.62
CAM4	0.10	- -	0.02	0.01
EMS1	4.41	1.95	- -	1.93
EMS2	0.07	0.01	- -	5.43
EMS3	2.66	3.77	- -	0.00
EMS4	1.21	**14.98**	- -	9.02
EMS5	3.60	1.87	- -	**38.47**
IMS1	1.04	0.31	0.15	- -
IMS2	2.08	**10.23**	2.88	- -
IMS3	1.06	0.23	0.55	- -
IMS4	2.48	0.08	0.04	- -
IMS5	0.03	2.75	0.02	- -

Expected Change for LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	- -	-0.13	-0.11	-0.06
CCM2	- -	0.38	0.03	-0.06
CCM3	- -	-0.07	0.01	0.07
CCM4	- -	-0.17	0.10	0.07
CAM1	-0.18	- -	0.02	0.01
CAM2	-0.09	- -	-0.02	-0.01
CAM3	0.24	- -	0.03	0.05
CAM4	-0.03	- -	0.01	0.00
EMS1	-0.17	-0.11	- -	-0.23
EMS2	0.02	0.01	- -	-0.37
EMS3	0.15	0.18	- -	0.00
EMS4	0.10	0.34	- -	-0.48
EMS5	0.16	-0.11	- -	0.99
IMS1	-0.07	0.04	0.05	- -
IMS2	-0.14	-0.29	-0.29	- -
IMS3	0.08	-0.04	0.11	- -
IMS4	0.13	-0.02	-0.03	- -
IMS5	0.01	0.11	-0.02	- -

Modification Indices for PHI

	CCM	CAM	EMS	IMS
CCM	**- -**			
CAM	**- -**	**- -**		
EMS	**1.23**	**- -**	**- -**	
IMS	**- -**	**0.64**	**- -**	**- -**

Expected Change for PHI

	CCM	CAM	EMS	IMS
CCM	**- -**			
CAM	**- -**	**- -**		
EMS	**0.12**	**- -**	**- -**	
IMS	**- -**	**0.08**	**- -**	**- -**

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	1.03	- -				
CCM3	3.09	6.06	- -			
CCM4	0.02	0.95	0.76	- -		
CAM1	0.72	0.14	1.22	2.59	- -	
CAM2	0.24	1.54	0.78	6.89	7.22	- -
CAM3	0.20	2.60	0.17	0.22	1.35	2.14
CAM4	1.73	0.43	0.68	3.59	0.21	0.00
EMS1	1.40	0.06	1.02	0.00	0.32	0.01
EMS2	0.00	0.26	0.00	0.50	0.60	4.26
EMS3	0.51	0.05	1.92	6.29	0.27	1.41
EMS4	3.29	7.25	1.06	1.56	4.79	7.75
EMS5	2.63	1.81	2.62	0.67	0.12	1.64
IMS1	0.22	2.37	0.40	1.05	0.24	1.33
IMS2	0.21	0.99	2.38	6.44	1.58	5.92
IMS3	2.83	2.46	0.17	0.17	1.45	0.75
IMS4	3.40	0.10	1.17	8.01	1.29	4.94
IMS5	3.92	0.02	2.24	3.23	0.59	4.10

Modification Indices for THETA-DELTA

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	- -					
CAM4	0.30	- -				
EMS1	0.08	0.00	- -			
EMS2	1.89	0.34	4.66	- -		
EMS3	0.79	1.34	3.72	2.40	- -	
EMS4	2.56	0.49	0.19	4.47	15.29	- -
EMS5	0.61	1.46	0.06	3.42	2.97	7.44
IMS1	5.19	5.06	0.00	0.21	0.06	0.71
IMS2	1.87	0.49	0.22	0.22	0.32	7.11
IMS3	6.52	6.33	0.07	0.01	1.06	1.77
IMS4	0.42	0.55	0.88	0.32	2.22	0.22
IMS5	0.28	0.00	0.14	5.84	2.95	0.74

Modification Indices for THETA-DELTA

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	- -					
IMS1	0.07	- -				
IMS2	0.09	0.43	- -			
IMS3	4.27	5.13	0.54	- -		
IMS4	4.20	2.42	20.37	2.05	- -	
IMS5	3.75	21.25	4.35	0.47	4.81	- -

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.07	- -				
CCM3	0.12	-0.17	- -			
CCM4	-0.01	0.07	0.07	- -		
CAM1	0.05	0.02	-0.06	-0.09	- -	
CAM2	-0.03	0.06	0.04	-0.11	0.14	- -
CAM3	0.02	0.08	0.02	0.02	-0.06	-0.08
CAM4	-0.07	-0.03	-0.04	0.08	-0.02	0.00
EMS1	-0.07	0.01	-0.05	0.00	-0.03	-0.01
EMS2	0.00	0.03	0.00	0.04	-0.05	-0.10
EMS3	-0.05	-0.02	-0.09	0.15	-0.03	0.06
EMS4	-0.13	0.17	-0.06	-0.08	0.14	0.15
EMS5	0.10	-0.08	0.09	0.04	-0.02	-0.06
IMS1	-0.03	-0.08	0.03	-0.05	0.02	0.05
IMS2	0.03	-0.07	-0.10	0.16	-0.09	-0.14
IMS3	0.11	0.09	0.02	-0.02	-0.07	-0.04
IMS4	0.12	-0.02	-0.06	0.16	0.07	-0.11
IMS5	-0.11	0.01	0.07	-0.08	0.04	0.08

Expected Change for THETA-DELTA

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	- -					
CAM4	0.03	- -				
EMS1	0.01	0.00	- -			
EMS2	0.07	0.03	0.16	- -		
EMS3	-0.05	0.06	-0.14	0.11	- -	
EMS4	-0.09	0.04	0.03	0.15	0.31	- -
EMS5	0.04	-0.06	-0.02	-0.13	-0.12	-0.20
IMS1	-0.09	0.09	0.00	0.02	-0.01	-0.05
IMS2	0.08	-0.04	0.03	-0.03	0.05	-0.21
IMS3	0.12	-0.12	0.01	-0.01	0.07	-0.09
IMS4	0.03	-0.04	-0.05	-0.04	0.10	-0.03
IMS5	-0.02	0.00	-0.02	-0.13	-0.10	0.05

Expected Change for THETA-DELTA

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	- -					
IMS1	-0.01	- -				
IMS2	-0.02	-0.04	- -			
IMS3	0.12	-0.14	0.05	- -		
IMS4	0.13	-0.09	0.33	0.09	- -	
IMS5	0.10	0.31	-0.13	-0.04	-0.13	- -

Maximum Modification Index is 38.47 for Element (13, 4) of LAMBDA-X

(14) Study 3: Discriminant and Convergent Analysis - Modified LISREL Model

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	0.57	- -	- -	- -
	(0.09)			
	6.29			
CCM2	0.47	0.34	- -	- -
	(0.09)	(0.09)		
	4.94	3.70		
CCM3	0.77	- -	- -	- -
	(0.08)			
	9.15			
CCM4	0.77	- -	- -	- -
	(0.08)			
	9.43			
CAM1	- -	0.67	- -	- -
		(0.08)		
		7.95		
CAM2	- -	0.85	- -	- -
		(0.08)		
		11.19		
CAM3	- -	0.81	- -	- -
		(0.08)		
		10.26		
CAM4	- -	0.82	- -	- -
		(0.08)		
		10.46		
EMS1	- -	- -	0.86	- -
			(0.09)	
			9.24	
EMS2	- -	- -	0.59	- -
			(0.09)	
			6.55	
EMS3	- -	- -	0.61	- -
			(0.10)	
			6.04	
EMS4	- -	0.34	0.49	- -
		(0.08)	(0.08)	
		4.22	5.82	
EMS5	- -	- -	0.03	0.78
			(0.10)	(0.11)
			0.26	7.19
IMS1	- -	- -	- -	0.68
				(0.09)
				7.85

IMS2	- -	-0.28	- -	0.32
		(0.08)		(0.09)
		-3.43		3.41
IMS3	- -	- -	- -	0.72
				(0.08)
				8.59
IMS4	- -	- -	- -	0.64
				(0.09)
				7.33
IMS5	- -	- -	- -	0.70
				(0.09)
				8.20

PHI

	CCM	**CAM**	**EMS**	**IMS**
CCM	**1.00**			
CAM	**0.50**	**1.00**		
	(0.08)			
	5.96			
EMS	**- -**	**0.13**	**1.00**	
		(0.08)		
		1.69		
IMS	**0.34**	**- -**	**0.60**	**1.00**
	(0.08)		**(0.08)**	
	4.10		**7.53**	

THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	0.67 (0.10) 6.99					
CCM2	- -	0.50 (0.07) 6.80				
CCM3	- -	- -	0.40 (0.08) 5.27			
CCM4	- -	- -	- -	0.38 (0.08) 4.99		
CAM1	- -	- -	- -	- -	0.55 (0.08) 6.97	
CAM2	- -	- -	- -	- -	- -	0.27 (0.05) 5.15
CAM3	- -	- -	- -	- -	- -	- -
CAM4	- -	- -	- -	- -	- -	- -
EMS1	- -	- -	- -	- -	- -	- -
EMS2	- -	- -	- -	- -	- -	- -
EMS3	- -	- -	- -	0.20 (0.06) 3.33	- -	- -
EMS4	- -	- -	- -	- -	- -	- -
EMS5	- -	- -	- -	- -	- -	- -
IMS1	- -	- -	- -	- -	- -	- -
IMS2	- -	- -	- -	- -	- -	- -
IMS3	- -	- -	- -	- -	- -	- -
IMS4	- -	- -	- -	- -	- -	- -
IMS5	- -	- -	- -	- -	- -	- -

THETA-DELTA

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	0.35 (0.06) 5.96					
CAM4	- -	0.33 (0.06) 5.81				
EMS1	- -	- -	0.26 (0.11) 2.47			
EMS2	- -	- -	- -	0.66 (0.09) 7.04		
EMS3	- -	- -	-0.31 (0.08) -3.92	- -	0.61 (0.11) 5.45	
EMS4	- -	- -	- -	- -	- -	0.59 (0.08) 7.09
EMS5	- -	- -	- -	- -	- -	- -
IMS1	- -	- -	- -	- -	- -	- -
IMS2	- -	- -	- -	- -	- -	- -
IMS3	- -	- -	- -	- -	- -	- -
IMS4	- -	- -	- -	- -	- -	- -
IMS5	- -	- -	- -	- -	- -	- -

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	0.37 (0.07) 5.16					
IMS1	- -	0.54 (0.08) 6.38				
IMS2	- -	- -	0.83 (0.11) 7.45			
IMS3	- -	- -	- -	0.48 (0.08) 6.13		
IMS4	- -	- -	0.30 (0.08) 3.94	- -	0.59 (0.09) 6.74	
IMS5	- -	0.25 (0.07) 3.66	- -	- -	- -	0.51 (0.08) 6.24

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.33	0.50	0.59	0.60	0.45	0.73

Squared Multiple Correlations for X - Variables

CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
0.65	0.67	0.74	0.34	0.38	0.40

Squared Multiple Correlations for X - Variables

EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
0.63	0.46	0.18	0.52	0.41	0.49

Goodness of Fit Statistics

Degrees of Freedom = 123
Minimum Fit Function Chi-Square = 159.44 (P = 0.015)
Normal Theory Weighted Least Squares Chi-Square = 154.22 (P = 0.030)
Estimated Non-centrality Parameter (NCP) = 31.22
90 Percent Confidence Interval for NCP = (3.57 ; 67.03)

Minimum Fit Function Value = 1.33
Population Discrepancy Function Value (F0) = 0.26
90 Percent Confidence Interval for F0 = (0.030 ; 0.56)
Root Mean Square Error of Approximation (RMSEA) = 0.046
90 Percent Confidence Interval for RMSEA = (0.016 ; 0.067)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.60

Expected Cross-Validation Index (ECVI) = 2.09
90 Percent Confidence Interval for ECVI = (1.85 ; 2.38)
ECVI for Saturated Model = 2.85
ECVI for Independence Model = 13.82

Chi-Square for Independence Model with 153 Degrees of Freedom = 1622.69
Independence AIC = 1658.69
Model AIC = 250.22
Saturated AIC = 342.00
Independence CAIC = 1727.02
Model CAIC = 432.42
Saturated CAIC = 991.08

Normed Fit Index (NFI) = 0.90
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.72
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 123.23

Root Mean Square Residual (RMR) = 0.064
Standardized RMR = 0.065
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.83
Parsimony Goodness of Fit Index (PGFI) = 0.63

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	0.58					
CCM2	-0.48	0.60				
CCM3	1.30	-1.04	0.58			
CCM4	-0.18	2.21	0.60	1.04		
CAM1	0.06	-1.03	-0.95	-1.24	0.00	
CAM2	-0.51	-0.26	0.86	-0.81	1.76	0.00
CAM3	0.94	2.49	2.18	2.19	-0.98	-1.04
CAM4	-0.65	-0.87	0.49	1.63	-0.71	-0.62
EMS1	-1.24	-0.25	-0.31	0.39	-0.64	-0.86
EMS2	0.01	0.75	0.76	1.39	-0.19	-0.69
EMS3	0.13	0.94	0.71	0.87	0.69	1.85
EMS4	-2.07	0.34	-0.91	-0.66	1.50	1.19
EMS5	-0.31	-0.53	-0.05	0.02	0.10	-0.27
IMS1	-1.05	-0.74	0.12	-0.41	1.02	1.17
IMS2	0.31	0.42	-0.63	1.90	-0.42	-0.81
IMS3	0.60	1.08	0.46	0.10	-0.26	0.01
IMS4	1.16	0.46	0.14	2.16	1.00	-0.47
IMS5	-1.51	0.18	0.81	-0.30	1.46	1.82

Standardized Residuals

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	0.00					
CAM4	1.78	0.00				
EMS1	-0.30	-0.57	0.58			
EMS2	0.96	0.54	1.00	0.58		
EMS3	1.04	1.94	1.16	-0.17	0.59	
EMS4	-1.63	-0.11	-2.06	1.78	2.55	0.53
EMS5	0.63	-0.13	2.12	0.76	-1.82	-0.89
IMS1	0.71	1.48	1.58	1.21	-0.06	-0.55
IMS2	1.83	0.29	0.26	-0.45	0.32	-1.79
IMS3	1.46	-0.53	0.13	0.04	0.14	-1.67
IMS4	0.84	0.10	-0.85	-0.48	0.59	-1.05
IMS5	1.54	1.36	1.00	-0.48	-1.18	0.17

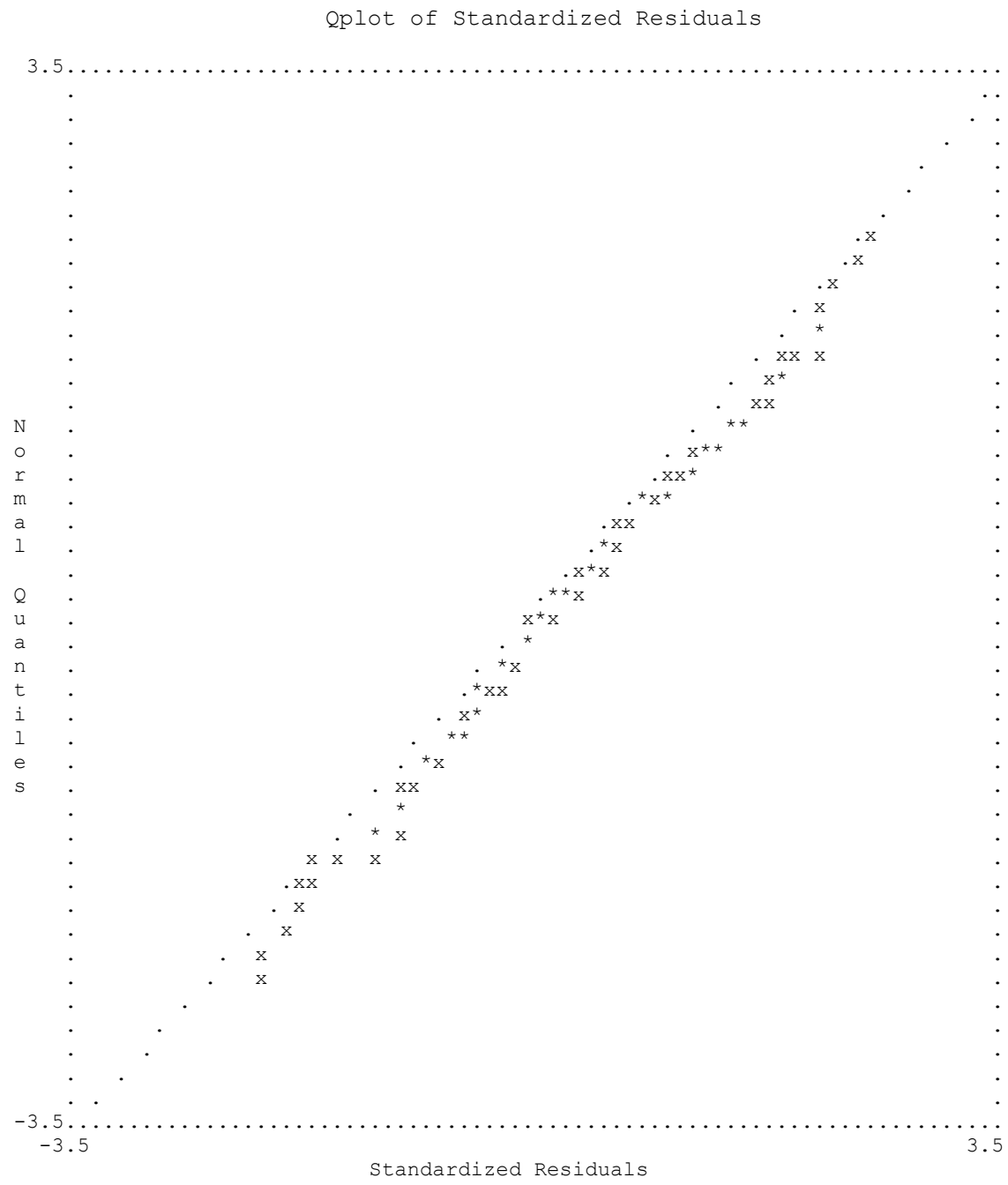
	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	0.01					
IMS1	0.07	0.00				
IMS2	-1.84	0.70	-0.24			
IMS3	-0.79	-0.19	0.81	0.00		
IMS4	-0.30	0.34	-0.24	0.23	0.00	
IMS5	1.31	0.00	-0.47	0.34	-0.60	0.00

```
Summary Statistics for Standardized Residuals

Smallest Standardized Residual =   -2.07
  Median Standardized Residual =    0.10
 Largest Standardized Residual =    2.55

Stemleaf Plot

-20|76
-18|42
-16|973
-14|1
-12|44
-10|855443
- 8|851976511
- 6|9419654320
- 4|7533188877521
- 2|11000766544
- 0|99873165000000000
  0|11124670002334478
  2|369124449
  4|266934888899
  6|00039011566
  8|11467446
 10|00024486679
 12|10169
 14|668048
 16|3688
 18|23504
 20|2689
 22|1
 24|95
```


Qplot of Standardized Residuals
3.5
-3.5
-3.5
3.5
Normal Quantiles
Standardized Residuals

Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	- -	0.26	1.56	0.33
CCM2	- -	- -	0.01	0.10
CCM3	- -	0.64	0.00	0.00
CCM4	- -	0.18	0.96	0.34
CAM1	1.73	- -	0.02	0.00
CAM2	1.52	- -	0.11	0.14
CAM3	9.29	- -	0.00	2.71
CAM4	0.03	- -	0.03	0.03
EMS1	0.12	2.09	- -	2.54
EMS2	1.49	0.02	- -	0.27
EMS3	0.66	3.14	- -	0.43
EMS4	4.05	- -	- -	4.52
EMS5	0.33	0.68	- -	- -
IMS1	0.82	0.01	1.99	- -
IMS2	0.00	- -	0.13	- -
IMS3	0.07	0.10	0.01	- -
IMS4	1.44	0.02	1.30	- -
IMS5	0.25	2.51	0.32	- -

Expected Change for LAMBDA-X

	CCM	CAM	EMS	IMS
CCM1	- -	-0.05	-0.10	-0.05
CCM2	- -	- -	-0.01	-0.03
CCM3	- -	0.08	0.00	0.00
CCM4	- -	-0.04	0.07	0.05
CAM1	-0.13	- -	-0.01	0.00
CAM2	-0.10	- -	0.02	-0.02
CAM3	0.25	- -	0.00	0.11
CAM4	0.01	- -	0.01	-0.01
EMS1	-0.03	-0.15	- -	0.23
EMS2	0.10	0.01	- -	0.06
EMS3	0.08	0.17	- -	-0.09
EMS4	-0.20	- -	- -	-0.25
EMS5	-0.05	-0.06	- -	- -
IMS1	-0.06	0.01	0.12	- -
IMS2	0.00	- -	0.04	- -
IMS3	0.02	-0.02	0.01	- -
IMS4	0.10	-0.01	-0.11	- -
IMS5	0.04	0.10	-0.05	- -

Modification Indices for PHI

	CCM	CAM	EMS	IMS
CCM	- -			
CAM	- -	- -		
EMS	0.00	- -	- -	
IMS	- -	0.34	- -	- -

Expected Change for PHI

	CCM	CAM	EMS	IMS
CCM	- -			
CAM	- -	- -		
EMS	0.00	- -	- -	
IMS	- -	0.06	- -	- -

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	0.23	- -				
CCM3	1.39	3.51	- -			
CCM4	0.84	6.34	0.25	- -		
CAM1	1.07	0.43	1.23	1.23	- -	
CAM2	0.00	0.00	3.06	7.35	3.30	- -
CAM3	0.24	1.59	0.11	0.96	1.00	1.33
CAM4	0.80	1.88	0.13	4.82	0.52	0.49
EMS1	0.58	0.11	0.19	0.58	1.24	0.05
EMS2	0.00	0.16	0.00	1.67	0.31	7.12
EMS3	0.18	0.61	0.13	- -	0.70	3.56
EMS4	1.84	1.95	0.12	0.82	3.23	1.33
EMS5	0.03	0.89	0.00	0.26	0.03	0.52
IMS1	0.02	1.93	0.07	0.04	0.10	0.26
IMS2	0.22	0.06	1.02	1.73	2.08	0.53
IMS3	1.54	4.40	0.12	2.50	0.87	0.02
IMS4	1.92	0.01	0.80	1.62	4.24	1.72
IMS5	4.00	0.00	1.02	0.66	0.30	2.19

Modification Indices for THETA-DELTA

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	- -					
CAM4	3.60	- -				
EMS1	0.28	0.09	- -			
EMS2	2.33	0.24	0.01	- -		
EMS3	0.74	0.19	- -	1.72	- -	
EMS4	6.37	0.33	3.91	3.26	3.09	- -
EMS5	0.00	0.07	1.31	0.39	5.25	0.08
IMS1	2.16	4.16	0.36	1.41	0.47	1.41
IMS2	3.47	0.12	1.42	0.15	0.52	2.88
IMS3	4.78	3.67	0.23	0.17	2.90	2.18
IMS4	0.24	0.06	1.21	0.04	0.15	0.44
IMS5	0.00	0.37	0.06	2.30	1.13	1.01

Modification Indices for THETA-DELTA

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	- -					
IMS1	0.50	- -				
IMS2	4.86	1.02	- -			
IMS3	1.04	0.15	1.00	- -		
IMS4	0.67	0.02	- -	0.07	- -	
IMS5	2.41	- -	0.00	0.24	0.52	- -

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.03	- -				
CCM3	0.08	-0.11	- -			
CCM4	-0.06	0.15	-0.05	- -		
CAM1	0.06	-0.04	-0.06	-0.06	- -	
CAM2	0.00	0.00	0.07	-0.11	0.09	- -
CAM3	0.03	0.06	0.01	0.04	-0.05	-0.06
CAM4	-0.05	-0.06	-0.02	0.09	-0.04	-0.04
EMS1	-0.04	-0.02	-0.02	0.04	-0.06	0.01
EMS2	0.00	0.02	0.00	0.07	-0.03	-0.12
EMS3	0.03	-0.05	0.02	- -	-0.05	0.09
EMS4	-0.08	0.08	-0.02	-0.05	0.10	0.05
EMS5	0.01	-0.05	0.00	0.02	0.01	-0.03
IMS1	0.01	-0.06	0.01	-0.01	0.02	0.02
IMS2	-0.03	0.01	-0.06	0.07	-0.09	-0.04
IMS3	0.07	0.11	0.02	-0.08	-0.05	-0.01
IMS4	0.08	0.00	-0.04	0.06	0.11	-0.05
IMS5	-0.10	0.00	0.04	-0.03	0.02	0.05

Expected Change for THETA-DELTA

	CAM3	CAM4	EMS1	EMS2	EMS3	EMS4
CAM3	- -					
CAM4	0.10	- -				
EMS1	0.02	0.01	- -			
EMS2	0.08	0.02	0.01	- -		
EMS3	-0.04	0.02	- -	-0.12	- -	
EMS4	-0.12	-0.03	-0.18	0.12	0.14	- -
EMS5	0.00	-0.01	0.07	0.03	-0.14	0.01
IMS1	-0.06	0.08	0.03	0.06	0.03	-0.06
IMS2	0.10	0.02	0.07	-0.02	0.05	-0.10
IMS3	0.10	-0.09	0.03	-0.02	0.10	-0.08
IMS4	-0.02	-0.01	-0.06	-0.01	0.02	0.03
IMS5	0.00	-0.02	-0.01	-0.07	-0.05	0.05

Expected Change for THETA-DELTA

	EMS5	IMS1	IMS2	IMS3	IMS4	IMS5
EMS5	- -					
IMS1	-0.03	- -				
IMS2	-0.12	0.05	- -			
IMS3	-0.07	-0.02	0.06	- -		
IMS4	0.04	0.01	- -	-0.01	- -	
IMS5	0.07	- -	0.00	0.02	-0.03	- -

Maximum Modification Index is 9.29 for Element (7, 1) of LAMBDA-X

(15) Study 3: Predictive Validity

The GLM Procedure
Class Level Information

Class	Levels	Values
Status	2	Immigrant Non-Immigrant

Number of Observations Read	121
Number of Observations Used	118

(a) Dependent Variable: CAM_AVE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	6.0036134	6.0036134	**6.86**	**0.0099**
Error	118	103.1963866	0.8745456		
Corrected Total	119	109.2000000			

R-Square	Coeff Var	Root MSE	CAM_AVE Mean
0.054978	36.67339	0.935171	2.550000

Source	DF	Type I SS	Mean Square	F Value	Pr > F
Status	1	6.00361340	6.00361340	6.86	0.0099

Source	DF	Type III SS	Mean Square	F Value	Pr > F
Status	1	6.00361340	6.00361340	6.86	0.0099

Duncan's Multiple Range Test for CAM_AVE

NOTE: This test controls the Type I comparisonwise error rate, not the experimentwise error rate.

Alpha	0.05
Error Degrees of Freedom	118
Error Mean Square	0.874546
Harmonic Mean of Cell Sizes	56.73333

NOTE: Cell sizes are not equal.

Number of Means	2
Critical Range	.3477

Means with the same letter are not significantly different.

Duncan Grouping	Mean	N	Status
A	**2.7264**	**74**	**Immigrant**
B	**2.2663**	**46**	**Non-Immigrant**

(b) Dependent Variable: CAM_AVE

Class Level Information

Class	Levels	Values
Genrtn	3	1st Gen 2nd Gen 3rd Gen

Number of Observations Read	75
Number of Observations Used	73

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.67781716	1.33890858	**1.57**	**0.2143**
Error	70	59.51738832	0.85024840		
Corrected Total	72	62.19520548			

R-Square	Coeff Var	Root MSE	CAM_AVE Mean
0.043055	33.86793	0.922089	2.722603

Source	DF	Type I SS	Mean Square	F Value	Pr > F
Genrtn	2	2.67781716	1.33890858	1.57	0.2143

Source	DF	Type III SS	Mean Square	F Value	Pr > F
Genrtn	2	2.67781716	1.33890858	1.57	0.2143

Duncan's Multiple Range Test for CAM_AVE

NOTE: This test controls the Type I comparisonwise error rate, not the experimentwise error rate.

Alpha	0.1
Error Degrees of Freedom	70
Error Mean Square	0.850248
Harmonic Mean of Cell Sizes	8.376368

NOTE: Cell sizes are not equal.

Number of Means	2	3
Critical Range	.7511	.7938

Means with the same letter are not significantly different.

Duncan Grouping	Mean	N	Generation
A	**2.8409**	**11**	**2nd Gen**
A	**2.7543**	**58**	**1st Gen**
B	**1.9375**	**4**	**3rd Gen**

(c) Dependent Variable: CCM_AVE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	6.98519271	6.98519271	**11.85**	**0.0008**
Error	116	68.36438356	0.58934813		
Corrected Total	117	75.34957627			

R-Square	Coeff Var	Root MSE	CCM_AVE Mean
0.092704	21.36496	0.767690	3.593220

Source	DF	Type I SS	Mean Square	F Value	Pr > F
Status	1	6.98519271	6.98519271	11.85	0.0008

Source	DF	Type III SS	Mean Square	F Value	Pr > F
Status	1	6.98519271	6.98519271	11.85	0.0008

Duncan's Multiple Range Test for CCM_AVE

NOTE: This test controls the Type I comparisonwise error rate, not the experimentwise error rate.

Alpha	0.05
Error Degrees of Freedom	116
Error Mean Square	0.589348
Harmonic Mean of Cell Sizes	55.67797

NOTE: Cell sizes are not equal.

Number of Means	2
Critical Range	.2882

Means with the same letter are not significantly different.

Duncan Grouping	Mean	N	Status
A	**3.7842**	**73**	**Immigrant**
B	**3.2833**	**45**	**Non-Immigrant**

(16) Study 3: The Independence of CCM/CAM and Ingroup-Favoritism - Initial LISREL Model

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM	INFAV
CCM1	0.57	- -	- -
	(0.09)		
	6.29		
CCM2	0.67	- -	- -
	(0.09)		
	7.57		
CCM3	0.78	- -	- -
	(0.08)		
	9.26		
CCM4	0.77	- -	- -
	(0.08)		
	9.07		
CAM1	- -	0.65	- -
		(0.09)	
		7.67	
CAM2	- -	0.83	- -
		(0.08)	
		10.71	
CAM3	- -	0.82	- -
		(0.08)	
		10.55	
CAM4	- -	0.83	- -
		(0.08)	
		10.62	
EST2	- -	- -	1.00
			(0.06)
			15.49

PHI

	CCM	CAM	INFAV
CCM	**1.00**		
CAM	**0.62**	**1.00**	
	(0.07)		
	8.23		
INFAV	**0.35**	**0.07**	**1.00**
	(0.09)	**(0.10)**	
	3.83	**0.77**	

THETA-DELTA

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.67	0.56	0.39	0.41	0.57	0.31
(0.10)	(0.09)	(0.08)	(0.08)	(0.08)	(0.06)
6.97	6.47	5.25	5.43	6.99	5.37

THETA-DELTA

CAM3	CAM4	EST2
0.32	0.31	- -
(0.06)	(0.06)	
5.52	5.45	

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.33	0.44	0.61	0.59	0.43	0.69

Squared Multiple Correlations for X - Variables

CAM3	CAM4	EST2
0.68	0.69	1.00

Goodness of Fit Statistics

Degrees of Freedom = 25
Minimum Fit Function Chi-Square = 61.45 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 59.03 (P = 0.00014)
Estimated Non-centrality Parameter (NCP) = 34.03
90 Percent Confidence Interval for NCP = (15.34 ; 60.43)

Minimum Fit Function Value = 0.51
Population Discrepancy Function Value (F0) = 0.28
90 Percent Confidence Interval for F0 = (0.13 ; 0.50)
Root Mean Square Error of Approximation (RMSEA) = 0.11
90 Percent Confidence Interval for RMSEA = (0.072 ; 0.14)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0061

Expected Cross-Validation Index (ECVI) = 0.83
90 Percent Confidence Interval for ECVI = (0.67 ; 1.05)
ECVI for Saturated Model = 0.75
ECVI for Independence Model = 6.21

Chi-Square for Independence Model with 36 Degrees of Freedom = 726.63
Independence AIC = 744.63
Model AIC = 99.03
Saturated AIC = 90.00
Independence CAIC = 778.79
Model CAIC = 174.95
Saturated CAIC = 260.81

Normed Fit Index (NFI) = 0.92
Non-Normed Fit Index (NNFI) = 0.92
Parsimony Normed Fit Index (PNFI) = 0.64
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 87.54

Root Mean Square Residual (RMR) = 0.075
Standardized RMR = 0.075
Goodness of Fit Index (GFI) = 0.90
Adjusted Goodness of Fit Index (AGFI) = 0.82
Parsimony Goodness of Fit Index (PGFI) = 0.50

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.92	- -				
CCM3	1.09	-2.34	- -			
CCM4	-0.30	1.91	0.40	- -		
CAM1	-0.49	0.95	-1.94	-2.15	- -	
CAM2	-1.37	2.52	-0.57	-2.28	2.60	- -
CAM3	0.07	3.91	0.80	0.89	-1.08	-1.27
CAM4	-1.68	1.72	-1.21	0.26	-0.59	-0.31
EST2	1.82	-3.20	2.81	-1.43	-0.67	-0.50

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	0.76	- -	
EST2	2.95	-1.98	- -

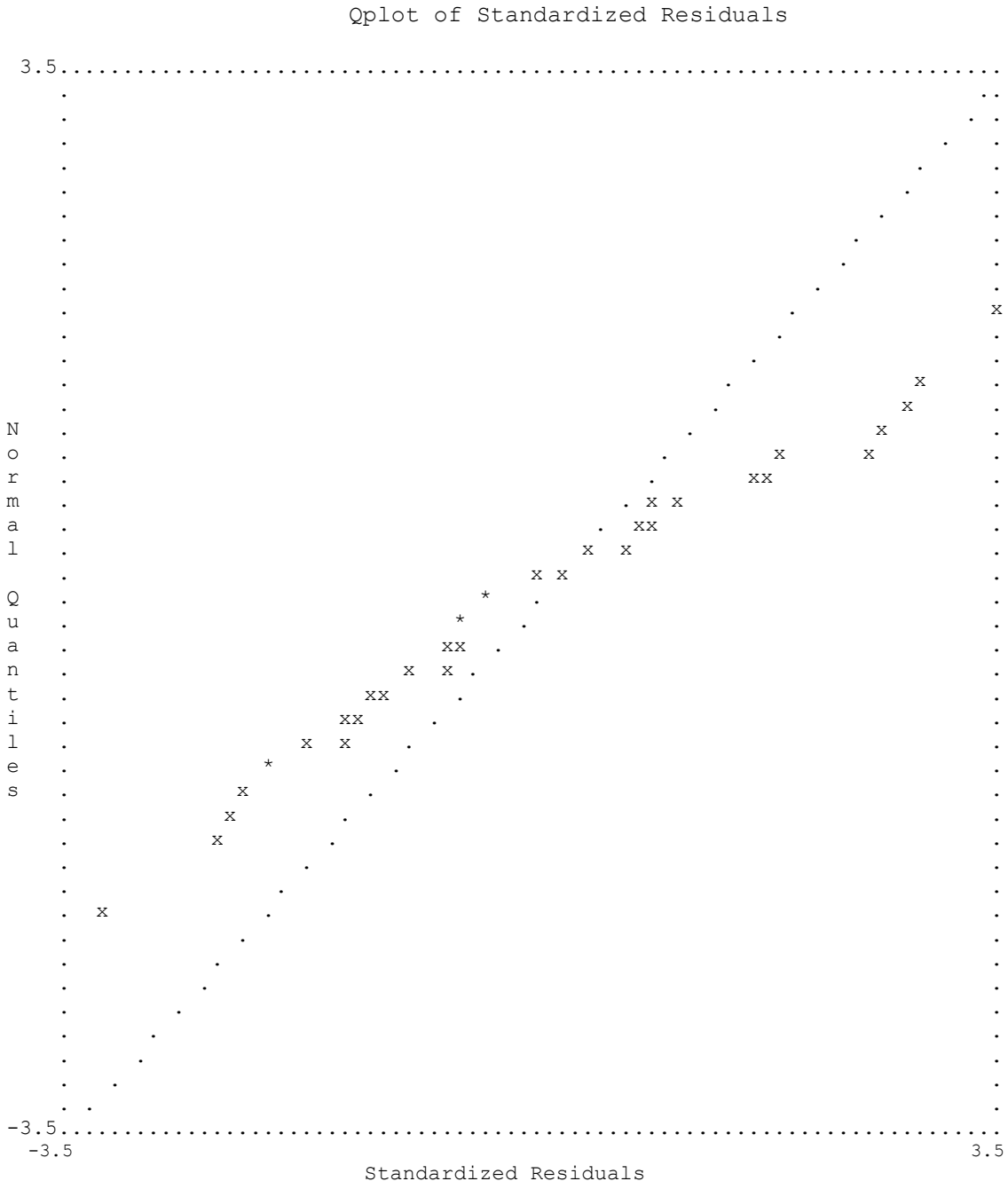
Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.20
Median Standardized Residual = 0.00
Largest Standardized Residual = 3.91

Stemleaf Plot

```
- 3|2
- 2|3310
- 1|9744321
- 0|97665533000000000
  0|1348899
  1|1789
  2|5689
  3|9
```

Largest Negative Standardized Residuals
Residual for EST2 and CCM2 -3.20
Largest Positive Standardized Residuals
Residual for CAM2 and CAM1 2.60
Residual for CAM3 and CCM2 3.91
Residual for EST2 and CCM3 2.81
Residual for EST2 and CAM3 2.95


Qplot of Standardized Residuals
3.5
-3.5
-3.5
3.5
Normal Quantiles
Standardized Residuals

Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM	INFAV
CCM1	- -	1.75	3.31
CCM2	- -	**13.04**	**10.25**
CCM3	- -	1.22	7.88
CCM4	- -	1.07	2.05
CAM1	3.00	- -	0.44
CAM2	1.05	- -	0.25
CAM3	8.30	- -	8.69
CAM4	0.42	- -	3.91
EST2	- -	- -	- -

Expected Change for LAMBDA-X

	CCM	CAM	INFAV
CCM1	- -	-0.16	0.16
CCM2	- -	0.41	-0.26
CCM3	- -	-0.13	0.22
CCM4	- -	-0.12	-0.11
CAM1	-0.19	- -	-0.05
CAM2	-0.10	- -	-0.03
CAM3	0.28	- -	0.18
CAM4	-0.06	- -	-0.12
EST2	- -	- -	- -

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	0.84	- -				
CCM3	1.20	5.48	- -			
CCM4	0.09	3.67	0.16	- -		
CAM1	0.88	0.14	1.18	2.14	- -	
CAM2	0.23	1.39	0.89	6.19	6.74	- -
CAM3	0.08	2.09	0.00	0.08	1.16	1.62
CAM4	1.43	0.19	0.43	4.53	0.35	0.10
EST2	2.77	7.44	7.67	2.80	0.02	0.04

Modification Indices for THETA-DELTA

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	0.57	- -	
EST2	5.20	3.90	- -

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.06	- -				
CCM3	0.07	-0.16	- -			
CCM4	-0.02	0.13	0.03	- -		
CAM1	0.06	0.02	-0.06	-0.08	- -	
CAM2	-0.02	0.06	0.04	-0.11	0.14	- -
CAM3	0.01	0.07	0.00	0.01	-0.06	-0.07
CAM4	-0.06	-0.02	-0.03	0.09	-0.03	-0.02
EST2	0.13	-0.20	0.20	-0.12	-0.01	-0.01

Expected Change for THETA-DELTA

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	0.04	- -	
EST2	0.13	-0.11	- -

Maximum Modification Index is 13.04 for Element (2, 2) of LAMBDA-X

(17) Study 3: The Independence of CCM/CAM and Ingroup-Favoritism - Modified LISREL Model

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	CCM	CAM	INFAV
CCM1	0.59	- -	- -
	(0.09)		
	6.47		
CCM2	0.42	0.37	- -
	(0.10)	(0.09)	
	4.23	3.93	
CCM3	0.81	- -	- -
	(0.08)		
	9.62		
CCM4	0.76	- -	- -
	(0.09)		
	8.84		
CAM1	- -	0.65	- -
		(0.09)	
		7.64	
CAM2	- -	0.83	- -
		(0.08)	
		10.64	
CAM3	- -	0.83	0.19
		(0.08)	(0.06)
		10.93	3.23
CAM4	- -	0.83	- -
		(0.08)	
		10.65	
EST2	- -	- -	1.00
			(0.06)
			15.49

PHI

	CCM	**CAM**	**INFAV**
CCM	**1.00**		
CAM	**0.52**	**1.00**	
	(0.09)		
	6.07		
INFAV	**0.39**	**0.00**	**1.00**
	(0.09)	**(0.10)**	
	4.41	**-0.05**	

THETA-DELTA

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.65	0.53	0.34	0.43	0.58	0.32
(0.10)	(0.08)	(0.08)	(0.08)	(0.08)	(0.06)
6.86	6.92	4.46	5.38	7.04	5.59

THETA-DELTA

CAM3	CAM4	EST2
0.28	0.32	- -
(0.05)	(0.06)	
5.32	5.59	

Squared Multiple Correlations for X - Variables

CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
0.35	0.47	0.66	0.57	0.42	0.68

CAM3	CAM4	EST2
0.72	0.68	1.00

Goodness of Fit Statistics

Degrees of Freedom = 23
Minimum Fit Function Chi-Square = 38.45 (P = 0.023)
Normal Theory Weighted Least Squares Chi-Square = 40.05 (P = 0.015)
Estimated Non-centrality Parameter (NCP) = 17.05
90 Percent Confidence Interval for NCP = (3.27 ; 38.67)

Minimum Fit Function Value = 0.32
Population Discrepancy Function Value (F0) = 0.14
90 Percent Confidence Interval for F0 = (0.027 ; 0.32)
Root Mean Square Error of Approximation (RMSEA) = 0.079
90 Percent Confidence Interval for RMSEA = (0.034 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

Expected Cross-Validation Index (ECVI) = 0.70
90 Percent Confidence Interval for ECVI = (0.59 ; 0.88)
ECVI for Saturated Model = 0.75
ECVI for Independence Model = 6.21

Chi-Square for Independence Model with 36 Degrees of Freedom = 726.63
Independence AIC = 744.63
Model AIC = 84.05
Saturated AIC = 90.00
Independence CAIC = 778.79
Model CAIC = 167.56
Saturated CAIC = 260.81

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.61
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 130.96

Root Mean Square Residual (RMR) = 0.045
Standardized RMR = 0.045
Goodness of Fit Index (GFI) = 0.93
Adjusted Goodness of Fit Index (AGFI) = 0.86
Parsimony Goodness of Fit Index (PGFI) = 0.48

Standardized Residuals

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.40	- -				
CCM3	0.21	-1.57	- -			
CCM4	-0.52	3.25	-0.77	- -		
CAM1	-0.05	-1.02	-1.27	-1.23	- -	
CAM2	-0.68	-0.22	0.52	-0.80	2.67	- -
CAM3	-0.05	1.21	0.55	1.05	-1.00	-0.92
CAM4	-1.01	-1.62	-0.18	1.51	-0.46	0.09
EST2	1.42	-2.09	2.12	-2.14	0.13	1.14

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	0.66	- -	
EST2	- -	-0.49	- -

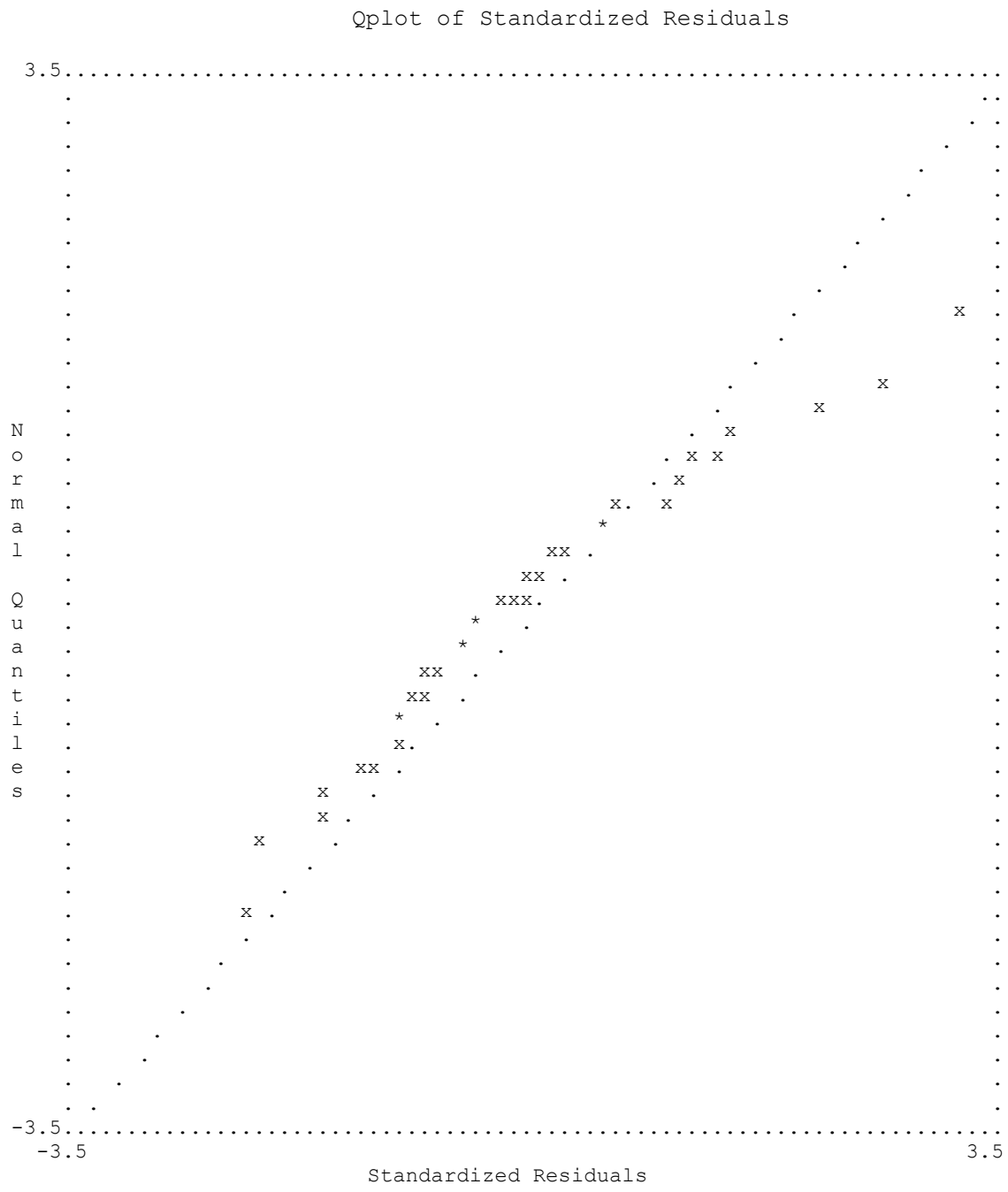
Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.14
Median Standardized Residual = 0.00
Largest Standardized Residual = 3.25

Stemleaf Plot

```
- 2|11
- 1|6632000
- 0|9887555422110000000000
  0|112557
  1|11245
  2|17
  3|3
```

Largest Positive Standardized Residuals
Residual for CCM4 and CCM2 3.25
Residual for CAM2 and CAM1 2.67


Qplot of Standardized Residuals
3.5
-3.5
-3.5
3.5
Normal Quantiles
Standardized Residuals

Modification Indices and Expected Change

Modification Indices for LAMBDA-X

	CCM	CAM	INFAV
CCM1	- -	0.70	2.02
CCM2	- -	- -	4.37
CCM3	- -	0.10	4.49
CCM4	- -	0.93	4.57
CAM1	1.73	- -	0.02
CAM2	0.03	- -	1.31
CAM3	1.39	- -	- -
CAM4	0.00	- -	0.24
EST2	1.39	- -	- -

Expected Change for LAMBDA-X

	CCM	CAM	INFAV
CCM1	- -	-0.09	0.13
CCM2	- -	- -	-0.18
CCM3	- -	-0.03	0.18
CCM4	- -	0.10	-0.18
CAM1	-0.13	- -	0.01
CAM2	-0.01	- -	0.08
CAM3	0.12	- -	- -
CAM4	0.00	- -	-0.03
EST2	-0.60	- -	- -

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	0.01	- -				
CCM3	0.05	2.11	- -			
CCM4	0.27	8.53	0.59	- -		
CAM1	1.42	0.33	0.50	2.00	- -	
CAM2	0.03	0.03	2.70	6.27	7.11	- -
CAM3	0.00	3.18	0.15	0.52	1.36	2.84
CAM4	0.76	3.24	0.01	3.71	0.21	0.01
EST2	1.64	6.46	5.16	5.02	1.10	3.12

Modification Indices for THETA-DELTA

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	1.04	- -	
EST2	1.39	0.63	1.39

Expected Change for THETA-DELTA

	CCM1	CCM2	CCM3	CCM4	CAM1	CAM2
CCM1	- -					
CCM2	-0.01	- -				
CCM3	0.02	-0.09	- -			
CCM4	-0.04	0.18	-0.07	- -		
CAM1	0.07	-0.03	-0.04	-0.08	- -	
CAM2	-0.01	-0.01	0.07	-0.11	0.14	- -
CAM3	0.00	0.08	-0.02	0.03	-0.06	-0.09
CAM4	-0.04	-0.09	0.00	0.08	-0.02	0.00
EST2	0.09	-0.17	0.16	-0.15	0.07	0.11

Expected Change for THETA-DELTA

	CAM3	CAM4	EST2
CAM3	- -		
CAM4	0.05	- -	
EST2	-0.17	-0.05	0.88

Maximum Modification Index is 8.53 for Element (4, 2) of THETA-DELTA

(18) Study 3: Cronbach's Alphas of the Reduced Self-Construal Scale

The CORR Procedure

3 Variables: INTER1 INTER2 INTER3

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.489936
Standardized	**0.486264**

Cronbach Coefficient Alpha with Deleted Variable

Deleted Variable	Raw Variables: Correlation with Total	Raw Variables: Alpha	Standardized Variables: Correlation with Total	Standardized Variables: Alpha
INTER1	0.404148	0.206450	0.404645	0.206592
INTER2	0.274964	0.443420	0.270632	0.444260
INTER3	0.252280	0.481251	0.246765	0.483418

Pearson Correlation Coefficients, N = 121
Prob > |r| under H0: Rho=0

	INTER1	INTER2	INTER3
INTER1	1.00000	0.31876 0.0004	0.28556 0.0015
INTER2	0.31876 0.0004	1.00000	0.11520 0.2083
INTER3	0.28556 0.0015	0.11520 0.2083	1.00000

The CORR Procedure

3 Variables: IND1 IND2 IND3

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.557780
Standardized	**0.564953**

Cronbach Coefficient Alpha with Deleted Variable

	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
IND1	0.407016	0.399951	0.409412	0.409060
IND2	0.354892	0.494845	0.353891	0.495421
IND3	0.356095	0.478639	0.360914	0.484737

Pearson Correlation Coefficients, N = 121
Prob > |r| under H0: Rho=0

	IND1	IND2	IND3
IND1	1.00000	0.31990 0.0003	0.32928 0.0002
IND2	0.31990 0.0003	1.00000	0.25712 0.0044
IND3	0.32928 0.02	0.25712 0.0044	1.00000

(19) Study 3: The Self-Construals of CCM and CAM - Correlation Analysis

The CORR Procedure

4 Variables: CCM_AVE CAM_AVE IND_AVE INTER_AVE

Simple Statisti

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
CCM_AVE	118	3.59322	0.80250	424.00000	1.50000	5.00000
CAM_AVE	120	2.55000	0.95794	306.00000	1.00000	5.00000
IND_AVE	121	3.97245	0.67163	480.66667	1.33333	5.00000
INTER_AVE	121	3.11846	0.69103	377.33333	1.00000	5.00000

Pearson Correlation Coefficients
Prob > |r| under H0: Rho=0
Number of Observations

	CCM_AVE	CAM_AVE	IND_AVE	INTER_AVE
CCM_AVE	1.00000	0.51335	0.22536	0.09934
		<.0001	0.0141	0.2845
	118	118	118	118
CAM_AVE	0.51335	1.00000	-0.05745	0.43378
	<.0001		0.5331	<.0001
	118	120	120	120
IND_AVE	**0.22536**	**-0.05745**	1.00000	-0.00887
	0.0141	**0.5331**		0.9231
	118	120	121	121
INTER_AVE	**0.09934**	**0.43378**	-0.00887	1.00000
	0.2845	**<.0001**	0.9231	
	118	120	121	121

References

1. Aaker, Jennifer, Anne Brumbaugh, and Sonya Grier (2000), "Non-Target Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes," *Journal of Consumer Psychology*, 9 (3), 127-140.

2. Aaker, Jennifer and Bernd Schmitt (2001), "Culture-Dependent Assimilation and Differentiation of the Self, Preferences for Consumption Symbols in the United States and China," *Journal of Cross-Cultural Psychology*, 32 (September), 561-576.

3. Aaker, Jennifer and Angela Y. Lee (2001), "I" Seek Pleasures and "We" Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28 (June), 33-49.

4. Aaker, Jennifer and P. Williams, (1998), "Empathy versus Pride: The Influence of Emotional Appeals Across Cultures," *Journal of Consumer Research*, 25 (December), 241-261.

5. Aboud, Frances E. (2003), "The Formation of In-Group Favoritism and Out-Group Prejudice in Young Children: Are They Distinct Attitudes?" *Developmental Psychology*, 39 (1), 48-60.

6. Abramson, Marc Samuel (2001), *Deep Eyes and High Noses: Constructing Ethnicity in Tang China*, unpublished dissertation, Princeton University, Princeton, NJ 08544.

7. Adler, P. (1998), "Beyond Cultural Identity: Reflections on Multiculturalism," in *Basic Concepts of Intercultural Communication*, ed. M. J. Bennett, Yarmouth, ME.: Intercultural Press, 225-245.

8. Alba, Richard D. and Gwen Moore (1982), "Ethnicity in the American Elite," *American Sociological Review*, 47 (June), 373-382.

9. Alden, Dana L., Jan-Benedict E. M. Steenkamp, and Rajeev Batra (1999), "Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture," *Journal of Marketing*, 63 (January), 75-87.

10. Appadurai, Arjun (1990), "Disjuncture and Difference in the Global Cultural Economy," *Theory, Culture & Society*, 7, 295-310.

11. Arnett, Jeffrey Jensen (2002), "The Psychology of Globalization," *American Psychologist*, 57 (10), 774-783.

12. Askegaard, Soren, Eric J. Arnould, and Dannie Kjeldgaard (2005), "Postassimilationist Ethnic Consumer Research: Qualifications and Extensions," *Journal of Consumer Research*, 32 (June), 160-170.

13. Barth, Frederick (1969), *Ethnic Groups and Boundaries: The Social Organization of Culture Difference,* London: Allen and Unwin.

14. Baumeister, Roy F. (1998), "The Self," in *The Handbook of Social Psychology*, 4th ed., Vol. 1, eds. Daniel T. Gilbert, Susan T. Fiske, and Gardner Lindzey, New York: Oxford University Press, 680-740.

15. Belk, Russell W. (1988), "Possession and the Extended Self," *Journal of Consumer Research*, 15 (September), 139-168.

16. Belk, Russell W. (1997), "Being There, Done That, Bought the Souvenirs: Of Journeys and Boundary Crossing," in *Consumer Research: Postcards From the Edge*, eds. Stephen Brown and Daruch Turley, New York: Routledge, 22-45.

17. Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (September), 139-168.

18. Belk, Russell W. (1985), "Materialism: Trait Aspects of Living in the Material World," *Journal of Consumer Research*, 12 (December), 265-280.

19. Benet-Martinez, Veronica, Janxin Leu, Fiona Lee, and Michael Morris (2002), "Negotiating Biculturalism, Cultural Frame Switching in Biculturals with Oppositional Versus Compatible Cultural Identities," *Journal of Cross-Cultural Psychology*, 33 (5), 492-516.

20. Bergami, Massimo and Richard Bagozzi (2000), "Self-Categorization, Affective Commitment and Group Self-Esteem as Distinct Aspects of Social Identity in the Organization," *British Journal of Social Psychology*, 39 (4), 555-577.

21. Berry, John W., U. Kim, T. Minde, and D. Moke (1987), "Comparative Studies of Acculturative Stress," *International Migration Review*, l21, 491-511.

22. Berry, John W. (1997), "Immigration, Acculturation, and Adaptation", *Applied Psychology: An International Review*, 46, 5-34.

23. Berry, John W. (1993), "Ethnic Identity in Plural Societies," in *Ethnic Identity: Formation and Transmission among Hispanics and other minorities*, eds. M.E. Bernal and G. P. Knight, Albany, NY: State University of New York, 271-296.

24. Berry, John W. (2001), "A Psychology of Immigration", *Journal of Social Issues*, 57, 615-631.

25. Bochner, S. (1982), "The Social Psychology of Cross-cultural Relations," in *Cultures in Contact: Studies in Cross-cultural Interaction*, ed. S. Bochner, Oxford, England: Pergamon Press, 5-44.

26. Bourdieu, Pierre (1984), *Distinction, A Social Critique of the Judgment of Taste*, Cambridge, MA: Harvard University Press.

27. Bourhis, Richard Y., Lena Celine Moise, Stephane Perreault, and Szcha Senecal (1997), "Towards an Interactive Acculturation Model: A Social Psychological Approach," *International Journal of Psychology*, 32 (6), 369-386.

28. Brewer, Marilynn B. and D. T. Campbell (1976), *Ethnocentrism and Intergroup Attitudes: East African Evidence*, Beverly Hills, CA: Sage.

29. Brewer, Marilynn B. (1999), "The Psychology of Prejudice: Ingroup Love or Outgroup Hate?" *Journal of Social Issues*, 55, 429-444.

30. Buriel, Raymond (1993), "Acculturation, Respect for Cultural Differences, and Biculturalism among Three Generations of Mexican American and Euro American School Children," *The Journal of Genetic Psychology*, 154 (4), 531-543.

31. Burrell, N. A., A. Diaz, and L. Bradford (1996a), "The Developmental Stages of Ethnic and Bicultural Identity: A Conceptual Model," paper presented at the meeting of the Western Speech Communication Association, Intercultural Division, Pasadena, CA, February.

32. Burrell, N. A., A. Diaz, and L. Bradford (1996b), "Searching for a Cultural Identity: An Application of Symbolic Interactionism," Paper presented at the meeting of National Communication Association, Family Communication Division, San Diego, CA, November.

33. Cameron, James E. and Richard N. Lalonde (1994), "Self, Ethnicity and Social Group Memberships in Two Generations of Italian Canadians," *Personality and Social Psychology Bulletin*, 20 (October), 514-520.

34. Cannon, Hugh M. and Attila Yaprak (1993), "Toward a Theory of Cross-National Segmentation," paper presented at the 1993 Annual Conference of the Academy of International Business, Maui, HI, October.

35. Cannon, Hugh M., Sung-Joon Yoon, Laura McGowan, and Attila Yaprak (1994), "In Search of the Global Consumer," paper presented at the 1994 Annual Conference of the Academy of International Business, Boston, MA, November.

36. Carver, Charles S. and Michael F. Scheier (1998), *On the Self-Regulation of Behavior*, New York: Cambridge University Press.

37. Chan, Kwok-Bun (2005), *Chinese Identities, Ethnicity and Cosmopolitanism*, New York: Routledge.

38. Chung, Ed and Eileen Fischer (2001), "When Conspicuous Consumption Becomes Inconspicuous: The Case of the Migrant Hong Kong Consumers," *Journal of Consumer Marketing*, 18 (6), 474-487.

39. Chung, Ruth Gim, Bryan S. K. Kim, and Jose M. Abreu (2004), "Asian American Multidimensional Acculturation Scale: Development, Factor Analysis, Reliability, and validity," *Cultural Diversity and Ethnic Minority Psychology*, 10 (1), 66-80.

40. Clark, Margaret, Sharon Kaufman, and Robert C. Pierce (1976), "Explorations of Acculturation: Toward a Model of Ethnic Identity," *Human Organization*, 35 (3), 231-238.

41. Clifford, James (1997), *Routes, Travel and Translation in the Late Twentieth Century*, Cambridge, MA: Harvard Business Press.

42. Coleman, Hardin L. K. (1995), "Strategies for Coping With Cultural Diversity," *The Counseling Psychologist*, 23 (October), 722-740.

43. Craik, Jennifer (1997), "The Culture of Tourism," in *Touring Cultures: transformation of Travel and History*, eds. Chris Rojek and John Urry, New York: Routledge, 113-136.

44. Deshpande, Rohit and Douglas M. Stayman (1994), "A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness*," Journal of Marketing Research*, 31 (1), 57-64.

45. Deshpande, Rohit, Wayne D. Hoyer, and Naveen Donthu (1986), "The Intensity of Ethnic Affiliation: A study of the Sociology of Hispanic Consumption," *Journal of Consumer Research*, 13 (2), 214-220.

46. DuBois, W. E. B. (1961), *The Soul of Black Folks: Essays and Sketchers*, New York: Fawcett.

47. Ellito, Andrew J. and Holly A. McGregor (2001), "A 2*2 Achievement Goal Framework," *Journal of Personality and Social Psychology*, 80 (3), 501-519.

48. Eisenstadt, S. N. (1954), "Characteristics of Migration and Immigrant Absorption," *The Absorption of Immigrants: A Comparative Study Based Mainly on the Jewish Community in Palestine and the State of Israel*, London: Routledge and Kegan Paul Ltd, 1-26.

49. Flannery, Wm. Peter, Steven P. Reise, and Jiajuan Yu, (2001), "An Empirical Comparison of Acculturation Models*," Personality and Social Psychology Bulletin*, 27 (8), 1035-1045.

50. Forehand, Mark R. and Rohit Deshpande (2001), "What We See Makes Us Who We Are: Priming Ethic Self-Awareness and Advertising Response," *Journal of Marketing Research*, 38 (August), 336-348.

51. Friedman, Jonathan (1990), "Being in the World: Globalization and Localization," *Theory, Culture & Society*, 7, 311-328.

52. Gardner, Wendi, Shira Gabriel, and Angela Lee (1999), ""I" Value Freedom, But "We" Value Relationships: Self-Construal Priming Mirrors Cultural Differences in Judgment," *Psychological Science*, 10 (4), 321-326.

53. Gfroerer, C. Joseph and Lucilla L. Tan (2003), "Substance Use Among Foreign-Born Youths in the United States: Does the Length of Residence Matter?" *American Journal of Public Health*, 93 (11), 1892-1895.

54. Giddens, Anthony (1991*), Modernity and Self-Identification: Self and Society in the Late Modern Age,* Stanford, CA: Stanford University Press.

55. Gordon, M. M (1964), *Assimilation in American Life: The Role of Race, Religion and National Origins*, New York: Oxford University Press.

56. Grant, Heidi and Carol S. Dweck (2003), "Clarifying Achievement Goals and Their Impact," *Journal of Personality and Social Psychology*, 85 (3), 541-553.

57. Gudykunst, W. B., Y. Matsumoto, S. Ting-Toomey, T. Nishida, K. S. Kim, and S. Heyman (1996), "The Influence of Cultural Individualism-Collectivism, Self-Construals, and Values on Communications Styles across Cultures," *Human Communication Research*, 22, 510-543

58. Gurak, Douglas T. and Joseph P. Fitzaprick (1982), "Intermarriage among Hispanic Ethnic Groups in New York City," *American Journal of Sociology*, 87 (January), 921-934.

59. Haldey, J. (1943), "A Brief History of the English Language," in *Webster's New International Dictionary of the English Language*, 2nd ed., ed. W. A. Nielson, Springfield, MA: Mirriam, lxxxii-xc.

60. Hall, S. (1990), "Cultural Identity and Diaspora," in *Identity: Community, Culture, Difference*, ed. J. Rutherford, London: Lawrence and Wishart, 222-237.

61. Hall, Catherine (1996), "Histories, Empires, and the Post-Colonial Moment," in *The Post-Colonial Question*, eds. Iain Chambers and Linda Curti, London: Routledge, 65-77.

62. Hannerz, Ulf (1990), "Cosmopolitans and Locals in a World Culture," *Theory, Culture and Society*, 7 (June), 237-251.

63. Hannerz, Ulf (1989), "Notes on the Global Ecumene," *Public Culture*, 1 (2), 66-75.

64. Harvey, David. (1989), *The Condition of Postmodernity: an Enquiry into the Origins of Cultural Change*, Oxford: Blackwell.

65. Higgins, E. Tory (1997), "Beyond Pleasure and Pain," *American Psychologist*, 52, 1280-1300.

66. Higgins, E. Tory (1998), "Promotion and Prevention: Regulatory Focus as a Motivational Principle," in *Advances in Experimental Social Psychology*, Vol. 30, ed. M. P. Zanna, New York: Academic Press, 1-46.

67. Hirschman, Elizabeth C. (1981), "American Jewish Ethnicity: Its Relationship to Some Selected Aspects of Consumer Behavior," *Journal of Marketing*, 45 (Summer), 102-110.

68. Holt, Douglas B. (1997), "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption in Postmodernity," *Journal of Consumer Research*, 23 (March), 326-350.

69. Holt, Douglas B. (1998), "Does Cultural Capital Structure American Consumption?" *Journal of Consumer Research*, 25 (June), 1-25.

70. Hong, Ying-yi, Michael. W. Morris, Chi-Yue Chiu, and Veronica Benet-Martinez, (2000), "Multicultural Minds: A Dynamic Constructivist Approach to Culture and Cognition," *American Psychologist*, 55, 709-720.

71. Hunt, Linda M., Suzanne Schneider, and Brendon Comer (2004), "Should acculturation be a variable in health research? A critical review of research on US Hispanics," *Social Science and Medicine*, 59, 973-986.

72. Kaplan, Caren (1996), *Questions of Travel: Postmodern Discourses of Displacement*, Durhan, NC: Duke University Press.

73. Kim, Youn-Kyung and Jikyeong Kang (2001), "The Effects of Ethnicity and Product on Purchase decision Making," *Journal of Advertising Research*, 41 (March-April), 39-48.

74. Kim, Young Yun (1979), "Toward an Interactive Theory of Communication-Acculturation," *Communication Yearbook,* Vol. 3, New Brunswick, NJ: Transaction Books, 435-453.

75. Kim, Young Yun (1996), "Identity Development: From Cultural to Intercultural," in *Interaction and Identity: Information and Behavior*, ed. H. B. Mokros,.New Brunswick, NJ: Transaction Books, 347-369.

76. Kwak, Kyunghwa and John W. Berry (2001), "Generational Differences in Acculturation Among Asian Families in Canada: A Comparison of Vietnamese, Korean, and East-Indian Groups," *International Journal of Psychology*, 36 (3), 152-162.

77. LaFromboise, Teresa and W. Rowe (1983), "Skills Training for Bicultural Competence: Rational and Application," *Journal of Counseling Psychology*, 30, 589-595.

78. LaFromboise, Teresa, Hardin L. K. Coleman, and Jennifer Gerton (1993), "Psychological Impact of Biculturalism: Evidence and Theory," *Psychological Bulletin*, 114 (3), 395-412.

79. Lash, Scott and John Urry (1994), *Economies of Signs and Space,* London: Sage.

80. Lee, Angela Y., Jennifer Aaker, and Wendi L. Gardner (2000), "The Pleasures and Pains of Distinct Self-Construals: The Role of Interdependence in Regulatory Focus," *Journal of Personality and Social Psychology*, 78 (6), 1122-1134.

81. Lee, Soo-Kyung and Jeffery Sobal (2003), "Comparison of Models of Acculturation," *Journal of Cross-Cultural Psychology*, 34 (3), 282-296.

82. Lewis, E. A. and B. Ford (1991), "The Network Utilization Project: Incorporating Traditional Strengths of African-American Families into Group Work Practice," *Social Work With Groups*, 13, 7-22.

83. Liebkind, Karmela (1996), "Acculturation and Stress: Vietnamese Refugees in Finland," *Journal of Cross-Cultural Psychology*, 27, 161-180.

84. Lonner, W. J. and Adamopoulos, J. (1997), "Culture as an Antecedent to Behavior," in *The Handbook of Cross-Cultural Psychology*, eds. J. W. Berry, Y. H. Poortinger, and J. Pandey, Boston, MA: Allyn and Bacon, 45-81.

85. Mackie, Diane M. and Eliot R. Smith (1998), "Intergroup Relations: Insights from a Theoretically Integrative Approach," *Psychological Review*, 105, 499-529.

86. Markus, Hazel R. and S. Kitayama (1991), "Culture and the Self: Implications for Cognition, Emotion, and Motivation," *Psychological Review*, 98, 224-253.

87. Markus, Hazel R. and Ann Ruvolo (1989), "Possible Selves: Personalized Representations of Goals," in *Goal Concepts in Personality and Social Psychology*, ed. Lawrence A. Pervin, Hillsdale, NY: Lawrence Erlbaum Associates.

88. Massey, Douglas S. and Brendan P. Mullan (1984), "Processes of Hispanic and Black Spatial Assimilation," *American Journal of Sociology*, 89 (January), 836-837.

89. McGuire, William J., Claire V. McGuire, Pamela Child, and Terry Fujioka (1978), "Salience of Ethnicity in the Spontaneous Self-Concept as a Function of One's Ethnic Distinctiveness in the Social Environment," *Journal of Personality and Social Psychology*, 36 (5), 511-520.

90. Mehta, Raj and Russell W. Belk (1991), "Artifacts, Identity and Transition: Favorite Possessions of Indians and Indian Immigrants to the United States," *Journal of Consumer Research*, 17 (March), 398-411.

91. Merton, Robert K. (1957), "Patterns of Influence: Local and Cosmopolitan Influential," *Social Theory and Social Structure,* New York: The Free Press, 387-420.

92. Mead, G. H. (1934), *Mind, Self, and Society,* Chicago, IL: University of Chicago Press.

93. Midgley, David F. (1983), "Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product," *Journal of Marketing Research*, 20 (1), 74-83.

94. Mirowsky, John and Catherine E. Ross (1980), "Minority Status, Ethnic Culture, and Distress: A Comparison of Blacks, Whites, Mexicans, and Mexican Americans," *American Journal of Sociology*, 86 (November), 479-495.

95. Monteith, M. J., N. E. Deneen, and G. D. Tooman (1996), "The Effect of Social Norm Activation on the Expression of Opinions Concerning Gay Men and Blacks," *Basic and Applied Social Psychology*, 18, 267-288.

96. Mummendey, A., B. Simon, C. Dietze, M. Grunert, G. Haeger, S. Kessler, S. Lettgen, and S. Schaferhoff (1992), "Categorization is not Enough: Intergroup Discrimination in Negative Outcome Allocations," *Journal of Experimental Social Psychology*, 28, 125-144.

97. Nguyen, Huong H., Lawrence A. Messe, and Gary E. Stollak (1999), "Toward a More Complex Understanding of Acculturation and Adjustment, Cultural Involvements and Psychosocial Functioning in Vietnamese Youth," *Journal of Cross-Cultural Psychology*, 30 (1), 5-31.

98. O'Guinn, Thomas C. and Ronald J. Faber (1985), "New Perspectives on Acculturation: the Relationship of General and Role Specific Acculturation with Hispanics' Consumer Attitudes," in *Advances in Consumer Research*, Vol. 12, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer Research, 113-117.

99. O'Guinn, Thomas C. and Timothy P. Meyer (1984), "Segmenting the Hispanic Market: The Use of Spanish-Language Radio," *Journal of Advertising Research*, 23 (6), 9-16.

100. Ogden, Denise T., James R. Ogden, and Hope Jensen Schau (2004), "Exploring the Impact of Culture and Acculturation on Consumer Purchase Decisions: Toward a Microcultural Perspective," *Academy of Marketing Science Review*, 3, 1-22.

101. Oswald, Laura (1999), "Culture Swapping: Consumption and the Ethnogenesis of Middle-Class Haitian Immigrants," *Journal of Consumer Research*, 25 (March), 303-318.

102. Park, Roger E. (1928), "Human Migration and the Marginal Man," *American Journal of Sociology*, 5, 881-893.

103. Penaloza, Lisa (1994), "Atravesando Fronteras/Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Immigrants," *Journal of Consumer Research*, 21 (June), 32-54.

104. Phinney, Jennifer S. (1990), "Ethnic Identity in Adolescents and Adults: Review of Research," *Psychological Bulletin*, 108, 499-514.

105. Phinney, Jennifer S., G. Horenczyk, K. Liebkind, and P. Vedder (2001), "Ethnic Identity, Immigration, and Well-being: An Interactional Perspective," *Journal of Social Issue*, 57, 493-510.

106. Phinney, Jennifer S. and J. Flores (2002), "Unpacking Acculturation: Aspects of Acculturation as Predictors of Traditional Sex Role Attitudes," *Journal of Cross-Cultural Psychology*, 33, 320-331.

107. Plant, E. Ashby and Patricia G. Devine, (1998), "Internal and External Motivation to Respond Without Prejudice," *Journal of Personality and Social Psychology*, 75 (3), 811-832.

108. Reed II, Americus (2002), "Social Identity as a Useful Perspective for Self-Concept-Based Consumer Research," *Psychology and Marketing*, 19 (3), 235-266.

109. Reed II, Americus (2004), "Activating the Self-Importance of Consumer Selves: Exploring Identity Salience Effects on Judgments," *Journal of Consumer Research*, 31 (September), 286-295.

110. Richins, Marsha and Scott Dawson (1992), "A Consumer Values Orientation for Materialism and Its measurement: Scale Development and validation," *Journal of Consumer Research*, 19 (December), 303-316.

111. Rudmin, Floyd (2003), "Critical History of the Acculturation Psychology of Assimilation, Separation, Integration, and Marginalization," *Review of General Psychology*, 7 (1), 3-37.

112. Ryder, Andrew G., Lynn E. Alden, and Delroy L. Paulhus (2000), "Is Acculturation Unidirectional or Bidimensional? A Head-to-head Comparison in the Prediction of Personality, Self-Identity, and Adjustment," *Journal of Personality and Social Psychology*, 79 (1), 49-65.

113. Salabarria-Pena, Y., et al. (2001), "Effects of Acculturation and Psychological Factors in Latino Adolescents' TB-Related Behaviors," *Ethnicity and Disease*, 11 (4), 661-675.

114. Schwartz, Seth J., Hilda Pantin, Summer Sullivan, Guillermo Prado, and Jose Szapocznik (2006), "Nativity and Years in the Receiving Culture as Markers of Acculturation in Ethnic Enclaves," *Journal of Cross-Cultural Psychology*, 37 (May), 345-353.

115. Shah, James Y., Paige C. Brazy, and E. Tory Higgins (2004), "Promoting Us or Preventing Them: regulatory Focus and Manifestations of Intergroup Bias," *Personality and Social Psychology Bulletin*, 30 (April), 433-446.

116. Smither, Robert (1982), "Human Migration and the Acculturation of Minorities," *Human Relations*, 35 (1), 57-68.

117. Stayman, Douglas M. and Rohit Deshpande (1989), "Situational Ethnicity and Consumer Behavior," *Journal of Consumer Research*, 16 (December), 361-371.

118. Sekhon, Yasmin K. and Isabelle Szmigin (2005), "Conceptualizing Ethnicity and Acculturation of Second Generation Asian Indians in Britain," *Academy of Marketing Science Review*, 2005 (3), 1-18.

119. Signelis, Theodore M. (1994), "The Measurement of Independent and Interdependent Self-Construals," *Personality and Social Psychology Bulletin*, 20 (5), 580-591.

120. Simmel, George (1908), "The Stranger," *Soziologie,* Leipzig, Germany: Duncker and Humbolt.

121. Singelis, Theodore M. and Brown, W. J. (1995), "Culture, Self and Collectivist Communication: Linking Culture to Individual Behavior," *Human Communication Research*, 21, 354-389.

122. Schnittker, Jason (2002), "Acculturation in Context: The Self-Esteem of Chinese Immigrants," *Social Psychology Quarterly*, 65 (1), 56-76.

123. Stonequist, Everett V. (1935), "The Problem of the Marginal Man," *The American Journal of Sociology*, XLI (1), 1-12.

124. Struch, N. and S. H. Schwartz (1989), "Intergroup Aggression: Its Predictors and Distinctness From Ingroup Bias," *Journal of Personality and Social Psychology*, 56, 364-373.

125. Tajfel, H., M. G. Billing, R.F. Bundy, and C. Flament (1971), "Social Categorization and Intergroup Behavior," *European Journal of Social Psychology*, 1, 149-177.

126. Tajfel, H. (1978), "Social Categorization, Social Identity, and Social Comparison," in *Differentiation between Social Groups*, ed. H. Tajfel, London: Academic Press, 61-76.

127. Tajfel, H. and J. C. Turner (1986), "The Social Identity Theory of Intergroup behavior," in *Psychology of Intergroup Relations,* 2nd Ed., eds. S. Worchel and W.G. Austin, Chicago, IL: Nelson-Hall, 7-24.

128. Taylor, R. C. (1969), "Migration and Motivation: A Study of Determinants and Types," in *Migration*, ed. John A. Jackson, Cambridge: Cambridge University Press, 99-133.

129. Thompson, Craig J. and Siok Kuan Tambyah (1999), "Trying to Be Cosmopolitan," *Journal of Consumer Research*, 26 (December), 214-241.

130. Triandis, Harry C. (1994), "Dealing with Diversity and Intercultural Relations," *Culture and Social Behavior*, New York: McGraw-Hill, 235-260.

131. Tsai, Jeanne L., Yu-Wen Ying, and Peter A. Lee (2000), "The Meaning of Being Chinese and Being American Variation Among Chinese American Young Adults," *Journal of Cross-Cultural Psychology*, 31(3), 302-332.

132. Ueltschy, Linda C. and Robert F. Krampf (1997), "The Influence of Acculturation on Advertising Effectiveness to the Hispanic Market," *Journal of Applied Business Research*, 13 (2), 87-101.

133. Wood, J. T. (1997), *Communication Theories in Action: An Introduction*, Belmont, CA: Wadsworth.

134. Watt, James C. (2004), *China: Dawn of a Golden Age 200-750 AD*, New Haven and London.: Metropolitan Museum of Art, New York and Yale University Press.

135. Weigel, Russell H., James W. Loomis, and Mathew J. Soja (1980), "Race Relations on Prime Time Television," *Journal of Personality and Social Psychology*, 39 (5), 884-893.

136. Yoshimoto, M. (1989), "The Postmodern and Mass Images in Japan," *Public Culture*, 1 (2), 8-25.