The Consumer Explained through the Extended-Self

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Abstract

The concept of extended-self gains group very fast and grow to be a subject of research for many studies. Although we shall never put an equal sign between possessions and the inner self, it is true that the self will always look for something alike. But, with the new era of social media and digital possessions, the new 'me' is extended online and we might represent us in a larger manner. Our research aim was to see the items of extension in different situations and on a distinct timeline; in other words, was to obtain a 'windows in time' of the consumer and its extended-self. Our findings allowed us to make conceptual maps of the items integrated into the self, and helped our exploratory research generate enough hypotheses and give great insight for other researchers which will want to follow the same subject.

Key words: extended-self, possessions, conceptual maps
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1. Introduction

The concept of "extended-self" was first designed and postulated when Belk (1988) posited in his first researches that "knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves". In his work he suggested an individual self with just an inner core, which lies beneath all and in the center of all is consider self, as well as some "aggregate selves" extending from family to neighborhood up to nation. Various possessions stand at the base of these various self-constructions, each possession in part is having a different degree of centrality towards either just the individual sense of self, which is rarely found and we may speak of a very intimate possession, or towards different aggregate senses of self.

In our research, we start from Belk's theories and we focus on what possessions played an important role in kind of a timeline. We started with the past, and scoped the items which stand behind the formation of nowadays identity. Items with both good and bad effect on us, do become representative to the self, and grow to be one of the most important possessions in the creation of the current 'I". Next, we wanted to see the current self and extended-self of the consumer. So we did this by taking into account the two possible representations: one which is on the inside, and thus the items highly stimulate us and just us, and it might be that those items will remain hidden forever, or they may never get into the eyes of another; the second representation, is especially made for others, and express us in the social context, allowing others to see our true nature. In the end, the extended-self will always want more from the future, so we tried to see what wanted items would appear as a general direction.

The problem we identified relies in the fact that it is sometimes hard, almost impossible to understand the multiple reasons for which people incorporate items into their extended-self. It is right to believe that this items which are integrated into the extended-self get there mainly because it helps the individual represent something they associate with and want to display, but that might

not be universally true, as each individual exhibit different behaviors and patterns in their mind. This is why some individuals incorporate such items that would be able to give them some extra features, such as a plus of confidence in any given situation or they had an impact onto their personal formation and development in time. But the problem here is to make the differentiation between the items that did had an impact and such extra feature from the items that are simply incorporated into the extended-self in order to express the self.

Having this set we can create some conceptual maps which would allow for a better representation of such items, and bring some extra knowledge for future research in this vast domain. It is also an interesting to see what items are considered as representative when it comes to perceive others way of expressing identity, and if these items collide with the possessions some might think as relevant to their own identity.

2. Theoretical background

Considering the fact that Belk (1988) original definition of extended-self, presumed the fact that there is only one core self, which extends over possessions, people and place, during the years this statement was rejected and combated by many (e.g. Ahuvia 2005, Tian and Belk 2005, Bahl and Milne 2010), the extended-self-required some theoretical updates. Given this fact, Belk (2013) comes with some new added aspects and constructs, five changes were required: among the most important are the process of dematerialization and re-embodiment, followed by sharing and co-construction of self, and last but not least distributed memory. These changes are bonded and judged in terms of the effects in our perception of the self, the nature of possessions, and to the affiliations with different things in the new digital world.

"The expanded self" is another conceptualization of the extended-self, which was first stated and theorized by Aron and Aron (1986), and it was supposed to be a way of "including others in the self". Put it simple, we view our closest persons - such us our parents or friends – as parts of self. However, as Connell and Schau (2013) noticed, some consumer behavior researchers have used the Aron and Aron (1986) framework to include and research the love for consumer objects incorporated as a part of self (e.g., Ahuvia 2005), and not only not only for people, as its authors might imply. A self-expansion model was recently used by Reimann and Aron (2009) in the realm of consumption in order to concentrate the efforts on the incorporation of brands within the self, which prove to be very successful and had led to the creation of another scale, named Inclusion of the Brand in the Self (IBS). A rather different image and idea of how the self gets bounded to objects is created by consumer researchers who sustain that the self of an individual ought to be conceived of as involving multiple or plural selves (e.g., Ahuvia 2005; Bahl and Milne 2010). In this interpretation of the extended or expanded self, we gather different selves for which we might feel different attractions, repulsions, bonding, and separation with regard to a particular item or possession.

Furthermore, we can observe that when some psychologists cite Belk's extended-self, they do it in relation to the incorporation of items, and not persons. Consequently, we can easily differentiate the two methods based on whether the discussion involves the incorporation of material things or just persons.

Furthermore, as we already stated, there are different conceptualization of the extended-self (e.g. expanded mind, extended mind, multiple selves or narratives, and Actor Network Theory) which bring in new ideas and views about how the mind and the possessions, or the things which surround us, interact between each other, or get incorporated into one another due to a natural process made by our mind. The current emphasize at the moment is made on the consumer narratives, as the association to the multiple selves, which from time to time come in conflict, but luckily, there are ways in which the conflict is solved (Ahuvia 2005, Mittal 2006). The different between the concept of "I" and "Me" is quite obvious and the distinction between is quite clear, as when we speak of "I" we speak about how a person perceives himself, and "Me" is how a person believes others see him or her. Also, there are several ways by which the extended-self-incorporates items, according to Mittal (2006) there are 6 such methods

3. Research methodology

The main purpose of this research is to discover the layers of the extended-self for both men and women. This layers are separated in time, and suffer chances consequently. The purpose for integration is also important. We do this to know if we speak of a positive connotation or a negative one. Having this done, we tend to provide useful data, such as what type of objects are used to boost confidence, express yourself or what items played a positive or negative role in the formation of their personality, and if there could be seen a pattern in the mind of the current generation of consumers. We tend to find out what items they possess, what items they would like to possess and what items they formerly possess and integrated into the extended-self, in order to express better in front of others. We also want to find out if this items are place at a different 'distance' from the core self, and is so we plan to provide a conceptual map with the types (and uses) of such items, in order to provide useful insight for further research and a clear start in scoping the expended self of ones' person.

The method used in this exploratory study is the semi-structured interview, and analysing all in an interpretivist manner. Pre-defined questions applied on the sample population were made using the scale made by Sivadas and Machleit (1994) in order to measure the objects incorporated into the extended-self. In developing their scale Sivadas and Machleit draw primarily from Belk's (1988) view of extended-self. Considering the fact that the extended-self is composed out of the self plus possessions, and it also the contribution and effects of possessions to individual identity. Their scale is composed of six items scored on 7-point strongly disagree to strongly agree scales. As for validity, exploratory and confirmatory analysis, item analysis, and some correlation-based tests were conducted to derive the final form of the scale, test scale dimensionality and internal consistency, and offer evidence of validity. Furthermore, since its creation, no other scale of such type has been created, and most researchers agree on it and used it as a background in their research.

Research objectives

O1. To find out what possessions had an impact on formation and helped the consumer express.

O2. To identify possessions incorporated into the extended-self, oriented to the representation on the inside.

O3. To identify possessions incorporated into the extended-self, oriented towards the representation on the outside.

O4. To identify wanted future possessions that would allow a better representation of the self.

Sample

The sample consists of 154 undergraduate students from the Faculty of Economics and Business Administration, University 'Alexandru Ioan Cuza' Iasi. All of the questioned persons were registered in the last year of study, and were randomly selected from all the four departments this faculty has. The reason for choosing such a sample stands in the fact that it is assumed to find a certain homogeneity among these students, even though we speak of different study specialties and most probably interest, there is more than likely to find a larger degree of similitude among these students from the same generation with relatively close age, than by assessing the general population in Iasi. Moreover, considering that we are building a conceptual map of the nowadays consumer, it would be normal to focus on a specific niche which is consistent of young Romanian students, which would become the future adult consumers.

From the total of 154 students interviewed, only 39% is represented by the male population and the rest of 61% were females. Meaning that 60 respondents were from males, and 94 were given by women, all this from the total of 154 students interviewed. As of age, the average for both groups stand at 22.62 years old, with the maximum age of the oldest student interviewed being 27 years old and the smallest being 21 years old. The average age for the male population is 22.68 years old a bit higher than the one for the women which is 22.59 years old.

As of place of origin, most students are coming from the urban area, with 86 answering that they were raised and born in an urban area and the rest of 68 interviewed students stated that they come from the rural areas. From the total of 86 students coming from urban area, just 22 of them had a job, or at least a part time job. As for those from the rural area, the number is smaller with just 12 having a work contract at the moment of the interview. The results are shown above in the

In terms of income, we had to consider the fact that our sample consists of students and most of them are still dependent to their family. Although, some might be working, as shown above, 22% of the students interviewed had a full-time or part-time job, we consider relevant to question how much money is left aside each month after they divide the total family income to the number of members in their family.

4. Findings

- O1: To find out what possessions had an impact on formation and helped the consumer express

Another so called function of the items incorporated into the extended-self, is that of making changes onto ones' formation and development in time. Thus, some items we think that represents us and we perceive as part of whom we are, also play a toll on our development. In order to assess this objective, we asked the responders to specify one item which had played an important role in its formation many years ago. The question used to get the responses was:

'I would have been a different person today, unless I had my _____ many years ago.'

Next we search to see what objects people view as having a good or a bad impact on their formation, we begin by gathering those objects with a good impact on their formation, then will turn our attention on the objects with negative effects. Both type of such items should be incorporated into the extended-self, and thus the questions we put had this in sight. The subjects were allowed to use same objects as for the previous question, but what is central to this question is that this time they have to focus on the positive impact of that specific item.

'Beside the fact that I consider it part of myself, the _____ played a positive role in my formation.'

In the case of the women, from the total answers, 54 of them included the word 'Books' with is the most associated word with the item that provides a positive impact onto ones' formation and it is also incorporated into the extended-self. On the second place we have the computer (16). On the 3rd and 4th place we have the TV (11), and the phone (8).

When it comes to interpret he collected data from our male sample, things are clearer. We have a more stratified data sample with just 3 important layers. We have on the 1st place, with 20 answers out of 60, the computer or laptop which are similar. The computer is closely followed by 'Books' (19). On the 3rd position we have 'console' which incorporated all kind of consoles, from PlayStation to Nintendo DS or any other kind of gaming station.

On the other side, it is clear that we also incorporate items into our extended-self which don't necessary had a positive effect on our formation, as the extended-self-incorporates items that might find representative for us, but not necessary good for our development or maybe health.

'Although it is central to my identity, the _____ which I have/had played a negative effect onto my formation and development.'

Men the first placed cigarettes, with 35 answers out of the total of 60. On the second place we have video games (11), meaning that this guy's find as a negative effects playing so many video games. On the 3rd place we have 'car' as having a negative effect on their lives. The answers given by all the women are much more fragmented. On the first place, we have cigarettes with 47 answers, followed by phones (10), computers (9), TV (8), earphones (8), jewellery (7), makeups (5) and others.

- O2. To identify possessions incorporated into the extended-self, oriented to the representation on the inside

What we plan by achieving this objective is to find the objects or the type of items integrated in the extended-self that people usually consider as good enough to represent them in front of others. With this information at hand we could easily observer any pattern or cluster, if they exist.

'Besides the fact that it is central to my identity, the _____ makes me feel more certain that I show myself to others in the way I want.'

We shall begin with the females, as their response prove to be much more diverse and complex. According to the answers, we can clearly see that the most frequent answer is the 'Purse' which appeared in 37 of the interviews. A quite normal answer, considering that a purse is a woman 'prostatic extension' and it is an accessory well known and used by any woman in this world. All

the respondents were instructed and the researcher fully explained the respondents that they should pick just one items which seems the most appropriate in the context, no matter its provenience, its use or if it's part of something larger. Plus, the respondents were supposed to state the first word that comes into their minds. Next on our list are the accessories (26) a women wear, which in most cases are summed as being jewelry such as armlets, headpins, rings, earrings, necklaces, broches, necklaces up to some handmade jewelry. Because they all are accessories made from precious metals or stones, we decided to categorize them as 'jewelry'. Next on our list is the smartphone (11), and it's one of the most widespread gadget nowadays, most students owning one.

As for males, the results are more stratified. On the first place stands one of the most used tools of our decade, the smartphone counts for 19 of the answers. Next on our list, are the cigarettes (18). The rest of the answers are quite equal, as for example the wallet which might resemble the fact that we might feel more secure when we have money at us. Next, we have a tie between the watch and lighter, both with 5 responses. We decided to count them separately because a watch and a lighter might also be considered as fulfilling necessities.

We also wanted to identify possessions incorporated into the extended-self, oriented towards the representation on the outside (perspective on others). The point of this objective is to search and see what possessions are considered as representative when it comes to consider others personality. In this way we will be able to see if there is any difference in terms of how a person perceives herself, and according to which factors he perceive others. Because it is expected to see differences in between how I see others, and how I see myself. Although we cannot fully compare the results, as we are limited by the nature of our exploratory research, some conclusions will be draw in the end.

'I consider others _____ as being representative in the way in which they express their identity'

The above question was applied, in order to gather the data regarding the items which are to be considered representative for the items which are to be considered as means of reading others.

Out of 94 respondents, 29 answered that clothes are what they consider when it is to read others personality. Next we have 'shoes' (19), followed by 'Purse' (13). On the 4th place we have car (11) and on the 5th jewelry (8). On the last positions we have 'Make-up' (3), and on the last position a tie between 'Watch' and 'Lipstick' both with just 2 answers.

As in the case of the men, the results are somehow similar, as seen below. We have 'Clothes' (20), being the most representative possession by which other express identity, that at least in the minds of our interviewed. Closely followed by 'Car' (14), being the second most representative item for expressing identity. 'Phone' (9) comes right after, closely followed by 'Cigarettes' (8).

- O3: To identify possessions incorporated into the extended-self, oriented towards the representation on the inside.

Not all our possessions are meant to represent us on the outside. This might happen due to the nature of those objects, as they might not be able to express something in the eyes of someone else that ourselves. Mainly because we are the only ones who know the true extent and story behind that item, which cannot be express to others, as feelings are hard to transmit in such a way, and we do have feelings attached to that item.

Or simply said, we like to keep that possession hidden from others, as it has a deep meaning for us, and if others would know about it we would feel like our privacy will be invaded or that the possession in cause would be 'desecrated'. The consumer might think that this would result in the loss of the special effect or distinctive matter possessed by that item. Thus we have designed the following question, in order to gather the specific items in accordance to this orientation towards the integration in the extended-self.

'Although few persons know about it, I feel like the _____ is at the base of my identity.'

Unfortunately, we must admit that this question is a bit biased, and that some respondents might have omitted the true answer, as they were either too intimate or they would have felt ashamed in front of the interviewer. Or they may never had considered the existence of such item. We can only assume that the answers were genuine.

For women, the most answers were accounted for jewelry. As expected, the jewelry is common as gift from parents or lovers, and thus the association is quite obvious. Although we don't really know the reason for choice, we can only assume that this pieces of jewelry have deep former

meaning in the minds of the interviewed women. On the second position we have 'flats' (13) which are, regardless of the theoretical difference, shoes. Next we have wallet and smartphone, both with 11 answers, both of them quite common, although some doubts would exist in relation to the appearance of the smartphone. Regardless, it might be due to the fact that a smartphone is used for hours on a daily basis, thus the attachment led to the incorporation into the self. Other 26 fragmented answers were reported, among which the most answers were for hat, scarf and make-up case. The rest of them were singular, were in a very small number, and we couldn't categorize them properly.

For men, we had computer on the first place with 14 answers, followed by shoes with 9. This two seem to have most answers, and are identified by the respondents as the most representative in the given situation. Next we have jewelry with 6 answers. As in the case of the women, these jewelry items are filled with meanings, we could not assess. Next, we have a tie between watch and car, both with 5 answers, and both quite representative for men. Other 14 answers were reported, combining 7 different items.

- O4: To identify future wanted possessions that would allow a better representation of the self.

The idea behind finding wanted objects to be incorporated into the extended-self, stands in the fact that some objects might be hard to be achieved or might never be achieved, due to different reasons, such as money. But, these items could be associated with a future wanted self. The validity of this object still stands, because it doesn't matter if you own or not that object which is incorporated into the extended-self, as time you believe it as part of the extended-self, as displayed by Lastovicka (2005). For this we modify one question related to the extended-self, made by Sivadas (1995) in his study, and implemented the want of a specific thing which might help them to achieve a better method in which they could express identity in a better way. The question is as follows:

'I think that, if I would own an _____ I would be able to express my personality better.'

One observed problem with this question was the fact that most respondents had so many option that they were insecure to choose just one. We indicated them to choose the most wanted object, regardless that there is a remote possibility to gain that possession soon. The self can be imagined or posed in a future state, with much ease by most consumers.

For women, on the first place we have jewelries (22). Some of the respondents added the word 'expensive' in their answer. On the second we have the word 'villa' (20), closely followed by car (18). To be noted that in the word 'Car' we did not include any kinds of brands, as we don't touch this concept at all. Our research was only oriented towards physical objects. Some respondents had to rephrase the answer as they added a brand nearby. Most answers can be associated with 'exotic' car. On the 4th place we have 'IPhone' (15), followed by 'Driving License' (7) and Expensive Glasses (4). We also have encounter 'Smart Watch' (4) and other 4 single answers such as tablet, rifle, expensive painting and motorcycle.

As for the results from the male, we can speak of more define and closely related layers, and not so much diversity. The most answers are attributed to 'Luxury cars' (34), sometimes also called 'exotic' by a part of our sample, summing more than half of the males. On the second place we have the word house (12), and it's quite expended. Closely followed by 'Expensive Watch' (6) and IPhone (5) and 3 other answers like 'Gaming laptop', 'PS4' and 'VR glasses'. The results from the men seem to be a bit more stratified mostly around the most expensive items one can get.

Three Layers

Considering the fact that we encounter so many possessions integrated into the extended-self, it is right to believe that there is a certain distance and difference between them. How many different layers exist between them it is hard to say and might be dependent from a person to another, but for the purpose of the present discussion only 3 layers will be assumed: close to the self, medium distance and distant possessions. We used the following question in the interview to make the respondents thing at different layers. We allow just one answer.

'Although is somehow part of me, the _____ is not as central to my identity as the_____ and definitely not as much as the _____ is to my personality.'

The answers prove to be very complex, in order to understand the difference between them, and their appearance they should be presented altogether. Furthermore, we calculated an average in order to find out which is the most recurrent possessions, as they would be representative now that we don't ask for just one item, the most representative, but we offer a wider range of delimitations for the items which appear to be the most integrated into ones extended-self (see Figure 1, below).

Figure no. 1. Three layer items self-extension (men)

Source: Self-elaboration

As shown above, and after we sum up the results, we get to know that the most recurrent item is represented by Cigarettes (44), most of them in the 'Far' section of the extended-self. Next being the Smartphone (32) closely followed by Car (25). Next we have Computer (19), Console (14), Sunglasses (11), Lighter (8), TV (7), Bicycle (6), Headphones (5), both Wallet and Watch with 4, and on the last position Guitar with just 1 answer.

Figure no. 2. Three layer items self-extension (women)
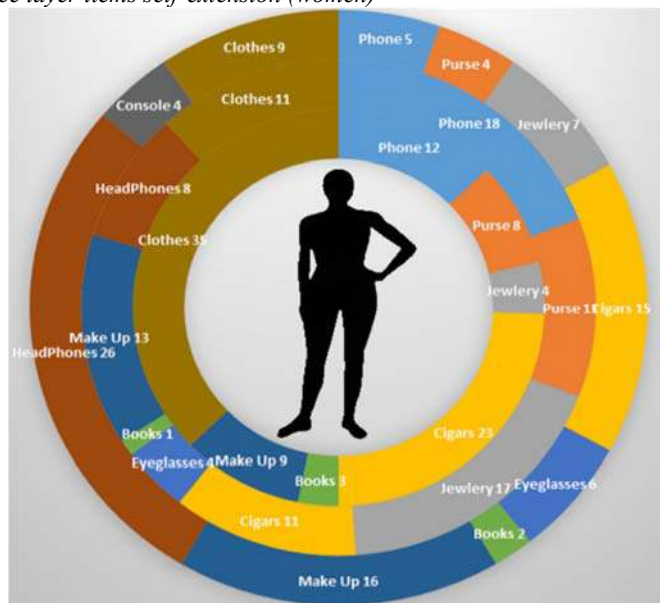
Source: Self-elaboration

In the case of the women (see Figure 2), the most recurrent possession is represented by clothes (55), closely followed by cigarettes (49). This items seem to appear in many cases and at the other questions, meaning that they must have great importance for most of our sample, regardless the distance from the self and the impact onto the development of the extended-self. Next, we have make-up (38), followed by phone (35) and headphones (34). The list continues with jewelry and purse, the first having 28 and second just 23 answers. At the end of the list, and at far distance from the other possessions, we have eyeglasses (10), books (6) and console (4).

5. Conclusions

Considering the results from the research presented above, several conclusions according to the objectives can be mentioned. The conclusions will usually be presented by gender, and possibly together if there are similarities present in in the results.

First conclusion, made in accordance to the second objective, is that most female students consider that the 'purse' and 'jewelries' would give them enough exposure on the outside and also be part of their extended-self. Considering that 'purse' had most answers with almost 40% of the total sample, it seems to represent the highest ranged item to give women confidence when within others, not only due their utility but also because handbags are being used in the process of status consumption (Grotts & Johnson, 2013) and that allows women to be perceived better. The next items or category of items, which help the consumer express when within others, is represented by all kinds of jewelry, as we had very complex answers, ranging from silver or golden bracelet, armlets, headpins, rings, earrings, necklaces, broches, necklaces up to some handmade accessories with all kind of precious stones. It is well known that this kind of accessories usually have a certain emotional meaning or at least a narrative story behind, this allow people to make sense of who they are and provides a connected identity from past, to present, and into possible imagined futures (Ahuvia 2005). Thus, this items would exhibit a certain image, and why not enhance beauty. As for men, the smartphone and the cigars stand to be the best possessions which bring confidence when within a group. A certain thing is to be consider as of placing the cigarettes one of the first, as some studies suggest that nicotine has been demonstrated to calm down addicted smokers (Gehricke 2009) giving them the needed confidence, or fighting away any bad thoughts. Cigarette smoking in college is seen as a social activity by those who partake in it, and more than half of the students that are users do not consider themselves smokers Levinson (2007). These items seem to be very representative on the outside.

As for the representation on the inside, we have made use of the third objective. The items in this section were more diverse, and had different connotations. But they also consisted from jewelry, meaning that this kind of items might have deep subjective value and an important narrative story behind. Jewelry appear more in the women sample, and clothes too, as it would be obvious. As for the men, they had computer on the first position, but clothes and shoes next, together, having more answers than the computer. These items with representation on the inside poses great subjectivity, and thus further research is required. We also suggest this as hypothesis for a further study in the field.

The Second conclusion which we draw from the first objective, is that our sample, both men and women, considered the books and the computer/laptop as having the highest positive impact onto their formation of what they are today. Which is to be expected, as if we analyze the demographics of our sample we came to realize that all we can easily fit our sample as being 'Millennials'. According to Oblinger (2003), 'Millennials' are those born after 1983, who were brought up with technology and expect to have access to computers, cell phones, pagers and PDAs. Thus the appearance of the computer in such position is expected, and as for the books, they will always remain as symbols for learning and be associated with their positive impact, and being in responsible for the current formation of the self.

On the other side, we also wanted to see what items incorporated into the extended-self had a negative impact onto the formation of our sample, but were still representative. And we came to realize that in this section we have a detached winner with at least 3 times more answers than its follower. This famous item is represented by cigarettes, which is perceived as having a negative

impact on the development but still representative for the extended-self.

The third conclusion made in relation to the fourth objective, is about what people want or wish to have for a better representation of the self, and what items are representative when perceiving others personality. And not surprising at all, we came to realize that most of the wanted items for a better representation of the self prove to be high-priced items, such as cars, different types of jewelries, houses and other accessories, such as expensive smartphones, glasses or watches. This might also be somehow related to the demographics, as most of the students have a monthly income per capita in between 501 to 2000 lei, which is not enough to afford such possessions.

The main conclusion of this study is to emphasize the fact that the possessions incorporated into the extended-self don't just represents the person owning them, but depending by the item, it also offers diverse functionalities, such as building trust in the eye of the beholder, interfering into their formation, both positively and negatively, and presenting yourself in front of others in the best manner possible.

Surprisingly or not, we came to realize that not all items incorporated into ones extended-self-prove to be relevant to the other persons from outside. For example, certain piece of jewelry incorporated into the extended-self might be very representative for the person owning and wearing it, giving him a certain feeling of confidence and well-being - as he knows the narrative story behind that possession. But for a person from outside, this items might never be noticed, and he will analyze others character based on different possessions, such as his clothes or vehicle, possessions which hold more visibility. We analyze such difference in our study, and now can see a clear difference between the possessions oriented for the expression on outside, and the items oriented on the inside.

In the end, we come to be aware of the fact that up to a certain degree, there is a homogeneity in the items our sample integrated into their extended-self, this being highly dependent on the trends and timeframe they lived in. In the case of our study, considering the fact that we can categorize all of our sample as being Millennials, we came to realize that to a large extent a big part of the possessions incorporated into the self prove to be electronics and other digital stuff (such as smartphones, laptops, smartwatches and computers). We thus indicate the research of the differentiation in incorporating items and using them to express on both the inside and outside, as a hypothesis for further research.

Limitations

The fact that this research is exploratory in nature, which makes us have some limitations and biases. The lack of quantifiable data and the advantages of some quantitative research types and questions, makes our research limited to the generation of ideas and further research, and gave us weak conclusive power. But it helps to do the exploratory study as methodically as possible, if it is going to be used for major decisions about the way we are going to conduct our next study" (Nargundkar, 2008, p.41). Although we managed to sample a large sample of the total population of students, the interview was limited in manner and had to be very short in order to obtain more answers, but the fact that the time was limited represented a bias in the research, as consumers might require time to remember and fully analyze their answers.

The most obvious limitation is represented by the population sampled, although we managed to achieve a sample big enough for inferencing about third year students, especially the students from the faculty of Economics and Business Administration, we still lack diversity. Although the demographics provided by the undergraduate students fit the profile of the millennial student, we simply cannot generalize this results to the entire population. According to the study made by Henrich, Heine & Norenzayan (2010), a sample which is to be called WEIRD (an abbreviation from white, educated, industrialized, rich and democratic) cannot be generalized to the entire population, especially on self-concept factors. Our sample fits this profile, although with some notable exceptions.

Another limitation of this study was the instrument based on the scale developed by Sivadas and Machleit (1994), which lacked details. Although there were some previous research, they required the researchers to predefine the items on which the extended-self to be measure (Sivadas and Machleit 1994, Sivadas and Venkatesh 1995, Dodson 1996).

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