



Western
Centre for Research on
Migration and Ethnic Relations

**Fall Colloquium
Series 2021**

Mark Cleveland & Sam Ghebrai



Dr. Mark Cleveland is the *Dancamp Private Equity Chair in Consumer Behaviour*, and Full Professor of Marketing at Western University. He is an Associate Editor for the *International Marketing Review*, and the former Director of Western's Collaborative Program in Migration and Ethnic Relations. His research has a special focus on cross-cultural consumer behaviour, globalization, ethnic/social identity and acculturation, mixed ethnicities, and green marketing/sustainable consumer behaviour. Mark's cumulative scholarly work has attracted more than 5700 citations. He has authored and co-authored more than 100 publications, including 44 journal articles, 8 book chapters, 2 books, and 52 conference papers, and his research has featured in prominent media including *The New York Times*, *Fobers*, *The Globe and Mail*, *Psychology Today*, and *CBC's Marketplace*.

Sam Ghebrai is a third-year PhD student in sociology at Western University. His research qualitatively explores how normative conceptions impact legal and administrative decision-making. His dissertation will examine the experiences of LGBTQ2S+ individuals in the criminal justice system. Throughout his research, Sam is primarily concerned with investigating and narrowing the gap between policy and practice.

“Blurred Ethnic Boundaries: The Palette of Mixed-Ethnic Identity and The Canvas of Consumer Behaviour”

As Western countries become ethnically diverse, many are witnessing a burgeoning number of mixed-ethnic unions and consequently, a growing number of individuals with mixed-ethnic ancestry. These people do not fit neatly into one group or another, and this is further complicated by the fact that a person's self-ascribed identity is affected greatly by how they are perceived and labeled by others. Theories have been advanced to explain ethnic identity, and its corollaries for cognition, emotions, and consumer behaviours. However, aside from a handful of ethnographic studies, knowledge about how social identity is formed and shaped, how it affects self-esteem, and how it is expressed by mixed-ethnic individuals, remains largely uncharted. With this mixed methods research, we will first report on several findings from our ongoing in-depth interviews of mixed ethnic individuals. We then describe how we developed and validated a multidimensional scale for measuring mixed-ethnic identity (MEI). The structure and reliability of the MEI scale was tested across two different societies (Canada, USA) and within a nomological net of pertinent constructs, we also examined the relationships of the various MEI components to a series of psychological and dispositional outcomes. Implications for theory and practice will be articulated.

**Thursday, October 28th, 2021
4:00 pm, Virtual Zoom Event
All Welcome!**

<https://westernuniversity.zoom.us/j/94548605821>