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Consumption Logic Dominance Index (CLDI): Toward a Dynamic Adaptive Consumption Logic Model

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Abstract:

Purpose: *Contemporary consumers increasingly operate under conditions characterized by economic instability, technological disruption, political volatility, environmental crises, and social fragmentation. Existing consumer behavior theories inadequately explain how consumers dynamically adapt their consumption orientations under persistent uncertainty. This article develops the concept of the Consumption Logic Dominance Index (CLDI) as the core mechanism of a broader Dynamic Adaptive Consumption Logic Model (DACLM). The framework proposes that consumers continuously shift between two orthogonal consumption logics: Identity-Based Consumption Logic (IBCL) and Transaction-Based Consumption Logic (TBCL). Rather than conceptualizing these orientations as opposite ends of a continuum, the model argues that they coexist simultaneously and vary independently across contexts and time.*

Design/Methodology/Approach: *The article develops the theoretical foundations of the DACLM by integrating insights from consumer culture theory, behavioral decision research, uncertainty management theory, and adaptive consumption perspectives. The paper conceptualizes the orthogonal structure of IBCL and TBCL and introduces the CLDI as a dynamic measurement mechanism capturing the relative dominance and interaction of these consumption logics. In addition, the study proposes potential empirical operationalization approaches suitable for quantitative, longitudinal, and mixed-method research designs.*

Findings: *The framework suggests that consumer behavior under uncertainty is best understood as a dynamic regulatory process rather than a stable preference structure. Consumers continuously recalibrate the relative dominance of identity-driven and transaction-driven consumption orientations in response to contextual instability and environmental change. The model further indicates that shifts in consumption logic influence decision-making, value prioritization, digital consumption behavior, and adaptive coping strategies.*

Practical implications: *This article introduces the Consumption Logic Dominance Index (CLDI) as a novel conceptual and measurement framework for understanding adaptive consumption behavior. By reconceptualizing consumption logics as orthogonal and dynamically interacting dimensions, the study advances consumer theory beyond traditional*

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continuum-based models.
Originality/Value: *The article contributes to consumer research, sustainability studies, digital consumption scholarship, and uncertainty management theory while offering new directions for empirical investigation and marketplace analysis.*
Keywords: *Consumption logic; consumer identity; mindful consumption; uncertainty; adaptive consumption; orthogonal consumption model; consumer behavior; CLDI.*

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1. Introduction

Consumer behavior increasingly unfolds under persistent uncertainty conditions. Economic volatility, climate anxiety, technological disruption, political instability, and social fragmentation have transformed consumption environments into continuously adaptive systems rather than stable market structures (Giddens, 1991; Beck, 1992; Bauman, 2007).

Traditional consumer theories, however, often assume relatively stable preferences, rational utility maximization, or coherent identity structures (Kahneman and Tversky, 1979; Kotler and Keller, 2016). Such assumptions are increasingly insufficient for explaining contemporary consumption dynamics.

Consumer research generally distinguishes between symbolic/identity-oriented consumption and utilitarian/functional consumption (Belk, 1988; Holt, 1995). Yet these streams largely treat such orientations as either isolated or oppositional constructs. Emerging evidence suggests that contemporary consumers frequently combine ethical meaning-seeking with pragmatic utility optimization simultaneously.

Consumers may pursue sustainability while remaining highly price-sensitive, or express identity through highly functional purchasing decisions. This indicates that consumption orientations may be adaptive, dynamic, and multidimensional rather than static and binary.

This article develops the *Consumption Logic Dominance Index (CLDI)* as the core operational mechanism of a broader *Dynamic Adaptive Consumption Logic Model (DACLM)*. The framework proposes that consumers dynamically shift between two adaptive consumption logics. Namely the Identity-Based Consumption Logic (IBCL) and the Transaction-Based Consumption Logic (TBCL).

Importantly, these logics are conceptualized as orthogonal dimensions rather than opposite ends of a continuum. Consumers may therefore exhibit i) high levels of both, ii) low levels of both, or iii) dominance of one over the other.

The article makes four primary contributions. First, it introduces a dynamic consumption logic perspective extending beyond stable consumer orientations. Second, it conceptualizes identity-based and transaction-based consumption as orthogonal adaptive systems. Third, it develops the CLDI as an operationalizable index for measuring logic dominance and interaction. Fourth, it proposes methodological approaches suitable for empirical validation.

2. Theoretical Background

2.1 Consumption as Adaptive Regulation

Traditional consumer theory has historically conceptualized consumption through three dominant perspectives: rational utility maximization, symbolic identity expression, and hedonic gratification. Classical economic approaches portray consumers as rational actors seeking to maximize utility through efficient allocation of resources (Samuelson, 1948; Becker, 1976).

Within this perspective, consumption behavior is primarily evaluated through price sensitivity, functional optimization, and economic rationality. Behavioral economic perspectives later refined this assumption by demonstrating that decision-making under risk and uncertainty frequently deviates from strict rationality due to cognitive biases, heuristics, and loss aversion (Kahneman and Tversky, 1979; Thaler, 1985).

In contrast, sociological and consumer culture perspectives emphasize the symbolic and socio-cultural dimensions of consumption. Early sociological work by Veblen (2017) introduced the concept of conspicuous consumption, arguing that consumption frequently functions as a mechanism for status signaling and social differentiation.

Subsequent consumer culture research further demonstrated that consumers use products, brands, and consumption practices to construct, communicate, and reinforce identities (Belk, 1988; Bourdieu, 1984; Holt, 1995). Consumption therefore extends beyond functional acquisition and becomes embedded within systems of symbolic meaning, identity formation, and social belonging.

More recent identity-based consumer research has further expanded this perspective by conceptualizing consumption as a mechanism of identity negotiation, self-verification, and existential stabilization (Escalas and Bettman, 2005; Reed *et al.,* 2012). Consumers increasingly use marketplace resources to reinforce salient self-concepts, navigate social uncertainty, and maintain psychological coherence.

Identity-based motivation theory suggests that consumption behaviors are strongly influenced by perceived alignment between marketplace choices and salient identities (Oyserman, 2009). Similarly, self-congruence theory demonstrates that consumers prefer products and brands consistent with desired or actual self-images (Sirgy, 1982).

Contemporary market environments, however, increasingly challenge assumptions of stable preferences and coherent consumption orientations. Consumers now operate within conditions characterized by persistent uncertainty generated by inflationary pressures, digital surveillance, technological disruption, climate crises, political instability, and social fragmentation (Beck, 1992; Bauman, 2007; Giddens, 1991).

More recent research suggests that contemporary consumers experience heightened levels of anxiety, insecurity, and identity fragmentation due to accelerating socio-technological change (Bardhi and Eckhardt, 2017; Bhattacharjee *et al.,* 2014). The emergence of platform economies, algorithmic personalization, AI-driven decision environments, and continuous digital connectivity has further intensified adaptive pressures within consumption systems (Zuboff, 2023; Davenport *et al.,* 2020).

Under such conditions, consumption increasingly functions not merely as utility acquisition or symbolic expression, but as a broader adaptive regulatory mechanism. Consumers use consumption practices to manage uncertainty, restore psychological stability, reinforce identity continuity, and regain perceptions of control.

Compensatory consumption theory demonstrates that consumers frequently engage in symbolic or functional purchasing behaviors to offset self-discrepancies and perceived threats (Mandel *et al.,* 2017). Similarly, uncertainty management theory suggests that marketplace choices may help reduce ambiguity and maintain existential coherence under unstable conditions (van den Bos, 2009).

Studies in mindful and sustainable consumption further reinforce the idea that consumption increasingly reflects adaptive regulation under uncertainty. Mindful consumption has been associated with self-regulation, intentionality, emotional control, and adaptive decision-making rather than merely ethical purchasing (Bahl *et al.,* 2016; Fischer *et al.,* 2017).

Emerging post-pandemic research also suggests that consumers simultaneously seek meaning, security, convenience, and sustainability under heightened uncertainty conditions (Pantano *et al.,* 2020; Sheth, 2020).

Consequently, contemporary consumption behavior may be better understood as a dynamic adaptive process through which individuals regulate uncertainty, maintain psychological coherence, and negotiate identity within unstable socio-economic environments.

2.2 Identity-Based Consumption Logic

Identity-based consumption logic refers to consumption practices primarily oriented toward symbolic self-expression, value alignment, ethical positioning, authenticity, and social belonging. Rather than emphasizing purely functional utility, identity-based consumption reflects the use of marketplace resources to construct, maintain, and communicate personally or socially meaningful identities (Belk, 1988; Holt, 1995). Identity consumption research demonstrates that consumers frequently use products, services, and brands to reinforce salient self-concepts and achieve self-verification (Escalas and Bettman, 2005).

Identity salience significantly shapes consumer preferences, attitudes, and marketplace behavior (Reed *et al.,* 2012). Consumers often prefer brands that symbolize desired identities, reflect social group membership, or reinforce personal values. Marketplace choices therefore become extensions of the self and mechanisms for symbolic meaning creation (Belk, 1988).

Identity-based consumption has become increasingly important within contemporary fragmented and uncertain social environments. In conditions characterized by rapid social change, technological disruption, and institutional instability, consumers often seek existential stability through symbolic consumption practices (Bauman, 2007).

Research in consumer culture theory suggests that identity-oriented consumption may provide continuity and coherence in increasingly fluid social structures (Arnould and Thompson, 2005). This form of consumption is commonly associated with sustainable consumption, ethical purchasing, conscious consumerism, localism, minimalism, symbolic brand attachment and authenticity-seeking behavior.

Recent sustainability research demonstrates that many consumers increasingly integrate environmental and ethical concerns into self-concept structures (White *et al.,* 2019). Ethical and sustainable purchasing behaviors may therefore reflect not only moral commitments but also identity stabilization processes. Similarly, minimalist consumption movements frequently represent attempts to restore psychological control and reduce cognitive overload in hyper-consumerist environments (Etzioni, 1998; Gupta and Gentry, 2019).

Furthermore, identity-based consumption has intensified in digital and social media environments, where symbolic visibility, authenticity signaling, and personal branding have become increasingly salient (Marwick, 2015; Jensen Schau and Gilly, 2003). Consumers now continuously negotiate identity across both physical and digital consumption spaces. This increases the role of marketplace participation in self-definition and social belonging.

Importantly, identity-oriented consumption may serve adaptive psychological functions under uncertainty. When consumers experience instability, ambiguity, or

existential insecurity, symbolic consumption can restore perceived coherence, meaning, and continuity (Mandel *et al.,* 2017). Thus, identity-based consumption should not be understood merely as symbolic indulgence, but as an adaptive regulatory mechanism operating under conditions of uncertainty and fragmentation.

2.3 Transaction-Based Consumption Logic

Transaction-based consumption logic reflects consumption practices oriented toward utility optimization, convenience maximization, risk minimization, economic efficiency, and short-term functional rationality. This logic emphasizes pragmatic decision-making processes aimed at securing immediate value, reducing uncertainty, and maximizing functional outcomes (Kahneman and Tversky, 1979).

Classical economic and behavioral theories largely focus on transaction-oriented consumption behavior. Consumers are generally assumed to evaluate alternatives according to price, utility, convenience, and expected economic outcomes (Samuelson, 1948; Becker, 1976). Behavioral economics later demonstrated that such evaluations are shaped by bounded rationality, loss aversion, and risk sensitivity, particularly under uncertain conditions (Thaler, 1985; Kahneman, 2011).

Under environmental instability, transaction-oriented consumption frequently intensifies. Consumers facing inflation, recessionary pressures, financial insecurity, or technological disruption often prioritize affordability, convenience, reliability, defensive budgeting and short-term functional utility. Recent post-pandemic consumer research demonstrates increasing consumer emphasis on value consciousness, pragmatic purchasing, and defensive financial behavior (Sheth, 2020; Kirk and Rifkin, 2020).

Similarly, economic uncertainty and inflationary pressures have been shown to increase price sensitivity and functional consumption prioritization across multiple market categories (Lins and Aquino, 2020). Transaction-based consumption is also increasingly reinforced by digital market structures.

Algorithmic recommendation systems, platform economies, price comparison technologies, and on-demand consumption ecosystems encourage highly efficiency-oriented consumption patterns (Davenport *et al.,* 2020). Consumers now operate within environments that continuously optimize convenience, immediacy, and transactional efficiency.

Importantly, transaction-based consumption should not be interpreted as irrational, superficial, or non-mindful. Rather, this consumption orientation reflects an adaptive logic emphasizing functional security, economic resilience, and pragmatic optimization under uncertainty conditions. Consumers engaging in transaction-oriented consumption may still exhibit high levels of intentionality, self-regulation, and cognitive awareness.

In this sense, transaction-based consumption may represent a form of adaptive mindfulness focused on stability preservation and uncertainty management. Research findings suggest that consumers simultaneously integrate symbolic and transactional considerations within consumption decisions (Bardhi and Eckhardt, 2017; Hamilton *et al.,* 2019). Consequently, transaction-based consumption should be understood not as the opposite of identity-oriented consumption, but as a distinct adaptive logic that may coexist with identity-based motivations under changing environmental conditions.

3. Dynamic Adaptive Consumption Logic Model (DACLM)

3.1 Core Proposition

The Dynamic Adaptive Consumption Logic Model (DACLM) proposes that contemporary consumption behavior is best understood as a dynamic regulatory process through which consumers continuously adapt between competing consumption logics under changing environmental conditions. Rather than assuming stable consumer preferences or fixed consumption orientations, the model conceptualizes consumption as fluid, context-dependent, and adaptive.

Traditional consumer behavior theories frequently assume that consumers possess relatively enduring attitudes, coherent preferences, and stable motivational structures (Samuelson, 1948; Fishbein and Ajzen, 1975).

Classical economic perspectives portray consumers as utility-maximizing decision makers operating according to rational choice principles, while symbolic consumption perspectives emphasize relatively stable identity-expression processes (Belk, 1988; Bourdieu, 1984). However, contemporary socio-economic environments increasingly challenge these assumptions of stability.

Modern consumers operate within environments characterized by accelerating technological change, economic volatility, political polarization, climate uncertainty, digital surveillance, and fragmented social identities (Beck, 1992; Bauman, 2007; Giddens, 1991). Recent research demonstrates that consumers increasingly experience fluid identities, unstable social roles, and rapidly shifting marketplace expectations (Bardhi and Eckhardt, 2017).

Consequently, consumption behavior may no longer reflect static preference structures but rather adaptive responses to environmental instability and uncertainty.

The DACLM therefore proposes that consumption logics are fluid rather than stable, adaptive rather than fixed, contextually activated and dynamically regulated over time. Within this framework, consumers continuously shift between alternative consumption logics depending on changing environmental conditions, perceived

threats, identity salience, financial pressures, technological change, and social context.

Uncertainty plays a particularly important role because it alters the relative dominance of competing consumption orientations. Economic crises may strengthen transaction-oriented consumption, whereas social fragmentation or climate anxiety may intensify identity-oriented consumption (Mandel *et al.,* 2017; White *et al.,* 2019).

Importantly, the DACLM assumes that multiple consumption logics may coexist simultaneously within the same consumer. Consumers may pursue ethical and sustainable consumption while simultaneously prioritizing affordability, convenience, and efficiency.

This coexistence reflects the increasingly contradictory and hybrid nature of contemporary consumption environments. The DACLM thus extends prior consumer behavior theory by reframing consumption as a dynamic adaptive regulatory system operating under conditions of persistent uncertainty. Consumption becomes not merely a mechanism for utility acquisition or symbolic expression, but also a process through which consumers regulate insecurity, maintain psychological coherence, and adapt to unstable socio-economic environments.

Recent developments in consumer research strongly support the growing fluidity of consumption orientations. Liquid consumption theory argues that contemporary consumers increasingly value flexibility, access, and transient consumption experiences over stable ownership structures (Bardhi and Eckhardt, 2017).

Similarly, platform economies and digital consumption systems encourage rapidly shifting and situationally adaptive marketplace behaviors (Belanche *et al.,* 2020). Post-pandemic research further demonstrates that consumers simultaneously seek meaning, security, sustainability, convenience, and economic protection under uncertain conditions (Sheth, 2020; Kirk and Rifkin, 2020).

Accordingly, the DACLM conceptualizes consumption as an adaptive balancing process between competing logics rather than a fixed orientation toward symbolic or functional goals alone.

4. Orthogonal Nature of Consumption Logics

4.1 Moving Beyond Bipolar Models

Most traditional consumer behavior frameworks implicitly assume that symbolic and functional consumption represent opposite ends of a single continuum. Within such bipolar models, consumers are frequently categorized as either symbolic versus

utilitarian, hedonic versus functional, identity-oriented versus price-oriented, or ethical versus pragmatic.

Although analytically convenient, this assumption is theoretically restrictive because it fails to capture the multidimensional and hybrid nature of contemporary consumption behavior. The DACLM challenges this bipolar logic by conceptualizing Identity-Based Consumption Logic (IBCL) and Transaction-Based Consumption Logic (TBCL) as orthogonal rather than oppositional dimensions.

Orthogonality implies that the two consumption logics operate independently and may coexist simultaneously within the same individual. Consumers may therefore score high on both logics, low on both, or exhibit dominance of one logic over the other depending on contextual conditions.

This perspective aligns with broader developments in identity theory, consumer culture theory, and complexity perspectives in consumer research. Contemporary identities are increasingly fragmented, fluid, and situationally activated rather than singular and stable (Giddens, 1991; Bauman, 2007). Similarly, marketplace participation frequently involves simultaneous symbolic, functional, emotional, ethical, and economic motivations (Arnould and Thompson, 2005).

Recent consumer research increasingly supports this multidimensional perspective. For example, sustainable consumers may simultaneously seek ethical alignment, affordability, convenience and functional efficiency. Likewise, highly price-sensitive consumers may also pursue authenticity, social belonging, or symbolic self-expression through carefully optimized consumption practices.

The increasing emergence of "conscious pragmatism" and "mindful frugality" suggests that consumers increasingly combine symbolic and transactional motivations rather than privileging one exclusively (Gupta and Gentry, 2019; Hamilton *et al.,* 2019).

The DACLM therefore proposes that symbolic and transactional consumption should not be treated as mutually exclusive categories. Instead, consumers dynamically combine and prioritize multiple logics under changing environmental conditions.

This orthogonal perspective also reflects recent developments in digital consumption environments. Platform economies, algorithmic marketplaces, and social media ecosystems simultaneously intensify symbolic visibility, efficiency optimization, convenience and identity performance (Marwick, 2015; Zuboff, 2019). Consequently, contemporary consumers increasingly integrate symbolic identity management and transactional optimization within the same consumption decisions.

4.2 Orthogonal Structure of Consumption Logics

The orthogonal structure of the DACLM generates four primary consumer orientations based on the interaction between IBCL (Identity-Based Consumption Logic) and TBCL (Transaction-Based Consumption Logic).

1. Adaptive Hybrid Consumer (High IBCL / High TBCL)
Adaptive hybrid consumers simultaneously exhibit strong identity orientation and strong transactional optimization. These consumers seek sustainability, ethical alignment, symbolic authenticity, affordability, convenience, and efficiency simultaneously. This category reflects increasing contemporary market realities in which consumers balance value-driven consumption with pragmatic financial and functional concerns.

2. Identity-Dominant Consumer (High IBCL / Low TBCL)
Identity-dominant consumers prioritize symbolic meaning, ethical positioning, authenticity, social belonging, and self-expression. Transactional considerations remain secondary to identity coherence and value alignment. Such consumers are more likely to engage in sustainable consumption, local purchasing, symbolic brand attachment, and expressive consumption practices.

3. Transaction-Dominant Consumer (Low IBCL / High TBCL)
Transaction-dominant consumers primarily emphasize utility optimization, price sensitivity, convenience, functional efficiency and risk minimization. Consumption choices are largely guided by economic protection, pragmatic value and immediate functionality. This orientation often intensifies under conditions of economic uncertainty, inflation, recession, or technological instability.

4. Disengaged Consumer (Low IBCL / Low TBCL)
Disengaged consumers exhibit relatively weak orientation toward both identity and transaction logics. Consumption involvement tends to be low, passive, routine, or minimally reflective. This category may include consumption fatigue, marketplace disengagement, reduced symbolic attachment or low marketplace participation. Recent research on consumer exhaustion and digital overload suggests that increasing marketplace complexity may contribute to disengaged consumption orientations (Davenport *et al.,* 2020).

4.3 Adaptive Hybrid Consumption

The adaptive hybrid orientation represents one of the most theoretically significant contributions of the DACLM because it reflects the increasingly contradictory realities of contemporary consumption environments. Traditional consumer theories often assume that ethical, symbolic, and sustainable consumption conflict with economic pragmatism and utility optimization.

However, contemporary consumers increasingly seek to integrate both dimensions simultaneously. Hybrid consumers may pursue ethical alignment, sustainability, price optimization, convenience, authenticity and risk management within the same decision-making process. Examples, amongst others, include sustainable but affordable consumption, ethical bargain-seeking, minimalist efficiency, conscious utility optimization and value-driven convenience consumption.

Recent research strongly supports the emergence of hybrid consumption orientations. Post-pandemic consumers increasingly seek both emotional reassurance and financial protection (Kirk and Rifkin, 2020; Sheth, 2020).

Similarly, studies of mindful and sustainable consumption demonstrate that consumers often integrate ethical awareness with pragmatic constraints such as affordability and convenience (Bahl *et al.,* 2016; Fischer *et al.,* 2017). The hybrid orientation also reflects adaptive regulation under uncertainty. Under unstable conditions, consumers may seek existential meaning, symbolic coherence and psychological control while simultaneously prioritizing economic resilience, efficiency and risk reduction.

Thus, adaptive hybrid consumption represents a dynamic balancing mechanism through which consumers navigate uncertainty, identity fragmentation, and resource constraints within contemporary marketplace environments.

5. Consumption Logic Dominance Index (CLDI)

5.1 Conceptualization of the CLDI

The Consumption Logic Dominance Index (CLDI) is proposed as the central operational mechanism within the Dynamic Adaptive Consumption Logic Model (DACLM). The CLDI measures the relative dominance, interaction, and adaptive balance between two orthogonal consumption orientations: Identity-Based Consumption Logic (IBCL) and Transaction-Based Consumption Logic (TBCL).

Rather than conceptualizing consumers as possessing fixed or static orientations toward either symbolic or utilitarian consumption, the CLDI captures the dynamic regulatory relationship between these competing but potentially coexisting consumption logics.

The conceptual foundation of the CLDI emerges from several complementary streams of literature. Identity-based consumer research demonstrates that consumers frequently use marketplace choices to reinforce self-concept, social belonging, and existential coherence (Belk, 1988; Escalas and Bettman, 2005; Reed *et al.,* 2012). Simultaneously, behavioral economic and utilitarian consumption perspectives emphasize utility optimization, convenience, and risk minimization under conditions of uncertainty (Kahneman and Tversky, 1979; Thaler, 1985).

Existing research has often treated these orientations as oppositional or mutually exclusive. However, recent developments in consumer culture theory, liquid consumption research, and mindful consumption studies increasingly suggest that consumers dynamically combine symbolic and transactional motivations depending on contextual conditions (Arnould and Thompson, 2005; Bardhi and Eckhardt, 2017; Fischer *et al.,* 2017).

The CLDI therefore seeks to operationalize this dynamic interplay between symbolic identity regulation and pragmatic transactional adaptation. The index assumes that consumers continuously regulate marketplace behavior through varying combinations of symbolic self-expression, ethical positioning, utility optimization, financial protection, convenience orientation and risk management. Consequently, the CLDI does not merely classify consumers into fixed segments. Instead, it captures adaptive shifts in consumption orientation under changing environmental conditions.

5.2 Basic Formulation of the CLDI

The initial formulation of the CLDI is expressed as:

$$CLDI = IBCL - TBCL$$

where:

IBCL represents the Identity-Based Consumption Logic score,
TBCL represents the Transaction-Based Consumption Logic score.

The logic underlying this formulation is that the relative difference between the two dimensions reflects the dominant adaptive orientation within consumer decision-making processes. Positive CLDI scores indicate relative dominance of identity-based consumption logic, whereas negative values indicate dominance of transaction-based consumption logic. Scores approaching zero suggest balanced or hybrid adaptive consumption orientations.

Identity-Based Consumption Logic reflects consumption motivations associated with symbolic self-expression, ethical alignment, authenticity, sustainability, social belonging, and identity reinforcement (Belk, 1988; White *et al.,* 2019). Transaction-Based Consumption Logic reflects consumption motivations associated with utility optimization, convenience maximization, affordability, efficiency and economic protection (Kahneman and Tversky, 1979; Sheth, 2020).

For example, a consumer exhibiting strong sustainability concerns, symbolic brand attachment, and ethical purchasing behavior may produce a highly positive CLDI score, indicating identity-oriented consumption dominance.

Conversely, consumers strongly emphasizing price sensitivity, convenience, and risk minimization under inflationary pressure may generate strongly negative CLDI values, indicating transaction-oriented dominance.

The CLDI is not intended to imply normative superiority of one logic over the other. Rather, both orientations represent adaptive regulatory responses to different environmental conditions and uncertainty structures. Transaction-oriented consumption may reflect rational adaptive behavior under economic stress, while identity-oriented consumption may provide symbolic coherence and psychological stabilization under social fragmentation or existential insecurity (Mandel *et al.,* 2017).

5.3 Advanced Normalized CLDI

Although the initial subtraction model offers conceptual simplicity, a more statistically robust operationalization involves normalization of the index. The advanced normalized CLDI is expressed as:

$$CLDI = \frac{IBCL - TBCL}{IBCL + TBCL}$$

This normalized formulation provides several methodological and analytical advantages. First, normalization improves scale independence by reducing the influence of absolute score magnitude. Second, it enhances longitudinal comparability by allowing researchers to track adaptive changes in logic dominance over time.

Third, normalization improves statistical stability and facilitates comparison across samples, demographic groups, cultural contexts, and experimental conditions. Finally, normalized scoring reduces distortion generated by extreme values and improves compatibility with advanced multivariate techniques such as structural equation modeling and latent growth analysis (Hair *et al.,* 2014).

The normalized CLDI typically ranges approximately between: -1 and $+1$. Values approaching +1 indicate strong identity-based dominance, whereas values approaching -1 indicate strong transaction-based dominance. Scores near zero indicate balanced or hybrid adaptive consumption logic. The use of normalized indices is well established within social science measurement research because normalized scales improve interpretability, comparability, and predictive robustness (DeVellis and Thorpe 2021).

Within consumer behavior research specifically, normalized measures have increasingly been used to capture multidimensional motivational structures, identity salience, and adaptive decision-making processes (Reed *et al.,* 2012; Oyserman, 2009).

5.4 Interpretation of the CLDI

The interpretation of CLDI scores reflects the relative dominance of adaptive consumption logic orientations. Strong positive values (approximately +0.50 to +1.00) indicate strong identity-based consumption dominance. Consumers within this range prioritize symbolic self-expression, sustainability, ethical alignment, authenticity, and identity coherence. Such consumers are likely to engage in ethical purchasing, symbolic brand attachment, localism, conscious consumption and expressive marketplace participation.

Moderately positive values (+0.10 to +0.49) indicate moderate identity orientation, where symbolic and ethical considerations remain important but coexist with pragmatic concerns. Scores near zero (approximately -0.09 to +0.09) indicate hybrid adaptive consumption logic. Hybrid consumers simultaneously integrate ethical alignment, symbolic meaning, utility optimization, affordability, convenience, and risk management.

This hybrid zone is theoretically significant because it reflects increasingly common contemporary consumption patterns. Research increasingly demonstrates that modern consumers often seek sustainable but affordable products, ethical yet convenient brands, and meaningful yet economically rational consumption practices (Bahl *et al.,* 2016; White *et al.,* 2019).

Moderately negative scores (-0.10 to -0.49) indicate moderate transaction-based orientation, where consumers emphasize price sensitivity, utility, convenience and economic pragmatism. Strongly negative values (-0.50 to -1.00) indicate strong transaction-based dominance. Consumers within this range prioritize financial protection, risk minimization, affordability and functional efficiency. Importantly, the CLDI does not assume that consumers permanently occupy one orientation category. Instead, logic dominance may fluctuate across contexts, situations, and environmental conditions.

6. Dynamic Nature of the CLDI

One of the major theoretical contributions of the CLDI framework is its dynamic orientation. Traditional consumer segmentation models frequently assume relatively stable consumer types or enduring preference structures (Kotler and Keller, 2016). In contrast, the CLDI conceptualizes consumption logic dominance as adaptive, situationally responsive, and continuously evolving. The model assumes that consumption logic dominance changes over time, contextual conditions alter adaptive orientation. Specifically:

- crises and uncertainty shift consumers between logics,
- regulatory adaptation varies across situations.

This dynamic perspective aligns with broader developments in identity theory and contemporary consumption research emphasizing fluidity, situational identity activation, and adaptive self-regulation (Giddens, 1991; Bauman, 2007; Bardhi and Eckhardt, 2017).

Environmental conditions play a particularly important role in shaping logic dominance. For example, inflationary pressures and economic instability may strengthen transaction-based consumption logic as consumers prioritize affordability, defensive budgeting, and functional efficiency (Sheth, 2020).

Conversely, climate anxiety and sustainability concerns may strengthen identity-based logic by increasing symbolic commitment to ethical consumption and environmental responsibility (White *et al.,* 2019). Technological disruption presents an especially important contemporary example because it may simultaneously intensify both consumption logics.

AI-driven uncertainty may increase transaction-based optimization through algorithmic efficiency and convenience-seeking behavior, while simultaneously intensifying identity-oriented desires for authenticity, human connection, and symbolic differentiation (Davenport *et al.,* 2020; Zuboff, 2019). This dual activation further supports the orthogonal nature of the model.

The dynamic nature of the CLDI also reflects increasing instability within contemporary marketplace environments. Liquid consumption theory suggests that consumers increasingly navigate transient identities, flexible ownership structures, and unstable consumption patterns (Bardhi and Eckhardt, 2017).

Similarly, post-pandemic research demonstrates that consumer priorities may shift rapidly in response to crisis conditions, uncertainty, and socio-economic disruption (Kirk and Rifkin, 2020).

Consequently, the CLDI should not be interpreted as a stable personality trait or fixed consumer category. Rather, it represents a dynamic adaptive state reflecting ongoing regulatory negotiation between symbolic identity needs and transactional security concerns under changing environmental conditions.

7. Methodological Approaches

7.1 Scale Development and Measurement Construction

The empirical advancement of the Dynamic Adaptive Consumption Logic Model (DACLM) requires the systematic development and validation of measurement instruments capable of capturing the multidimensional and dynamic nature of adaptive consumption logic.

Future research should therefore focus on the development of three interrelated measurement structures. Namely: i) an Identity-Based Consumption Logic Scale (IBCLS), ii) a Transaction-Based Consumption Logic Scale (TBCLS) and iii) standardized Consumption Logic Dominance Index (CLDI) measurement protocols.

Scale development should follow established psychometric procedures commonly employed within consumer research and social science measurement literature (Churchill, 1979; DeVellis and Thorpe 2021). Initial item generation should emerge from extensive theoretical grounding in identity-based consumption research, behavioral economics, consumer culture theory, mindful consumption literature, and uncertainty management theory (Arnould and Thompson, 2005; Reed *et al.,* 2012; Fischer *et al.,* 2017).

Subsequent stages should include expert evaluation, exploratory factor analysis, confirmatory factor analysis, reliability testing, convergent validity assessment, discriminant validity analysis, and nomological validation.

Given the orthogonal structure of the DACLM, scale development is particularly important because the model assumes that identity-based and transaction-based consumption logics represent independent but interacting dimensions rather than opposite ends of a single continuum. Consequently, psychometric validation must explicitly confirm dimensional independence while simultaneously examining their interaction effects under varying environmental conditions.

Recent developments in consumer identity research strongly support multidimensional measurement approaches. Consumers increasingly exhibit hybrid and fluid consumption orientations shaped by uncertainty, digitalization, sustainability concerns, and economic instability (Bardhi and Eckhardt, 2017; Bhattacharjee *et al.,* 2022). Therefore, measurement instruments should be designed to capture dynamic variability and situational adaptation rather than static consumer traits alone.

7.2 Identity-Based Consumption Logic Scale (IBCLS)

Identity-Based Consumption Logic (IBCL) reflects symbolic, ethical, expressive, and self-regulatory dimensions of marketplace behavior. The proposed scale should therefore measure the extent to which consumers use consumption practices to reinforce self-concept, symbolic meaning, value alignment, authenticity, ethical positioning, and social belonging.

The theoretical foundation for IBCL measurement emerges from identity theory, symbolic interactionism, self-congruence theory, and consumer culture theory (Belk, 1988; Escalas and Bettman, 2005; Sirgy, 1982). Research consistently demonstrates that consumers use products and brands as symbolic extensions of the self and mechanisms of identity negotiation (Reed *et al.,* 2012).

Items such as *"Consumption reflects my personal values.", "I use products and brands to express who I am.", "Ethical considerations influence my purchasing decisions.", "Sustainability is important in my consumption choices.", "I prefer brands aligned with my beliefs." and "My purchases communicate aspects of my identity.",* aim to capture both symbolic and moral dimensions of identity-oriented consumption. Importantly, identity-based consumption should not be reduced solely to ethical consumption. Rather, it reflects broader adaptive identity regulation under uncertainty conditions.

Recent research further suggests that digital environments intensify identity-oriented consumption through symbolic visibility, social comparison, and personal branding dynamics (Marwick, 2015; Schau and Gilly, 2003). Consequently, future scale refinement may incorporate digital identity-performance dimensions and social media consumption behaviors.

7.3 Transaction-Based Consumption Logic Scale (TBCLS)

Transaction-Based Consumption Logic (TBCL) reflects functional, economic, and pragmatic dimensions of adaptive consumption behavior. The TBCLS should therefore measure the extent to which consumers prioritize utility optimization, convenience, affordability, efficiency, risk minimization, and economic protection.

The theoretical basis of transaction-based logic derives primarily from rational choice theory, behavioral economics, prospect theory, and utilitarian consumption research (Kahneman and Tversky, 1979; Becker, 1976; Thaler, 1985). Under conditions of uncertainty, consumers frequently engage in defensive budgeting, pragmatic optimization, and convenience-driven decision making to preserve perceptions of control and economic security (Sheth, 2020).

Illustrative TBCL items may include the following: *"Price strongly influences my purchasing decisions.", "Convenience is highly important in my consumption choices.", "I prioritize functionality over symbolism.", "I seek maximum utility from purchases.", "I compare alternatives carefully before buying."* and *"I focus on practical value when consuming products."*

Importantly, transaction-based consumption should not be interpreted as irrational, superficial, or anti-symbolic. Rather, the DACLM conceptualizes TBCL as a legitimate adaptive logic emphasizing functional resilience under environmental instability. Transaction-oriented consumers may still exhibit intentionality, self-regulation, and reflective awareness. In this sense, transaction-based logic may also represent a form of adaptive mindfulness focused on pragmatic optimization and uncertainty management.

Recent post-pandemic and inflation-related research demonstrates growing consumer emphasis on value consciousness, defensive consumption, and financial

pragmatism (Kirk and Rifkin, 2020; Lins and Aquino, 2020). Consequently, the TBCLS should also incorporate dimensions associated with perceived economic vulnerability and marketplace uncertainty.

7.4 Structural Equation Modeling and Advanced Analytical Techniques

Structural Equation Modeling (SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM) represent particularly appropriate methodological approaches for testing the DACLM and CLDI framework. These approaches are advantageous because they allow researchers to simultaneously estimate latent variable structures, multidimensional constructs, mediation relationships, moderation effects, and dynamic interaction processes.

SEM is especially valuable because the DACLM assumes that consumption logic dominance emerges through interactions among latent psychological, social, and contextual dimensions rather than directly observable variables (Hair *et al.,* 2014). The framework also involves orthogonal constructs, dynamic adaptation processes, and potential nonlinear relationships, all of which are well suited to latent variable modeling approaches.

PLS-SEM may be particularly useful during early-stage exploratory validation because it accommodates complex models, formative constructs, smaller samples and predictive modeling objectives (Hair *et al.,* 2014). Potential analytical applications include testing the orthogonality of IBCL and TBCL, examining CLDI predictive validity, modeling uncertainty-driven logic shifts, and investigating mediation effects between uncertainty, logic dominance, and consumption outcomes.

Additionally, latent growth modeling and dynamic SEM approaches may allow researchers to examine how logic dominance evolves over time in response to environmental change, crises, and technological disruption.

7.5 Longitudinal Research Designs

A major contribution of the DACLM lies in its dynamic orientation. Consequently, longitudinal research designs are particularly important for validating the temporal and adaptive properties of the CLDI framework. Longitudinal studies may examine how crises shift logic dominance, how inflation alters consumption orientation, how sustainability concerns evolve, or how technological disruption reshapes adaptive consumption patterns.

For example, economic crises may strengthen transaction-based logic as consumers prioritize affordability and financial protection. Conversely, prolonged environmental instability may gradually intensify identity-oriented sustainable consumption behavior. Similarly, AI-related uncertainty may simultaneously

strengthen transactional optimization and symbolic authenticity-seeking. This temporal dimension aligns with recent developments in adaptive consumer behavior research emphasizing marketplace fluidity, liquid consumption, and situational identity activation (Bardhi and Eckhardt, 2017).

Longitudinal designs are particularly important because the DACLM explicitly rejects the assumption that consumption orientation represents a stable personality trait. Instead, the framework conceptualizes consumption logic dominance as a continuously adaptive regulatory state responsive to changing environmental conditions.

Potential methodological approaches include panel studies, repeated measures designs, latent transition analysis and time-series consumer tracking. These methods may help identify logic switching patterns, stability thresholds, crisis-driven adaptation and long-term shifts in consumer orientation.

7.6 Cross-Cultural Research Approaches

Cross-cultural studies represent another major research opportunity within the DACLM framework. Cultural context is likely to strongly influence the relative dominance and interaction of identity-based and transaction-based consumption logics.

Consumer behavior literature consistently demonstrates that consumption practices are deeply embedded within broader cultural systems, institutional structures, and social norms (Hofstede, 2001; Arnould and Thompson, 2005). Consequently, the balance between symbolic and transactional consumption may vary significantly across cultural environments.

Potential theoretical expectations include ‘collectivist societies exhibiting stronger identity-based consumption logic due to heightened emphasis on social belonging and symbolic conformity’, ‘economically unstable societies exhibiting stronger transaction-based logic due to increased financial uncertainty’ and ‘highly digitalized societies exhibiting hybrid adaptive patterns combining symbolic identity management with efficiency optimization’.

Cross-cultural comparisons may also reveal important differences in sustainability orientation, marketplace trust, digital identity performance and uncertainty management strategies.

Recent global crises further reinforce the importance of cross-cultural analysis because consumers across societies increasingly confront shared but differently interpreted uncertainty conditions including climate change, inflation, technological disruption, and political instability. Cross-cultural validation of the DACLM may

therefore substantially enhance its theoretical generalizability and international applicability.

7.7 Experimental Approaches and Real-Time Logic Shifts

Experimental methodologies provide particularly promising opportunities for testing the dynamic and situational assumptions of the DACLM. Controlled experiments may manipulate contextual variables to observe real-time shifts in consumption logic dominance and CLDI scores. Potential experimental manipulations include uncertainty salience, economic threat, inflationary cues, climate anxiety, technological disruption, social exclusion, or identity threat.

For example, 'economic threat manipulations may strengthen transaction-based logic', 'environmental threat manipulations may intensify identity-based sustainable consumption', 'while AI-related uncertainty may activate both symbolic authenticity-seeking and transactional optimization simultaneously'.

Experimental approaches are especially valuable because they allow researchers to isolate causal mechanisms underlying adaptive logic switching. Such designs also align with emerging consumer psychology research emphasizing situational identity activation, uncertainty management, and adaptive self-regulation (Mandel *et al.,* 2017).

Digital experimental environments, online simulations, and virtual marketplace settings may further enhance ecological validity by capturing adaptive consumer responses within increasingly algorithmic and technologically mediated consumption systems. Ultimately, experimental methodologies may provide critical evidence supporting one of the DACLM's central propositions; that is, consumption logic dominance is not fixed but dynamically regulated under changing environmental conditions.

8. Theoretical Contributions

The Dynamic Adaptive Consumption Logic Model (DACLM) and the Consumption Logic Dominance Index (CLDI) contribute to contemporary consumer research in several important ways. First, the framework reconceptualizes consumption as a process of adaptive regulation rather than merely an expression of stable preferences or static consumer traits. Traditional consumer theories frequently assume relatively enduring attitudes, coherent motivations, and stable marketplace orientations (Fishbein and Ajzen, 1975; Kotler and Keller, 2016).

In contrast, the DACLM proposes that consumption behavior reflects continuous adaptive negotiation between competing symbolic and transactional demands under conditions of environmental instability and uncertainty. This perspective aligns with

emerging theories emphasizing marketplace fluidity, liquid consumption, and situational identity activation (Bardhi and Eckhardt, 2017; Bauman, 2007).

Second, the model introduces orthogonality into consumption logic theory by conceptualizing identity-based and transaction-based consumption logics as independent but interacting dimensions rather than oppositional endpoints of a single continuum. Existing research frequently categorizes consumers as either symbolic versus utilitarian, ethical versus economic, or hedonic versus functional (Belk, 1988; Hirschman and Holbrook, 1982).

The DACLM challenges this assumption by proposing that consumers may simultaneously pursue symbolic identity coherence and transactional optimization. This orthogonal structure provides a more realistic representation of contemporary consumption behavior, particularly within digitally mediated and uncertainty-intensive marketplace environments (Arnould and Thompson, 2005).

Third, the framework bridges traditionally fragmented literature streams, particularly identity-based consumer research and behavioral economics. Identity research has emphasized symbolic self-expression, social belonging, and value alignment (Escalas and Bettman, 2005; Reed *et al.,* 2012), while behavioral economics has primarily focused on utility optimization, bounded rationality, and risk management (Kahneman and Tversky, 1979; Thaler, 1985).

The DACLM integrates these perspectives by demonstrating that symbolic and transactional motivations may coexist simultaneously as adaptive regulatory mechanisms. Consumers may therefore seek existential coherence, authenticity, and ethical alignment while also prioritizing affordability, convenience, and economic security under uncertain conditions.

Fourth, the DACLM contributes to sustainability and mindful consumption research by explaining why consumers may simultaneously exhibit ethical consciousness and transactional optimization. Existing sustainability literature often assumes that ethical consumption and economic pragmatism are conflicting orientations (White *et al.,* 2019).

However, contemporary consumers increasingly pursue forms of "conscious pragmatism" characterized by sustainable yet affordable consumption, ethical bargain-seeking, and mindful efficiency optimization (Bahl *et al.,* 2016; Fischer *et al.,* 2017). The DACLM provides a theoretical explanation for this coexistence by conceptualizing symbolic and transactional consumption as adaptive rather than mutually exclusive processes.

Fifth, the CLDI contributes a dynamic mechanism for modeling adaptive consumption under uncertainty. Contemporary consumers increasingly operate within environments characterized by technological disruption, inflationary

pressures, climate anxiety, political instability, and digital surveillance (Beck, 1992; Zuboff, 2019).

The CLDI operationalizes how these environmental conditions may shift the relative dominance of consumption logics over time. Consequently, the model contributes to emerging discussions surrounding uncertainty management, adaptive self-regulation, and consumer resilience in unstable marketplace environments (Mandel *et al.,* 2017).

More broadly, the DACLM extends contemporary consumer theory by suggesting that consumption increasingly functions as a mechanism for uncertainty regulation, psychological stabilization, identity maintenance and adaptive resilience. This perspective may help explain increasingly contradictory consumption patterns observed in modern marketplaces, where consumers simultaneously seek sustainability and convenience, authenticity and efficiency, symbolic meaning and economic protection.

9. Managerial Implications

The DACLM and CLDI also generate important implications for managers, policymakers, and marketplace strategists. Contemporary consumers increasingly exhibit hybrid and fluid consumption orientations that cannot be adequately captured through traditional segmentation approaches based solely on demographic characteristics or singular motivational profiles.

Organizations increasingly confront consumers who simultaneously seek symbolic meaning, ethical alignment, functional efficiency, affordability, convenience, and psychological reassurance. Consequently, firms may benefit from integrating symbolic and transactional value propositions within broader brand strategies.

Brands emphasizing authenticity, transparency, sustainability and ethical positioning may strengthen identity-based consumption logic, particularly among consumers seeking symbolic coherence and existential reassurance (Belk, 1988; White *et al.,* 2019). At the same time, firms must also address transactional concerns associated with economic insecurity, inflationary pressure, convenience expectations and risk minimization.

Recent post-pandemic consumer research demonstrates that even highly sustainability-oriented consumers increasingly prioritize affordability, reliability, and functional value under conditions of uncertainty (Kirk and Rifkin, 2020; Sheth, 2020). Consequently, firms may benefit from developing hybrid value propositions combining ethical positioning, affordability, functional utility and marketplace efficiency simultaneously.

The model therefore challenges simplistic segmentation frameworks that classify consumers exclusively as ethical consumers, luxury consumers, utilitarian

consumers or price-sensitive consumers. Instead, managers should recognize that symbolic and transactional logics may coexist dynamically within the same consumer. Marketplace strategies should therefore become more adaptive, multidimensional, and context-sensitive.

The DACLM also has important implications for digital marketing and AI-driven marketplace systems. Algorithmic recommendation systems increasingly shape both symbolic identity performance and transactional optimization simultaneously (Davenport *et al.,* 2020). Firms operating within platform economies may therefore need to balance personalization, efficiency, symbolic authenticity and trust-building mechanisms.

From a policy perspective, the framework suggests that sustainability transitions may depend not only on ethical awareness but also on consumers' perceived ability to reconcile sustainability with affordability and functional security. Policymakers promoting sustainable consumption may therefore need to address economic barriers and uncertainty perceptions alongside environmental consciousness campaigns.

10. Future Research Directions

The DACLM and CLDI framework opens several important directions for future research.

10.1 Logic Switching Dynamics

One of the most important future research opportunities concerns the temporal dynamics of logic switching. Future studies should investigate how rapidly consumers move between identity-based and transaction-based logics under changing environmental conditions.

Longitudinal and real-time tracking studies may help identify switching frequency, adaptation thresholds and contextual triggers. Such research would substantially contribute to understanding adaptive consumer regulation under uncertainty.

10.2 AI and Digital Consumption

Artificial intelligence and digitally mediated marketplaces represent another critical research direction. AI systems increasingly influence recommendation processes, personalization, consumption optimization and symbolic identity performance.

Future studies should investigate whether AI-related uncertainty strengthens hybrid adaptive consumption patterns by simultaneously intensifying transactional optimization and desires for authenticity, human connection, and symbolic differentiation.

Emerging research on algorithmic consumption, surveillance capitalism, and digital identity performance provides a particularly relevant foundation for this line of inquiry (Zuboff, 2019; Davenport *et al.,* 2020).

10.3 Sustainability under Economic Stress

Future research should also investigate how economic crises and inflation reshape sustainability-oriented consumption behavior. Existing literature frequently assumes relatively stable ethical consumption motivations. However, inflationary pressure and economic insecurity may significantly alter the balance between symbolic and transactional consumption priorities. Longitudinal studies examining recession periods, inflationary cycles, or resource scarcity conditions, may provide important insights into adaptive sustainability behavior under uncertainty.

10.4 Identity Fragmentation and Social Instability

Another important research direction concerns identity fragmentation and social instability. Contemporary consumers increasingly operate within fragmented digital and social environments characterized by unstable roles, fluid identities, and intensified symbolic performance pressures (Bauman, 2007; Giddens, 1991).

Future research should investigate how social polarization, institutional distrust, digital fragmentation and social instability influence CLDI variability and logic dominance patterns. Such studies may substantially contribute to broader discussions surrounding consumer resilience, social belonging, and symbolic adaptation.

10.5 Neurological and Cognitive Mechanisms

Future research may also explore the neurological and cognitive foundations of adaptive consumption logic. Neuro-consumer research methods including eye-tracking, neuroimaging, biometric monitoring, and cognitive load analysis may help identify cognitive signatures associated with logic dominance and adaptive regulation processes.

This line of inquiry may provide deeper insights into how symbolic identity processing and transactional optimization interact neurologically under uncertainty conditions. Recent developments in consumer neuroscience and decision neuroscience offer particularly promising methodological opportunities for advancing this research stream (Plassmann *et al.,* 2015).

11. Conclusion

This article introduced the Consumption Logic Dominance Index (CLDI) as the core operational mechanism within a broader Dynamic Adaptive Consumption Logic Model (DACLM). The framework proposes that contemporary consumers

dynamically regulate uncertainty through adaptive shifts between identity-based and transaction-based consumption logics. Importantly, these logics are conceptualized as orthogonal rather than oppositional dimensions, allowing for the emergence of hybrid adaptive consumption orientations.

The DACLM contributes to consumer research by reframing consumption as adaptive regulation rather than static preference expression. Under conditions characterized by inflationary pressure, technological disruption, climate anxiety, political instability, and digital fragmentation, consumers increasingly use marketplace behavior to simultaneously manage uncertainty, reinforce identity coherence, optimize utility and maintain psychological stability.

The CLDI provides a measurable mechanism for modeling these adaptive dynamics under changing environmental conditions. By operationalizing logic dominance and interaction, the framework offers new opportunities for longitudinal consumer analysis, uncertainty management research, sustainability studies, digital consumption research and adaptive consumer behavior modeling.

The framework also contributes theoretically by integrating previously fragmented research streams including consumer identity theory, behavioral economics, mindful consumption research, uncertainty management theory and consumer culture theory.

More broadly, the DACLM suggests that contemporary consumption increasingly reflects adaptive balancing between symbolic meaning and transactional security rather than singular motivational orientations. As marketplace environments become increasingly unstable, technologically mediated, and uncertainty-intensive, understanding these adaptive consumption dynamics may become central to future consumer research.

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