In the previous chapter, importance of values, consumer behaviour, methodology to be adopted for the study, method of construction of questionnaire were presented.

This chapter presents a brief review of literature relating to values and also a brief account of the empirical findings that examined the relationship between values and behaviour across other disciplines. It also presents the finding of the studies that examined the relationship between values and consumption behaviour. It also presents an overview of Indian market environment and discusses the findings of studies conducted to understand the consumption patterns of Indian consumers.

The topic of values and their influence on behaviour had received great deal of attention from scholars across various disciplines as briefly discussed in the following paragraphs.

According to the social scientist, Clyde Kluckhohn, a value is defined as 'a conception, explicit or implicit, distinctive of an individual or characteristic of a group of the desirable, which

influences the selection from available modes, means and ends of action. This definition takes culture, group and the individual's relation to culture and place in his group as primary points of departure. A conception identifies value as a logical construct comparable to culture or social structure. That is, values are not directly observed any more than culture is. Both values and culture are based upon what is said and done by individuals but represent inferences and abstractions from the immediate sense data.

According to him, value is not just a preference but is a preference which is felt and/or considered to be justified 'morally' and by reasoning or by aesthetic judgments, usually by two or all three of them. Even if a value remains implicit, behaviour with reference to this conception indicates an undertone of the desirable and not the desired. The desirable is what it is felt or thought proper to want. Values are ideas formulating action commitments. These ideas are instigators of behaviour "within" the individual, and are not to be conceived as internal social 'force' in the classical sense of the word 'force'. Values are iminently discussable, even though in the case of implicit values the discussion does not mention what the observer would call the value but rather centers on approval or disapproval of concrete acts with the value left as the tacit premise, that the least common denominator of the reaction to these acts. Finally something which is 'desirable' not something merely 'desired' means
an emancipation from immediate physiological stresses and from the press of a specific, ephemeral situation. Explicit or implicit is an induction from experience that some of the deepest and most pervasive of personal and cultural values are not partially or occasionally verbalised and in some instances must be inferential constructs on the part of the observer to explain consistence in behaviour. The selection of modes, ends and means of action is assumed to involve orientation to values. The distinction between ends and means is transitory, depending upon the time perspective. What at one point of time in history of the individual or the group appears as an end, is later seen as a means to be a more distinct goal. Statements about the desirable or selections between possible paths of action on the basis of implicit conceptions of the desirable are crucial in the study of values. They are rather manifestations of the value element in action. In the comparison of values of groups, it should be particularly significant to examine these values that are clustered around recurrent human situations and those that crystallise about the invariant points of reference of all cultural patterns and the functional pre-requisite of social system. Values appear to occur in clusters rather than alone. According to him 'utility' is always present in value judgments.

Value orientation.

Value orientation, according to him, is a set of linked proposition embracing both value and existential elements. Since value
elements and existential premises are almost inextricably blend-
ed in the overall picture of experience that characterise an
individual or a group, it seems well to call this overall view
as 'value orientation' symbolising the fact that effective-cogni-
tive (value) and strictly cognitive (orientation) elements are
blended. Further more, value orientations may be held by indi-
viduals or, in the abstract typical form of groups. Like values,
they vary on the continuum from the explicit to implicit. Value
orientation is a distinct model aspect of any total action complex.
The distinctive quality of each culture and the selective trends
that characterise it, rest fundamentally upon the system of value
orientations.

According to him, some values are relative to specific cul-
tures. 2

Philosopher Edward Spranger 3 had contributed towards value
orientation by identifying six types of values appealing to
varying degrees in individuals, who build the unity of their lives
about them. His typology is one of pure values and of actual
person. He does not argue that there are only six types of

2. Hyde Kluckhohn (1962) "Culture and behaviour" (Eds.) Richard
3. Edward Spranger (1928) "Types of men" (translated by Niemeyer
1928) adapted from 'Pattern and Growth of Personality' by
His basic schemes of types of people are—

1. The theoretical.

The dominant interest of the 'ideal' theoretical man is the discovery of truth. His interest is empirical, oriental and rational.

2. The economic.

The 'ideal' economic man is characteristically interested in what is useful.

3. The aesthetic.

The 'aesthetic' man sees his highest value in form and harmony and he judges events from the standpoint of grace, symmetry or fitness.

4. The social.

The highest value for this type of man is love of people, whether one or many, whether conjugal, filial, friendly or philanthropic. The social man praises other persons as ends and therefore himself kind, sympathetic and unselfish.

5. The political.

The political man is interested in power.

6. The religious.

The highest value for the religious man may be called unity.

He is mystical and seems to apprehend the cosmos as a whole to relate himself to the embracing totality.

The study of values developed by G.W. Allport, P.E. Vernon and C.Lindsay is an operationalisation of Spranger's six types of men. Spranger's classification of values and subsequent study on values conducted by Allport and his associates based upon the classification primarily focusses on individual's interest and do not take into account the behavioral characteristics of these individuals.

Abraham Maslow had observed that when a need is gratified, it becomes a value. He also considered higher order needs of self-actualisation as a 'value'.

Sociologist Adler outlined four approaches to the definition of values, which takes on combination, exhausts most of the conceptual possibilities.


First, values may be considered as absolutes, existing as 'eternal ideas' and as a part of the 'mind of God'.

Second, values may be thought to inherent in objects as potential of these objects to satisfy needs and desires.

Third, values may be seen as present in man, as preferences held by people (whether based, innate or both).

Fourth and finally, values may be conceptualised in terms of action.

Adler had viewed that knowing what people do is all that can be known objectively about what they do.

Using Adler's third definition, values become hypothetical constructs, not directly accessible to observation but inferable from verbal statements and other behaviours and useful in predicting, still other observable and measurable non verbal behaviours.

Charles Morris W 7 investigated human values across cultures by identifying thirteen ways of life that form core of life preferences adopted from scriptures from different religions. Accord-

7. Charles Morris W (1956) "Varieties of human values" 1956

The University of Chicago Press, U.S.

6. Robin Williams M (1968) "Values" in International encyclopedea
in his, the term 'value' is concerned with what is preferable and desirable and the main constructs is between preferred and preferable.

According to Robin Williams, values serve as a criteria for selection in action. When most explicit and fully conceptualised, values become criteria for judgment, preference and choice and when implicit and reflective, they nevertheless perform as if they constitute grounds for decision in behaviour.

Albert Ethel had observed that although values and value systems appear to be similar in all cultures, meanings attributed to these values may be different in these cultures.

Harold had observed that values are generalised ends that guide behaviour towards uniformity of repeating a particular self sufficient satisfaction.

James had reviewed more extensively 'value litera-


ture and has come out with a book length bibliography. He had also suggested that value analysis can be undertaken by simultaneous multi-technique observations of the population.

Ann Swidler had viewed values as a tool kit of actions. Further they do not shape action by defining its ends but fine tune the regulation of action, within established ways of action.

Gupta S.N., while analysing the content of values in Indian context, had noted that "value is a unique, ultimate and desirable concept, which has its own essence and which cannot be seen or grasped. He considered values as principles. Further the content 'value' is important not only because it is one of the leading trends in recent thinking but also because it forms the basis of the cultural pattern of a nation.

According to Swamy Yuktananda, a value is a hierarchical concept related to an individual or a group and concept of the desirable which influences the choice of available means and ends;

14. Swamy Yuktananda "Values of ourselves" (Ed.) 1989 printed in photo offset by S.Das Gupta at Sun Lithographing company Calcutta (Vivekandha Nidhi)
He had further observed that individuals prefer one course of action to another on the assumption that their choice will help them to realise their inherent values at a comparatively high level.

Srinivasa Iyengar\textsuperscript{15} had viewed value as a generalised concept which must be distinguished from the positive extreme in every case. He classified values into ten categories on the domain universe they meant.

(i) The organic interest.
(ii) the economic interest.
(iii) the desire for recreation
(iv) the hedonic or pleasure/unpleasure.
(v) the desire for individual or personal eminence.
(vi) the social universe.
(vii) the intellectual interest.
(viii) the esthetic interest.
(ix) the moral interest.
(x) the religious or spiritual interest.

He had proposed this classification, based on analysis of experience itself.

Shalom Schwartz H and Wolfgang Bilsky\textsuperscript{16} had viewed values

as cognitive representations of three universal requirements

(a) biological needs

(b) interactional requirements for interpersonal coordination and

(c) societal demands for group welfare and survival.

They have conceptualised and operationalised values into eight dimensions according to their motivational domains of interest, they serve. They have postulated that the structural organisation of the value system that reflects the degree to which it gives high priority simultaneously for different values is motivationally and practically feasible or contradictory. They conducted the cross cultural study among 455 Israeli and 331 German respondents and found significant differences in their value systems. They have also reported that respondents do differentiate among values according to PHLOHI classifications.

Both the classification schemes proposed by Srinivasa Iyengar and Shalom Schwartz H and his associates are more centered on a person’s motivational domain of interest they serve rather than focusing on the behavioural aspects of an individual.

Empirical studies of values across other disciplines.

Several authors have conducted empirical studies to examine the relationship between personal values and their influence on other forms of behaviour across various disciplines.

Harold Kassarjian H17 investigated the influence of political values on the perception of a candidate for an election and found that respondents perceived their favoured candidate as more taller than the other and they do differ in their values.

Tetlock18 had examined the relationship between personal values and the policy preferences people express on issues designed to activate conflicts between different pairs of basic social, political values among 142 respondents and indicated that policy preferences and the integrative complexity of people's reasoning about policy issues could be best predicted -

(i) from the knowledge of which of the conflicting value respondents deem more important and

(ii) from the knowledge of the similarity of the important rank-


Lipset S.M. 19 investigated the relationship between political institutions and the value systems of four largest English speaking demographics of United States, Australia, Great Britain and Canada. Though all are urban, industrial, stable democracies, the institutions sustaining their political structures vary greatly and observed that the United States is egalitarian and populist, Great Britain is deferential and elitist, while Canada and Australia fall in between them. Phenomena such as popular respect of law, civil liberties and party systems may be viewed as derivative forms of the value system.

Kassarjian H.H. 20 conducted a study by using values as a measure of personality. They applied Reiman's (1951) tradition, inner and other directed categories and the Allport-Vernan-Lindsay (1931) 'study of values' and found that the inner-directed


groups significantly higher than the other directed groups on the theoretical and aesthetic values, while other directed groups scored significantly higher on economic and political values.

Baier and Reascher N 21 had examined the impact of values on future technological changes.

Vern Bengson 22 had attempted to identify family and generation effects in value socialization to determine their relative efficacy and to assess their joint contribution in predicting value orientations of grand parents, parents and youth lineages and found neither marked generational differences nor strong familiar similarity in their value orientations. He had not found any support for the proposition of great gap in values between generations.

Sam Payne, David Sommers A, Thomas Stewart R 23 had studied the value differences among 95 respondents constituting 44 males and 51 females across three generations of college students,

parents and their grand parents and have reported that there are variations in the value judgments of students, their parents and their grand parents.

Judith Shuval T 24 conducted a study among 1007 respondents to find out the differing value orientations of European and non-European emigrants to Israel and found that emigrants and non-emigrants differed significantly in their value orientations. He had also indicated that emigrants from European countries are characterised by a more active value orientation, while non-European tend to be more passively oriented.

Charles Thomas 25 conducted a study among 75 clergies consisting of both blacks and white protestant and Catholic clergy ministers and found significant correlations between their personal values and social activities.

Kurt Toler 26 had examined the influence of personal values among 85 respondents, consisting of 42 alcholites and 43 drug addicts.

addicts and found no significant differences in their personal value importance. However, the combined values of the two groups are quite different from a sample of males from the general population.

Several studies had also been conducted to examine the influence of personal values and behaviours of managers in various organisations.

England George W 27 had examined the personal value systems of 1072 American Managers by distinguishing between less important values and most important operative values that are likely to affect behavioural channeling and perceptual screening and indicated that managers differ in their value orientations.

England George and Raymond Lee 28 had examined the relationship between managerial values and managerial success among 1991 managers in United States, Japan, India and Australia. They found that value patterns were significantly predictive of managerial success and the managers from these four countries were rather similar in their personal values that were related to success.


They also observed that more successful managers have pragmatic, dynamic and achievement oriented values, while less successful managers have more static and passive values.

Andrew Sikula\textsuperscript{29} had examined the relationship between personal values and individual's personal goals.

Renato Tagiuri\textsuperscript{30}, in a study, had compared the value orientations held by 995 respondents consisting of 20\% scientists in industry, by 555 executives and by 236 managers of research personnel and found that the values held by the three groups were not found to be very different, as they seem to think, but the value orientation attributed by each group towards the other is veridical but exaggerated in the relative strength of values.

William Guth D and Renato Tagiuri\textsuperscript{31} had found that values that are most important to an executive have a profound influence.

\begin{itemize}
\item Japan, India and Australia" Journal of Applied Psychology 1974 (59) Pages 411-419.
\item Andrew Sikula (1971) "Values and value systems - Relationship to personal goals" Journal of Personnel 1971 - April - pages 309-311.
\item Renato Tagiuri (1965) "Value orientations and the relationship of managers and Scientists" Journal of Administrative science quarterly - June 1965 Pages 39-51.
\end{itemize}

William Guth and Renato Tagiuri (1965) "Personal values and
Donald Clare and Donald Sanford G\textsuperscript{32} had examined the differences in the personal values held among 132 managers belonging to four organisations by comparing them 'by level' and 'by organisation' and found the existence of 'by-level', 'by-organisation' differences among them.

Adhikari G.S\textsuperscript{33} conducted a study to examine the differences in the value orientations among professional and non-professional trainees consisting of a sample of 127 respondents and found substantial differences in their value orientations.

Omer Bin Sayeed and Prakash Sinha\textsuperscript{34} conducted a study, to examine the relationship between personal values and factors that determine the characteristics one would prefer in his working life (job content) and its environment (context) among a sample of 127 Engineering students, who were highly career conscious and at the verge of making employment chances. Although, they observed many significant relationship between the personal values and corporate strategy" Harvard Business Review - September/October 1965 - Pages 123-131.

32. David Clare S and Donald Sanford G (1979) "Mapping personal value space: A study of managers in four organisations"
33. Adhikari G.S. "A study of values among professional and
job context factors, yet comparatively fewer relationship was found to exist with respect to job content factors.

Borris Becker and Patrick Connor had compared the values held by long term care facility administrators consisting of 406, to those of a national sample and found differences in their personal value orientations (i.e. between long term care facility administrators and general population). They also concluded that individuals with markedly different value orientations will make the same occupational choice to become long term care facility administrators.

Thomas Jenson D, Donald White D and Raghavendra Singh had examined the impact of general hierarchical position and leadership styles on values held by subordinates among 1079 managers and found that subordinate values varied according to gender, hierarchical position and perceived supervisor's leadership styles.

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Ann Balass had in a study examined the congruency between values held by a customer service representative and their perceptions of their organisation's values among a sample of 159 respondents drawn from two firms engaged in financial services, one of which identifies itself as socially responsible and found that congruency between the values held by the customer service representative and their perception of their organisation values are more widespread in socially responsible firms than the other.

William Weeks and Lynn Kahle had considered values as one class of individual difference dimension (social values) which may have differential importance in the effort, measured in terms of allocation of time spent to two selling activities i.e., entrepreneurial selling and routine selling. They have examined this aspect among a sample of 215 sales people and found that


certain values held by sales persons, sales manager and the perceived values of the largest volume client influence how much time the sales person spends on entrepreneurial selling.

Several studies have also been made to examine values and behavior in Indian context.

Prakash Sinha and Omer Bin Sayeed conducted a study among 124 Indian collegiates and compared the values held by them with their counterparts in America, Australia, Israel and Canada and concluded that Indian collegemen differ in their goals from their counterparts in America, Australia and Israel but seem to agree more on means of achieving these goals. In contrast, Indian collegemen have common goals rather than similar means with their Canadian counterparts.

Norman Sundberg, Pritam E. Rohila and Leona E. Tyler conducted a study among a sample of 96 subjects consisting of 48 Indian and 48 American adolescents and found differences in their

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value orientations.

Charles Morris and Lyle V. Jones\(^{41}\) compared the values held by students across five distinct cultures of United States, India, Japan, China and Norway among 1840 respondents by using the "Thirteen ways of life" scale and found significant differences among them in their value emphasis.

Louis Pennar A and Tran Anh\(^{42}\) had in a study compared the value systems of respondents from Vietnam with that of their counterparts in America and found that Vietnamese and American respondents significantly differed in their value systems in overall comparisons. Vietnamese females significantly differed in their value systems from their counterparts in America. Similarly, while high educated Vietnamese respondents had similar value systems like their American counterparts, low educated Vietnamese have different value systems from their low educated counterparts.

Faraa Nath Singh, Sophia Chang Huang and George Thomas G\(^{43}\)

\(^{41}\) Charles Morris and Lyle V. Jones "Value scales and dimensions" Journal of Abnormal social psychology (51) 1955 - pages 523-525.

conducted a study among 111 respondents belonging to three dis-
tinct cultures to compare and find out the differences that may exist in value orientations, personality characteristics, atti-
tudes and ways of living and found marked differences among
them.

Jai B.P. Sinha, Ralph N. Stogdill and Carrol Shartle L conducted a study among 168 respondents (students) from India
and United States to compare their value patterns and observed
significant differences in their value patterns. They also found
that values are much more highly related to social, economic and
political variables in India than in United States of America.

Singhal conducted a study among college students of six
countries (China, Japan, India, Norway, United States and Philli-
pines) and found that only the samples from India and Japan had
shown compatible differences in their value orientations than
others.

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43. Paras Nath Singh, Sophia Chang Huang and George Thomas

"A comparative study of selected attitudes, values and
personality characteristics of American, Chinese and Indian
students" Journal of Social Psychology 1962 volume 57 pages
123-132.

44. Jai B.P. Sinha and Ralph N. Stogdill and Carrol L. Shartle

(1970) "A factorial study of cross cultural values related
biographical data" Indian Journal of Psychology volume 45(4)
Shakeela Begum S and Hafeez A. conducted a study among a
campaign of 278 respondents comprising of 4 caste groups and found
value differences among different castes and religious groups.
They also indicated that since the value of values runs as a
continuous process for each individual from the highest positive
through the neutral area to the highest negative effect, individ-
uals seek positive values, ignores neutral values and shuns the
negative values.

Girija F.R. and Bhadra N.R. had examined the value systems
and change in values among 273 respondents falling among three
income groups of college students, belonging to distinct socio
economic background and found that there are striking differences
among the personal values and changes in their value systems.

December 1970 Pages 281-284.

45. Singhal S (1977) "Should value comparisons extend across
cultures?" Indian Journal of Psychology 1977 volume 52
part 4 Pages 320-328.

46. Shakeela Begum S and Hafeez A (1964) "A study of individual
and social values" Indian Journal of Psychology (39) Part I,
1964 Pages 35-45.

47. Girija F.R. and Bhadra B.R. "A comparative study of change
in values among three socio economic groups of college
students" Indian Journal of Applied Psychology 1986 -
Labh Singh and Lal Singh\textsuperscript{48} conducted a study to find out the influence of value orientations by examining the possible differences among males and females who are undergoing postgraduate course consisting of 100 males and 100 females and found that the two groups do not significantly differ in their value orientations.

Amantharaman R.N. \textsuperscript{49} had conducted a study among 200 students (both males and females) belonging to upper and lower classes from rural and urban areas and found marked differences in their value orientations.

Natarajan \textsuperscript{50} had found that value orientations can be employed as an additional tool in the personal selection procedures for recruitment.

Ameerjan and Thimmappa N.S. \textsuperscript{51} had conducted a study among 470 students of different caste groups to compare their value orientations in relation to verbalised achievements among those

\textsuperscript{48} Labh Singh and Lal Singh "A study of differences in value orientations in P.G. students" Indian Psychological Review 1983 volume 24(2) Pages 7-9


groups, which had diverse socio economic background and observed marked differences among them.

52 Amruth Pandey compared the value orientations among 200 students belonging to intellectually bright and average high school Indian adolescents and found significant differences in their value orientations.

53 Anand Bhushan and Melvinder Ahuja had conducted a study among 112 respondents belonging to different socio metric levels and found significant differences in their values.

54 Tiwari B.B. and Mishra R.C. while investigating the differences in the value patterns among 200 respondents belonging to two generations (young and old) found that the two generations differed significantly. They also reported that education and environments have no impact in their value patterns.


Singh R.K., Singh P and Singh A.K. 55 conducted a study among 150 Christians and 155 non-Christian tribal college students and found significant differences with respect to their value dimensions.

Hamida Akhtar Begum and Mahfusa Khanam 56 had investigated the influence of interpersonal values on friendship among 250 students, consisting of 140 males and 110 females and found relationship between interpersonal values and choice of friendship.


55. Dr. R.K. Singh, Dr. I. Singh and Dr. A.K. Singh (1990) "A study of value system of tribal students of Chotanagpur in their Christian and non-Christian tribal, social background" Indian Psychological Review - volume 35 (1-2) 1990 Pages 26-33.

role of personal values in consumer behaviour.

The role of personal values and their relationship with consumer behaviour have received increasing attention from both consumer psychologists and consumer behaviourists during the last three decades.

Alfred Boote A.S. 57 in a study among 450 respondents who indicated their stated preferences for eating among two competing restaurants found that personal values of consumers are related to specific preferences among two restaurants.

Robert Pitts and Arch Woodside 58 in a study conducted to examine the influence of personal values of consumers on their product class and brand preferences in consumers' purchase of automobile ownership, underarm deodorant, week-end recreation attractions among 630 respondents, found that personal values of consumers had strong relationship with choice criteria for buying while weak relationship was found to exist between personal values and product and brand preferences and consumer's purchase/visit intentions.


Ved Prakash conducted a study to explore the relationship between personal values and consumer’s ideal expectations of product attributes among 100 whites and 100 blacks (two ethically divergent groups) in clothing and television set purchases and found significant differences in their expectations for product attributes. He also found that their expectations differed from product to product.

Lawrence Crosby A, James D. Hill and Robert Lee conducted a study to explore the relationship between age and life status and consumer values among 665 respondents and concluded that consumer values do differ across the respondents belonging to diverse age and life status.

Thomas Ness E and Melvin Stith had compared the personal

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61. Thomas Ness E and Melvin Stith T (1984) "Middle class values in blacks and whites" Pages 231-237 in personal values & consumer
value orientations manifested by middle class whites and blacks among a sample of 50 respondents and found similarity in their value orientations. They also found that middle class blacks tend to embrace middle class values to a even greater extent than do whites.

Donald Vinson E, Michael Munson J, and Masso Nakanishi conducted a study among 328 respondents consisting of general population, students, parents and businessmen to investigate the influence of value orientations and concluded that personal value orientations are useful for differentiating particular groups of people. They also observed that value orientations will be helpful in finding the values of groups of individuals.

Thomas Muller E, Lynn Kahle R, Emmanuel Chenon J conducted a study among 200 respondents belonging to Canadian aging baby boomers to examine their relationship between personal values and psychology" (Eds.) Robert Pitts E.Jr. and Arch Woodside C, Lexington books, Toronto, U.S.


their priority in their product ownership and found that the two value segments identified in their study differed in their product ownership priorities.

Kim Corfman P64 had studied the influence of consumer values in making their product choices and found that consumers make choices by using the values that are more abstract in nature, even though such choices can be made by using concrete product attributes.

Kim Corfman P, Donald Lehman R and Sundarnarayanan 65 had examined the relationship between consumer values, their product ownership priorities and utility among 735 adults in respect of 29 durable products. They studied this relationship by examining how value influences 'utility' and how income influences 'product ownership' priorities separately. Although they had examined the role of consumer values and income in influencing their product ownership priorities, they have not examined the possible association between consumer values and their income with reference to their product consumption patterns.


Kau Ah Keng and Charles Yang conducted a study among 212 respondents residing in Singapore to determine the variations that existed in the value choice among groups of respondents along different demographic dimensions like gender, sex, ethnicity, income, religion, education, wishes and life satisfaction and found that both birthright and ascribed demographic characteristics influence or are influenced by values. Similarly life satisfaction and wishes are also found to be affected by value choice.

Donald Vinson E, Jerome Scott E, Lawrence Lamont M had investigated the relationship between personal values and consumer behaviour among respondents from two distinct groups consisting of 47 respondents from diverse geographical regions and found that they markedly differed in their personal value orientations and their attitude towards social issues and preferences for automobile models.

Rajiv Sirohi replicated the study of Donald Vinson E and


his associates to investigate the relationship between personal values and consumers' attitude towards social issues and preferences in choice of four products and concluded that personal values have a strong bearing on consumer's choice behaviour.

Lynn Kahle conducted a study to find out the variations that exist in the value orientations among nine geographically diverse nations and concluded that value orientations are not found significantly differing among the regions.

Leon Schiffman G. Laine Sherman had examined the impact of value orientations in the emerging new age elderly market and found that new age elderly consumers differed substantially in their value orientations from their traditional counterparts.

Jackson R.A. in a bicultural study among 80 respondents examined the relationship between value orientations and leisure behaviour by considering the variables of socio economic status.


and ethnic background among four ethnically divergent groups is. Anglo-teachers, Anglo-custodians, Mexican-American teachers and Mexican-American custodians by using the value classification scheme developed by Kluckhohn and Strodtbeck (1961). He contended that value orientation affects both work and leisure of an individual and selection among alternative activities.

Velette Florence and Joli Bert 72 had conducted a study among 300 French respondents to explore whether relationship exists (i) between consumers' personal values and their life styles and (ii) their personal values and their product consumption patterns in 140 shopping and convenience products (non durables). Their findings revealed that (a) relationship exists between values and consumer's life styles and the influence of personal values on consumer's life style was found to be very weak and (b) all the ten product consumption patterns identified in the study were found to be related to consumer's life styles, while four of the product consumption patterns were not related to consumers' personal values. They also demonstrated that the addition of personal values and consumers' life style to socio-demographic variables cause a systematic increase in the explanatory power of consumer's product consumption patterns.

Walter Henry A73 had examined the impact of value systems on retail distribution in Japan by relating values, demographic and economic conditions and the predominant systems of retailing and distribution found in the society.

Sharon Beatty E, Lynn Kahle R, Pamela Homer74 in a study among 322 students examined the linkage between personal values and gift giving behaviours across cultures and found that respondents from active social culture segment reported higher levels of gift giving and greater exert of effort in gift selection rather than individuals in passive non-social segments. They also found that certain values are associated with gift giving behaviour across individuals from diverse cultures regardless of sex. Their study also indicated that individuals who report that they give more and exert more effort in giving can be divided into two segments is.

(i) those who give to others so that they will feel better about themselves and

(ii) those who give to others so that they may maintain or enhance their relationships.


74. Sharon E.Beatty, Lynn R.Kahle, Pamela Homer (1991) "Personal values and gift giving behaviours: A study across cultures"
Walter Henry A 75 studied the relationship between the values of consumers and their automobile ownership by using the classification scheme proposed by Florence Kluckhohn and Strodtbeck (1961) among 428 families and found that value orientations are correlated to specific generic automobile ownership categories.

Robert Pitts E and Arch Woodside G 76 had examined the influence of personal values as a means of understanding an individual's decision regarding his leisure and travel recreations. They studied the relationship between personal values and travel decisions among 250 respondents. The four income groups identified by them significantly differed in their choice of recreation attractions. They also observed significant relationship between personal values and choice criteria for choosing travel recreations.

Borris Becker W and Patrick Connor 77 investigated the influence of personal values and travel decisions on the choice of recreation attractions.


77. Borris Becker W and Patrick Connor E (1981) "Personal values of heavy user of mass media" J.of Advertising Research 21(5)
of personal values on individual's media exposure among fifty-eight respondents and found relationship between values and media involvement. They examined this relationship between heavy and light television viewers and readers of magazines and newspapers based on their involvement and found significant differences in the value emphasis of light and heavy users of all three media exposures and concluded that individuals having different media exposures will have different value orientations.

Borris Becker W and Patrick Connor 76 examined the influence of personal values of individual's book reading behaviour among 58 respondents both heavy and light book readers and found that they significantly differed in their value orientations. The difference in value system between males and females is far greater for males and for females. Male heavy and light readers have value systems so discrepant as to constitute virtually distinct sub cultures.


Robert Pitts E, John Wong, Joel Whallen 79 examined the influence of personal value structures of consumer's evaluation of seller's ethical behaviour among 257 respondents and found significant differences in the value structures utilised, when the ethical situation has personal versus social (non-personal) consequences to the subjects.

Daniel Sherrell, Joseph Hair Jr. P. and Robert Bush P 80 had examined the relationship between consumers' personal value system and the level of consumer's involvement in advertising appeals among a sample of 99 consumers and found that attitude and consumer's purchase intention are affected by the differences in the consumer's value system. They had also found the existence of a relationship between consumer values and their involvement in advertising appeals.


Fame M. Rosser M and Lynn Kahle R in a study examined the influence of value orientations on consumer's food shopping behaviour among food shoppers and found that people who are more internally oriented and less externally oriented value structures like natural foods more than other people.

John McCarty A and Shrum L.N. conducted a study among a sample of 134 respondents to understand the antecedents of recycling behaviour and relationship between values and attitudes and how value orientations relate to recycling behaviour. They found that value orientations have distinct influence on the attitudes about inconvenience of recycling and also about the importance of recycling.

Donald E. Goldsmith and Jon E Freiden Jacqueline, C. Kilsheimer conducted a study across two cultures of United States and United Kingdom to examine the relationship between values and fashion behaviour of female fashion leaders and found that value...

83 Donald E. Goldsmith and Jon E. Freiden Jacqueline and C. Kilsheimer (1993) "Social values and female fashion leadership"
of 'excitement' is more important to fashion leaders (women) than non-leaders in both cultures.

Jaffrey S. Gutenberg and Cheryl E. Kleist 34 conducted a study among 63 respondents to examine the relationship between values and fund raising campaigns.

Knowledge of consumer values also allows interdisciplinary and cross culture marketing research.

In cross cultural and comparative marketing research, it is essential to understand each culture, accept that culture and reflect the values of that culture in the marketing programme. This requires crosscultural and comparative marketing research.

A few studies have been conducted in this aspect.

Michael Munson J., Shelby Mc In tyre 35 studied among 170

A cross cultural study "Psychology and Marketing" (19)
September/October 1993 Pages 399-412.


35. Michael Munson J., Shelby "Mc Intyre (1984) "Personal values: A cross cultural assessment of self values and
respondents to explore whether personal values can be employed to
differentiate consumers across cultures in three countries: Thailand, Mexico and United States. Their findings indicated
that personal values can be productively employed to discriminate
people with cultural diverse background. Significant differences
in the self value orientations were observed between these value
groups; significant differences were also found between these
three groups in the stereotype of each culture holds of an average
American's personal value system.

Terry E. Powell and Humberto Valencia investigated the
differences in cultural values of hispanics and Anglo groups
among 150 hispanics and 253 Anglos in four metropolitan cities
of United States and found significant differences between both
the groups in their value orientations.

Susane Grunert C and Gerhard Saberhorn conducted a study
to examine the impact of consumer values in West Germany and
values attributed to a distinct cultural stereotype in
Advances in consumer research - volume V (Ed.) Hunt and
Neath 1978 Pages 160-166.

86. Terry E. Powell and Humberto Valencia (1984) "An examination
of hispanic sub cultural and regional value orientations" in
pages 214-227 in "Personal values and consumer psychology"
(Eds.) Robert Pitts, E Jr. and Arch Woodside, Lexington
Books, Toronto, U.S.
compared them with similar results from the survey conducted in United States, Canada and Norway and it revealed considerable cross cultural differences.

Alfred Boote A.S. conducted a study to compare the value structures of consumers in three European countries i.e. United Kingdom, Germany and France by using A.I.O. values among 1500 women and concluded that marked differences exist in the value structure of consumers across the three countries. He further indicated, that while segmenting markets, the data collected from several countries should not be combined.

Several researchers have also developed procedure on means end chain model like repertory grid, laddering techniques etc.,

Jonathan Getman 89 had postulated a means end chain model.


through consequences, acquired by consumers in their consumption situation. It explains how a product or service selection facilitates the achievement of the desired states and also how consumers choose actions that produce desired consequences and minimize the undesired consequences. In this model, attributes are features of aspects of products and services and consequences are accrued to people from consuming products or services either desirable or undesirable i.e. benefits and values are end states and important beliefs people hold about themselves and about their feelings of others. Value provide the overall direction, consequences, select specific behaviours in specific directions and attributes are what is the actual product that produce relevant consequences.

Thomas Reynolds and Jonathan Gutman 90 formulated a methodology called 'Repertory Grid' for examining the means and chain theory to which attributes are linked to consequences and then to values. In this method, the respondents are presented with a set of triad (stimuli) and asked to indicate two of them, which are similar in nature and how they differ from the third. The respondents are again asked to state which pole of their dichotomous

90. Thomas Reynolds J and Jonathan Gutman (1981) "Laddering-expanding the repertory grid methodology to construct attitude, consequences, value hierarchies" in pages 155-164 in 'personal values and consumer psychology' (Eds.) Robert Pitts E. Jr. and Arch G.Woodside, Lexington Books
distinctions of the triad, they most prefer and again indicate why they prefer the pole they prefer. The answer to the question will lead to distinctions involving product functions and consequences and these become the basis for generating still higher level distinctions. The procedure is repeated until the respondents can no longer answer the question and naturally they will be reaching a level, where they are talking about values.

In the laddering technique, indepth probe will be conducted, directed towards uncovering higher level meanings both at benefit and value level and these meanings provide the domain of information required for decision making.

In this connection, Peter Sampson\(^1\) had indicated that the repertory grid procedure is more useful only for those respondents who are divergent in their thinking and concluded that such interviews are best used only in conjunction with the conventional qualitative methods.

Velette Florence and Bernard Rapachi\(^2\) had observed that hierarchical value mapping (HVM) used in constructing laddering

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Toronto, U.S.

technique is rather cumbersome and boring in practice and also relies on a trial and error basis.

Kim Corfman, Donald R. Lehmann, Sundararajan 93 had observed that means-end chain models have tended to focus on single non-durable product classes and have been concerned primarily with understanding consumer's cognitive structure for product related knowledge rather than predicting choice and understanding the broader relationship among values and utility across products.

Irvin White 94 also observed that consumers coming from their own worlds and with identities of their own, bring values to the product and its advertisement, rather than getting them out of the product.

Several authors have studied the impact of values with reference to advertisement appeals.

Richard Pollay 95 had identified values manifested in print


94. Irvin White - Page 12 in 'On Knowing the consumer' (Ed.)


95. Richard Pollay (1984) "The identification and distribution of
advertisements (during 1900-1980) as advertisements utilise values in every way possible.

Richard Pollay, Tse David K.Wang, Chang Yuan had investigated the influence of values on consumer’s perception of media advertisements in the republic of China and found that in contrast to foreign advertisements, advertisements in Chinese media is inferior to aesthetic and honesty values and positive and optimistic about advertising economic and social consequences in them.

David Tse, Russell W.Belk and Nan Zhou had conducted a longitudinal study of advertisements from Hongkong, the People’s republic of China and Taiwan which depicts distinctive consumer’s culture and values.

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97. David Tse, Russell W.Belk and Nan Zhou (1989) "Becoming a Consumer society: A longitudinal and cross cultural content
Spates had contrasted the value orientation in underground press and dominant cultural magazines in United States.

The succeeding paragraphs deal with a detailed account of Indian market environment along with studies conducted in India to understand product consumption patterns of Indian consumers in the background of their socio-economic status.

**Indian Market Environment.**

India symbolises different religions, customs, traditions and languages. India's huge population offers the marketers the opportunity to segment market depending on the assessment of the potential. The latter probably exists because of the cultural background of India, which gives rise in wide variations in the living patterns of the people.

Theoretically, consumers all over the world are the same, so far as their basic necessities are concerned. However the forces operating on Indian consumers are far different from those operate on their western counterpart and so are the opportunities available to marketers.

India is the second largest country in the world, the popu-

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lation figures being over 90 crores according to census figures. There are twenty-six States, five Union territories with people speaking more than eighteen languages. Another important feature of Indian market environment is that the Government have been playing a key role to control economy for the past forty years not only in the matter of investment decisions but also in case of pricing, distribution and competitive aspects of various sectors. Although the control over economy hampered the growth of certain business areas it does not deny opportunities for implementing innovative marketing strategies. By encouraging private sectors over these years by the Government, India is now departing from the socialisation environment and more or less transforms itself towards a free market environment by implementing economic liberalised policy. Over these years, it had been observed that competition prevails in almost all sectors of economy.

Since the Government have begun to pursue liberalisation policy through its new economic reforms, consumers are now beginning to have an opportunity to use wide assortment of products, which they have not previously been exposed to and marketing agencies are now realising the need for understanding consumer behaviour as an absolute necessity.

The Government are now giving concessions including customs duty and relaxation for various consumer goods in order to encourage and boost trade in consumer goods. It has also rationalised
tax structure to a great extent and enlarge credit facilities to units engaged in production of consumer goods. It had relaxed the concessions for import duties (tariff) on import of accessories required for manufacturing several goods to benefit the consumers and marketers.

In view of this changing environment, new opportunities have been thrown upon manufacturers/marketers. It is therefore inevitable for them to understand consumers and their behaviour patterns, especially their values and their value orientations, which are likely to play a dominant role in segmentation of markets during the years to come.

A few institutions and individual researchers have conducted some studies, which are confined to more isolated areas and on specific aspects of consumer behaviour.

Some of the findings of these studies conducted in Indian context are discussed below.

Hundal B.S. and Sandhu H.S.99 conducted a study to determine how the television buyers act before and after the actual purchase of televisions and about their past-purchase feelings and the

Factors governing brand purchase among four income groups of consumers in Punjab and found that purchase behaviour of television sets was chiefly affected by price considerations. Further they also observed that consumers prefer Indian made colour television sets rather than foreign made television sets, because of easy availability of services and spare parts and they feel that they would get the same product, as the one available abroad.

Balaram Singh Dogra and Jagdish Chauhan conducted a study in Simla market about consumer behaviour in television sets among professionals, bureaucrats and businessmen and found that income has an important bearing on television set purchases as 46% belong to higher income and 25% of respondents belong to lower income group.

Mukesh Dhunna conducted a study to determine the prevalent patterns of consumers towards soft drinks with reference to their segments of age, profession and income in the city of Rohtak. While examining the consumption patterns of respondents, it was found that 54% of the respondents were in the habit of taking soft drinks in summer only while 46% of the respondents took them

100. Balaram Singh Dogra and Jagdish Chauhan (1979) 'Consumer behaviour in televisions - A case study in Simla market'
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Indian Journal of Marketing - volume IX (7) March 1979 pages
21-24.
throughout the year. Among the regular drinkers, the largest proportion is from businessmen while servicemen are in the habit of taking soft drinks occasionally either on special functions or in company of friends/relatives. It was also found that with the increase in income, the proportion of regular drinkers increases and that of occasional drinkers decreases. Among the respondents belonging to lower income, only 7% were regular drinkers in comparison to upper income group, whereas 26% were found to be regular (soft) drinkers.

Balaji U102 conducted a study to find out the pattern and behaviour of fish consumption among 526 householders with different income levels in Visagapatnam city and it revealed that low income household groups generally consume fresh fish. The lower income households also prefer dry fish, not only because of low price but also because of largest quantity and fish once dried will not further lose weight in the process of cooking. It is also storable defying the perishable nature of the fresh fish. Further these lower income groups consider the consumption of dry fish as this does not require either cooking ingredients like oil, ginger


etc., and it is economical though the nutritious value will be less. It was also found that price and income level seem to influence considerably the relative preference with different species. While people with higher income prefer costly ones, low income people are contended with economical species.

Sithambar and Murali Manohar studied among 120 consumers belonging to professionals, bureaucrats, businessmen, employees of private sector and daily wage earners from different income groups in Warangal city (semi urban) to examine the effect of income in their shopping behaviour. They reported that in the lower income group, the female member of the family make the purchase and in the middle income group, the male members make the purchases, while in the higher income groups, either female member of the home or the servant make the purchases. However, both male and female members make purchases depending on the economic conditions of the family.

Rajeev Kaushal C, Raghubanshi S, Sinha B.K. 103 conducted a study to find out the consumption patterns of consumers in using

washing soaps/syndets among 150 users residing in Simla belonging to different groups in age, family size, income and education to examine the patterns of distribution of washing soaps among different groups and to find out whether income of the users influence the consumption of washing soaps. The study also revealed that when income of the consumer increases, use of washing soap declines, which may be due to the fact that with the increase in income, users preferred to take advantage of services of dry cleaners, washermen etc., Similarly low income groups prefer ordinary soap cakes because they are cheaper than the other kind of soaps available in the market, while higher income groups use the good quality washing soaps irrespective of the price of the product.

Subrahmaniam C, Ramakrishna B and Prasad S.D. 105 conducted a study to understand consumer behaviour in purchase of handloom fabrics in Visagapatnam in Andhra Pradesh to identify who are the actual users of handloom fabrics and their buying behaviour among 300 households in three different income groups. It indicated that self consumption of handloom fabrics by the head of the family is higher with lower income, as the fabrics were bought


105. Prof. G.Subrahmaniam, Dr.B.Ramakrishna and S.K.Prasad (1985) "Handloom marketing - a study of consumer behaviour"
for self, while those in higher income bought the handloom fabrics less for themselves and more for others in the family. Further, lower income groups like handloom fabric for its utility, whereas others its simplicity, design etc.,

A similar study was undertaken by Shanmugasundaram S, Kumar in which consumers' satisfaction in handloom and mill cloth were compared among five different occupational groups. The relationship between consumers' satisfaction for handloom and mill clothes with reference to their age, education, occupation, income, preferences were compared. The findings regarding economic background i.e. income revealed that when consumers' income decreases the average satisfaction in mill cloth increases and tend to be satisfied with mill cloth rather than handloom clothes. However the variation of income does not result in consistent increase or decrease in average satisfaction for handloom cloth, which shows that income does not influence consumer's satisfaction with handloom clothes.

Shukla A.V. Bang V.V. conducted a study in Amaravathy city


This study differs from the studies conducted by Kim P. Corfman, Donald Lehmann and Sundaramurty, as this study focusses on the importance attached by consumers for purchasing and using a product, by observing the variations in the rate of purchase reported by the value groups, rather than the product ownership priorities. Similarly, this study considers consumers' income as purchasing power and considers that consumers will differ in their purchase/usage of products, rather than consumers prioritising their alternatives. This study also analyses the product consumption patterns of consumers separately according to values and income usage and examine how values determine consumers' usage of income rather than how values and income affect product ownership independently. This study had included wide assortment of products rather than restricting to only discretionary products. Further more number of person related values have been included in this study.

This study differs from the study conducted by Thomas Muller, Lynn R.Kahle and Sheron Emmanuel, in which they have examined the product ownership priority of value segments and their possible relationships with age in the Canadian baby boomer market. This study identifies the product consumption patterns of income groups and value groups separately and attempts to find out whether personal value orientations will determine consumers' usage of income. This study also focusses on the importance shown by the consumers for purchasing and using products rather than their
ownership priorities in products.

Rajeev Sirohi had replicated the study of Donald Vinson and his associates in automobile purchase. Although he examined the relationship between personal values and choice behaviour, his study does not consider consumers' socio-economic status.

This study also differs from the study of Velette Florence and Joli Bert, as this study examines the association between personal values of consumers and their income usage with reference to their product consumption patterns. Their study had utilised product inventory which included only non-durables while this study had utilised wide assortment of products, which are mostly durable in nature.

Means and chain models, which examined the relationship between personal values and consumption behaviour linking personal values with product attributes through consequences which are more focussed on consumers' non-durable purchases have not taken into account consumer's socio-economic status.

Most of the studies conducted have indicated that personal values can be linked to behaviour only through life styles, attitudes, social issues etc.

Most of the studies, which examined the relationship between personal values and consumption behaviour were also focussed on consumer's brand choice behaviour and are specifically conducted
in products which are non-durable in nature and also more focussed on automobile purchases/ownership.

A review of the studies conducted among Indian respondents to examine the relationship between personal values and behaviour reveals that most of the studies have utilised Rokeach value survey and Spranger's types of men for identifying values of respondents. Further their studies have been conducted among student population. Comprehensive efforts have not been taken to develop a value profile of consumers to study consumer behaviour in Indian context, especially among the consumer population.

The findings from several studies conducted by marketing and consumer researchers in India also reveal that although other variables are considered to examine consumers' buying behaviour, most of the studies have found that income is the main determinant of consumption behaviour.

But these studies do not take into account product consumption patterns of consumers of different income groups to find out whether their usage of income is influenced by their value orientations. It is also evident from the studies conducted in Indian context that they have adopted product oriented approach by examining consumer behaviour with reference to a specific product and they do not attempt to study consumer behaviour with reference to wide assortment of products. They have also excluded the
behavioural characteristics of consumers like 'personal values' in most of their studies.

Most of the studies conducted to find out the relationship between personal values and consumption behaviour have focussed on the relationship between personal values and their specific behaviour.

It will therefore be evident from the above discussions, that the present study differs from all other studies, as this study attempts to find out whether the product consumption patterns of consumers will reflect their value orientations and stand for their value images and also how consumer's value orientations can determine the way in which consumers from different socio economic level use their income with reference to their product consumption patterns.

Further, this study also had included more number of values and wide assortment of products, which are durable in nature and the association between values and income usage and their product consumption patterns found by forming value segments IN PRIORI.