CHAPTER IV.

ANALYSIS OF CONSUMER VALUES.

In the previous chapter, the theoretical framework and methodology to be adopted in the study were elaborated.

This chapter deals with the analysis of consumer values and presents various studies concerned with measurement procedures and limitations in some of them and also the methodology adopted in the present study to identify the value orientations. It also presents the value profile operationalised in the form of statements in each orientation, identified in the study IN PRIORI.

One of the salient aspects of studying values from the empirical perspective is to group the respondents for determining their value orientations.

Thurstone\(^1\) proposed various types of measurement procedures for measuring values, most of which are subjective in nature.

Most of the earlier empirical studies conducted to examine the relationship between personal values in consumer behaviour were based on the form of Rokeach value survey (Form E) which contained two sets of values viz. terminal and instrumental containing 16 values each.


\('\) Measurement of values' (Ed. 1959 University of Chicago Pages 182-194.)
and the Respondents were asked to rank order the values according to their preference. Terminal values related to end states of existence, while instrumental values related to preferable modes of conduct.

But several authors had observed that there are some limitations in the Rokeach value survey.

Heath R.L. and Fogel D.S.² conducted a study to explore whether any empirical rationale exists to classify values as 'terminal' and 'instrumental' categories and also the assumptions that 
(a) respondents were expected to place values in the same category and 
(b) only two factors can emerge according to Rokeach.

It was found that Rokeach's assumption that values can be assigned to one category or other universally is not supported and these categories also lack construct validity as subjects differ with Rokeach as to which value appear to be terminal or instrumental.

Further examination of value system based on values is found appropriate taken on meaning and not on expression of single values in concept. As clusters of values create unique value orientation, which change over time, they can be used as means for adopting to

decisions. They have suggested that studies can be made based on value orientations instead of value systems.

Braithwaite V.S. and Law H.H.³ had examined the comprehensiveness of Rokeach value survey and found the emergence of certain new values, which are not found in the Rokeach value survey, which narrowed the scope of original concepts. They have also pointed out that so far as measurement technique is concerned, rating procedure is more preferable than ranking procedure both from psychometric and empirical valid perspective.

Similarly, several authors had examined the measurement procedure adopted by Rokeach value survey, which requires respondents to rank order values.

Joseph Clawson and Donald Vinson⁴ had observed that Rokeach value survey omits a number of other values, that a substantial portion of the population holds. According to them, no standard method for measuring consumer values has the acceptance of scholars and that the value concept measured in consumer research has not been


clearly defined. Furthermore, rank ordered data is less informative than the other technique and instructions given therein will bias the ranking in favour of depicted values against satiated values.

Lawrence Crosby A and Mary Jo Bitner and James D. Gill had observed that when organised along a few underlying dimensions, non-independent values can yield better results than values, which are independent. According to them, rankings may force respondents to make trade-offs, they would not otherwise make and ratings would seem to be preferred as they impose fewer constraints on the data.

Michael Munson had made an extensive review of literature across four disciplines which included, psychology, sociology, organisation behaviour and consumer behaviour with an observation that bulk of the studies focussed on the relationship between values and either product or brand choice behaviour are based on Rokeach value survey with some degree of variation. Further he had pointed out that scaling (rating) approach lies largely in the inherent weaknesses associated with Rokeach's ranking method with some limitations.


6. Michael Munson "Personal values; consideration of their measurement and application to five areas of research enquiry" Pages 13-29 in "Personal values and consumer psychology" (Ed.) Robert Pitts E. and Arch Woodside G 1984, Lexington Books, Toronto, U.S.
Duane Alwin and Jon Krosnick\textsuperscript{7}, while comparing the data obtained by value rating and value ranking have indicated that both give only similar results and the choice of the method depends upon the specific work of the research issue.

Michael Munson and Shelby McInerney\textsuperscript{8} have observed that an examination of the convergent and discriminant validity of the two alternative procedures for measurement of personal values i.e. rank ordering and scaling techniques (rating) shows that the reliability of the data obtained via Likert type of scaling is not significantly different from the data obtained via rank ordering procedure.

In addition to Rokeach value survey, consumer researchers have also formulated measurement procedures in recent years.

A new typology called VALS (Values and life styles) has been formulated by Arnold Mitchell\textsuperscript{9} which segmented American market population into nine segments based on their life style orientations. The consumers have been segmented as 'inner directed' and 'other directed' with suitable sub segments relating to life styles.

\textsuperscript{7} Duane F. Alwin F and Jon Krosnick A (1985) "The measurement of values in surveys; A comparison of rating and rankings;" Journal of Public Opinion quarterly (vol. 49) 1985 Pages 525-532.
\textsuperscript{8} Michael Munson and Shelby McInerney (1979) "Developing practical procedures for measurement of personal values in cross cultural marketing" Journal of Marketing Research - February 1979 Pages 48-52.
The VALs typology has been recently modified as VALS 2 with three dimensions only and their implications are not clear.

Rebecca Halman observed that an examination of VALs 1 typology reveals that it is too broad for generalisation.

Sharon E. Beatty, Lynn R. Kahle, Pamela Homer and Shekar Misra have developed a value profile called LOV (List of values) which consist of nine values, closely resembling the terminal values of Rokeach value survey, which they claim are more closely related to daily consumption behaviour.

Both the measurement procedures have been analysed by some researchers.

Lynn Kahle R, Sharon Beatty E, Pamela Homer have compared the two methods of measuring consumer values in LOV (List of values)


and VALS (values and life styles) and found that LOV has some advantages than values and life styles and are more closely related to consumer behaviour.

Novak P and Bruce MacEvoy 13, while comparing LOV (List of values) and VALS (values and life styles) typology with the help of a set of standard demographic variables with respect to both psychographic segmentation systems, revealed that LOV (List of values) and VALS (values and life styles) are superior to one another, in certain aspects. Comparing along with respect to widely used/syndicated psychographic segmentation systems and a set of standard demographic variables will provide benchmark for evaluating LOV's predictive utility.

They have further observed that an examination of LOV and their implications have thrown light that segments derived by value systems rather than a single value will be more reliable and will have greater interpretability aside from the fact that their definition is directly consistent with the concept of value systems. Further identifying value segments based on top ranked procedure will create several small groups, which deny the oppor-


13. P. Novak and Bruce MacEvoy "On comparing alternative segmentation schemes: The List of Values and Values and Life
tunity to know their additional value priorities they hold. Individuals belonging to a particular segment (group) have the same value systems, which is represented by a set of latent (unobservable) utilities and it is more reasonable to define segments or comparisons of groups (formed priori) on a set of values rather than a single most important held by an individual, as human beings hold more than one value and those values carry different level of abstractions.

From the foregoing discussions, it can be inferred that the main aim of an enquiry relating to values using questionnaires, interviews or any other method for eliciting response from the respondents is to identify whether group of individuals will orient themselves by attaching importance to certain group of values.

Based on this, the methodology in this study had been formulated.

The first objective of the study is to examine the personal value profile of sample consumers and identify the groups emerging out of it. For achieving this, the following procedure was followed.

**Personal value schedule.**

A personal value schedule has been constructed, operationalised...
in the form of statements for twenty-five values identified for
the study. They have been operationalised in the form of state-
ments because it is felt that statements will convey meaning
more clearly than concepts.

One of the most important aspects of studying values is how
to interpret the responses indicated by respondents. Interpre-
tation of value is difficult as clinical interpretation of cons-
cious reports of patients or the manifest contents of dream.
The simplest way of handling interpretation is to treat responses
as verbal behaviours only. Values are statements of desirable.
But a fuller understanding is needed.14

The value groupings made in the study have been identified
IN PRIORI with the help of the classification scheme of Jagdish
Sheth N, Barbara L. Gross and Bruce I. Newman15. They have
classified consumer values into five categories.

(i) functional values
(ii) social values.
(iii) emotional values
(iv) epistemic values
(v) conditional values

"Values of Indian and American adolescents" Journal of
Personality and Social Psychology - Volume 3 - 1979 -
Pages 374-391.
To facilitate the description of value traits of groups emerged in the study, their value classification is adopted by replacing their 'conditional value construct' as 'physical value orientation', as it more apt for the statements, identified in respect of that group.

The five value orientations identified for this study is:

1. Functional value orientation.
2. Social value orientation
3. Emotional value orientation
4. Epistemic value orientation.
5. Physical value orientation.

(in the place of conditional value construct)

The twentyfive values identified for the study have been operationalised in the form of statements and are assigned to the respective group so that their meaning is reflected in the concerned value orientation.

The orientation and the value statements connected therewith are detailed hereunder:

15. Jagdish N. Sheth, Barbara L. Cross and Bruce I. Newman


Pages 159-170.
I. Functional value orientation.

(i) Hardworking. Work never tires me
(ii) Honesty. I want to be open and frank in my dealings.
(iii) Planning. I always plan my work well in time.
(iv) Practicality I care more for my work than anything else.
(v) Self development I am able to realise the potential for improving myself in whatever task I choose to do.

II. Social value orientation.

(i) Adaptability I can feel at ease even with a stranger.
(ii) Cooperation. I like working in groups.
(iii) Loving. There are very few people whom I don't like.
(iv) Status. My actions always reflect my social standing.
(v) Responsible. I often realise that I have an obligation to help.

III. Emotional value orientation.

(i) Appreciativeness I do not hesitate to admire notable deeds.
(ii) Excitement
I like thrills and surprises rather than a routine life.

(iii) Individuality
I usually maintain my own opinion even though many others may have a different point of view.

(iv) Hospitality
I enjoy entertain and attending on guests.

(v) Prestige
I try to keep my personal prestige in all respects.

IV. Epistemic value orientation

(i) Precaution.
I usually think more than once before making a decision.

(ii) Competence.
I have the skill and ability required for my job.

(iii) Maturity.
I believe, personal experience is necessary for me for understanding this world.

(iv) Forethought.
I am very thoughtful about the implications of my decisions.

(v) Orderliness.
I want to be methodical in all my works.

V. Physical value orientation

(i) Cleanliness.
My personal cleanliness keeps me healthy.
(ii) Harmony.  
I devote great deal of attention to solve conflicts confronted by me.

(iii) Leisure.  
I enjoy rest and relaxation.

(iv) Physical well being.  
I am conscious of my physical well being and appearance.

(v) Comfort.  
My personal comforts cannot be sacrificed for the sake of others.

Philosopher Charles Morris\(^{16}\) had observed that it is possible to compare cultures and groups in cultures with reference to numbers or percentage of first choice given in the response. In most of the studies conducted to examine the thirteen ways of life across cultures, he has grouped the respondents on the basis of first choices of responses indicated by them. Further grouping respondents on the basis of first choice indicated in the responses will facilitate to compare cultures within the group. It is also felt that grouping of values of consumers is more important than the degree of importance, they attach to values from the marketing perspective and also for segmenting markets. It also enables to compare and classify the consumption patterns of the consumer-value groups.

In this study, consumer values were grouped based on their

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University of Chicago Press, Chicago.
response pattern indicated in the questionnaire in the first choice (strongly agree) Each statement relates to a particular value and falling within the group referred to. A respondent who ticks a statement as 'strongly agree' in the response is considered as one placing importance for the value concerned. Similarly if he marks all the five values identified for a particular orientation, he will be considered as falling to the orientation concerned.

For instance, a consumer who ticks a statement relating to 'Adaptability' as strongly agree is considered to be placing importance to that value. Similarly if he ticks all the five value statements identified as 'social orientation' to which the value of 'adaptability' relates, he will be considered to fall in 'social orientation'. Likewise all the responses were analysed to find out to which value group the respondent will fall.

A table showing the details of composite strength of the five value groups emerged in the study is presented as Table No.IV-1. It contains details about value orientation, statements attached to it, total number of respondents in that category and the percentage of the group.
Table IV-1.
Details of group, values contained therein and relevant statements with number and percentage.

<table>
<thead>
<tr>
<th>Group</th>
<th>Value</th>
<th>Statement</th>
<th>No.</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Epistem</td>
<td>1. Precaution</td>
<td>I usually think more than once before making a decision.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Competence</td>
<td>I have the skill and ability required for my job.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Maturity</td>
<td>I believe, personal experience is necessary for me for understanding this world.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Forethought</td>
<td>I am very thoughtful about the implications of my decisions.</td>
<td>91</td>
<td>30.23</td>
</tr>
<tr>
<td></td>
<td>5. Orderliness</td>
<td>I want to be methodical in all my works.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Social</td>
<td>1. Adaptability</td>
<td>I can feel at ease even with a stranger.</td>
<td>71</td>
<td>23.59</td>
</tr>
<tr>
<td></td>
<td>2. Cooperation</td>
<td>I like working in groups.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Loving</td>
<td>There are very few people whom I don't like.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Status</td>
<td>My actions always reflect my social standing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Responsible</td>
<td>I often realise that I have an obligation to help.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Harmony</td>
<td>I devote great deal of attention to solve conflicts confronted by me.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Physical well being</td>
<td>I am conscious of my physical well being and appearance.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Leisure</td>
<td>I enjoy rest and relaxation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Comfort</td>
<td>My personal comforts cannot be sacrificed for the sake of others.</td>
<td>49</td>
<td>16.28</td>
</tr>
<tr>
<td>4. Emotional</td>
<td>5. Functional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Appreciativeness</td>
<td>1. Hardworking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Excitement</td>
<td>I do not hesitate to admire notable deeds.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Individuality</td>
<td>I like thrills and surprises rather than a routine life.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Hospitality</td>
<td>I usually maintain my own opinion even though many others may have a different point of view.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Prestige</td>
<td>I enjoy entertain and attending on guests.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Functional</td>
<td>I try to keep my personal prestige in all respects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Hardworking</td>
<td>Work never tires me.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Honesty</td>
<td>I want to be open and frank in my dealings.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Planning</td>
<td>I always plan my work well in time.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Practicality</td>
<td>I care more for work than anything else.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Self development</td>
<td>I am able to realise the potential for improving myself in whatever task I choose to do.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It will be seen from Table IV-1, that two large groups (epistemic and social) and three small groups (physical, emotional and functional) have emerged in the study.

The first value group emerged in the study is 'epistemic' orientation consisting of 91 respondents out of 301, placing importance for the values of competence, maturity, orderliness, precaution and forethought with 30.23%.

The second value group emerged in the study is 'social' orientation consisting of 71 respondents out of 301, placing importance for values of adaptability, loving, responsibility, cooperation and status with 23.59%.

The third value group emerged in the study is 'physical' orientation consisting of 49 respondents out of 301, placing importance for values of physical well being, cleanliness, harmony, leisure and comfort with 16.28%.

The fourth value group emerged in the study is 'emotional' orientation consisting of 46 respondents out of 301, placing importance for values of excitement, prestige, individuality, hospitality and appreciativeness with 15.28%.

The fifth and last value group emerged in the study is functional orientation consisting of 44 respondents out of 301, placing importance for the values of practicality, honesty, hardworking, planning and self development with 14.62%.

From the marketing perspective, the behavioural characteristics
of consumers and also how they reflect in their product consumption patterns for all the value groups emerged in the study will be more informative in designing programmes. Hence all the five value groups have been taken up for study irrespective of the fact whether the group is big or small.

While examining the relationship between personal values of consumers and their behaviour, the impact of antecedent variables should also be taken up for consideration, as they shape values/value orientations.

The main purpose of the study is to examine the association between values/value orientations and income usage of consumers. Hence attempts are made to analyse the details of income groups with reference to their value orientations to find out whether statistical association exists between them. For this purpose, Chi square analysis has been performed. A cross classification table showing the Chi square statistics is presented in Table IV-2.
Table No. IV.2

Details of income groups and value groups, their percentage and the results of Chi-square analysis. \( N = 301 \).

<table>
<thead>
<tr>
<th>Value Group</th>
<th>income group</th>
<th>Lower</th>
<th>Middle</th>
<th>Higher</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Epistemic</td>
<td>45 (41.67)</td>
<td>24 (25.26)</td>
<td>22 (22.45)</td>
<td>91 (30.23)</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>30 (27.78)</td>
<td>15 (15.79)</td>
<td>26 (26.53)</td>
<td>71 (23.59)</td>
<td></td>
</tr>
<tr>
<td>Physical</td>
<td>10 (9.25)</td>
<td>20 (21.05)</td>
<td>19 (19.39)</td>
<td>49 (16.28)</td>
<td></td>
</tr>
<tr>
<td>Emotional</td>
<td>11 (10.19)</td>
<td>19 (20.00)</td>
<td>16 (16.33)</td>
<td>46 (15.28)</td>
<td></td>
</tr>
<tr>
<td>Functional</td>
<td>12 (10.11)</td>
<td>17 (17.90)</td>
<td>15 (15.30)</td>
<td>44 (14.62)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>108 (35.88)</strong></td>
<td><strong>95 (31.56)</strong></td>
<td><strong>98 (32.56)</strong></td>
<td><strong>301 (100%)</strong></td>
<td></td>
</tr>
</tbody>
</table>

Calculated value \( 21.1315000 \)

Degrees of freedom 8

Table value \( 15.50 \)

Lambda-b (assymet.tr) 0.120 or 12%.
From Table IV-2, it can also be seen that the first income group is 'lower income' with 108 respondents out of 301, the second income group is 'higher income' with 98 respondents while the third is middle income group with 95 respondents out of 301.

Similarly, the first value group is 'epistemic' with 91 respondents out of 301, social value group with 71 respondents out of 301, as second group, while 'physical value group' is the third with 49 respondents out of 301. Emotional value group emerged as fourth group with 46 respondents out of 301, and functional value group as fifth and last with 44 respondents out of 301 respondents.

Since the dominant value orientation is 'epistemic orientation', naturally this is to be the most important value for all the respondents belonging to the three income groups i.e. lower, middle and higher income group of respondents. But the lower and middle income group of respondents only have placed importance for this value more than higher income, constituting 41.67% and 25.26% respectively. However, the higher income group of consumers seem to be placing more importance for 'social' values with 26.53% than lower and middle income groups.

In order to find out whether statistical significant association exists between value groups and income groups, a cross classification table was formed and the statistical significance of association was tested through Chi square analysis.

The results indicated that there is significant association
tion showing 21.1315000 as against the table value of 15.50. Hence the existence of statistical significant association between values and income is established.

The Lambda co-efficient (Goodman and Kruskal) also indicates this, as the predictive power of values on income is 12%.