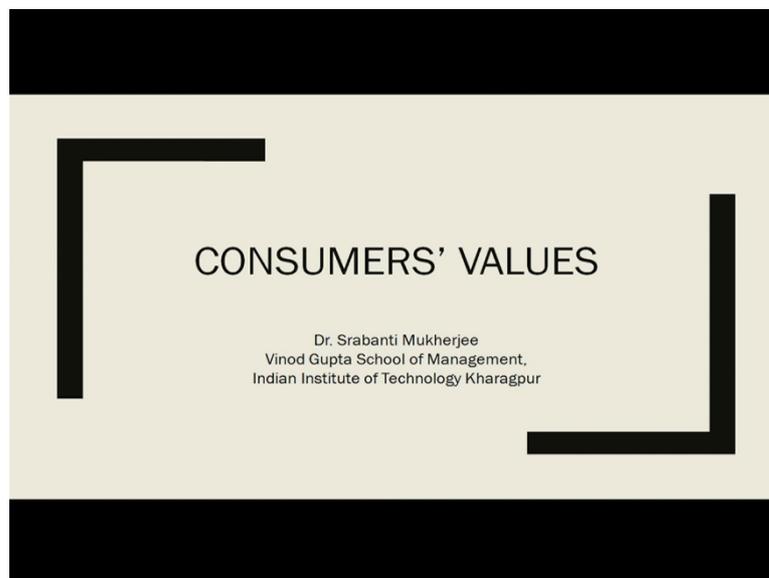


**Consumer Behaviour**  
**Prof. Srabanti Mukherjee**  
**Vinod Gupta School of Management**  
**IIT Kharagpur**

**Module No. #04**  
**Lecture No. #19**  
**Consumer's Values**

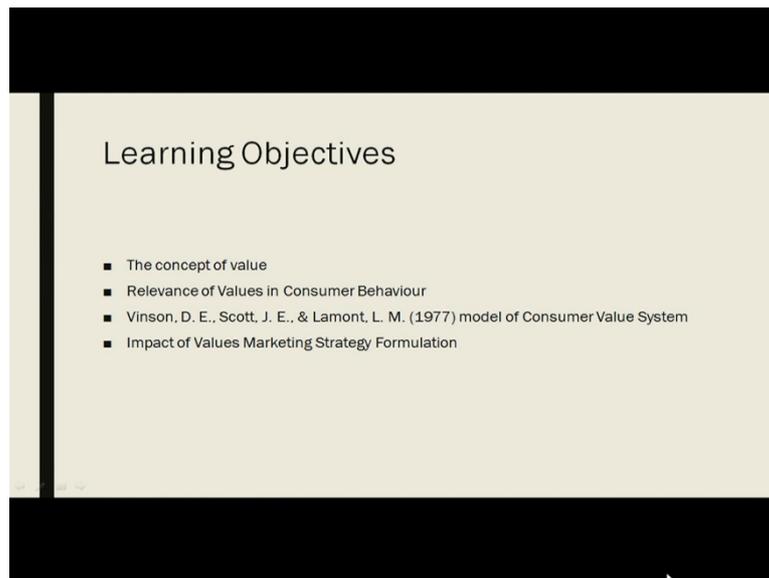
Hello. And, we start a new Session of CV. And, this Session, is on the Values of the Customer.

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This is your, Nineteenth Session of Consumer Behaviour. And, I am, Dr Srabanti Mukherjee, from Vinod Gupta School of Management, IIT, Kharagpur, will be presenting this Session to you.

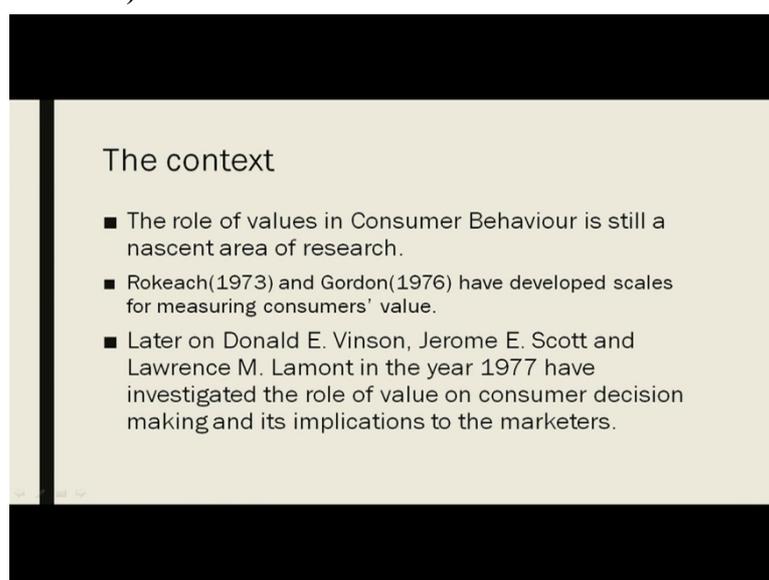
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The Basic Learning Objectives of this Session are, First, the Concept of Value. What a Value means. Second is the, relevance of Values, in Consumer Behaviour. Why do we study, Values in Consumer Behaviour? And then, I will talk about the, Vinson Scott Lamont Model of Consumer Value system. Although, there are, two other Value Measurement Scales, one is by Rokeach, and other is by Gordon.

But, at this moment, I am not discussing that. Which means, that is more related to the Cultural aspect. So, I will discuss those, in the Session of Cultural Values. Now, for this Session, I will restrict myself to the, Vinson Scott Lamont Model. And, only I will talk about the Impact of Values, in Marketing Strategy formulation.

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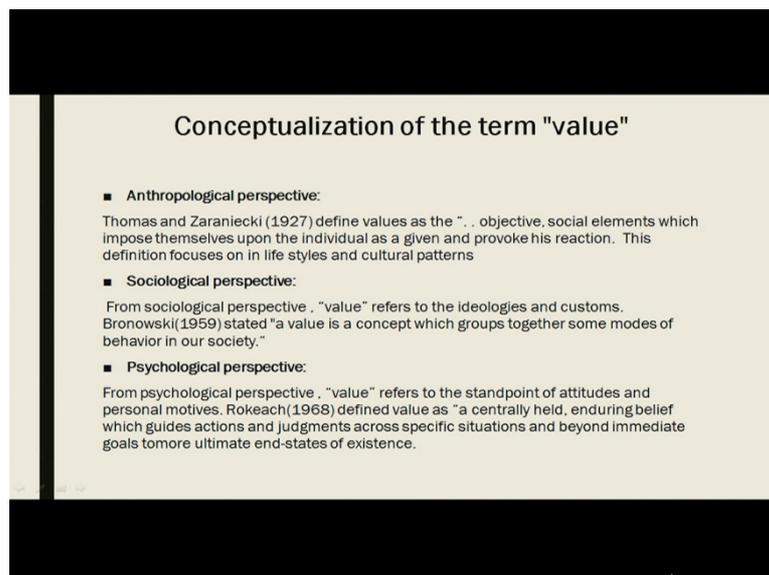
Now, we first talk about, the context of wide, we are talking about Values, what is the

meaning of it. And, how it has evolved. The understanding and study of Value, how it has evolved. So, the context is a role of Values and Consumer Behaviour, actually is still in a very nascent area of Research. Because, so far in the Research, we talk about the Cultural Values.

But, the Values as a whole, that what is the Global Value, what are the Core Values, and what are its Implication. So, the studies in these domain, is quite limited. So, Rokeach and Gordon also developed some skills, that is for measurement of Value. But then, these Values are mostly the Cultural Values. So, I will discuss, again as I have said, in the Culture Session.

But, later on, what we see in 1977, Donald Vinson, Jerome Scott, and Lawrence Lamont, have investigated the role of Value, on Consumer Decision-Making and its Implication, to the Marketer. So, thereby following their Model, I assume that, this is one of the factor, which could be considered as an Internal Determinant, or the Personal Determinant of Consumer, in the Decision-Making process.

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**Conceptualization of the term "value"**

- **Anthropological perspective:**  
Thomas and Zaraniecki (1927) define values as the "... objective, social elements which impose themselves upon the individual as a given and provoke his reaction. This definition focuses on in life styles and cultural patterns
- **Sociological perspective:**  
From sociological perspective, "value" refers to the ideologies and customs. Bronowski(1959) stated "a value is a concept which groups together some modes of behavior in our society."
- **Psychological perspective:**  
From psychological perspective, "value" refers to the standpoint of attitudes and personal motives. Rokeach(1968) defined value as "a centrally held, enduring belief which guides actions and judgments across specific situations and beyond immediate goals to more ultimate end-states of existence.

So, how do we conceptualise the term, Value. We conceptualise it from, three perspectives mainly. One is the Anthropological perspective. Second is the Sociological perspective. And, third is the Psychological perspective. Following the Anthropological perspective, one of the very famous definition in this purview, is by Thomas and Zareniecki, in 1927. And, they define Value, as the objective and Social elements, which impose themselves upon the Individual as a given, and provoke his reaction.

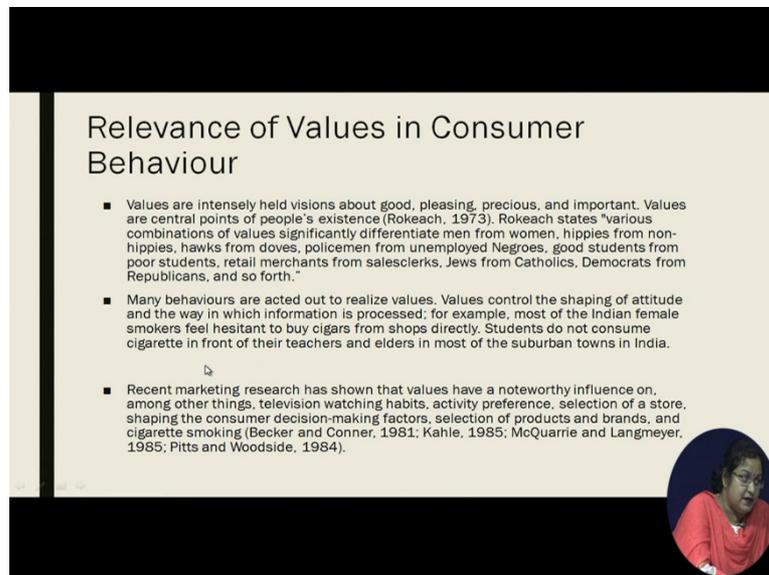
This definition, actually focuses on the, Lifestyle and Cultural pattern of the Customer. So,

the Second one, comes from the Sociological perspective. And here, the term Value, is coming from, Ideologies and Customs. When we discuss it from the Sociological perspective that, if the Guest comes to the House, then I am offering some kind of Drinks, or some kind of Water, some Sweetener, or whatever, I am just welcoming him, with some Food or some Drinks.

So, this may be custom. If I am not doing that, maybe, I am not following my Indian Value system. Because, that is how, we usually behave. So, Sociological perspective, comes from that Dimension. And, Bronowski in 1959, stated that, Value is a Concept, which groups together, some modes of Behaviour in our Society. And, the third one is of course, the Psychological perspective, and which we are more interested in.

So here, Value is coming from the standpoint of Attitude, and Personal Motives. Rokeach, in 1968, define Value, as a centrally held enduring Belief, which guides Actions and Judgements, across specific Situation, and beyond immediate Goals, to more ultimate end states of existence. So, these are the Three perspectives, in which we study, Value.

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**Relevance of Values in Consumer Behaviour**

- Values are intensely held visions about good, pleasing, precious, and important. Values are central points of people's existence (Rokeach, 1973). Rokeach states "various combinations of values significantly differentiate men from women, hippies from non-hippies, hawks from doves, policemen from unemployed Negroes, good students from poor students, retail merchants from salesclerks, Jews from Catholics, Democrats from Republicans, and so forth."
- Many behaviours are acted out to realize values. Values control the shaping of attitude and the way in which information is processed; for example, most of the Indian female smokers feel hesitant to buy cigars from shops directly. Students do not consume cigarette in front of their teachers and elders in most of the suburban towns in India.
- Recent marketing research has shown that values have a noteworthy influence on, among other things, television watching habits, activity preference, selection of a store, shaping the consumer decision-making factors, selection of products and brands, and cigarette smoking (Becker and Conner, 1981; Kahle, 1985; McQuarrie and Langmeyer, 1985; Pitts and Woodside, 1984).

Now, what is the relevance of Value, in Consumer Behaviour, if you discuss. First of all, Values are very intensely held visions about, good, pleasing, precious, and very important. We understand like, if you see that, consuming Cigarette is bad. So, this is my Value. That is my Attitude, towards that particular consumption, of that particular Product.

So, Values are central points of People's existence, as Rokeach has said. In 1973, Rokeach

has stated that, various combinations of Values, significantly differentiate, Men from Women, Hippies from Non-Hippies, Hawks from Doves, Policemen from Unemployed Negroes, Good Students from Poor Students, Retail Merchants from Sales Clerks, Jews from Catholics, Democrats from Republican, and so forth

So, may be the Value system in India, could be like this, that you know, the Girls usually come back, before a certain time at night, may be 8, 8:30. Within that, usually, Girls come back home, because of safety concerns, and something. So, if this is the internally held Value system, then that might differ from the Boys. Because, the societal belief is like this, that the Boys could be little safe, after that time also.

So, we assume that, in the evening Session, even you open an evening course, we may assume that, the major enrolment may be from the Boys. So, this is the assumption, that this may not be right, and this might be changing also. But, this is my Inner End Value systems. I am not talking about, what is right or wrong. But, I am talking about the Value system, which is a centrally held belief, within a Person. That is how, an Individual can think like.

Many behaviours are acted out to, realise Values. Values, control the shaping of attitude, and the ways in which, information is processed. For example, most of the Indian Female Smokers, will be very hesitant to buy cigars, from the shop, directly. Students, usually do not consume cigarette, in front of their teachers or elders, in these suburban towns in the Country. So, this exactly what I am saying, is just the understanding, or a centrally held belief, of an Individual.

This might differ. And, it is not about, right or wrong. Once again, I am saying, it is just about the central belief of an Individual. Recent Marketing Research has shown that, Values have a noteworthy influence, on among other things, Television watching habits. Say, I may feel like, you know, Sports is mostly, the Boys will like Sports. The housewife will like Serials and Shows so, and the Head of the Family, will like to watch, more News Channel

The Kid will like to watch, more of Cartoon Network. These are some kind of beliefs of the Value system, which we think of. Which is the centrally held Value system or habit, which we have. So, then actually, the Shows and dramas could also be, shaped in that way, or designed in that way, that it caters to the sentiments of the housewives. Or, maybe, the daily Family

incidents could be portrayed, in the Shows and Serials.

Now, it is even about the activity preference, whether I likes to, you know, go for Indoor Sports, whether I would like to go for an Outdoor Sports, all this. Selection of a Store, is also about the Value system. Like, I will give a very small example, like Vegetables are available in the Departmental Stores, as well, like More and all. If we interact with some People, those who are maybe in the age of 60, 65, they will prefer, to go to the Subzi Mandi, and buy Vegetables from there.

Because, their assumption is like this, that whatever, see, in the Departmental Stores, the kind of Subzi's are not, might not be fresh. That is what, they think. And, that is why, they will prefer to go to the Subzi Mandi, everyday morning. Okay. Because, they want very fresh kind of Vegetables. So, this our kind of a purchase selection of a Store, but the Person who is throughout the week is very busy.

Maybe, an IT Professional, where both couple are working, in the IT sector. May be, very busy, while coming back from home. Maybe, the Subzi Mandi's are already closed. But, you know, they can go to the Departmental Stores, and buy whatever Grocery and Vegetables they want, in under one roof itself. So, they preferred that.

So, you know, you can see, because of the Value system, how selection of Store also matters. Shaping, Consumer Decision-Making factors. Selection of Products and Brands. Particularly, Cigarette and Alcohol smoking, these are very much determined, by the Value system of the Customer.

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## Relevance of Values in Consumer Behaviour

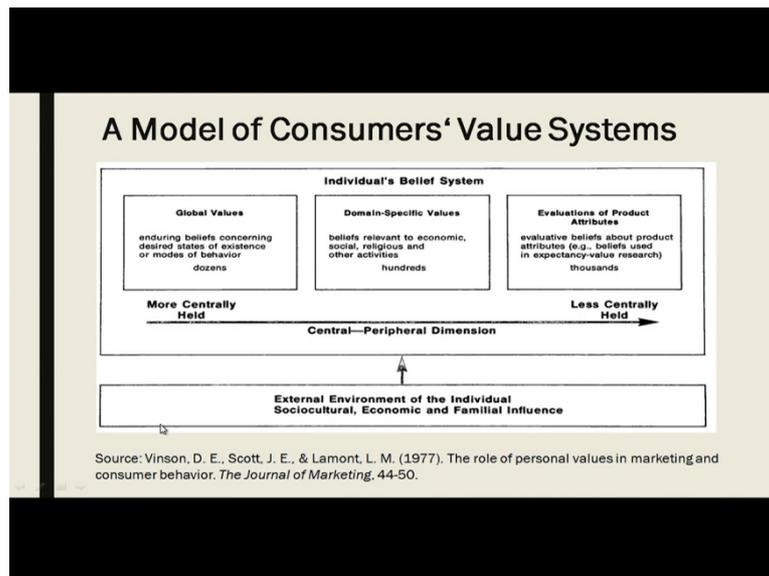
- Values provide indications about how a particular culture functions when all the social functions rotate around the core cultural values of the society.
- Some researchers analyse values as the individual's depiction of a society's aspiration. If culture has to be understood, exploration of the values of people in that culture shows the most potential preparatory point.
- Even for cross-cultural research, value is the key issue. Kahle (1986) recognized that values diverge among geographic sections in the US. Nonetheless, the comparative value varying internationally has also been an area of interest by many scholars (Berrien, 1966; Zavaloni, 1980).

Values provide indication about, how a particular Culture functions, when all the Social functions rotate around the, Core Cultural Values of the Society. It may be, the occasion of marriage. How, you know, we know the Hindu Marriage, Christian Marriage, and all, based on our Religious Value system, how we perform, different kind of Rituals even, or some Ceremonies. Some Researchers analyse, Values as the Individual depiction of the Societies aspiration.

Now, if the Culture has to be understood, the exploration of the Values of People in that Culture, you know, Shows the most potential preparatory point, we can say. If you have to, say, a Multinational company, if they want to sell their Product in India, they have to understand the Culture, and Subculture of India. The Value system, prevalent in each of the Culture, and Subculture. And, then only, they can, you know, design their Product, or their communication message, or even, they can identify a particular segment.

Even from Cross-Cultural Research, Value is one of the very vital issue. Kahle, in 1986, has recognised that, Values diverge among Geographical sections, in the US. It is true, in India also. Nonetheless, the comparative Value varying Internationally, has also been an area of interest, by many Scholars.

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Now, we see the Model of Consumers Value systems. And, these models, which I will explain now, about the Vinson, Scott, and Lamont Model. Now, in this Model, they have said, Vinson, Scott, and Lamont, they have said that, usually, Individuals Belief System, pivots around three major Values. One is the, Core Value or the Global Value of the Customer.

These are, very General Values system of the Customer. The second one is the, Domain-Specific Value. It is about a particular transaction; I will tell in details. Third one is the, evaluation of Product Attributes. This is specific to the Product. So, as we are saying, Global Value is enduring beliefs, concerning to the desired states of Existence, or modes of Behaviour. And, these existence, dozens actually.

And then, we talk about the domain specific behaviour. This is like, how we think about the economic transactions. With our Value system, is like you know, every day, we will go to our nearest retailer, buy in small quantity. And, maybe, he is maintaining a ledger book, or credit book, in which, the Person keeps on buying things, entire week. And, in the weekend, he goes and pays for that.

So, is that what, I like, that is my Domain-Specific Value, to selection of a particular retail, because of the transaction and habituated to. Some beliefs, may be derived from some societal things, some maybe from the Religious Activities. And, these are actually, hundreds. And, Evaluation of the Product Attributes is basically the, based on the Features of the Product. How do I evaluate, a Feature of the Product? If a Car says, that the Mileage is very good. Then, do I value at the Car brand, as a very preferable Car brand, or not.

Because, Mileage may not be my consideration. My consideration, maybe the comfort, and the luxury of the Car. So, if that is how, my Products specific evaluation is, I may overlook the Mileage part, which the Marketer is telling. So therefore, we say that the Central Global Values, are more of Centrally held Values. And, this may be True, not for one Individual, this may be True for the entire Culture, even.

And, when we will talk about a specific Product, or a specific Brand, so here, it is less centrally held, it is Individual specific. Why? Because, see, I will just go in details, whether you need a Car, or you know, you want to work more. You want to be fit. So, you want to work more. Or, you think that, you know, like in certain, you know, Countries, just to free the Environment from Pollution, even the top Government Officials, travel by Cycle

So, do you have that Value system, about a Product. So, that is why, you are not considering a Car. so therefore, that is my central Value. But, my Products Specific Value is, when I am evaluating a Car, either by Mileage, or by its Design, or by its Price, or something like that, a particular Brand of Car. So therefore, this is more of my Individually held perception, or Individually held Value System. And, this side is basically, the overall Belief of the Core Culture of the Country, or a certain Group of People.

So, these are more of centrally held things. And, these all things are actually, when we say that, these are actually influenced by the, External Environment, Individual Socio-Cultural Economic, and Familial influence. Say, I learn to worship every morning. If, this is my Value system, I might have learned this, from my Family, during my process of Socialisation. You know, I have just shifted to say, US

And, I have learned, certain kind of rock music. Or, I started preferring that, because I am actually having an acculturation. Which means, I am started adopting that Culture, because I am staying there. So, that could be, some kind of Socio-Cultural impact, on the Customer. So, which we are seeing, that the Domain-Specific Values are actually, derived from this. Actually, all this factors, has an Implication, on all this Values. But still, it is more Implication, on the Domain-Specific Values.

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In a study, Vinson, D. E., Scott, J. E., & Lamont, L. M. (1977) have shown more liberal consumers will have the following value system.

Global Values	Domain-Specific Values	Automobile Attributes	Consumer Products	Social Issues
Exciting life* Equality Self-respect Forgiving Intellectual Logical*	Durable Products Non-polluting products* Health promoting products Products easy to repair Quiet products* Help eliminate environmental pollution	Operate on unleaded gas* High speed capabilities Handling Quality workmanship* Advanced engineering* Low level pollution emission*	Compact Cars* Outdoor Recreation*	Air pollution* Freedom of press* Control of housing discrimination*

Now, we see, what happens, if we little bit elaborate to this, now. Global Values, to Domain-Specific Values, to Evaluation of the Product. Now, see what happens, in Vinson study only, we are mentioning. This has shown that, more Liberal Customers will have, this kind of Value system.

What they will say, regarding the Global Value, they are trying to say, that they like exciting life, they like the equality, maybe the gender equality, rich and poor equality. And then, they are very keen about their self-respect. They are forgiving in nature. And, their intellectual, and among logical also. So, these are the signs of Liberal Customers, in terms of Core Values. Whereas, these kind of Customers, it has been coming out from an Empirical study, actually.

In their Empirical study, they have found that, from this kind of Customer, the Domain-Specific Values would be towards, more Durable Products, would be more Non-Polluting Products. Because, they are Socially conscious. Then, they say, Health Promoting Products, Products which are easy to repair, so that, they don't need to worry much. Quiet Products, Noise-Free Products, help eliminate the Environmental Pollution. So, these kind of things.

Now say, we are talking about Automobile Attributes. In this case, they have done it in the Automobile section also. And, when they are choosing the Automobile section, or the Automobile Attributes, they are thinking of this Attributes now. So, now, this is the Global Values, this is the Domain-Specific Value. And, how they evaluate Automobiles. They evaluate Automobiles, based on, which operate on Unleaded Gas, because that is Non-Polluting.

High-speed capabilities. Handling issues, and easy to repair issues. Quality Workmanship. Because, they want Products, easy to repair. Advanced Engineering. Because, they want quite Products, and Durable Products. And, low level of Pollution Emissions. So, this matches with this. If these are the Domain-Specific Values, then this would be the Product Specific Values. And, there are some other issues, which they have identified, that is related to the Consumer Products.

They may look for, Compact Cars. And, this kind of Customer, will look for, some kind of Outdoor Recreation also. Regarding the Social issues, this kind of Customers are found to be, very thoughtful about the Air Pollution. The Freedom of Press, and control of Housing Discrimination. This is about, the Liberal Customers, in US.

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In a study, Vinson, D. E., Scott, J. E., & Lamont, L. M. (1977) have shown more traditional consumers will have the following value system.

Global Values	Domain-Specific Values	Automobile Attributes	Consumer Products	Social Issues
National security <sup>a</sup> Salvation <sup>a</sup> Polite Social recognition	Prompt service on complaints	Smooth riding <sup>a</sup> Luxurious interior <sup>a</sup> Prestige <sup>a</sup> Large size Spacious interior <sup>a</sup>	Standard-size cars Stylish attractive clothing Television	Crime control The drug problem



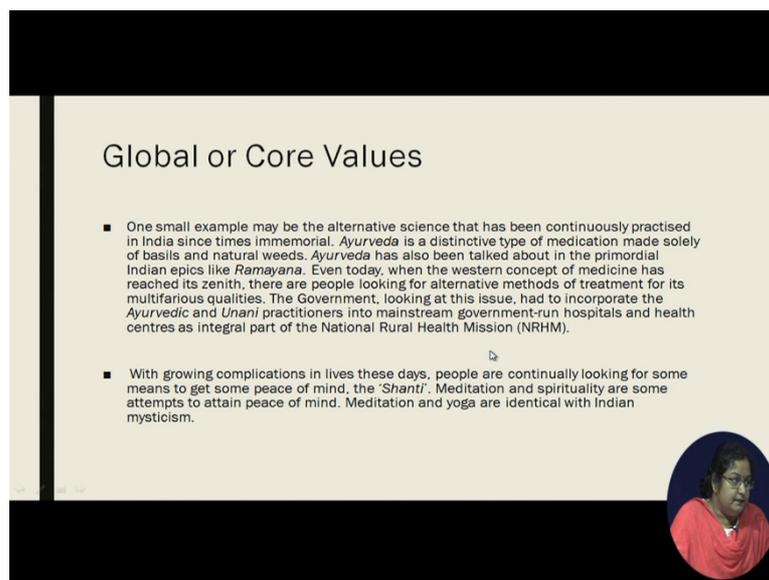
Now, in US, they have done the Study, actually on Two Groups. One group was portrayed, this kind of study, which this kind of results. And, that is why, they have named them as, Liberal Consumers. And, this is another Group, Group number Two, which Lamont, Scott, and Vinson, they have named as, Traditional Consumers. And, here they have found the Global Values they have, is in the National Security, Salvation, Polite, Social Recognition.

And, the Domain-Specific Values they have, this kind of prompt service on complaints. When they are thinking of Automobile Attribute, now they are thinking of smooth riding, they are thinking of Luxurious Interior. Because, see why? Because, they are actually looking for, Social recognition. So, Luxurious Interior, Prestige, large size Spacious Interior.

So, this kind of Customers, you can see here, this was little bit different, from what they are looking here, as the Product Attribute. And, their choice regarding the Consumer Product, obviously if you are talking about Cars, then Standard Sized Cars, not Compact Cars. It is Standard Size Cars. Because, and they are very Stylish. They will go for an, attractive Clothing. They can like Television, maybe Led Television, I mean, very advanced level Television, kind of things.

And, regarding the Social issues, since they are more security conscious here, they will look more for Crime Control, or the Drug problem kind of things. So, this is how, you can say, in these three things, like choosing the Automobile Attributes, choosing the Consumer Products, talking about the Social issues, this Customers would be, very different. And, that is why, the name, the Nomenclature, of the Two Groups. The Nomenclature, they have done here, is the Liberal Customer. And, they have done here, is the Traditional Consumer.

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The slide is titled "Global or Core Values" and contains two bullet points. The first bullet point discusses Ayurveda as a traditional Indian science, mentioning its historical roots in the Ramayana and its modern recognition by the government as part of the National Rural Health Mission (NRHM). The second bullet point discusses the search for peace of mind (Shanti) through meditation and spirituality, linking it to Indian mysticism. A small circular portrait of a woman with glasses and a red shawl is located in the bottom right corner of the slide.

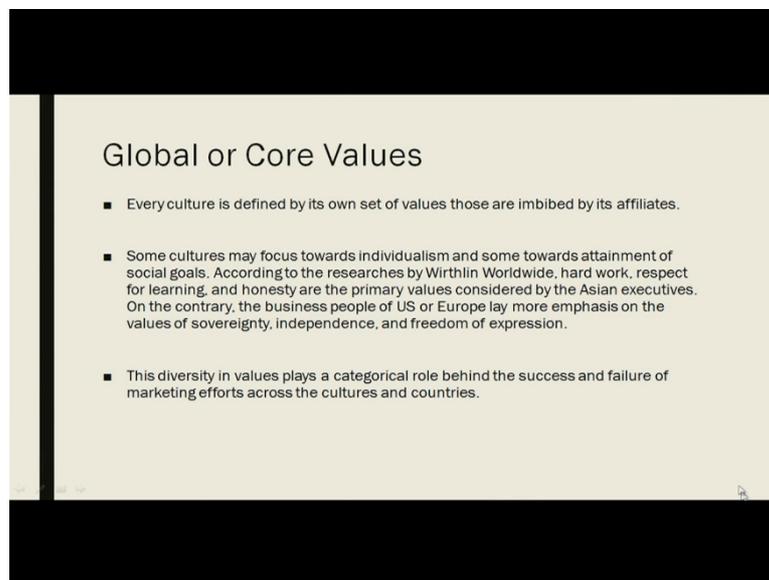
So therefore, based on the Value System actually, we can segment the Customer, in different categories. So, some of the Global Issues, we will discuss here, with a special reference to India. So, once more example, may be the Alternative Science, particularly when we talk about India, like Ayurveda. Ayurveda has been talked about, from the age of Ramayana, itself

And, even today, when the Western concept of Medicine has come, still we hold our value of this Traditional Medicine, that is of Ayurveda Medicine, and Unani Medicine, particularly for the Muslim Customers. And, that is why, even Government, they in the mainstream

Government Hospital, has incorporated this Unani practitioners, and Ayurvedic Doctors, as Ayush Practitioners, under NRHM, that is National Rural Health Mission.

Now, with growing complication, in these days, another thing, which is cropping up, is the Concept of Shanti, which is thought that, the Meditation and Yoga can be, can provide some kind of peace of mind. And, that is why, the Yoga Camps, and Meditation Camps, even the Music Therapy for Meditation, Music Therapy for stress relief, for anxiety relieving, so all these things, are becoming very popular, day by day. Because, our Value system, is actually towards, peace of mind.

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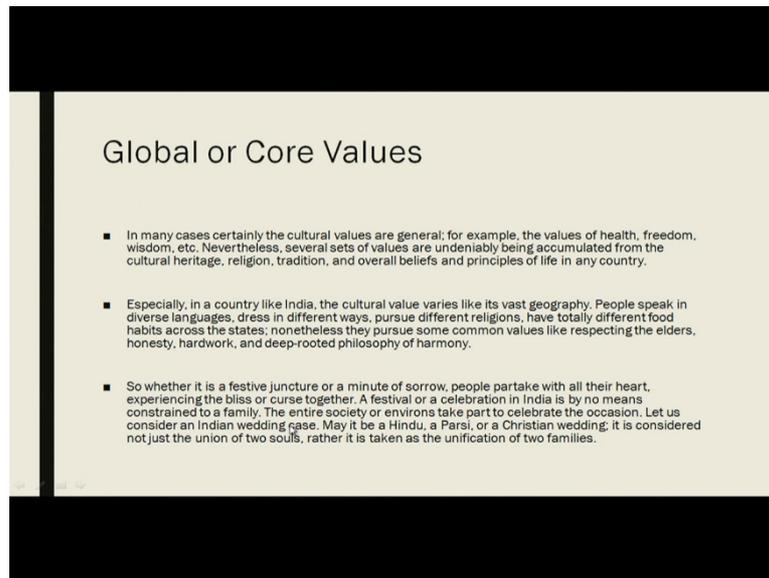
Every Culture, is defined by its own set of Values, as we understand. Now, some Cultures, focus more towards Individualism, and towards attainment of Social Goal. And, according to the Researches by Wirthlin Worldwide, Hard Work, respect for Learning, and Honesty, are the Primary Values considered by, the Asian Executives. On the contrary, the Business People of US and Europe, lay more emphasis, on the Value of Sovereignty, Independence, and Freedom of Expression

So, we can actually, divide them into two categories. And, this actually, will not only help in Consumer Behaviour, this will also help in understanding, the Organisational Behaviour, also. So, Value is actually having, a widespread Implication, in both Organisation Behaviour, as well as in Consumer Behaviour.

And, this diversity in Values, play a Categorical Role, behind the Success and Failure of

Marketing Efforts, across different Culture.

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In many cases, certainly their Cultural Values, are general. For example, like the Values for Health, Freedom, Wisdom, etcetera, nevertheless, several sets of Values are undeniably being accumulated, from the Cultural Heritage, Religion, Tradition, and the overall Beliefs and Principles of the Life. Like, we have to worship, in certain Festivals. We use Incense sticks, for Pooja. This kind of Value System, is basically coming from, Religion, Tradition, and overall Beliefs.

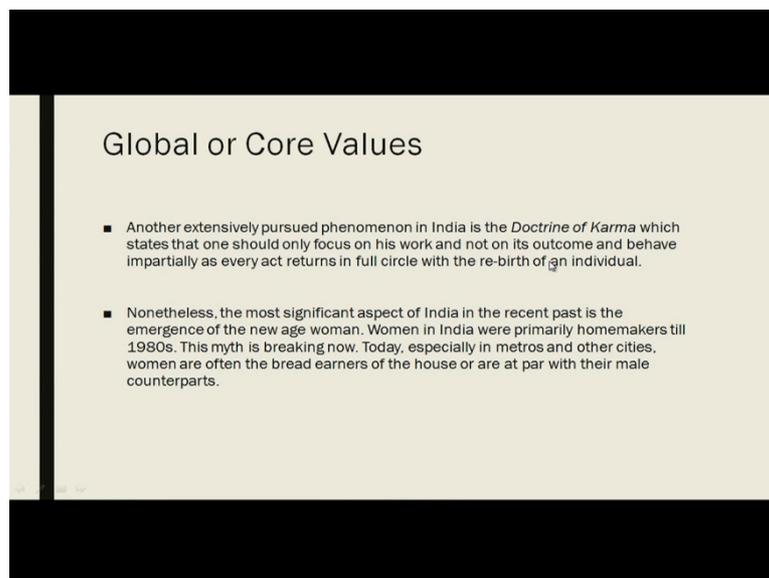
Especially, in Country like India, the Cultural Values vary like, its vast Geography. And, Peoples speak in diverse Languages. They dress in diverse ways. They pursue different Religions. And, they have totally different Food Habits, across different States. Nonetheless, they pursue some common principles like, Respect for Elders, Honesty, Hard Work, Deep Rooted Philosophy, and Harmony.

In some Advertisement, that has been shown even, that when the Person has been very accomplished. He is working in the Abroad Nations. Coming up with, High-Tech technology. But, at the end, he is emotionally deep rooted, with this Indian Culture, and coming back, and touching the feet of the Elderly People. So, this is how, the Cultural existence, matters.

And then, so whether it is a Festive Juncture, or a Minute of Sorrow, People will partake, all with their Heart, experiencing the bliss or curse together.

So, maybe, it is a Hindu Wedding, or Parsi Wedding, or whatever, we like to be with our Family. So, all this kind of occasions, and mainly the Family occasions. Shalimar Coconut oil, we can see different. Recently, we have seen Cycle Brand Incense Sticks, and all this. Even, Cadburys Celebration. This all Shows, how we celebrate the occasion, mainly with our Family.

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Global or Core Values

- Another extensively pursued phenomenon in India is the *Doctrine of Karma* which states that one should only focus on his work and not on its outcome and behave impartially as every act returns in full circle with the re-birth of an individual.
- Nonetheless, the most significant aspect of India in the recent past is the emergence of the new age woman. Women in India were primarily homemakers till 1980s. This myth is breaking now. Today, especially in metros and other cities, women are often the bread earners of the house or are at par with their male counterparts.

Another is the, Doctrine of Karma. So, that again, is the Spiritual Practice, which we have. And, last thing, which we have in terms of Core Values, is basically, the New-Age Woman, of our Country.

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Global or Core Values

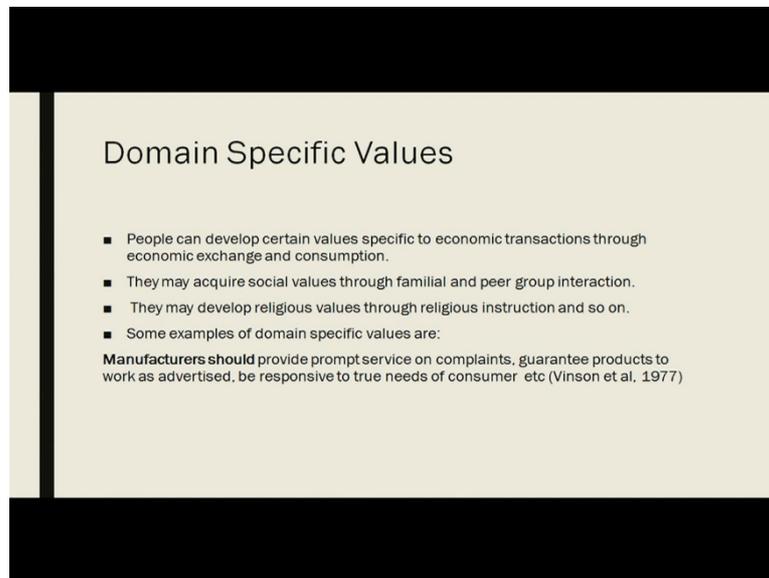
- Even in rural India, with the *Swanirvaar* projects women are getting self dependent in terms of economy and are, in many cases, the principal contributor in their household expenses. The augmentation in the cost of living and inflation rate are also some parameters behind the upsurge of women economic empowerment.
- The splendour of the Indian people lies in their strength of tolerance while maintaining their own entity and rich cultural heritage.



Because, People are becoming very Independent, Double Income Households. And particularly, we are seeing in the Rural India, difference. Swanirvaar projects, or Self-Help

Groups, are coming up. And, even Hindustan Lever kind of Organisation, they have encashed this kind of concept, by their Project Shakti Initiative, where they have utilise the Self-Help Group Ladies, in their Rural Distribution network. And, of course, finally, the Culture of India, is the Tolerance, and its rich Cultural Heritage.

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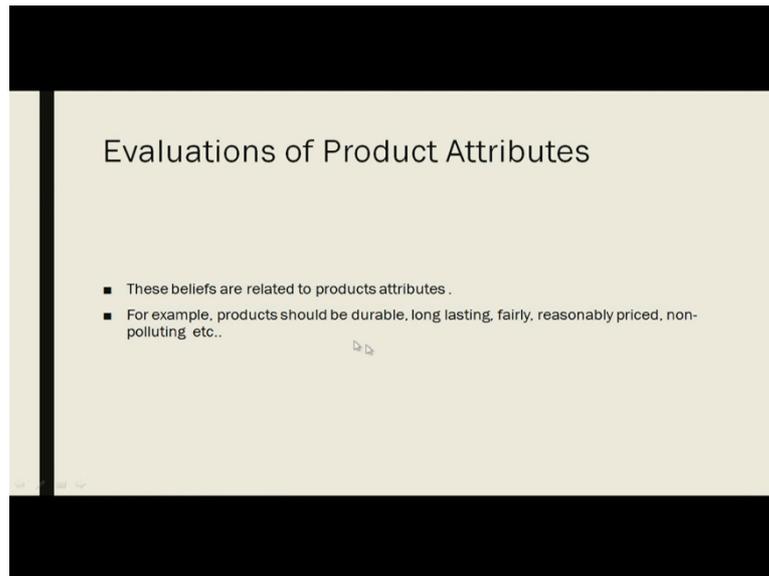
Domain Specific Values

- People can develop certain values specific to economic transactions through economic exchange and consumption.
- They may acquire social values through familial and peer group interaction.
- They may develop religious values through religious instruction and so on.
- Some examples of domain specific values are:

**Manufacturers should** provide prompt service on complaints, guarantee products to work as advertised, be responsive to true needs of consumer etc (Vinson et al. 1977)

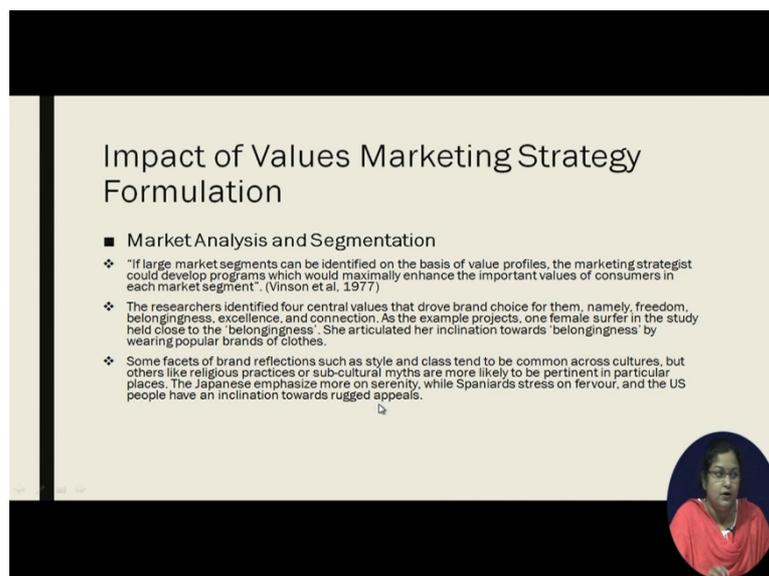
And, as I have mentioned, this was the Core Values. The Domain-Specific Value may be, as I have said, which we acquire from, either the Economic Transaction, or from Familial Transaction, or from Religious Instruction, that certain Ritual has to be performed, in certain way. So, manufacturers actually should provide, Prompt Service and Complaints, guarantee on Products, work as Advertised, be responsive and true to the Customer, particularly for these Domain-Specific Values. And, there are many more. These are some of the things, which been sent as, mentioned.

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Vinson is also mentioned. Thus, Product related Attributes, this particular aspect, is actually Product specific. And here, the Product can be, Durable, Long-Lasting, Fair Product, then Fairly and Reasonably Priced Products, and Non-Polluting Product, etcetera.

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Some People are talking about the Product characteristics. And finally, we will see, what are the impact of Values, in Marketing Strategy Formulation. The first impact of Values in Marketing Strategy Formulation, is about Market Analysis and Segmentation, which I have already mentioned. Vinson in 1977, also has mentioned that, if large Market segment can be identified, on the basis of Value profiles, the Marketing strategies could develop programs, which would maximally enhance, the important Values of the Customer, in each segment.

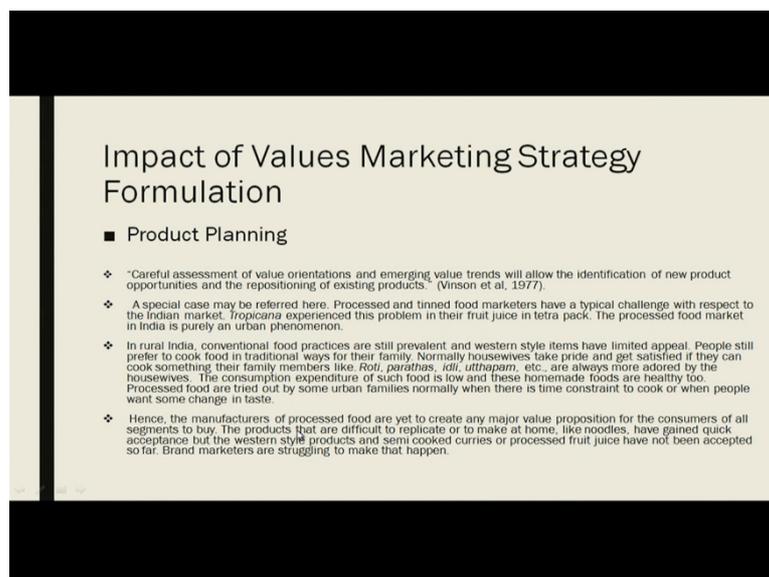
That is, the Religious Minded Customer, or Atheist Customer. The Researches is also shown,

the four major Cultural Values, which that drove the Brand choice like, Freedom, Belongingness, Excellence, and Connection. For example, a Female Surfer, in another study based on Australia, that it has shown that, she is very fond of Belongingness.

So therefore, she has, you know, she is always wearing, Popular and Branded clothes. So that, she can be Socially recognised. And, she is actually wearing, what the Brands, which her Friends and Peer Groups, also wear. So, she is not an odd man out. So, some facets of Brand reflections, such as, Style, Class, tend to be more common, across the Culture

But, other Religious Practices, or Subcultural Myths, are more likely to be pertinent, in particular places. For example, the Japanese emphasise, more on Serenity, Spaniards on Fervour, US towards, more of Rugged Appeal.

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**Impact of Values Marketing Strategy Formulation**

- **Product Planning**
- ❖ \*Careful assessment of value orientations and emerging value trends will allow the identification of new product opportunities and the repositioning of existing products. (Vinson et al, 1977).
- ❖ A special case may be referred here. Processed and tinned food marketers have a typical challenge with respect to the Indian market. *Tropicana* experienced this problem in their fruit juice in tetra pack. The processed food market in India is purely an urban phenomenon.
- ❖ In rural India, conventional food practices are still prevalent and western style items have limited appeal. People still prefer to cook food in traditional ways for their family. Normally housewives take pride and get satisfied if they can cook something their family members like. *Roti, parathas, idli, utthapam*, etc. are always more adored by the housewives. The consumption expenditure of such food is low and these homemade foods are healthy too. Processed food are tried out by some urban families normally when there is time constraint to cook or when people want some change in taste.
- ❖ Hence, the manufacturers of processed food are yet to create any major value proposition for the consumers of all segments to buy. The products that are difficult to replicate or to make at home, like noodles, have gained quick acceptance but the western style products and semi cooked curries or processed fruit juice have not been accepted so far. Brand marketers are struggling to make that happen.

Her Product planning also, like careful Assessment of Value Orientation. Emerging Value trends will allow, the identification of new Product opportunities. Like, Tropicana in our Country, or the Process Food in our Country, is still suffering. Because, we still have an understanding that, the Fresh Food is a better. And, fresh Home-Cooked Food, is cheaper and better. That is what, is our understanding.

So, the semi-cooked food, and this kind of Packaged Food, Fruit drinks, these are still suffering. Because, a majority of the Middle-Class Customers, still have that kind of belief, that a fresh Fruits brought from the Market, might be little more healthier, than the packaged one.

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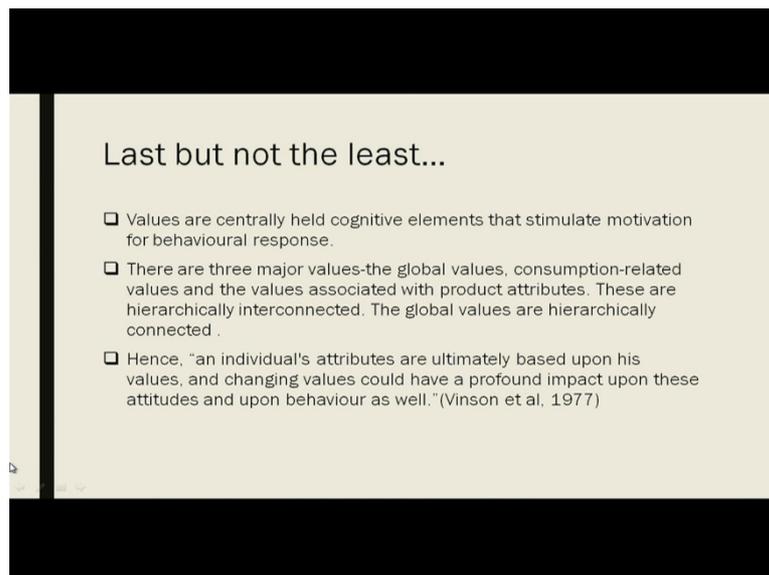
Impact of Values Marketing Strategy Formulation

- Promotional Strategy
  - ❖ "Since global and consumption values appear to be connected to the importance of product attributes and the appeal of different product classes, this suggests that a promotional strategy designed to create and reinforce a preference by appealing to centrally held values may be highly effective. Thus, the promotional messages for a product or service could be developed to not only refer to the desirable attributes of the product but also to enhance these global and consumption values associated with the product attributes." (Vinson et al. 1977)

Then, regarding the Promotional Strategy, of course, you know, this kind of Value system, plays a major role, that you should not hurt the Value System of the, particular Culture, particular Country, while designing your Promotional Message.

And particularly, for your Media selection, that what is my Value system. So accordingly, I will select, several Television Programmes. So, you know, that in which Media, and at what Time, you can catch hold of a Customer like me, or you can catch the attention of the Customer like me. So, that could be understood, very clearly.

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Last but not the least...

- Values are centrally held cognitive elements that stimulate motivation for behavioural response.
- There are three major values-the global values, consumption-related values and the values associated with product attributes. These are hierarchically interconnected. The global values are hierarchically connected.
- Hence, "an individual's attributes are ultimately based upon his values, and changing values could have a profound impact upon these attitudes and upon behaviour as well." (Vinson et al. 1977)

Last, but not the least, whatever we have said so far, we just try to summarise it. That, values are centrally held cognitive elements, that stimulate motivation for behavioural response.

Second, there are three major Values. Global Value, which is the Core Value. Then, the Consumption-Related Value. And, the Values associated with Product Attributes. And, these are Hierarchically connected.

Hence, an Individuals Attributes, are ultimately based upon his Values, and the changing Values, could have profound impact, upon this Attitude and Behaviour as well, for shaping Marketing strategy. So, thank you so much, for this Session. And, we will meet in the next Session. Till then, Good Bye.