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ABSTRACT

VALUE SYSTEMS AND MEANINGS OF MARKET-PLACE ACTIVITIES

by

Myron Bill Neace

Values are believed to be major determinants of human behavior. An increasing number of writers are supporting the view that values play important roles in marketing behavior. This study attempts to ascertain the degree of relationship between values and meanings attached to market-place activities.

Three hypotheses are tested.

1. Occupational stratification will prove to be more meaningful for discriminating among value profiles than stratification by the other demographic variables of sex, education, religion, and age.
2. A higher correlation exists between value profiles developed by occupational stratification and the meanings attached to market-place activities, than for the other demographic variables of sex, education, religion, and age.
3. The category within each variable that has the highest economic value dimension mean score also has higher mean scores on market-place activities than the other categories.

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Two instruments are used to gather data. First, the Allport-Vernon-Lindzey Study of Values is used for developing value profiles. It measures six value dimensions: theoretical, economic, aesthetic, social, political, and religion.

Second, semantic differentials are constructed to aid in determining the meaning of the sixteen market-place activities under investigation. The market-place activities are: advertising of consumer goods and services; guarantee and warranty of consumer products; new products and services; newspaper advertisements; personal salesmanship; premiums; AM radio commercials; nationally branded products and services; packaging and labeling; magazine advertisements; regular model changes of consumer products; locally branded products and services; television commercials; service and repair of consumer products; credit purchases; and FM radio commercials.

Three methods of analysis are used: (1) tests of significance of difference among value dimension mean scores within each demographic variable; (2) correlation of values and meanings of market-place activities by categories within each variable; and (3) comparison of mean scores on the sixteen market-place activities with the economic value dimension mean scores by categories within variables.

Correlation coefficients were very low regardless of the variable used to classify the data. This seems to indicate that values account for only a small proportion of the variance in the meaning of the market-place activities investigated, and that values may not be important in evaluating market-place activities. Thus, values of individuals are neither the only, nor necessarily the major, determinants of behavior.

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Although tenuous, there is some indication that a pattern of positive and negative associations exists among the six value dimensions and meanings of market place activities. Therefore, the evaluative process may require value conflict resolution before behavior can take place.

|Results indicate that classification by sex, closely followed by occupation, yielded the most contrasting value profiles. Stratification by sex also resulted in a low but somewhat stronger relationship between values and meanings of market-place activities, than other demographic variables did. A relatively higher economic value orientation did not always result in more favorable meanings attached to market-place activities.

Indications are that further research in three areas might prove fruitful. First, additional research similar to this project would confirm or reject these findings. Second, experimentation with different methods of classifying samples, other than single demographic variables, might prove more effective in relating values and behavior. Third, the individual dimensions that compromise meanings of market-place activities should be studied to determine if specific points of controversy exist.

VALUE SYSTEMS AND MEANINGS
OF MARKET PLACE ACTIVITIES

By
Myron Bill Neace

A THESIS

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of

DOCTOR OF BUSINESS ADMINISTRATION

Department of Marketing and Transportation Administration

1967

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MYRON BILL NEACE

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CHAPTER I

INTRODUCTION

Values, as evidenced by choices among alternatives, lead to various connotations of human activity. / Because values provide a frame of reference in decision-making,¹ a correlation of value systems and meanings attached to various market-place activities can be expected to shed some light on several controversial matters within the market place. The premise of this study is that different value systems have contributed toward confusing and often conflicting interpretations of market-place activities. Specifically, it will:

1. ascertain and compare value systems within selected groups;
2. determine and compare the meanings attached to market-place activities within selected groups; and
3. measure the relationship between values and meanings attached to market-place activities within selected groups.

Scope of Problem

Recently there has been much speculative literature about several aspects of the business community. Business behavior, output, and goals

¹ Talcott Parsons and Edward A. Shils (eds.), Toward a General Theory of Action, (New York: Harper and Row, 1963), pp. 159-189, passim; and George Caspar Homans, Social Behavior: Its Elementary Forms, (New York: Harcourt Brace and World, Inc., 1961), pp. 30-50.

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have been debated.² The arguments, however, have often been fragmentary, confusing, void of underlying premises, and sometimes illogical. A knowledge of values is a prerequisite to any intelligent criticism of social process or results.³ The need for knowledge of the impact of values on market-place activity provided the impetus for this study. Such knowledge will be useful in at least three general areas: (1) evaluation of marketing practices, (2) measurement of marketing productivity, and (3) formulation of business and marketing theories.

Evaluation of Marketing Practices

There has been an increasing amount of criticism by various segments of the society (including members of the business community) of our business system, particularly of some marketing activities.⁴ Price-fixing, deceptive packaging, mislabeling, and other similar activities in flagrant violation of the law should feel the full brunt of social sanctions. But

² See for example, Steuart Henderson Britt, The Spenders, (New York: McGraw-Hill Book Co., Inc., 1960); and Vance Packard, The Hidden Persuaders, (New York: Pocket Books, Inc., 1958).

In order not to be misleading the author wishes to caution the reader that not all literature about the business community, either implicitly or explicitly referring to values, is speculative. Some of the literature, although few in number, is well premised, logically presented, and deserves our full attention. See, for example: Kenneth E. Boulding, The Organizational Revolution, (New York: Harper and Brothers, 1953); C. West Churchman, Prediction and Optimal Decision: Philosophical Issues of a Science of Values, (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1961); Richard Eells and Clarence Walton, Conceptual Foundations of Business, (Homewood, Ill.: Richard D. Irwin, Inc., 1961).

³ Frank Hyneman Knight, The Ethics of Competition, (New York: Augustus M. Kelley, Inc., 1953), p. 44.

⁴ Marquis W. Childs and Douglas Cater, Ethics in a Business Society, (New York: New American Library, 1954); John Kenneth Galbraith, The Affluent Society, (Boston: Houghton Mifflin Co., 1958); and David Potter, People of Plenty, (Chicago: University of Chicago Press, 1954).

marketing activities within the limits of the law, such as "over-puffed" advertising, cannot be judged so clearly. A person's conclusions about them will depend upon his frame of reference--his value orientations--as it relates to the object or concept under consideration.⁵ Continued debate and criticism without a clear understanding of the bases of divergent points of view can only lead to sterility and compromise without conviction or purpose.

Measuring Marketing Productivity

There is a growing awareness and concern by marketing students of the necessity for developing better tools for measuring marketing behavior and productivity.⁶ Many of the critics and proponents of our market-oriented society, although analyzing the same data, arrive at opposite conclusions about the output of marketing effort.⁷ Different

⁵Leo Postman, Jerome A. Bruner, and Elliot McGinnies, "Personal Values as Selective Factors in Perception," Journal of Abnormal and Social Psychology, Vol. XLIII (April, 1948), p. 154.

⁶"Editorial Postscript," Revised Edition, eds. William Lazer and Eugene J. Kelley, Homewood, Ill.: Richard D. Irwin, Inc., 1962), pp. 679-696; Theodore N. Beckman, "The Value Added Concept as a Measurement of Output," Advanced Management, Vol. XXII (April, 1957), pp. 6-9; Stanley C. Hollander, "Measuring the Cost and Value of Marketing," Business Topics, Vol. IX (Summer, 1961), pp. 17-26; William Lazer and Eugene J. Kelley, Interdisciplinary Contributions to Marketing Management, (East Lansing, Mich.: Michigan State University, Bureau of Business and Economic Research, 1959); and Abe Shuchman, "The Marketing Audit: Its Nature, Purposes, and Problems," Managerial Marketing: Perspectives and Viewpoints, op. cit., pp. 397-406.

⁷Two articles in a recent issue of the Journal of Marketing provide a classic example of this dilemma. See, Colston E. Warne, "Advertising--A Critic's View," Journal of Marketing, Vol. XXVI (October, 1962), pp. 10-14; and Thomas A. Petit and Alan Zakon, "Advertising and Social Values," ibid., pp. 15-17. Authors of both articles agree that advertising is a representation of our societal value system, but they

value systems, or frames of reference, lead to dissimilar conclusions. Confusion of means and ends exists, with means becoming ends in themselves. The question arises, what are the values, the points of departure, used by different groups to measure and evaluate marketing productivity?⁸

Formulation of Business Theories

Business theories, as such, are few and narrow in scope. Students of marketing, production and other areas of business are developing their specialized theories⁹ without a basic frame of reference by which

7 (Continued) disagree about the contribution. Warne believes that advertising is taking us down the path of economic destruction and weakening our moral fiber because, as it is being practiced today, it leads to a waste of resources in the form of unstable goods, built-in obsolescence, meaningless product differentiation, a wasteful distribution system, speeded-up replacements, and greater costs of advertising appeals. Concisely, Petit and Zakon believe that it is necessary for advertising to easily influence and anticipate our tastes if consumption is to be sufficiently dynamic to clear an ever expanding market. They believe that advertising supports our value system, is a reflection of the value system, rather than running counter to it, as Warne believes.

⁸ Eells and Walton, op. cit., pp. 483-518. In this passage the authors discuss the role of values in the society, in the business community, and as they pertain to the individual businessman.

⁹ Cf., Joseph W. McGuire, Theories of Business Behavior, (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1964); Reavis Cox, Wroe Alderson, and Stanley J. Shapiro (eds.), Theory in Marketing, Second Series, (Homewood, Ill.: Richard D. Irwin, Inc., 1964); and James G. Miller, "Toward a General Theory for the Behavioral Sciences," American Psychologist, Vol. X (1955), pp. 513-531.

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they can be tested, compared, and integrated into the total scope of human behavior. This omission has fostered conflicting positions, although seemingly logical within themselves.

Research of value systems and meanings of market-place activities may be expected to lead to some insights in the development of a common frame of reference in which business and marketing theories will have relevance to a larger society.

Scope of Investigation

This research will be directed toward investigating the following areas:

1. value systems, as expressed through choices between objects,¹⁰ of selected groups and comparison of group value profiles;
2. the meaning of market-place activities within groups as revealed by preferences on bi-polar scales and comparison of meaning profiles among groups;
3. the extent of relationship between values and meanings among groups; and
4. the effectiveness of the research instruments used for collecting the data.

Hypotheses

| The major hypothesis is that systems of values are significant in influencing the meanings attached to market-place activities. Specific

¹⁰ Parsons and Shils, op. cit., p. 408. Clyde Kluckhohn, in his chapter, "Values and Value-Orientations," notes that "...values, then, can be discerned by careful analysis of selections made in 'choice' situations." Elsewhere in this chapter the statement is made that the "...study of choice-behavior seems to offer the nearest approach to a research method uniquely adapted to the study of values."

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hypotheses are:

- | 1. occupational stratification¹¹ will be more meaningful for discriminating among value profiles¹² than stratification by the other demographic variables of sex, education, religion, and age;
- | 2. a higher correlation exists between value profiles developed by occupational stratification and meanings attached to market-place activities than for the variables of sex, education, religion, and age; and
3. the category within each variable that has the highest economic value dimension mean score also has higher mean scores on market-place activities than the other categories.

Terms and Definitions

Values

| Values are characteristics that serve as principles, qualities, or the like, forming the foundations from which decisions are made with reference to existing situations (conditions of the environment of the decision-maker at the time the decision is to be made) and perceived futures. Values emerge in the experience of people in evaluating objects. Hence, values are to be found in the relation between a human actor and the objects that are of concern to him. Values are made evident by choices or preferences among available alternatives.¹³

¹¹ See Chapter III, Research Design, for a detailed description of the groups sampled in this project.

¹² The profile has six dimensions: theoretical, economic, aesthetic, social, political, and religious. (For a complete description, see section on Terms and Definitions, pp. 7-8).

¹³ In constructing this definition my thinking has been largely influenced by Clyde Kluckhohn. (See Parsons and Shils, op. cit., pp. 388-433).

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| Values are operationally described in the Allport-Vernon-Lindzey, Study of Values.¹⁴ Six basic value orientations are described.

1. Theoretical. Interest in the discovery of truth and systemization of knowledge; a cognitive attitude.
2. Economic. Concern with utility and the practical affairs of the business world--the production, marketing, and consumption of goods.
3. Aesthetic. Interest in the artistic aspects of life, although not necessarily a creative artist. Judges according to form and harmony.
4. Social. Primary interest is love of people--the altruistic or philanthropic aspects of love.
5. Political. The dominant interest in power, regardless of occupation. Strong desire for personal power, influence, and recognition.
6. Religious. Unity is sought; individuals attempt to fit themselves into the universe in a meaningful way.

No individual belongs exclusively to any one of these orientations, but manifests a greater or lesser degree of each. His reactions in different situations show which orientations are dominant values for him.

Value Systems

A value system is a set of latent characteristics made evident in the choices or preferences toward objects of concern to an individual faced with several alternatives of action. The relationships are more than a chance ordering of parts, but are interdependent, arranged in a

¹⁴ Gordon W. Allport, Philip E. Vernon, and Gardner Lindzey, Study of Values, Third Edition, (Boston: Houghton Mifflin Co., 1960).

pattern, and provide the foundation for order in personality.¹⁵

Meaning¹⁶

Meaning implies that which is intended to be, or actually is, expressed or indicated. This definition can be further segmented into "denotative meaning" and "connotative meaning." The former is used as a symbol referring to an object so that different people using the symbol refer to the same object.¹⁷ The connotative meaning of a concept is variable from one individual to another because the meaning has been developed for each person through his experiences with the concept. Denotative meanings do not usually change in a person's mind after each experience with the object. Connotative meanings can change after each experience, particularly if the experience has a heavy emotional content.

¹⁵Parsons and Shils, op. cit., p. 175: "Without stability and consequently predictability, which is the essence of order, ego and alter could not respond to one another's expectations in a mutually gratifying way." See also, A. A. Maslow, "A Theory of Human Motivation," Psychological Review, Vol. L (July, 1943), pp. 370-396.

¹⁶Much of this discussion comes from Ronald Gatty and Claude Allais, The Semantic Differential Applied to Image Research, (New Brunswick, N. J.: Rutgers University, Department of Agricultural Economics, n.d.), pp. 4-5.

¹⁷As an example of denotative meaning compare the symbols attached to the objects airplane and steamship. These two objects bring forth specific symbols that would be difficult to confuse. There is general agreement about these symbols such that when a person uses one, another person can relate the symbol to the object referred to by the first person. This does not mean each individual has the same feeling or belief about an object. Connotative meanings vary within an individual as he has different experiences. Connotative meanings also vary between individuals. Some persons believe airplanes are a safe means of travel, others would respond to the contrary.

The evaluative content of meaning is derived from its connotative dimension. This research will be directed at connotative meanings of market-place concepts.

Some Contributions of the Study

Values have long been the domain of the philosopher and, lately, the social scientist.¹⁸ If values do provide much of the bedrock for decision making as claimed, then an examination of values as they relate to such an important socio-economic phenomenon as the market place should prove fruitful.

From a broad perspective this study is a contribution to the general knowledge of value systems as used in the evaluative process, and ultimately their effect on human behavior. By comparing value systems with responses toward market-place activities it can be determined whether such a relationship exists.

This research will also provide guidelines for further research on values and value systems as independent variables.

Major Limitations of the Study

1. The existence of unmeasured social, psychological and environmental factors makes it necessary to examine the variables from the standpoint of degree of correlation rather than one of cause and effect relationship.

¹⁸ See, Clyde Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" The American Style: Essays in Value and Performance, ed. Elting E. Morrison, (New York: Harper and Brothers, 1958), p. 149.

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2. The existence, on the part of members of the sample, of a wide range of awareness and knowledge of the subject matter under investigation. Also, some respondents having a "high" degree of awareness on one concept might well have a "low" degree of awareness on another. This limitation does not preclude the fact that persons can and do make choices (have opinions and attitudes) when confronted with alternative situations.¹⁹
3. The results of the study cannot be viewed as representative of the entire society or even the community from which the sample was drawn. The sample was drawn from groups who have a direct interest in market-place activities. However, insights into the problem of values and meanings of market-place activities can be drawn from the results of the study.
4. The research design is essentially static in nature. That is, it is conducted at one point in time. Both values and meanings have a dynamic dimension. Generally speaking, though, group values and perceptions are usually not subject to drastic changes over short periods of time.

¹⁹ L. L. Thurstone, The Measurement of Value, (Chicago: University of Chicago Press, 1959), p. 188.

CHAPTER II

REVIEW OF THE LITERATURE

Introduction

Value research, long a province of philosophy, is now found interspersed throughout a wide spectrum of the behavioral science,¹ economics, law, and religious literature. A review of the literature reveals three major themes: (1) definition of the concept of value; (2) development of tools for measuring values; and (3) attempts to determine which behavioral activities are conveyers of value.² The focus of this chapter is on the last theme, and includes brief discussions of the following:

- (1) the controversy over the validity and reliability of a scientific approach to the research of values;
- (2) values as important determinants of behavior;
- (3) sources of values;
- (4) values of the businessman; and
- (5) values in the market place.

¹There is no clear understanding as to which disciplines are included within the behavioral science classification. It has come to include sociology, psychology, anthropology, and several of the branches within these disciplines. This is the definition we intend unless otherwise indicated. In its original usage it had a much broader meaning. [See James G. Miller, "Toward a General Theory for the Behavioral Sciences," American Psychologist, Vol. X (1955), pp. 513-531.]

²The first theme, defining the concept of value was discussed in the first chapter. (See pp. 6-7) The second theme, developing tools for measuring values is the subject of Chapter III.

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The Significance of Value Research

Philosophers generally considered the study of values outside the realm of empiricism³ until Dewey and his followers challenged this premise.⁴ The major thread of the debate centers on the dualism of values and fact.⁵ Although the outcome of this polemic is by no means resolved, there appears to be a move, even by the dualists, to admit the possibility that values may lend themselves to scientific inquiry.⁶ Behavioral

³ For a typical stance see: William Graham Sumner, "Reply to a Socialist," The Challenge of Facts and Other Essays, ed. Albert Galloway Keller (New Haven: Yale University Press, 1914), pp. 55-62; Dewitt H. Parker, "Discussion of John Dewey's 'Some Questions About Value'," Value: A Cooperative Inquiry, ed. Ray Lepley, (New York: Columbia University Press, 1949), pp. 223-244; _____, "Reflections on the Crisis in Theory of Value, I: Mostly Critical," Ethics, Vol. LVI (April, 1946), pp. 193-207; Hans Reichenbach, "Philosophy: Speculation or Science," Nation, Vol. CLXIV (January 4, 1947), pp. 19-22; and L. O. Robbins, The Nature and Significance of Economic Science, 2nd ed., (London: Macmillan and Co., 1937), pp. 87-90.

⁴ John Dewey, "Some Questions About Value," Journal of Philosophy, Vol. XLI (August 17, 1944), pp. 449-455; Henry David Aiken, "Reflections on Dewey's Question about Value," Value: A Cooperative Inquiry, op. cit., pp. 15-42; John Dewey, "The Field of 'Value'," op. cit., pp. 64-77; A. Campbell Garnett, "Intrinsic Good: Its Definition and Referent," op. cit., pp. 78-92; George R. Geiger, "Values and Inquiry," op. cit., pp. 93-111; and Jacob Bronowski, "The Values of Science," New Knowledge in Human Values, ed. Abraham H. Maslow, (New York: Harper and Brothers, 1959), p. 63.

⁵ Some people claim that values are so subjective, so personal, that attempts to measure them are fruitless. Others believe that values are ordered (or patterned) and measurement is possible, or should be attempted until reliable tools of measurement are developed. For a strong argument that dualism does not exist see, Ray Lepley, Verifiability of Value, (New York: Columbia University Press, 1944), *passim*.

⁶ Edward L. Thorndike, "Science and Values," Science, Vol. LXXXIII (January 3, 1936), pp. 1-8; and William R. Catton, Jr., "Exploring Techniques for Measuring Human Values," American Sociological Review, Vol. XIX (February, 1954), p. 55.

scientist agree that values play an important role as determinants of behavior. This alone would seem to offer sufficient justification for the systematic study of values.

The field of values is generally conceded to be behavioral in character.⁷ Values, then, like other behavioral phenomena, are subject to observation and test.⁸ Psychologists and sociologists both credit their respective areas with providing the theoretical underpinnings of value research.⁹ The behavioral scientists have been more successful in the development of tools for value research and in attempts to identify values than have philosophers.¹⁰ This is not to say that behavioral scientists are in complete agreement,¹¹ but it appears that the pendulum

⁷ Dewey, "The Field of Values," op. cit., p. 65; Ludwig Von Mises, Human Action, (New Haven: Yale University Press, 1949), p. 95; Talcott Parsons, The Social System, (Glencoe, Ill.: The Free Press, 1951), Chapters VIII and IX; Dorothy Lee, "Culture and the Experience of Value," New Knowledge in Human Values, op. cit., p. 165; Franz Adler, "The Value Concept in Sociology," American Journal of Sociology, Vol. LXII (November, 1956), pp. 276-278; and Arnold M. Rose, "Sociology and the Study of Values," British Journal of Sociology, Vol. VII (1956), p. 5. For a view that argues values are not limited to a behaviorist evaluation, see: Garnett, "Intrinsic Good: Its Definition and Reference," op. cit., p. 82; and Adler, "The Value Concept in Sociology," op. cit., 274-275.

⁸ Rose, "Sociology and the Study of Values," op. cit., p. 1; and L.L. Thurstone, The Measurement of Values, (Chicago: University of Chicago Press, 1959), p. 195.

⁹ Donald Snygg, "The Psychological Basis of Human Values," Goals of Economic Life, ed. A. Dudley Ward, (New York: Harper and Brothers, 1953), p. 348; J. E. Whittaker, "The Psychology of Value," British Journal of Statistical Psychology, Vol. XVI (May, 1963), p. 50; Walter Goldschmidt, "Values and the Field of Comparative Sociology," American Sociological Review, Vol. XVIII (June, 1953), pp. 287; and Florence Rockwood Kluckhohn and Fred L. Strodtbeck, Variations in Value Orientations, (Evanston, Ill.: Row, Peterson and Co., 1961), p. 4, *passim*.

¹⁰ Rose, op. cit., pp. 1-17.

¹¹ Complete agreement will probably never be reached. For a lively and running discussion of this subject, see the British Journal of Statistical Psychology, beginning with the May, 1958 (Vol. XI) issue and

is swinging in favor of those who believe value research is possible and necessary to understand human behavior.

Describing values and patterns of values is a necessity if there is to be intellectual discourse. Values are not inherent in words, doctrine, or things, but are reflected in human conduct.¹² Values cannot be discovered apart from and are always manifested in behavior.¹³

Values as Determinants of Behavioral Activity

Values Seen as Dynamic, Interactive, and Culturally Derived

/ Individual and group behavior is the result of two interacting forces: values and situation.¹⁴ The acquisition of values is a life-long process. To a large extent they are culturally derived.¹⁵ Each person gradually works out for himself, from infancy on, a set of guides

11 (Continued) continuing up through the May, 1964 (Vol. XVII) issue. The controversy centers around two schools of thought, absolutism vs. relativism. The discourse, though at times technical and wordy, brings to the fore many side issues and is well worth any reader's time.

¹² Von Mises, op. cit., p. 95.

¹³ C. Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" The American Style: Essays in Value and Performance, ed. Etting E. Morrison, (New York: Harper and Brothers, 1958), p. 146; Adler, "The Value Concept in Sociology," op. cit., pp. 276-278; and K. R. Srinivasiengar, "Outline of an Emergent Theory of Value," International Journal of Ethics, Vol. XLV (July, 1935), p. 420.

¹⁴ Feliks Gross, "Values and Social Change," Review of Mexican Sociology, Vol. XXV (Jan.-Apr., 1963), p. 289; and Cora Du Bois, "The Dominant Value Profile of American Culture," American Anthropologist, Vol. LVII (December, 1955), p. 1239.

¹⁵ William H. Catton, Jr., "A Theory of Value," American Sociological Review, Vol. XXIV (June, 1959), p. 311.

or values for determining what is real and important.¹⁶ This process is largely affected by the person's environment.

Values determine a person's behavior, his choice of activities, the areas of his interest and his thoughts.¹⁷ They provide a focus for human activities and may be viewed as modes of organizing conduct, meaningful for guiding human action.¹⁸ In fact, it is through values that relationships with others are developed.

Values are considered powerful determinants of behavior for several reasons.

1. They determine what is regarded as right, good, worthy, beautiful, and ethical; they establish our vocation, life goals and many of our motivations.
2. They provide the standards and norms which guide day to day behavior, and thus constitute an integral part of an individual's conscience.

¹⁶ Allison Davis, "American Status Systems and the Socialization of the Child," American Sociological Review, Vol. VI (June, 1941), pp. 351-354.

¹⁷ Davis, loc. cit.; C. West Churchman, Prediction and Optimal Decision: Philosophical Issues of a Science of Values, (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1961), p. 368; and Von Mises, loc. cit.

C. Kluckhohn agrees with this point of view but takes a more modest stand: "Values influence and, on occasion, determine action." [See Clyde Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?", op. cit., p. 146.]

¹⁸ Robbin M. Williams, American Society, 2nd ed. rev., (New York: Alfred A. Knopf, 1960), p. 413; and Hadley Cantril, The "Why" of Man's Experience, (New York: Macmillan Co., 1950), p. 26.

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3. They chiefly determine a person's attitudes toward issues (political, economic, social and industrial) with which he comes into daily contact.
4. They exert influence on the kinds and types of people an individual can associate with compatibly and the kinds of social activities in which he can engage.
5. They largely determine which ideas, principles, and concepts an individual can accept, assimilate, remember and transmit without distortion.
6. They provide an almost unlimited number and variety of moral principles which can be employed to rationalize and justify actions that have been taken or are being contemplated.¹⁹

To cope successfully with human relations, the businessman must become more cognizant of values, especially their role²⁰ as an evaluative mechanism in the everyday decision making of subordinates, and more importantly, consumers.

During the daily process of living a person must choose from many, and at times conflicting, alternatives. Each of us possesses and uses a scale of values in arranging our actions.²¹ Preference of one alternative over another will, in the long run, exhibit a pattern. Such

¹⁹ Robert N. McMurray, "Conflicts in Human Values," Harvard Business Review, Vol. XLI (May-June, 1963), p. 131; and William D. Guth and Renato Tagiuri, "Personal Values and Corporate Strategy," Harvard Business Review, Vol. XLIII (September-October, 1965), p. 123.

²⁰ Ibid., p. 133.

²¹ Von Mises, op. cit., pp. 94-95.

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patterning is attributed to a person's value system.²² In fact, there is reason to believe that conflicts are resolved by subordinating the actual situation to the permanent scale of values.²³ Needs are satisfied according to the position of corresponding values on the scale.

Values Seen as an Organizing Process

The fact that persons seek to associate with others who express similar dominant interests, to enhance their own personalities, as well as to defend themselves from doubt and uncertainty,²⁴ attests to differing value systems. Differing value patterns are not unusual. Biological and psychological differences among individuals require varying types of

²² Catton, "A Theory of Value," op. cit., p. 310. Inkeles modifies this position, which highlights an earlier statement that behavior is the result of values and situation, by stating, "...similarity in the patterning of response seems best explained by assuming that...values are shaped by the networks of interpersonal relations in which individuals are emmeshed..." [See Alex Inkeles, "Industrial Man: The Relation of Status to Experience, Perception, and Value," American Journal of Sociology, Vol. LXVI (July, 1960), p. 28.]

²³ Jean Piaget, "Will and Action," Bulletin of the Menniger Clinic, Vol. XXVI (May, 1962), p. 144. I don't believe Piaget is suggesting dogmatism. Such pertinacity is not logical in light of available facts. Carl Rogers, in a recent article, notes that the valuing process of the individual changes from infancy to adulthood, and that the valuing process is effective to the degree that the individual is open to his experiencing; that in persons relatively open to their experiencing there is an important commonality or universality of value direction; that these directions make for the constructive enhancement of the individual and his community, and for the survival and evolution of his species. [See, Carl R. Rogers, "Toward a Modern Approach to Values: The Valuing Process in the Mature Person," Journal of Abnormal and Social Psychology, Vol. LXVIII (February, 1964), p. 165.] Rogers' thesis provides us with a good description of the interaction of values and situation as determinants of behavior.

²⁴ Clarence H. Danhof, "Economic Values in Cultural Perspective," Goals of Economic Life, ed. A. Dudley Ward, (New York: Harper and Brothers, 1953), p. 89.

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activities which are essential to the functioning of any social system.²⁵

Differences also exist in an individual's pattern of behavior. At times conduct is not consistent with previous behavior preferences, because of: (1) multiple needs, which often conflict, and require different behavior patterns²⁶ (adjustment of our value system to different roles); and (2) changes in the perceived environment that require a restructuring of the value system to meet changing conditions. Individuals, having multiple needs, become members of different subgroups within the social system to enhance their strivings.²⁷ Behavior also has a dynamic quality.²⁸ Persons adjust to meet new and different conditions. As adjustments take place, they must be purposeful, meaningful, and in most cases orderly.

A society cannot remain healthy or creative unless it has a set of common values that give meaning and purpose to life. There are certain common value elements shared and integrated from one individual to the next. These common values provide the necessary stability in an otherwise changing environment. This is essential for the continued

²⁵ F. Kluckhohn and Strodtbeck, op. cit., pp. 3, 4.

²⁶ Irving A. Spaulding, "Of Human Values," Sociology and Social Research, Vol. XLVII (January, 1963), p. 171.

²⁷ C. Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" op. cit., p. 187.

²⁸ Du Bois, "The Dominant Value Profile of American Culture," loc. cit.

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functioning of the society.²⁹ Common values will have the following characteristics:

- (1) they can be expressed symbolically;
- (2) they must fit with the situation of the present and be linked to the historic past; and
- (3) they do not outrage men's reason but at the same time appeal to their emotions.³⁰

During periods when there is an apparent absence of common values, or a shifting of these values, there is much uncertainty and confusion in determining behavioral activity.

Values as an Organizing Process in the Business Community

Some writers have concluded that an apparent lack of a meaningful system of values is symptomatic of our business community, especially in numerous market-place activities. Reasons given for this state of affairs are: (1) a collapse of the laissez-faire philosophy creating a philosophical vacuum;³¹ and, (2) reluctance, on the part of the business

²⁹ W. Lloyd Warner and Norman H. Martin (eds.), Industrial Man, (New York: Harper and Brothers, 1959), p. 8; Talcott Parsons, "The Place of Ultimate Values in Sociological Theory," International Journal of Ethics, Vol. XLV (April, 1935), p. 299; and David F. Aberle, "Shared Values in Complex Societies," American Sociological Review, Vol. XV (August, 1950), p. 502. Aberle raises an interesting insight regarding the role of common elements: they permit the existence of heterogeneity, which is essential for the continued functioning of the society.

³⁰ Clyde Kluckhohn, "Education, Values, and Anthropological Relativity," Culture and Behavior, ed. Richard Kluckhohn, (New York: Free Press of Glencoe, 1962), p. 298. In talking about and to businessmen, Warner and Martin provide strong support for Mr. Kluckhohn's second point. [See, Warner and Martin, op. cit., p. 11.]

³¹ William C. Frederick, "The Growing Concern Over Business Responsibility," California Management Review, Vol. II (Summer, 1960), p. 54.

community, to shift values from a philosophy guided by the principles of the Protestant Ethic to a philosophy guided by the principles of the Social Ethic.³²

Business behavior, like all human activity, takes place within a social framework of a specific value structure. This is necessary to give direction and meaning to the role and responsibility of the businessman.³³ He must solve the problem of human values before he can understand group dynamics.³⁴

Sources of Values

Where do values come from? Can the locus of values be pinpointed? How are values acquired? The literature, although not entirely conclusive, does provide some answers to these questions.

Value systems of individuals are acquired through two principal environmental forces: the culture, and groups in which the individual has association.³⁵ These forces are aptly described as dominant values

³² William H. Whyte, Jr., The Organization Man (Garden City, N. Y.: Doubleday Anchor Books, 1956), pp. 178-184. A fuller treatment of this evolution is given in the next section of this chapter.

³³ Harold L. Johnson, "A Behavioral Approach to the Business Enterprise," Southern Economic Journal, Vol. XXVII (July, 1960), p. 4; Guth and Taguiri, "Personal Values and Corporate Strategy," op. cit., pp. 127-129; and Edmund P. Learned, Arch R. Dooley, and Robert L. Katz, "Personal Values and Business Decisions," Harvard Business Review, Vol. XXXVII (March-April, 1959), p. 114.

³⁴ SnYgg, "The Psychological Basis of Human Values," op. cit., p. 348.

³⁵ For an interesting discussion of the individual, the group, and the interaction of the two as the locus of values, see: Melvin Rader, Ethics and Society, (New York: Henry Holt and Co., 1950), pp. 123-158.

and variant values.³⁶ Dominant values are largely cultural values. Every aspect of individual behavior is influenced, to some degree, either directly or indirectly, by culture.³⁷ Basic cultural values are a particularly pervasive factor of influence.³⁸ Dominant values are patterned (rank-ordered)³⁹ and give to society its strength and sense of identify for orderly functioning.⁴⁰ It's the sine qua non of the society. This does not imply a fixed or immutable system of common value elements. Because the functioning of the social system necessitates varying types of life activities, variations are permitted within the system.⁴¹ Variant values are also patterned and furnish the justification for behavior in different roles.

³⁶ F. Kluckhohn and Strodtbeck, Variations in Value Orientations, op. cit., p. 3.

³⁷ W. T. Tucker, The Social Context of Economic Behavior, (New York: Holt, Rinehart and Winston, Inc., 1964), p. 23.

³⁸ C. Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" op. cit., p. 151; and Catton, "A Theory of Value," op. cit., p. 311.

³⁹ F. Kluckhohn and Strodtbeck, op. cit., p. 10.

⁴⁰ Aberle, "Shared Values in Complex Societies," op. cit., p. 502; Erich Fromm, "Individual and Social Origins of Neurosis," Personality in Nature, Society, and Culture, eds. Clyde Kluckhohn and Henry A. Murray, (New York: Alfred A. Knopf, 1949), p. 409; and Warner and Martin, Industrial Man, loc. cit.

⁴¹ F. Kluckhohn and Strodtbeck, op. cit., p. 3, Rostow supports this view with the observation that "...the nation's affairs should be conducted by vigorous conflict and competition among individual, group, and regional interests. The vagueness of conventional articulation of the national ideals has, in itself, served the important function of permitting a maximum sense of association with the national ethos by groups whose more immediate interests and cultures widely diverged..." [See, W. W. Rostow, "The National Style," The American Style: Essays in Value and Performance, ed. Elting E. Morrison, (New York: Harper and Brothers, 1958), p. 250.]

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Support, Description, and Evolution of the Dominant Profile

Several aspects of our society substantiate the existence of a dominant profile. [A cultural value system must be operative for such institutional activities as national politics, national advertising, and mass media to be an effective and viable force.⁴² Some authorities contend that underlying values are the motivating force, the integrative tenets, and provide the organizing principles in any viable society.⁴³ Even though the evidence strongly supports existence of a dominant profile, that profile is uneven, not fully integrated, and not consistently held by everyone in the society.⁴⁴

The value profile, or Protestant ethic,⁴⁵ practiced by early Americans still embodies much of the cultural value system of today. It supports the following values:

⁴²C. Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" op. cit., p. 147.

⁴³Warner and Martin, Industrial Man, loc. cit.; Aberle, "Shared Values in Complex Societies," loc. cit.; Clarence C. Walton, "The Place of Advertising in the Mass Communications Structure," Ethics, Advertising and Responsibility, ed. Francis X. Quinn, (Westminster, Md.: Canterbury Press, 1963), p. 27 fn.; and Eliezer B. Ayal, "Value Systems and Economic Development in Japan and Thailand," Journal of Social Issues, Vol. XIX (January, 1963), p. 38.

⁴⁴Williams, American Society, op. cit., p. 413; W. W. Rostow, "The National Style," loc. cit.; and Talcott Parsons, Structure and Process in Modern Societies, (New York: Free Press of Glencoe, 1960), p. 173.

⁴⁵Max Weber, The Protestant Ethic and the Spirit of Capitalism, trans. Talcott Parson, (New York: Charles Scribner's Sons, 1958); and R. H. Tawney, Religion and the Rise of Capitalism, (New York: Harcourt, Brace, and Co., 1926).

1. Self-discipline and work. Strict self-discipline, the rejection of worldly pleasures, and righteous success in this world through hard work came to be regarded as signs of grace that one was in God's favor and possibly in the elect.
2. Initiative and acquisition. The patterns of hard work and self-discipline gave economic advantage over competitors and led to the acquisition of wealth. Individual initiative was rewarded since success in one's work was interpreted as a sign of God's blessing.
3. Individualism and competition. The individual was placed almost entirely upon his own, and his one important relation and responsibility was to God. Each individual had to seek success as the sign of grace and this was consistent with competition.⁴⁶

Even though many of the ideals embodied in the Protestant ethic continue to support our modern socio-economic society, several significant shifts have been discerned. In The Lonely Crowd, Riesman

⁴⁶ Helen Beem Gouldner, with Leonard Broom and Philip Selznik, "Industrial Sociology," Sociology, 2nd ed., (Evanston, Ill.: Row, Peterson and Co., 1958), p. 521.

Although religion is given an important role in the forming of the economic order, it should not be interpreted as being omnipotent. Tawney noted the importance of political and economic influences. Weber suggested once capitalism became the dominant and pervasive economic order, it no longer needed religion. Ibid., p. 524. Rostow also makes this point with his readers when he writes, "...we fashioned national unity out of a mixture of seventeenth-century Protestant values, the dreams of the eighteenth-century enlightenment, and then, as time moved on, the cumulative experiences and myths we built upon them." [W. W. Rostow, "The National Style," loc. cit.]

suggests that peer group values are becoming the most important aculturating, or value forming, agency. He portrays modern man as "other-directed" in contrast to his nineteenth-century counterpart whom he depicts as "innerdirected."⁴⁷

The inner-directed individual acquired values largely from early childhood family training and schooling (including religious training); behavior was guided by adherence to general principles, or abstract ideals, laid down during this period. This form of aculturation resulted in a sense of freedom for non-conformity within prescribed limits through the use of a built-in gyroscope which steered the individual through life. Wrong doing, or deviant behavior gave rise to guilt feelings because such was a violation of personal ideals. This lifestyle was also characterized as being politically moralistic and production-oriented.⁴⁸

| Modern-day man, or "other-directed" man, becomes aculturated largely by peer groups. He looks to his contemporaries for guidance and direction. His most important values are those which are also important to the peer group.) The "other-directed" person guides behavior through the complexities and intricacies of modern life by picking up cues from the environment with an internal "radar" device. Lack of conformity, or wrong-doing brings on anxiety for fear that he may lose the love and approval of others. In contrast to the inner-directed person, other-

⁴⁷David Riesman, with Nathan Glazer and Reuel Denney, The Lonely Crowd, (Garden City, N. Y.: Doubleday Anchor Books, 1950), pp. 29-40.

⁴⁸Ibid., p. 41.

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directed types are politically manipulative and consumption oriented.⁴⁹

Others have noted that Riesman, probably more than other analysts of contemporary American society, gives recognition to the historical factors bringing about the significance of peer groups.

1. The urban family is small, and the areas in which it participates as a unit are limited. The peer group fills a larger part of the child's life.
2. The high degree of social and technological change characteristic of modern society widens the gap between generations. Parental knowledge is rapidly outdated and the peer group becomes more important as the avenue to contemporary values and "know-how."
3. In modern society there is a relatively high degree of mobility. Children tend to move upward on the social ladder, especially through college education. The family no longer feels competent to instruct the child in his newly acquired class and status values and, therefore, leaves these matters to the peer group.
4. The economy is changing from one based on the expansion of production to one organized around consumption.⁵⁰

⁴⁹ Ibid., pp. 41-42. It might be wise to caution the reader that Riesman says all of us have the capacity to possess each of the modes of conformity. It's not an either/or situation. He also notes that each of us may change in the course of our lives from greater dependence on one combination of modes to another. Ibid., p. 47. What Riesman has given us is a generalization of different modes of American character. What is significant for our purposes is the revelation of a shifting of the dominant value profile.

⁵⁰ Gertrude Jaeger Selznick, with Leonard Broom and Philip Selznick, "Socialization," Sociology, 2nd ed., (Evanston, Ill.: Row, Peterson, and Co., 1958), pp. 107, 109.

There is a fundamental shift taking place in the dominant value profile in America from a Protestant ethic to that of a market-place ethic.⁵¹ Several reasons are given for this shift.

1. An increase in employment of the service trades and white collar work, and a decline in employment in production, extraction, and agriculture; the shift from working with things to working with people.
2. A relative decline of small communities and a growth of metropolitan centers and their cultural dominance.
3. A change in the paths to success: more social behavior.
4. A secular change in family patterns and child rearing practices.
5. The school and peer group is assisted and extended by mass media serving as tutors in marketing techniques.⁵²

The market orientation theme is observed by another prominent authority, who, somewhat disapprovingly, sees the individual personality being transformed into a market concept of value.⁵³

Because of the growing emphasis on exchange values relative to use values, noted by some authorities, /modern man finds himself both the seller and the commodity to be sold on the market. Accordingly this has

⁵¹ David Riesman and Nathan Glazer, "Polls, Political Apathy, and Character Structure: Problems of Measurement and Analysis," (unpublished paper, 1948), quoted by Clyde Kluckhohn, "Have There Been Discernable Shifts in American Values During the Past Generation?" op. cit., p. 184.

⁵² Ibid., pp. 184-185.

⁵³ Erich Fromm, Man for Himself: An Inquiry into the Psychology of Ethics, (New York: Holt, Rinehart and Winston, 1947), pp. 68-116.

several effects: personal self esteem appears to depend upon conditions beyond the individual's control; conviction of identity is found, not in himself but in the opinion of those about him; and there is no permanent relatedness developed within the individual because changeability of attitudes is the only permanent quality of the market orientation.⁵⁴

Change in the dominant profile has also been characterized as a shift from the Protestant Ethic to the Social Ethic. The tenets of the Social Ethic are: a belief in the group as the source of creativity; a belief in "belongingness" as the ultimate need of the individual; and a belief in the application of science to achieve belongingness. Because change is becoming an ever-increasing quality of our society, the individual turns to the organization as the logical place to develop necessary roots.⁵⁵

Although some disapproval of the shift of values is evidenced, not all reporters of the business scene are pessimistic about the shift in values. Some benefits possibly accrue, or at least the change is a natural evolutionary process.⁵⁶

⁵⁴ Ibid., pp. 68-77. In a review of the literature, another writer reached similar conclusions using less emotional laden terms. The trends noticed were: (1) move from personal toward public values; (2) stability in short-run rising in importance at expense of future success; and (3) heterogeneity becoming a major organizing principle. [See, Clyde Kluckhohn, "The Evolution of Contemporary American Values," Daedalus, Vol. LXXXVII (Spring, 1958), pp. 78-109.]

⁵⁵ Whyte, The Organization Man, op. cit., pp. 7, 178.

⁵⁶ David M. Potter, People of Plenty, (Chicago: University of Chicago Press, 1954), pp. 59-60.

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Economists have been challenged to broaden their horizons when viewing the transformation from an inner-directed (economic) value system toward an other-directed (social) value system. "What it may more realistically mean is the generation of a more energetic, a more scientific, a more conscientious, a more elaborately creative engine for human welfare than even the most romantic and imaginative proselyters of capitalism have been able to conjure in their two hundred years of outspoken advocacy."⁵⁷

The Variant Profile

The dominant value profile and the variant value profile are not easily discernible. They are very much mixed up together; interacting and affecting each other.

Through the process of socialization⁵⁸ all of us develop group values and disciplines for ordering behavior in the performances of our

⁵⁷ Theodore Levitt, "The Lonely Crowd and the Economic Man," Quarterly Journal of Economics, Vol. LXX (February, 1956), p. 116.

⁵⁸ Socialization is defined as the process of building group values into the individual. See Selznick, "Socialization," Sociology, op. cit., p. 79.

Socialization has the following characteristics: (1) inculcates basic disciplines; (2) instills aspirations; (3) teaches social roles and their supporting attitudes; and (4) teaches skills. Although socialization produces a degree of conformity, several factors are present that encourage individuality and uniqueness: (1) socialization is not smooth and uniform; the individual being socialized by many agencies; (2) nonconformity may be a value in itself and transmitted like any other value by the socialization process; and (3) the socialization process is in some respects modified by a person's unique capacities, especially the biological consequences of an individual's early childhood and their abilities as a mature adult. See Selznick, "Socialization," Ibid., pp. 81-82.

The last point, the importance of biological differences, we know very little about. Others, besides Selznick, refer to its significance. [See, for example, F. Kluckhohn and Strodtbeck, Variations in Value Orientations, op. cit., p. 3.]

many pursuits.⁵⁹ | The most important socializing agency is the family. Within the family, parents and others, deliberately and unconsciously, mold children into conformity with accepted cultural roles. | Other socializing agents are schools, religious institutions, and all who have access to the individual. In a heterogeneous society such as ours, socializing agents are faced with the problem of gaining access to the individual and of establishing conditions for making an influential impact.⁶⁰

Notwithstanding the view that the dominant value pattern is basically aculturated by the time the individual is graduated from high school,⁶¹ variant value systems are acquired, modified, and completely change throughout one's entire active life by access of different socializing agents.⁶² Through childhood and adolescence the school and peer groups increasingly compete with the family for access to the individual.⁶³ With adulthood the occupational group and the newly

⁵⁹ Aberle, "Shared Values in Complex Societies," op. cit., p. 501. The focus of this paper is on integration of subsystems with diverse values within the total social system.

⁶⁰ Selznick, "Socialization," op. cit., p. 105.

⁶¹ David Riesman, P. E. Jacob, and N. Sanford, Spotlight on the College Student, (Washington, D. C.: American Council on Education, 1959), p. 5.

⁶² For an example of how value conflicts serve as a socializing process, see: George H. Theodorson, "The Function of Hostility in Small Groups," Journal of Social Psychology, Vol. LVI (February, 1962), pp. 57-66.

⁶³ Selznick, "Socialization," loc cit.; and A. L. Brown, J. Morrison, and G. B. Couch, "Influence of Affectional Family Relationships on Character Development," Journal of Abnormal and Social Psychology, Vol. XLII (October, 1947), pp. 427-428.

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established family achieve ascendent importance.⁶⁴ This is significant for our research. We have hypothesized that value patterns among occupational groupings can be differentiated, and these differences influence meanings attached to various marketing activities.

To predict a person's reaction to a given circumstance, the researcher must first determine the groups to which the person belongs and his role in each group, especially occupational groupings.⁶⁵ In most modern societies there exists typical status ladders of occupation, income, education, and prestige. There is a similarity of responses among group members because perception, attitudes, and values are shaped by the networks of interpersonal relations in which individuals are enmeshed.⁶⁶ The more an individual becomes involved with a group(s), the more he is affected by the rewards and punishments of the group(s) and the greater becomes its influence in shaping his variant value profile. Because of the importance of economic well-being in our society, occupation (as hypothesized) will be a significant variable in the formation of values.

⁶⁴ Selznick, "Socialization," loc. cit.; and C. Kluckhohn, "Have There Been Discernible Shifts in American Values During the Past Generation?" op. cit., p. 146.

⁶⁵ Snygg, "The Psychological Basis of Human Values," op. cit., p. 346; and Elizabeth L. Lyman, "Occupational Differences and the Values Attached to Work," American Journal of Sociology, Vol. LXI (September, 1955), p. 144.

⁶⁶ Inkeles, "Industrial Man: The Relation of Status to Experience, Perception, and Value," loc. cit.

Businessman and Values

What is the position of the businessman as he is influenced by his values? Is there a difference between values of businessmen and others, especially as viewed in market behavior?

For the past two decades the behavior of businessmen has been a popular subject for writers. The businessman has been observed and researched from several points of view: as an actor, a catalyst, a guardian, a friend, owner, technician, and a person.⁶⁷ Implied in this material is the growing complexity, or growing awareness of complexity of the businessman's environment. This theme is usually emphasized by listing numerous groups affected directly and indirectly by his behavior. A typical list of such groups as: customers, organized labor (employees), suppliers, stockholders, government at all levels, and the community.⁶⁸ This expansion of the business environment is certainly one of the contributing factors in the shift of the dominant profile for the businessman. The shift is uneven and incomplete, resulting in much anxiety on the part of the business community in its search for an operative philosophy for business conduct.

⁶⁷ Herbert Sonthoff, "What is the Manager?" Harvard Business Review, Vol. XLII (November-December, 1964), pp. 24-26ff.

⁶⁸ Richard Eells and Clarence Walton, Conceptual Foundations of Business, (Homewood, Ill.: Richard D. Irwin, Inc., 1961), p. 474; Luther H. Hodges, The Business Conscience, (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1963), pp. 73-200; and Gary A. Marple, Myron B. Neace, and Lawrence Silverman, "Corporate Ethics and Morality: A Concept," Journal of Human Relations, Vol. XI (Winter, 1963), p. 182.

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Perceiving the vacuum left by the shift of the supporting values of the Protestant Ethic; many writers have presumed to advise the businessman how to conduct himself. For example, the businessman has been admonished to reestablish his individualistic philosophy and to be wary of the hazards of encroaching bureaucracy.⁶⁹ Many books and articles describe codes of conduct for the "successful executive."⁷⁰ Others exhort the businessman to prepare himself with a strong liberal arts education for the complex decisions he will be expected to make.⁷¹ These and other "how to" writings fail to provide a basic orientation; a base to build a viable philosophy--an operative system of values.⁷²

The Importance of Religious Values to Businessmen

It is not unusual that religion, especially as viewed from a Protestant ethic vantage, should play an important role in the United States. There is a close parallel between economic and religious development in America. However, it has been suggested that as

⁶⁹ Whyte, The Organization Man, loc. cit.; and Alan Harington, Life in the Crystal Palace, (New York: Alfred A. Knopf, 1959).

⁷⁰ Cf., Editors of Fortune, The Executive Life, (Garden City, N. Y.: Doubleday and Co., 1956); and Erwin Haskell Schell, Technique of Executive Control, (New York: McGraw-Hill Book Co., Inc., 1957).

⁷¹ Robert A. Goldwin (ed.), Toward the Liberally Educated Executive, (White Plains, N. Y.: Fund for Adult Education, 1957).

⁷² This is not a criticism. Much literature of this nature does not have as its objective, the development of a sound and meaningful set of values. Their objective, by and large, is to analyze and make known a condition(s), with, at times, broad generalizations about values; or a "how to" approach based on certain empirical evidence, without the benefits of an undergirding value system.

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capitalism became the dominant and pervasive economic order, religious values would decrease in importance and lose their impact.⁷³ Others disagree, and warn that the loss of religious values has left a philosophical vacuum in the business world. They contend that religious values can and should provide the underpinnings for decision-making in the business world as well as in other areas of life.⁷⁴

Harmony between religious principles and business conduct is possible. Although the religious teachings of Judaism and Christianity do not provide specific answers, both provide a framework, or set of principles, which businessmen may use as standards for judging various courses of action.⁷⁵ The National Council of Churches of Christ

⁷³ Weber, The Protestant Ethic and the Spirit of Capitalism, op. cit., pp. 181-182.

As an aside, we might note that in his analysis of the political and economic origins of our time, Karl Polanyi is of the conviction that the market economy (we know it as capitalism) came into being because social conditions were ripe for such an economic system. But conditions change, and as they do, and have, the market economy will exhaust itself, and is, because it can no longer adequately serve the needs of the social order. Karl Polanyi, The Great Transformation, (Boston: Beacon Press, 1957; see Part II, "Rise and Fall of Market Economy," pp. 33-219. If this is true, then possibly we should ask ourselves if such admonitions as these that follow are obsolete in the unalterable tide of social change? A discussion of this question would probably center around the permanence of the values espoused by Protestant ethic theology.

⁷⁴ Kenneth E. Boulding, "Religious Foundations of Economic Progress," Harvard Business Review, Vol. XXX (May-June, 1952), p. 40; Reinhold Niebuhr, "The Cultural Crisis of Our Age," Harvard Business Review, Vol. XXXII (January-February, 1954), p. 36; and O. A. Ohmann, "Skyhooks: With Special Implications for Monday through Friday," Harvard Business Review, Vol. XXXIII (May-June, 1955), p. 34.

⁷⁵ Thomas C. Campbell, Jr., "Capitalism and Christianity," Harvard Business Review, Vol. XXXV (July-August, 1957), p. 44; Harold L. Johnson, "Can the Businessman Apply Christianity?" Harvard Business Review, Vol. XXXV (September-October, 1957), p. 76; and Learned, Dooley, and Katz, "Personal Values and Business Decisions," op. cit., p. 119. For an opposing view to Learned, Dooley and Katz, suggesting the "bonding" of reality to fit a permanent set of values, see: Piaget, "Will and Action," loc. cit.

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sponsored a series of ten books on the ethics and economics of society, with many of the authors using a religious framework (Protestant-Christian) as a tool for analysis.⁷⁶

Some writers reject the thesis that religion, and religious thinking, has had much of an impact on business and the businessman. They claim business, which is materialistic, and religion, which is spiritually oriented cannot be two sides of the same coin; this results in a dualistic business environment and creates much uncertainty on the part of businessmen.⁷⁷ The proof that such a relationship exists has never been made explicit.⁷⁸

A recent study of 1700 businessmen revealed that four out of every five businessmen were dissatisfied with what organized religion had or

⁷⁶ Some of the more popular editions are: Kenneth E. Boulding, The Organizational Revolution, (New York: Harper and Brothers, 1953); Howard R. Bowen, Social Responsibilities of the Businessman, (New York: Harper and Brothers, 1953); Wilbur Schramm, Responsibility in Mass Communication, (New York: Harper and Brothers, 1957); and A. Dudley Ward (ed.), Goals of Economic Life, (New York: Harper and Brothers, 1953).

⁷⁷ Raphael Demos, "Business and the Good Society," Harvard Business Review, Vol. XXXIII (July-August, 1955), pp. 38-39; and Harvey C. Bunke, "Priests Without Cassocks," Harvard Business Review, Vol. XLIII (May-June, 1965), pp. 108-109. Bunke is not apprehensive about the dualism (viz., belief in dollar values in business but in nondollar values in public affairs) as long as a balance is preserved. A number of other writers have contemplated the "dualism" of value standards in our society. For a discussion of this subject, see: Marple, Neace, and Silverman, "Corporate Ethics and Morality: A Concept," op. cit., pp. 183-184.

⁷⁸ James E. Worthy, "Religion and Its Role in the World of Business," Journal of Business, Vol. XXXI (October, 1958), p. 292.

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not done.⁷⁹ A majority welcomed the assistance of clergy well-educated in business, economics, and social sciences, but a sizable minority--nearly twenty per cent--indicated they wanted no help from their churches.

Other Value Themes

The religious theme is only one of many that writers have used in suggesting a modus operandi for the businessman to fill the apparent philosophic vacuum. A historian, using a socio-political framework, counsels the businessman to reanalyze and rearticulate his ideals and values to reflect more adequately our democratic philosophy.⁸⁰ From a political-economic point of view comes the recommendation of a philosophy of conservatism, characterized as "...moderate, legalistic, responsible, republican in a limited sense of that word and pro- rather than anti-intellectual."⁸¹ A neo-traditionalist restates the best of the old values of private enterprise and holds them up as still meaningful and adaptable to the conditions of today.⁸²

⁷⁹ Raymond C. Baumhart, S. J., "How Ethical Are Businessmen?" Harvard Business Review, Vol. XXXIX (July-August, 1961), p. 172.

⁸⁰ Thomas C. Cochran, "Business and the Democratic Tradition," Harvard Business Review, Vol. XXXIV (March-April, 1956), p. 47.

⁸¹ Robert G. McCloskey, "Conservatives, Businessmen, and Blather-skites," Harvard Business Review, Vol. XXXIV (September-October, 1956), p. 45. The author notes that this is only a partial, but important list of qualities of a conservative.

⁸² O. A. Ohmann, "Search for a Managerial Philosophy," Harvard Business Review, Vol. XXXV (September-October, 1957), pp. 41-51.

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Social Responsibility

Recently the question of social responsibility of the businessman has been a popular topic of discussion.⁸³ This literature advocates that the businessman and his organization pursue policies and make decisions in light of the objectives and aims of society: the personal values of the businessman must support those of the society, and the support should be voluntary. In response to these urgings many industries and firms have developed codes of conduct for their members. By and large, codes of conduct establish value-standards of behavior and are self-enforced.⁸⁴ Of the 1700 business executives interviewed in a previously cited study, there was nearly unanimous agreement that a code would be helpful in decision making, but enforcement and adherence would prove difficult.⁸⁵ As might be expected in a study of this scope, not all respondents favored a code, especially a formal one enacted by the individual's organization. The dissenters feel that the stimulus to

⁸³ Please refer to the Bibliography for a listing of the literature. A few of the more popular titles are: Bowen, Social Responsibilities of the Businessman, op. cit.; Fred H. Blum, "Social Audit of the Enterprise," Harvard Business Review, Vol. XXXVI (March-April, 1958), pp. 77-86; Keith Davis, "Can Business Afford to Ignore Social Responsibility?" California Management Review, Vol. II (Spring, 1960), pp. 70-76; and Dan H. Fenn (ed.) Management's Mission in a New Society, (New York: McGraw-Hill Book Co., Inc., 1959).

⁸⁴ A variation of this expression is the recent statement by the National Association of Manufacturers of Marketing Values and the contributions that are made to the consumer in a free competitive market place. [See, National Association of Manufacturers, "Marketing Values," Journal of Marketing, Vol. XXVIII (July, 1964), p. 67.] This is one of many attempts by the NAM and others, to "sell" the American public on the virtues of traditional capitalism, which has strong overtones of the Protestant Ethic.

⁸⁵ Baumhart, "How Ethical Are Businessmen?" op. cit., pp. 166-168.

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act ethically should come from outside the business or trade group.

This position finds strong support from other quarters.

In a controversial article, one student of the business scene claims that businessmen should not be involved with questions about cultural, spiritual, social, or moral values. The job of the businessman is simple: to offer goods on the open market. Value satisfaction is determined by the neutral mechanism of the market place.⁸⁶

Compromise and Self-reliance--Two Characteristics of Values

An operative value system incorporates, to some degree, two significant points: compromise and self-reliance. Some writers characterize the environment of the businessman as one of inevitable compromise.

There is both good and bad in compromise; the difficulty lies in calculating the tension between the values of compromise and adherence to principle.⁸⁷ To overcome the negative connotation of compromise the concept of integration has been developed. Its proponents claim that integration of values is necessary both to promote the healthy personality through harmony of career with other aspects of life, and to maintain the dynamic creativeness of our society. Integration resolves

⁸⁶ Theodore Levitt, "Are Advertising and Marketing Corrupting Society? It's Not Your Worry," The Role of Advertising: A Book of Readings, eds. C. H. Sandage and Vernon Fryburger, (Homewood, Ill.: Richard D. Irwin, Inc., 1960), pp. 443-444. For a rebuttal of Levitt's argument, see, Clyde Bedell, "To the Extent Advertising and Marketing Are Corrupting Society--You'd Better Worry!" ibid., pp. 451-455.

⁸⁷ Louis William Norris, "Moral Hazards of an Executive," Harvard Business Review, Vol. XXXVIII (September-October, 1960), p. 74.

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value conflicts by substituting more enduring values.⁸⁸

Considering the sheer amount of counsel directed toward the businessman with regard to his behavior, few, if any, writers provide explicit alternatives. In the last analysis, the businessman must rely upon himself to make these decisions.⁸⁹ The philosophy of relying on oneself--existentialism--sets forth these basic tenets: Man's first responsibility is to himself; know thyself; each individual is unique; and each decision builds from previous decisions.⁹⁰

An Overview of the Businessman's Values

The literature review certainly does not afford the opportunity to draw many definite conclusions. Writings prior to World War II expressed

⁸⁸ Ohmann, "Skyhooks: With Special Implications for Monday Through Friday," op. cit., pp. 36-38; and, Abram T. Collier, "Business Leadership and a Creative Society," Harvard Business Review, Vol. XXXI (January-February, 1953), pp. 34-35. In a later article, Collier continues his discussion of a creative society, and recognizes conflicts of principles (viz., liberty vs. order, truth vs. mercy, and spiritual vs. material), but reasons, as the logic of Lao tse, that in reality both conditions are necessary for both to flourish. [See, Abram T. Collier, "Faith in a Creative Society," Harvard Business Review, Vol. XXXV (May-June, 1957), pp. 40-41.] This is an example of dualism (maintenance of conflicting values), which was discussed earlier in this chapter. Collier, and the others use paradoxical logic to rationalize this phenomena.

⁸⁹ For an expansion of this view, see the following: Wayne G. Broehl, Jr., "Ethics and the Executive: The Small Decisions that Count," Dun's Review and Modern Industry, Vol. LXIX (May, 1957), pp. 45ff; Erwin C. Canhan, "For a Revised Sense of Values," Management's Mission in a New Society, ed. Dan H. Fenn, (New York: McGraw-Hill Book Co., 1959), pp. 75-84; James W. Culliton, "Business and Religion," Business and Religion, ed., Edward C. Bursk, (New York: Harper and Brothers, 1958), pp. 1-11; Samuel H. Miller, "The Tangle of Ethics," Harvard Business Review, Vol. XXXVIII (January-February, 1960), pp. 59-62; and Clarence B. Randall, "Free Enterprise is Not a Hunting License," Atlantic Monthly, Vol. CLXXXIX (March, 1952), pp. 38-41.

⁹⁰ John H. Rice, "Existentialism for the Businessman," Harvard Business Review, Vol. XXXVIII (March-April, 1960), pp. 142-143.

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the theme of individualism, influenced by the Protestant Ethic, as the concept on which to develop a meaningful set of values. Around 1946 the pendulum began a perceptible swing and the society or group became the locus of values. In recent years, writers have pointed out the necessity for individuals to develop a set of values which incorporates both schools of thought.

Since no particular value system has proven completely effective, it seems there is a major task ahead in developing alternative frames of reference. An earlier quote is worth repeating: "What it [move from the Protestant Ethic toward a Social Ethic frame of reference] may more realistically mean is the generation of a more energetic, more scientific, a more conscientious, a more elaborately creative engine for human welfare than even the most romantic and imaginative proselyters of capitalism have been able to conjure in their two hundred years of outspoken advocacy."⁹¹

The businessman's increasingly complex environment gives rise to the problem of compromising values for the sake of practicality. Some authors suggest an integrative approach but this does not remove the complexity. An approach that attempts to simplify the environment does not appear reasonable in light of known facts. Before any businessman can come to grips with this problem adequately he must assuredly be aware of himself: who art thou? Possibly existentialism does offer a

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Levitt, "The Lonely Crowd and the Economic Man," loc. cit.

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way the businessman can overcome an amplified environment; by knowing himself first.⁹²

A final observation pertaining to businessman's values is the meager amount of research, especially quantitative research. Much of the literature reviewed consisted of exhortations to the businessman rather than reports of research findings. There is some research, but it is sparse.⁹³

The factor of interaction of behavior patterns between the businessman and others with whom he comes into contact has been conveyed throughout this review. The review will now turn to one of the major contacts any businessman or his organization must make--the consumer in the market place.

Importance and Role of Values in the Market Place

Several authors characterize our society as a marketing society.⁹⁴ Success in the market depends upon knowing the values held by those members of the market place one is attempting to serve.

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See, Rice, "Existentialism for the Businessman," op. cit., pp. 135-143; and Guth and Tagiuri, "Personal Values and Corporate Strategy," op. cit., p. 129.

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For reports on business values research, the following are highly recommended: Abram T. Collier, Management, Men, and Values, (New York: Harper and Row, 1962); and Guth and Tagiuri, "Personal Values and Corporate Strategy," op. cit., pp. 123-132.

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See, for example: Fromm, Man for Himself: An Inquiry into the Psychology of Ethics, op. cit.; and Potter, People of Plenty, op. cit.

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The Marketing Management Concept

The philosophy of knowing the relevant market place, its institutions, and prospective consumers, has come to be known as the marketing (management) concept.⁹⁵ Its proponents claim that the market place--consumers--is not only the end, but also the beginning of the economic process. Consumers become the focal point around which the firm, in a competitive environment, organizes its resources and develops policies, strategies, and tactics. In a sense, consumers direct the activities of the firm.

The authors of a leading text in the field of managerial marketing, succinctly develop this idea as the bonding element of their subject: "While all individual actions taken in the functional areas can be considered within management discretion, it is the market which sanctions all the preceding steps prior to the making of a sale. This is to say that the market holds at least veto over the entire system."⁹⁶ In other words, "...the consumers' dollar vote is ultimately the guiding element in the ebb and flow of a market system..."⁹⁷

⁹⁵ For a sampling of the literature on this subject, see the following: J. B. McKittrick, "What is the Marketing Management Concept?" Managerial Marketing: Perspectives and Viewpoints, Rev. Ed., eds. William Lazer and Eugene J. Kelley, (Homewood, Ill.: Richard D. Irwin, Inc., 1962), pp. 3-13; Anthony E. Cascino, "Organizational Implications of the Marketing Concept," ibid., pp. 370-378; Eugene J. Kelley and William Lazer, "Basic Duties of the Modern Sales Department," ibid., pp. 378-384; and William Lazer and Eugene J. Kelley, "Editorial Postscript," ibid., pp. 679-696.

⁹⁶ Thomas A. Staudt and Donald A. Taylor, A Managerial Introduction to Marketing, (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1965), p. 7.

⁹⁷ Eells and Walton, Conceptual Foundations of Business, op. cit., p. 274.

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Implementation Requires Knowledge of Consumers' Values

The implementation of the marketing management concept has led to a greater awareness of consumer behavior and the role of values in consumer behavior. In fact, the development of this concept parallels the growing awareness of the importance of values.⁹⁸ Value systems of consumers are considered to be a significant aspect of the marketing process.⁹⁹ Consumers' values vary and often conflict with each other. Often the marketer becomes involved in a conflict of values with consumers. The marketing manager must take into account the dynamic nature of values in the market place.¹⁰⁰ Knowledge of common value patterns is proposed as a prime prerequisite for adequate market analysis.¹⁰¹ If values play an important role in the way people live, and affect their consumption behavior, they should be a weighty variable in market segmentation.¹⁰²

⁹⁸ Eugene J. Kelley, "Marketing and Moral Values in an Acquisitive Society," Marketing: A Maturing Discipline, ed. Martin L. Bell, (Chicago: American Marketing Association, December 1960), p. 196.

⁹⁹ David E. Hertz, "Marketing as a Social Discipline," The Social Responsibilities of Marketing, (ed.), William D. Stevens, (Chicago: American Marketing Association, December, 1961), p. 217.

¹⁰⁰ Leon Arons, as quoted by Allen R. Dodd, Jr., "Viewer Attitude: The Vast Unknown," Printers' Ink, Vol. CCLXXXVI (February 28, 1964), p. 38A.

¹⁰¹ Opinion Research Corporation, "America's Tastemakers," The Environment of Marketing Behavior: Selections from the Literature, eds. Robert J. Holloway and Robert S. Hancock, (New York: John Wiley and Sons, Inc., 1964), p. 52.

¹⁰² Robert Mainer and Charles C. Slater, "Markets in Motion," Harvard Business Review, Vol. XLII (March-April, 1964), p. 76; and Daniel Yankelovich, "New Criteria for Market Segmentation," Harvard Business Review, Vol. XLII (March-April, 1964), pp. 84-86, 88-89.

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Concept,

Programming Market Values

If values and value profiles are as significant as claimed, it would seem reasonable to incorporate values into a systematic framework, or model. A few attempts have been made but they are crude, since interdisciplinary research methods are relatively new to the business arena. A brief review of two of these models concludes out literature review.

In one case value systems of the environment are programmed into the operational structure of the firm resulting in a payoff curve which indicates an optimum profit position the firm should strive to reach. A position on either side of the optimum, the embodiment of an insufficient or surplus of values, leads to a decrease in profits.¹⁰³ In an article with a philosophical orientation, the authors develop a model depicting the integrative aspects of the firm and its environment(s). Through the use of selective criteria and norms a firm can explicitly program values into its operating system.¹⁰⁴ In both articles the authors recognize the dynamics of the market place and suggest this aspect, within itself, is sufficient reason to encourage development of these and similar models.

The remainder of this dissertation is given to the investigation of variables that may prove significant in establishing value patterns and how the value patterns affect meanings attached to various marketing behavior.

¹⁰³ Johnson, "A Behavioral Approach to the Business Enterprise," op. cit., pp. 1-10.

¹⁰⁴ Marple, Neace, and Silverman, "Corporate Ethics and Morality: A Concept," op. cit., pp. 186-189.

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CHAPTER III

RESEARCH DESIGN

Introduction

This chapter discusses three issues in the development of the research design:

1. the nature of the sample--bases of definition, size, and method of selection;
2. the data collection techniques--selection, description, and development of data collecting instruments, and interviewing procedures; and
3. the methods of analysis--description of the statistical techniques used in testing the hypotheses.

Nature of the Sample

Three criteria were used to define the universe: (1) geography; (2) interest in marketing activities; and (3) occupation. By limiting the geographical area to the Lansing, Michigan Standard Metropolitan Statistical Area,¹ greater cultural homogeneity is assured. The depression of cultural differences permits greater reliance on other

¹U. S. Bureau of the Census, U. S. Censuses of Population and Housing: 1960. Census Tracts, Final Report PHC(1)-73, (Washington, D. C.: U. S. Government Printing Office, 1962).

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variables as discriminant dimensions, but limits the general applicability of the conclusions. Moreover, respondents could be contacted personally, to obtain a higher number of usable responses than might have been possible through the mails.²

A stratified non-random sample was selected. Interest in career profiles as a discriminant variable led to the selection of a sample stratified by occupation.³ Three subgroups were designated as being vitally interested in market-place activities: business executives, business administration and economic professors, and housewives. The first two as buyer and seller, the third as observer, researcher, writer, and educator, as well as buyer. All have a stake in the marketing process and its outcome.

Each stratum was first treated as a simple random sample to determine an adequate size. For two of the strata (professors and housewives) respondents were selected by using random procedures. The third group (business executives) was not selected at random. Rather it was designed to assure a balance of functions performed, size of firm, and position held in firm.

2

During a pretest, questionnaires were mailed to ten businessmen and ten college business professors throughout the state of Michigan which resulted in an unsatisfactory rate of return.

3

Occupational stratifications have proven to be a useful classification in previous value studies. [See, Gordon W. Allport, Phillip E. Vernon, and Gardner Lindzey, Manual, Study of Values, Third Edition, (Boston: Houghton Mifflin Co., 1961), pp. 14, 16.]

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Housewives

This subuniverse is composed of housewives with some college education or its equivalent,⁴ and was limited to two census tracts⁵ which are very similar in demographic and environmental conditions.⁶ Size of the subsample desired was calculated to be 100.⁷ There were 121 usable questionnaires analyzed. Participants were selected by systematic random sampling.

Professors

To assure a high degree of homogeneity predicated on institutional quality and personal preparation, this subuniverse consists of all professors holding full time appointments in the College of Business Administration at Michigan State University. The College of Business includes the Department of Economics.

⁴See discussion on "Data Collection Techniques," p. 51.

⁵Census tracts selected were EL-39 and EL-40 as designated and discussed in U. S. Bureau of Census, U. S. Censuses of Population and Housing: 1960. Census Tracts, Final Report PHC(1)-73, op. cit.

⁶Even though the median school years completed all persons twenty-five years old and older for both census tracts was 16+ (See Ibid., p. 16), it was recognized that some housewives would not actually have had exposure to some formal college education. We concluded that since the two census tracts were areas of high educational levels, and other highly similar environmental factors, that education by association constituted an equivalent of 'some college education.'

⁷Using a 95 per cent confidence limit with a maximum error of ten per cent, the sample size was computed to be:

$$n = \frac{pq}{\sigma_p^2} = \frac{(.5)(.5)}{(.0025)} = 100.$$

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Due to the limited size of the population an attempt was made to contact all College of Business professors residing in the area at the time of data collection, (approximately twelve weeks during the summer of 1964). From a subuniverse of ninety-nine, eighty-four were contacted and asked to participate. Sixty-nine usable questionnaires, or seventy per cent, were received and analyzed.

Business Executives

This subuniverse is composed of members from the Chamber of Commerce and Sales-Marketing Executives, both of Lansing, Michigan. Criteria used for selection were: (1) functional-manufacturing, wholesaling, and retailing; (2) size-large and small, based on number of employees: one hundred being the breaking point; and (3) position-top management and middle management: general manager or above deemed top management, others middle management.

The majority of those selected from the Chamber of Commerce were the operating heads of their firms. Those selected from SME were the major marketing representatives of their firms in the Lansing area. Sample size was established at sixty-four.⁸

Interviewing Procedures

A team of trained interviewers, called on the selected housewives at their homes and sought cooperation and explained the purpose of the

⁸ Using a 95 per cent confidence limit with a maximum error of 10 per cent, the sample size was:

$$n = \frac{pq}{\sigma_p^2} = \frac{(.8)(.2)}{(.0025)} = 64$$

Conservative results from pretesting indicated that p (proportion of business executives judging marketing activities favorably) was .80 per cent.

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research.⁹ Questionnaires were collected, usually, the following day.

Professors were contacted by telephone or in person. Specific times for delivery and pick up of the questionnaires were established.

Appointments were made with all business executives, with a follow-up letter confirming the appointment. (See Appendix B.) The research instruments were completed during the interview.

Summary of the Sample Characteristics

Below are several tables that summarize sample information. Table 1 shows the total number in the population and each sub-universe, the number contacted, and usable questionnaires received.

TABLE 1. UNIVERSE AND SAMPLE TOTALS

Universe Strata	Total in Strata	Sample Size	
		No.	%
Housewives	1760	121	7
Professors	99	69	70
Economics	29	19	66
Marketing and Transportation	18	13	72
Accounting and Finance	16	13	81
Management	16	8	50
Services: Business Law, Insurance, Office Administration; and Hotel, Restaurant, and Institutional Management	20	15	75
Business Executives	746	93	12
Chamber of Commerce	650	86*	13
Sales-Marketing Executives	96	36*	38
Totals	2605	283	11

*The sum of these two figures is greater than 93, due to the fact that 29 of the interviews were from businessmen who were members of both organizations.

⁹ Each questionnaire contained a complete set of written instructions. See Appendix A.

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Tables 2 through 6 provide a summary of the sample showing the number of subjects in each cell based on the variables to be used in the analyses.

TABLE 2. SAMPLE STRUCTURE BASED ON OCCUPATION

Occupation	Number in Strata	Percentage of Sample Total
Housewives	121	43
Homemaker	103	36
Career	18	5
Business Professors	69	24
Economics	19	7
Marketing and Transportation	13	4
Accounting and Finance	14	5
Management	8	3
Services	15	5
Business Executives	93	33
Function		
Manufacturing	34	12
Wholesaling	17	6
Retailing	20	7
Services	22	8
Size		
Large (over 100 employees)	50	18
Small (100 or less employees)	43	15
Position		
Rank of General Sales (Marketing)		
Manager or above	74	26
Rank less than above	19	7
Total	283	100

TABLE 3. SAMPLE STRUCTURE BASED ON SEX

Sex	Number in Strata	Percentage of Sample Total
Males	157	55
Females	126	45
Total	283	100

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TABLE 4. SAMPLE STRUCTURE BASED ON RELIGION

Religious Preference	Number in Strata	Percentage of Sample Total
Catholic	38	14
Jewish	12	4
Protestant	216	76
Other	17	6
Total	283	100

TABLE 5. SAMPLE STRUCTURE BASED ON AGE

Age Level	Number in Strata	Percentage of Sample Total
Less than 26	7	2
26-35	36	13
36-45	107	38
46-55	70	25
Greater than 55	63	22
Total	283	100

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TABLE 6. SAMPLE STRUCTURE BASED ON EDUCATION

Years of Education	Number in Strata	Percentage of Sample Total
Less than 13	49	17
13-16	136	98
Greater than 16	98	35
Total	283	100

Data Collection Techniques

Factors Affecting Selection of Research Instruments

The size of the sample and the many responses required presented a time problem. It was necessary to use instruments that would elicit responses readily and easily within a convenient time span in light of the information deemed necessary for an effective analysis.

Since the research project is designed to determine the degree of correlation between values and meanings, two research instruments were required: one for gathering data on each of these mental processes.

The complex and multidimensional nature of values and meanings¹⁰ prescribes that the instruments also be multidimensional to gather data on the many aspects of each of these phenomena.

¹⁰ Florence Kluckhohn states: "Value orientations are complex but definitely patterned (rank-ordered) principles, resulting from the transactional interplay of three analytical distinguishable elements of the evaluative process--the cognitive, the affective, and directive elements--which give order and direction to the everflowing stream of human acts and thoughts as these relate to the solution of 'common human' problems." Florence Rockwood Kluckhohn and Fred L. Strodtbeck, Variations in Value Orientations, (Evanston, Ill.: Row, Peterson and Co., 1961), p. 4.

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In summary, the task was to find or develop information gathering devices that meet the following criteria: (1) require minimal time for completion in light of objectives of the project; (2) are structured for easy compliance by respondents; (3) are simple to administer; and (4) are effective in measuring the two complex phenomena of values and meanings.¹¹

Value Measurement

Several methods are available for gathering data about values. For example: content analysis of open-ended value dimension questions;¹² self-anchoring scaling;¹³ paired comparison scaling;¹⁴ ranking of

10 (Continued) Osgood comes to a similar conclusion about the concept of meaning: "...human semantic processes are very complex, and that problems of meaning are inextricably confounded with more general problems of human thinking or cognition." Charles E. Osgood, George J. Suci, and Percy H. Tannenbaum, The Measurement of Meaning, (Urbana, Ill.: University of Illinois Press, 1957), p. 318.

Another authority notes that different combinations and strengths of dimensions yield different meanings. Clyde E. Noble, "An Analysis of Meaning," Psychological Review, Vol. LIX (November, 1952), p. 422.

¹¹Pretesting verified the necessity of these criteria.

¹²William A. Scott, "Empirical Assessment of Values and Ideologies," American Sociological Review, Vol. XXIV (June, 1959), pp. 299-310.

¹³F. P. Kilpatrick and Hadley Cantril, "Self-Anchoring Scaling: A Measure of Individuals' Unique Reality Worlds," Journal of Individual Psychology, Vol. XVI (November, 1960), pp. 158-173.

¹⁴L. L. Thurstone, "The Method of Paired Comparisons for Social Values," Journal of Abnormal and Social Psychology, Vol. XXI (January-March, 1927), pp. 384-400; _____, "The Measurement of Values," Psychological Review, Vol. LXI (January, 1954), pp. 47-58; and Louis Guttman, "A Basis for Scaling Qualitative Data," American Sociological Review, Vol. IX (April, 1944), pp. 139-150.

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absolute or infinite values;¹⁵ analysis of social protest;¹⁶
 differential value inventory,¹⁷ rating of value situations,¹⁸ factorial
 analysis of ratings of paragraph value descriptions,¹⁹ observation and
 analysis,²⁰ and joint choice and ranking of value situations with
 resulting value profile.²¹

Examination of these value measurement methods in light of the
 established criteria led to a selection of the Allport-Vernon-Lindzey,
Study of Values. First devised in 1931, this instrument has since been

¹⁵ William R. Catton, Jr., "Exploring Techniques for Measuring Human Values," American Sociological Review, Vol. XIX (February, 1954), pp. 49-55; and Hornell Hart, "A Reliable Scale of Value Judgments," American Sociological Review, Vol. X (August, 1945), pp. 473-481.

¹⁶ Ira De A. Reid, "Social Protest; Cue and Catharsis," Phylon, Vol. XVI (June, 1955), p. 141-147.

¹⁷ O. E. Thompson, "High School Students' Values: Emergent or Traditional," California Journal of Educational Research, Vol. XII (May, 1961), pp. 132-144.

¹⁸ Roy E. Carter, Jr., "An Experiment in Value Measurement," American Sociological Review, Vol. XXI (April, 1956), pp. 156-163; and Robert Sommer and Lewis M. Killian, "Areas of Value Differences I. A Method for Investigations," Journal of Social Psychology, Vol. XXXIX (May, 1954), pp. 227-235.

¹⁹ Charles Morris, Varieties of Human Values, (Chicago: University of Chicago Press, 1956).

²⁰ Ethel M. Albert, "The Classification of Values: A Method and Illustration," American Anthropologist, Vol. LVIII (1956), pp. 221-248; and Glenn R. Hawkes, "A Study of the Personal Values of Elementary School Children," Educational and Psychological Measurement, Vol. XII (Winter, 1952), pp. 654-663.

²¹ Gordon W. Allport, Philip E. Vernon, and Gardner Lindzey, Manual, Study of Values, 3rd Edition, (Boston: Houghton Mifflin Co., 1960).

through two revisions, has been used in a variety of situations, and is generally considered to be both reliable and valid.²² For example, it has been used successfully for counseling;²³ vocational guidance;²⁴ and selection.²⁵

As a research instrument, the Study of Values has been used to furnish support or invalidate hypotheses. It has provided clear evidence of group differences between occupational classifications,²⁶ as

²² Ibid., pp. 13-15; Hadley Cantril and Gordon W. Allport, "Recent Applications of the 'Study of Values,'" Journal of Abnormal and Social Psychology, Vol. XXVIII (October-December, 1933), pp. 259-273; and Elizabeth Duffy, "A Critical Review of Investigations Employing the Allport-Vernon Study of Values and Other Tests of Evaluative Attitudes," Psychological Bulletin, Vol. XXXVII (October, 1940), pp. 597-612.

²³ C. M. Louttit and C. G. Browne, "Psychometric Instruments in Psychological Clinics," Journal of Consulting Psychology, Vol. XI (January-February, 1947), pp. 49-54; and Julian C. Stanley, "Insights Into One's Own Values," Journal of Educational Psychology, Vol. XLII (November, 1951), pp. 399-408.

²⁴ Harold G. Seashore, "Validation of the 'Study of Values' for Two Vocational Groups at the College Level," Educational and Psychological Measurement, Vol. VII (Winter, 1947), pp. 757-763; and Joseph Gilbert, "Vocational Archetypes: A Proposal for Clinical Integration of Interest and Values in Vocational Counseling and Selection," Psychological Reports, Vol. XIII (October, 1963), pp. 351-356.

²⁵ Ibid.; and E. Lowell Kelly and Donald W. Fiske, "The Prediction of Success in the V. A. Training Program in Clinical Psychology," American Psychologist, Vol. V (August, 1950), pp. 395-406.

²⁶ John F. Kinnane and Joseph R. Gaubinger, "Life Values and Work Values," Journal of Counseling Psychology, Vol. X (Winter, 1963), pp. 362-372; and Allport, Vernon, and Lindzey, Manual, Study of Values, op. cit., pp. 14-16.

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well as religious,²⁷ nationality,²⁸ and social²⁹ typologies. It has also found favor with researchers attempting to determine changes in value profiles over periods of time.³⁰

Another use of the Study of Values has been to determine more basic and underlying values through research showing the relation of value orientation and perceptual selectivity,³¹ and the comparison of

²⁷ Bernard Pyron, "Belief Q-sort, Allport-Vernon Study of Values and Religion," Psychological Reports, Vol. VIII (June, 1961), pp. 399-400; and Dorothy Tilden Spoerl, "The Values of the Post-War College Student," Journal of Social Psychology, Vol. XXXV (May, 1952), pp. 217-225.

²⁸ Paras Nath Snigh, Sophia Chang Huang, and George C. Thompson, "A Comparative Study of Selected Attitudes, Values, and Personality Characteristics of American, Chinese, and Indian Students," Journal of Social Psychology, Vol. LVII (June, 1962), pp. 123-132.

²⁹ Waltraud M. Kassarian and Harold H. Kassarian, "Occupational Interests, Social Values and Social Character," Journal of Consulting Psychology, Vol. XII (Spring, 1965), pp. 48-54.

³⁰ Sproel, "The Values of the Post-War College Student," op. cit.; Paul L. Whitely, "The Constancy of Personal Values," Journal of Abnormal and Social Psychology, Vol. XXXIII (July, 1938), pp. 405-408; Irving E. Bender, "Changing Patterns of Religious Interest," Humanist, Vol. XVIII (May-June, 1958), pp. 139-144; and E. Lowell Kelly, "Consistency of the Adult Personality," American Psychologist, Vol. X (November, 1955), pp. 659-681.

³¹ Leo Postman, Jerome S. Bruner, and Elliott McGinnies, "Personal Values as Selective Factors in Perception," Journal of Abnormal and Social Psychology, Vol. XLIII (April, 1948), pp. 142-154; W. A. Bousfield and Gloria Samborski, "The Relationship Between Strength of Values and the Meaningfulness of Value Words," Journal of Personality, Vol. XXIII (March, 1955), pp. 375-380; Donald R. Brown and Joe Adams, "Word Frequency and the Measurement of Value Areas," Journal of Abnormal and Social Psychology, Vol. XLIX (July, 1954), pp. 427-430; and Elliott McGinnies, "Personal Values as Determinants of Word Association," Journal of Abnormal and Social Psychology, Vol. XLV (January, 1950), pp. 28-36.

values with other attitude and interest scales.³²

The Study of Values ranks six value dimensions: theoretical, economic, aesthetic, social, political, and religious. Answers (choices) are required to forty questions, so the procedure is fairly rapid (approximately twenty minutes), and straightforward. The study is objective, self-administering, and self-scoring.

The Study of Values has been criticized from several points of view. One authority believes the use of relative scales reduces everyone's profile to the same mean level and should be supplemented by normative scales.³³ Another claims the instrument measures only a limited number of value orientations and does not require a moral evaluation, but simply selection among them.³⁴ Some charge that the Study of Values confuses two psychological dimensions which can be separated: interest and value.³⁵ Investigators have complained that

³² Kinnane and Gaubinger, "Life Values and Work Values," op. cit.; Gilbert, "Vocational Archetypes: A Proposal for Clinical Integration of Interest and Values in Vocational Counseling and Selection," op. cit.; Kemper W. McCue, et al., "Rorschach Variables in Two 'Study of Values' Types," Journal of General Psychology, Vol. LXVIII (January, 1963), pp. 169-172; Elizabeth Duffy and William J. E. Crissy, "Evaluative Attitudes as Related to Vocational Interests and Academic Achievement," Journal of Abnormal and Social Psychology, Vol. XXXV (April, 1940), pp. 226-245; and I. Iscoe and O. Lucier, "A Comparison of the Revised Allport-Vernon Study of Values (1951) and the Kuder Preference Record (Personal)," Journal of Applied Psychology, Vol. XXXVII (June, 1953), pp. 195-196.

³³ Lloyd G. Humphreys, "Characteristics of Type Concepts with Special Reference to Sheldon's Typology," Psychological Bulletin, Vol. LVII (May, 1957), pp. 218-228.

³⁴ Scott, "Empirical Assessment of Values and Ideologies," op. cit., p. 301.

³⁵ Joe Adams and Donald R. Brown, "Values, Word Frequencies, and Perception," Psychological Record, Vol. LX (January, 1953), pp. 50-54.

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the vocabulary level of the instrument is too high and have suggested simplified versions.³⁶

In spite of these criticisms evidence indicates the Study of Values is an effective instrument. After reviewing the literature, N. L. Gage concludes, "...the test is already very good. Maybe that is why we cannot help wanting it to be even better."³⁷

Meaning Measurement

It was not until the publication of Osgood's source book on the semantic differential³⁸ that objective research of meaning became an area of serious consideration by researchers. Osgood surveyed existing techniques from several aspects (physiological, learning methods, perception methods, association methods, and scaling methods), and concluded they were inadequate when weighed against the usual criteria of objectivity, reliability, validity, sensitivity, comparability, and utility.³⁹

³⁶ Joseph E. Shorr, "The Development of a Test to Measure the Intensity of Values," Journal of Educational Psychology, Vol. LXIV (May, 1953), pp. 266-274; and Jerome Levy, "Readability Level and Differential Test Performance: A Language Revision of the Study of Values," Journal of Educational Psychology, Vol. XLIX (February, 1958), pp. 6-12.

³⁷ N. L. Gage, "Study of Values: A Scale for Measuring the Dominant Interests in Personality," Fifth Mental Measurements Yearbook, Revised Edition, ed. Oscar Krisen Buros, (Highland Park, N. J.: Gryphon Press, 1959), p. 202.

³⁸ Osgood, Suci, and Tannenbaum, The Measurement of Meaning, op. cit.

³⁹ Charles E. Osgood, "The Nature and Measurement of Meaning," Psychological Bulletin, Vol. LXIX (May, 1952), pp. 206-222, 232. The techniques examined by Osgood were generally found to be inadequate in validity and comparability.

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Because of Osgood's findings, and criteria established earlier, it was decided to develop semantic differentials for each of the marketing activities to be investigated.⁴⁰ Essentially, the semantic differential is a combination of controlled association and scaling procedures. The subject is provided concepts to be differentiated and a set of bipolar scales to indicate his association and intensity. Characteristically, it is much like the Study of Values. It is objective, straightforward, unambiguous, and self-administered.

However, the semantic differential measures connotative meanings-- which are evaluative in nature; and it tends to disguise its purpose more effectively than the usual attitude questionnaire.⁴¹

Since its inception the semantic differential has been used for various purposes. Market researchers use it in determining brand image,⁴² corporate image,⁴³ and consumer attitudes and preferences.⁴⁴

⁴⁰ See Appendix A for a copy of the questionnaire including the semantic differentials.

⁴¹ Edgar Crane, Marketing Communications: A Behavioral Approach to Men, Messages, and Media, (New York: John Wiley and Sons, Inc., 1965), p. 582.

⁴² William D. Barclay, "The Semantic Differential as an Index of Brand Attitude," Journal of Advertising Research, Vol. IV (March, 1964), pp. 30-33; and William A. Mindak, "Fitting the Semantic Differential to the Marketing Problem," Journal of Marketing, Vol. XXV (April, 1961), pp. 28-33.

⁴³ William T. Tucker, "How Much of the Corporate Image Is Stereotype?" Journal of Marketing, Vol. XXV (January, 1961), pp. 61-64; John F. Bolger, Jr., "How to Evaluate Your Company Image," Journal of Marketing, Vol. XXIV (October, 1959), pp. 7-10; and Theodore Clevenger, Jr., Gilbert A. Lazier, and Margaret Leitner Clark, "Measurement of Corporate Images by the Semantic Differential," Journal of Marketing Research, Vol. II (February, 1965), pp. 80-82.

⁴⁴ Paul M. Kjeldergaard, "Attitudes Toward Newscasters as Measured by the Semantic Differential," Journal of Applied Psychology, Vol. XLV

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It has been effective in comparing various groupings of people.⁴⁵

There has also been an increasing use of the semantic differential in experimental research.⁴⁶

The major points of criticism of the semantic differential are:

(1) the semantic differential is an incomplete measure,⁴⁷ and (2) the developmental stage of the instrument is overly complicated.⁴⁸ It is

⁴⁴ (Continued) (February, 1961, pp. 35-40; Arnold M. Barban and Edward W. Cundiff, "Negro and White Response to Advertising Stimuli," Journal of Marketing Research, Vol. I (November, 1964), pp. 53-56; J. O. Eastlack, Jr., "Consumer Flavor Preference Factors in Food Product Design," Journal of Marketing Research, Vol. I (February, 1964), pp. 38-42.

⁴⁵ H. J. Hallworth and G. Waite, "A Factorial Study of Value Judgments Among Adolescent Girls," British Journal of Statistical Psychology, Vol. XVI (May, 1963), pp. 37-46; Howard E. Maltz, "Ontogenetic Change in the Meaning of Concepts as Measured by the Semantic Differential," Child Development, Vol. XXXIV (September, 1963), pp. 667-674; Yasumasa Tanaka, Tadasu Oyama, and Charles E. Osgood, "A Cross-Culture and Cross-Concept Study of the Generality of Semantic Spaces," Journal of Verbal Learning and Verbal Behavior, Vol. II (December, 1963), pp. 392-405; A. Barclay and Frederick J. Thumin, "A Modified Semantic Differential Approach to Attitudinal Assessment," Journal of Clinical Psychology, Vol. XIX (July, 1963), pp. 376-378; and Howard Maclay and Edward E. Ware, "Cross-Cultural Use of the Semantic Differential," Behavioral Science, Vol. VI (July, 1961), pp. 185-190.

⁴⁶ Howard R. Pollio, "Word Association as a Function of Conditioned Meaning," Journal of Experimental Psychology, Vol. LXVI (November, 1963), pp. 454-460; Samuel J. Messick, "Metric Properties of the Semantic Differential," Educational and Psychological Measurement, Vol. XVII (Summer, 1957), pp. 200-206; Austin E. Grigg, "A Validity Study of the Semantic Differential Technique," Journal of Clinical Psychology, Vol. XV (April, 1959), pp. 179-181; Robert D. Singer, "A Note on the Use of the Semantic Differential as a Predictive Device in Milieu Therapy," Journal of Clinical Psychology, Vol. XVII (October, 1961), pp. 376-378; James E. Brinton, "Deriving An Attitude Scale from Semantic Differential Data," Public Opinion Quarterly, Vol. XXV (Summer, 1961), pp. 289-295; and Martin Fishbein and Bertram H. Raven, "The AB Scales - An Operational Definition of Belief and Attitude," Human Relations, Vol. XV (February, 1962), pp. 35-44.

⁴⁷ John H. Flavell, "Meaning and Meaning Similarity: I. A Theoretical Assessment," Journal of General Psychology, Vol. LXIV (April, 1961), pp. 307-319; and Arthur W. Staats, et al., "Independent Manipulation of Meaning and (m)," Journal of General Psychology, Vol. LXIX (October, 1963), pp. 253-260.

⁴⁸ Jack Block, "An Unprofitable Application of the Semantic Differential," Journal of Consulting Psychology, Vol. XXII (1958), pp. 235-236.

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unrealistic to seek perfect scales in the real world,⁴⁹ and the success and character of the semantic differential has attested to its validity, comparability, and practical usefulness.⁵⁰

Development of the particular semantic differentials was a three step process: (1) selection of the concepts--marketing activities--to be investigated; (2) the formulation of bipolar stimuli; and (3) the physical construction of the instrument.

Selection of concepts to be measured was guided by the amount of controversy various marketing activities seem to generate. The selection was determined by reviewing literature pertaining to marketing activities, interviewing experts, and talking with housewives. Some thirty marketing activities were considered before the final list of sixteen concepts was developed. It includes:

1. advertising of consumer goods and services,
2. guarantee and warranty of consumer products and services,
3. new products and services,
4. newspaper advertisements,
5. personal salesmanship,
6. premiums,
7. A.M. radio commercials,
8. nationally branded products and services,

⁴⁹ Guttman, "A Basis for Scaling Qualitative Data," American Sociological Review, op. cit., p. 150.

⁵⁰ A recent study designed to discredit the validity of the semantic differential as a research instrument failed. John Ross, "Change in the Use of the Semantic Differential with a Change in Context," Journal of Verbal Learning and Verbal Behavior, Vol. IV (April, 1965), pp. 148-151.

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9. packaging and labeling,
10. magazine advertisements,
11. regular model changes of consumer products,
12. locally branded products and services,
13. television commercials,
14. service and repair of consumer products
15. credit purchases, and
16. F.M. radio commercials.

Effectiveness of the semantic differential lies in the selection of bipolar terms used to measure the concepts under investigation. The objective in selecting bipolar terms was to include all meaningful dimensions of judgment as revealed in research reports on attitudes toward marketing activities, reports of Congressional hearings, and personal interviews with experts and representative members of the universe to be sampled. Where appropriate, similar scales were used on different concepts to permit comparative analysis. The final result was a range of five to nine scales for the sixteen concepts to be measured. (See Appendix A.)

Physical development of the instrument entailed consideration of several factors. First, to avoid confusion and eliminate the hazard of respondents shifting and comparing judgments from one concept to the next, each concept with its bipolar scales was placed on a separate page. Second, selected scales were alternated in polarity direction to prevent formation of position preference. Third, seven-step scales were chosen because previous research and pretesting⁵¹ indicated this number of

⁵¹Osgood, Suci, and Tennenbaum, The Measurement of Meaning, op. cit., p. 85.

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intensity alternatives tends to be used frequently. Descriptors (slightly, quite, and extremely) were used for clarity. Although pretests with and without descriptors were inconclusive,⁵² follow-up interviews indicated a preference for them because of faster reaction time.

One-sentence descriptions of the concepts to be evaluated were added because early pretesting indicated some difficulty in comprehension. Follow-up pretests indicated little or no confusion of these concepts.

Accompanying the semantic differential was a brief letter describing the project, a stub data sheet, and a page of directions.

There were three pretests, with improvements and modifications after each, before a final form was developed.⁵³

⁵² Research on this subject is inconclusive. [See, Roger B. Allison, Jr., "Using Adverbs as Multipliers in Semantic Differentials," Journal of Psychology, Vol. LVI (July, 1963), pp. 115-117.]

⁵³ Although there appears to be no practical way to measure reliability and validity errors, [James H. Lorie and Harry V. Roberts, Basic Methods of Marketing Research, (New York: McGraw-Hill Book Co., Inc., 1951), p. 204] an attempt was made.

In a sample of twenty, consisting of housewives, professors, and newsmen, and with the use of a split-half reliability formula $\frac{[(\sum x - \sum y)]}{6}$,

calculations were made on replies to thirteen concepts. Results showed just 7 cells falling below .50, whereas there were 56 cells with perfect scores (1.00). Fifty per cent of the 260 cells had scores of .90 or more. This results indicates a high degree of ability to reproduce similar responses when these concepts are measured again. Osgood's reliability test also indicated similar results. [Osgood, Suci, and Tannenbaum, The Measurement of Meaning, op. cit., pp. 126-140.]

Validity was estimated by use of follow-up interviews with selected persons in the population, and by comparison of pretest results with some external factors. There was some confusion as to concept identification; but this was remedied as discussed above. The pretest results were compared with certain external facts considered to be valid.

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Method of Analysis

Profiles of values and meanings attached to marketing activities were constructed using the following variables: Occupation, age, sex, religion, and education. Comparisons were made among them. The statistical tools used for this analysis are tests of significance of difference at the 5 per cent level.⁵⁴

The second part of the analysis required a correlation analysis between value scores and meaning scores using the same variables as above.

Computation was accomplished through the use of a computer.⁵⁵

53 (Continued) For example, professors were believed to be more critical of marketing activities than business executives. Pretest results confirmed this opinion.

⁵⁴ See Appendix B for a discussion of the statistical tools used in the analysis.

⁵⁵ For a write-up of the computer program see Appendix C.

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CHAPTER IV

PRESENTATION AND ANALYSIS OF FINDINGS

Introduction

The empirical findings of the study are presented and analyzed in three sections. In the first section value profiles are analyzed according to five demographic variables. They are: occupation, sex, education, religion, and age. The variables are then subdivided into several categories. Tests of significance and dominant value analysis are used to make inter-group comparisons on both a quantitative and qualitative basis.

Relationships among values and meaning attached to market-place activities are examined in the second section. The method of analysis is the determination of simple correlation.

In the third section, the relationship between meanings attached to market-place activities and the economic value dimension is examined. This is accomplished by determining whether the category within each demographic variable with the highest economic value dimension score also rates market-place activities more favorably than the other categories.

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Value Profile Analysis

The purpose of this section is to determine:

1. which demographic variable has the most contrasting value profiles among its categories;
2. the qualitative relationships among the value profiles of the different categories within each demographic variable; and
3. the behavior patterns of the different categories within each demographic variable.

To conduct the value profile investigation, t-tests and dominant orientation analyses are made. The analysis is presented by demographic variables beginning with occupation, then sex, education, religion, and age.

Occupation

Occupation is an effective value discriminator; better than any of the other demographic variables except sex. Table 7 indicates that a majority of the value dimension mean comparisons are significantly different when categorized by occupation. Therefore, stratification of the sample along occupational lines results in contrasting value profiles.

Business executives differ significantly from professors on five of the six value dimensions. They differ on the theoretical, economic, aesthetic, political, and religion value dimensions, but not on the social. If values play a vital role in determining behavior, then these two groups will probably react differently to the same stimulus.

Results are similar when business executives and housewives are compared. Five of the six value dimension means are significantly

TABLE 7. SIGNIFICANT DIFFERENCES*AMONG VALUE PROFILE SCORES
BY OCCUPATIONAL CATEGORIES#

Comparison of Occupations	Value Dimensions			
	Theoretical	Economic	Aesthetic	Social Political Religion
Business Executives vs Professors	✓	✓	✓	✓
Business Executives vs Housewives	-	✓	✓	✓
Professors vs Housewives	✓	-	-	✓

*At 95 percent level of confidence

#Derived from Appendix F.

TABLE 8. RANKING OF VALUE DIMENSIONS BY OCCUPATION *

Value Dimension	Ranking by Occupation		
	Business Executives	Professors	Housewives
Theoretical	3	1	4
Economic	1	3	3
Aesthetic	6	4	2
Social	5	6	5
Political	2	2	6
Religion	4	5	1

*Derived from Appendix D

TABLE 9. RANGE OF VALUE DIMENSION MEANS BY OCCUPATION*

Mean Score of Value Dimension	Occupation Categories		
	Business Executive	Professor	Housewife
50 -	Economic		
49 -			
48 -			
47 -			
46 -		Theoretical	
45 -			
44 -			Religious
43 -	Political		
42 -		Political	Aesthetic
41 -		Economic	
40 -		Aesthetic	
40 -	Theoretical		
39 -	Religious		Economical
38 -			Theoretical
37 -			Social
36 -		Religious	Political
35 -		Social	
34 -	Social		
33 -			
32 -	Aesthetic		
31 -			
30 -			
29 -			
28 -			
27 -			
26 -			

*Derived from Appendix D.

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different; the exception is the theoretical value dimension. This implies that these two categories would probably attach different meanings on the same stimulus.

Value profiles of business professors are significantly different from housewives on four of the six dimensions. Economic and aesthetic value dimension mean comparisons are not significantly different. Reactions to value issues by business professors and housewives would probably be different, but of lesser magnitude than the two previous cases.

If values play an important role in determining the meanings of market-place activities then wide variation would be expected among the different occupational strata. Table 8 discloses that business executives and business professors rank value dimensions in a similar order of importance.¹ Both rank economic, political, and theoretical values higher than they do religion, social, and aesthetic values.

Value differences are much more pronounced when business executives and business professors are each compared with housewives. Unlike business executives and business professors, housewives consider religion and aesthetic values to be relatively more important than theoretical and political values (Table 8). These occupational value differences may be the source of difficulty often encountered in the performance of market-place activities.

To get a better picture of probable behavior patterns (mental and physical), analysis was also made of dominant value orientations.

¹This table is set up so that the value dimension with the highest mean score in each category is ranked number one, and the value dimension with the lowest mean score is ranked sixth. This will apply to the other value ranking tables when analysis is made of the other demographic variables.

Table 9 shows the range of value dimension means and cluster patterns. For example, it shows which value dimensions are dominant (rated high) and which are subordinate (rated low) to other value dimensions in each category, allowing comparisons to be made within each variable.

As might have been expected, business executives have a very dominant economic value orientation. There is some clustering of the political, economic, and religion values at mid-range, and a very subordinate social and aesthetic value dimension. Not surprisingly, business professors have a moderately dominant theoretical value orientation. Political, economic, and aesthetic value dimensions of professors are tightly bunched in the mid-range area, while the religion and social dimensions are moderately subordinate. Housewives show a rather narrow range of value dimension means (7 points). The result is a value profile in which the value dimensions are largely undifferentiated from each other.

Projecting these profiles to behavior patterns one would find business executives strongly oriented toward the practical affairs of the every-day business world. Professors would exhibit behavior oriented toward the discovery of truth and knowledge. Housewives would tend to seek beauty and unity in their behavior, but at the same time consider all six value dimensions more equally in the evaluative process than do professors and especially business executives.

Different value dimension mean ranges (19 points vs 11 points) and unlike dominant value orientations between business executives and professors tends to support the differences noted during the t-test analysis. A major value clash is observed once again between the business executive

and housewife. Business executives have a wide range of value dimension means (19 points) relative to housewives (7 points). Whereas business executives have a dominant economic value orientation, housewives have no dominant value orientation and tend to use all six value dimensions more or less equally.

Sex

The value dimension means of males and females are significantly different on each of the six value dimensions (Table 10). Stratification by sex results in all of the comparisons being significantly different. Stratification by sex results in value profiles with a greater contrast between the categories than when any of the other demographic variables are used.

Table 11 illustrates that males and females rank the value dimensions in completely different orders of importance. Males regard economic, theoretical, and political values relatively high, while women place more importance on religion, aesthetic, and social values.²

Support for the contrasting value profile is found in Table 12. The range of value dimension means indicates that males have a dominant economic orientation and subordinate aesthetic and social value dimensions. Males have a moderate range of value dimension means (11+ points). Conversely, the female profile shows a limited dominant religion

² The contrasting ranking of value dimensions found here typifies the differences of the sexes in western society. Females are normally regarded as naturally non-aggressive and passive; the male as naturally aggressive and active. [Gertrude Jaeger Selznik, in collaboration with Leonard Broom and Philip Selznik, "Socialization," Sociology, Second Edition, (Evanston, Ill.: Row, Peterson, and Co., 1958), p. 114.]

TABLE 10. SIGNIFICANT DIFFERENCES* AMONG PROFILE
SCORES BY SEX#

Comparison of the Sexes	Value Dimensions			
	Theoretical	Economic	Aesthetic	Social Political Religion
Males vs Female	✓	✓	✓	✓ ✓

*At 95 percent level of confidence.

#Derived from Appendix E.

TABLE 11. RANKING OF VALUE DIMENSIONS BY SEX[#]

Value Dimension	Ranking by Sex	
	Male	Female
Theoretical	2	4
Economic	1	3
Aesthetic	5	2
Social	6	5
Political	3	6
Religion	4	1

[#]Derived from Appendix D.

TABLE 12. RANGE OF VALUE DIMENSION MEANS BY SEX[#]

Mean Score of Value Dimension	Sex Categories	
	Male	Female
50 -		
49 -		
48 -		
47 -	Economic	
46 -		
45 -		
44 -		Religious
43 -	Theoretical Political	
42 -		Aesthetic
41 -		
40 -	-----	
39 -		Economic Theoretical Social
38 -	Religion	Political
37 -		
36 -		
35 -		
34 -	Aesthetic Social	
33 -		
32 -		
31 -		
30 -		
29 -		
28 -		
27 -		
26 -		

[#]Derived from Appendix D.

and aesthetic value orientation with the remaining value dimensions clustered just below midpoint on the scale. The female value profile, being very similar to the housewife value profile,³ is not differentiated and has a narrow range of value means (7 points).

Males might be expected to exhibit behavior patterns oriented toward the practical aspects of the real world, and to some degree a search for truth and power. Females, by contrast, might be expected to exhibit behavior slightly oriented toward unity and beauty, but using all value dimensions more equally than males.

From the above analysis it can be concluded that segmentation by sex is an effective method of stratification. The contrasting value profiles, between males and females suggest the possibility of significantly different behavior patterns.

Education

Stratification of the sample by educational level shows much less overall discrimination among the value profiles than was the case with the two previous demographic variables (Table 13). Only forty-four percent of the value dimension mean comparisons are significantly different. Therefore, education is not a very effective variable for determining contrasting value profiles.

There is no significant difference between the value dimension means of the two lower educational groups over the entire six value array. At the specified level of confidence, it cannot be said there is any value

³ The female sample has 126 respondents; of these 121 are housewives, 3 are business executives, and 3 are professors.

TABLE 13. SIGNIFICANT DIFFERENCES* AMONG VALUE PROFILE SCORES
BY EDUCATIONAL CATEGORIES#

Years of Education	Value Dimensions			
	Theoretical	Economic	Aesthetic	Social Political Religion
less than 13 vs 13 - 16	-	-	-	-
less than 13 vs more than 16	✓	✓	✓	✓
13 - 16 vs more than 16	✓	✓	✓	✓

*At 95 percent level of confidence.

#Derived from Appendix E.

TABLE 14. RANKING OF VALUE DIMENSIONS
BY EDUCATIONAL LEVEL[#]

Value Dimension	Years of Education		
	less than 13	13 - 16	more than 16
Theoretical	4	4	1
Economic	1	1	3
Aesthetic	6	5	2
Social	5	6	6
Political	3	3	4
Religion	2	2	5

[#]Derived from Appendix D.

TABLE 15. RANGE OF VALUE DIMENSION MEANS BY EDUCATIONAL LEVEL[#]

Mean Score of Value Dimension	Years of Education		
	less than 13	13 - 16	more than 16
50 -			
49 -			
48 -			
47 -			
46 -			
45 -	Economic	Economic	Theoretical
44 -	Religion		
43 -			
42 -		Religion	
41 -		Political	Aesthetic Economic Political
40 -	-----		
39 -	Political	Theoretical	
38 -	Theoretical		
37 -	Social	Aesthetic	Religion
36 -	Aesthetic	Social	Social
35 -			
34 -			
33 -			
32 -			
31 -			
30 -			
29 -			
28 -			
27 -			
26 -			

[#]Derived from Appendix D.

difference between these two groups. Yet, the two lower educational groups, when compared individually with the highest educated group, are significantly different on four of the six value dimensions. In both cases the same four value dimensions are significantly different: theoretical, economic, aesthetic, and religion. It may be that an undergraduate education does not have a significant impact on shifting values. However, a graduate education may shift the four value dimensions mentioned above enough to make a significant difference. Support for the above hypothesis is found in Table 14.

Table 14 discloses little difference between the two lower educational groups. In fact, there is almost an identical ranking of the value dimensions which indicates that these two groups have very similar value patterns.

When the two lower educational groups are compared with the highest educational stratum, value divergencies appear. The lower educational groups hold economic, religion, and political value dimensions to be relatively more important than does the highest educational group.

Some indication of behavior patterns of the three educational groups are given in Table 15. All three strata have similar value dimension mean ranges, approximately 9 points, distributed over the mid-range of the scale. But differences arise in dominant value orientations. The lowest educational group would probably display behavior seeking unity and a concern for the practical aspects of life. The group with some college education, with a moderate dominant economic value dimension, will probably be oriented toward the practical affairs of the everyday business world. The highest educational stratum will behave in a way that is oriented toward seeking truth and knowledge, with decidedly less

concern about the religion orientation than the less educated groups.

The educational variable does not discriminate among values as well as sex and occupation. However, beyond the level of an undergraduate education some value shifting appears to take place. Where a relevant proportion of a population under study is known to have a graduate education, this variable should prove useful in determining value differences.

Religion

Religious segmentation results in relatively fewer significantly different value dimension mean comparisons (only forty-two percent) than is true with the three previous variables (Table 16). Therefore, classification by religion is not as effective a value discriminator as either sex, occupation, or education. But some interesting value profile relationships do occur.

When the Catholic value profile is compared with the Protestant value profile there is only one value dimension (political) where a significant difference occurs. A similar relationship exists when the Jewish value profile is compared with the Other value profile.⁴ In this case, however, there is no significant difference between the value dimension means over the entire profile. Thus, at the specified level of confidence, there is very little difference between the value profiles of Catholics and Protestants or between the value profiles of Jews and Others.

⁴ Caution should be used in the interpretation of Jews and Others, because of the low number of respondents in each category: 12 and 17 respectively.

TABLE 16. SIGNIFICANT DIFFERENCES* AMONG VALUE PROFILE SCORES
BY RELIGIOUS PREFERENCE#

Religious Categories Compared	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Catholic vs Jew	✓	-	-	-	✓
Catholic vs Protestant	-	-	-	-	✓
Catholic vs Other	✓	✓	✓	-	✓
Jew vs Protestant	✓	-	-	-	✓
Jew vs Other	-	-	-	-	-
Protestant vs Other	✓	✓	✓	✓	✓

*At 95 percent level of confidence.

#Derived from Appendix E.

TABLE 17. RANKING OF VALUE DIMENSIONS BY
RELIGIOUS PREFERENCE[#]

Value Dimension	Ranking by Religious Preference			
	Catholic	Jew	Protestant	Other
Theoretical	3	1	4	1
Economic	2	2	1	5
Aesthetic	5	4	5	2
Social	6	5	6	4
Political	4	3	3	3
Religion	1	6	2	6

[#]Derived from Appendix D.

TABLE 18. RANGE OF VALUE DIMENSION MEANS BY RELIGIOUS PREFERENCE[#]

Mean Score of Value Dimension	Religion Categories			
	Catholic	Jew	Protestant	Other
50 -				Theoretical
49 -				
48 -		Theoretical		
47 -				
46 -				
45 -				Aesthetic
44 -			Economic	
43 -	Religion	Economic Political		
42 -	Economic			
41 -	Theoretical	Aesthetic	Religion	Political
40 -	- - - - -	- - - - -	Political Theoretical	- - - - - Social
39 -				
38 -	Political Aesthetic Social	Social		
37 -			Aesthetic	
36 -			Social	Economic
35 -				
34 -				
33 -				
32 -				
31 -				
30 -				
29 -				Religion
28 -				
27 -		Religion		
26 -				

[#]Derived from Appendix D.

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The Catholic value profile, and the Protestant value profile, however, are both significantly different from the value profile of Others on a majority of the value dimensions. Social and political values are the exception with Catholics. The political value is the exception with Protestants. Therefore, even though less than fifty percent of all religious value dimension comparisons are significantly different, when Catholics and Protestants (Christians) are combined and then compared with Others, eighty-two percent of the value dimension comparisons are significantly different. From this it can be surmised that a modified stratification of religious preference of Christians in one group and non-Christians in the other group may lead to a more effective value discriminator than was true in this study.

Catholics and Protestants have parallel value profiles, as do Jews and Others. This is borne out by the similarities in the ranking of value dimensions (Table 17). The relative rank order of the economic value dimension by Jews and Others is the only major value discrepancy within the two pairs.

Value differences occur though when Christians are compared with non-Christians. While Catholics and Protestants hold the economic and religion value dimensions relatively most important, Others rank these value dimensions as least important. Similar results, but of lesser magnitude, are found when Catholics and Protestants are compared with Jews.

The similarities and differences among value profiles of religious categories is also found in the dominant value analysis (Table 18). Catholics and Protestants both have narrow ranges of value dimension means (approximately 6 points) resulting in undifferentiated value

profiles. This contrasts with the very wide range of value dimension means (approximately 20 points) demonstrated by Jews and Others. Thus, Catholics, who have a mildly dominant religion value, and Protestants, who have a mildly dominant economic value, both tend to use all value dimensions of their value systems in the evaluative process more than Jews and Others. A highly dominant theoretical orientation guides the behavior patterns of Jews and Others, who are considerably less concerned about the religion value dimension.

Age

Age is the poorest of the value discriminators.⁵ Tests of significance of difference show that only thirteen of the sixty value dimension comparisons are significantly different (Table 19). There is just one inter-group pairing with three or more of the value dimension comparisons significantly different (36-45 vs. greater than 55). In only one of the ten inter-group comparisons is there a significant difference between the value profiles. In three inter-group pairings (less than 26 vs. 26-35; less than 26 vs. 36-45; 36-45 vs. 46-55) none of the value dimension comparisons are significantly different, while in another three (less than 26 vs. 46-55; less than 26 vs. greater than 55; 46-55 vs. greater than 55) there is just one value dimension comparison that is significantly different. The remaining three pairings (26-35 vs. 36-45; 26-35 vs. 46-55; 26-35 vs. greater than 55) have just two value dimension comparisons that are significantly different.

⁵ Caution should be used in the interpretations of data involving the youngest age group which had just seven respondents.

TABLE 19. SIGNIFICANT DIFFERENCES* AMONG VALUE PROFILE SCORES
BY AGE GROUPS

Age Groups Compared	Value Dimensions			
	Theoretical	Economic	Aesthetic	Social Political Religion
less than 26 vs 26 - 35	-	-	-	-
less than 26 vs 36 - 45	-	-	-	-
less than 26 vs 46 - 55	-	-	✓	-
less than 26 vs greater than 55	-	-	✓	-
26 - 35 vs 36 - 45	-	✓	-	✓
26 - 35 vs 46 - 45	-	✓	-	✓
26 - 35 vs greater than 55	-	✓	✓	-
36 - 45 vs 46 - 55	-	-	-	-
36 - 45 vs greater than 55	✓	✓	-	✓
46 - 45 vs greater than 55	-	-	-	✓

*At 95 percent level of confidence.

#Derived from Appendix E.

TABLE 20. RANKING OF VALUE DIMENSIONS BY AGE GROUPS[#]

Value Dimension	Ranking by Age Group				
	less than 26	26 - 35	36 - 45	46 - 55	greater than 55
Theoretical	4	1	2	2	3
Economic	3	6	1	1	1
Aesthetic	1	3	5	5	6
Social	6	5	6	6	5
Political	2	2	3	3	4
Religion	5	4	4	4	2

[#]Derived from Appendix D.

TABLE 21. RANGE OF VALUE DIMENSION MEANS BY AGE GROUPS[#]

Mean Score of Value Dimension	Age Categories				
	less than 26	26 - 35	36 - 45	46 - 55	greater than 55
50 -					
49 -					
48 -					
47 -					
46 -					Economic
45 -	Aesthetic				
44 -					
43 -			Economic	Economic	Religion
42 -			Theoretical		
41 -	Political	Theoretical		Theoretical	
40 -	Economic	Political	Political	Political	
39 -		Religion	Religion	Religion	
38 -	Theoretical	Social	Aesthetic		Theoretical
37 -	Religion	Economic		Aesthetic	Political
36 -					Social
35 -	Social		Social	Social	Aesthetic
34 -					
33 -					
32 -					
31 -					
30 -					
29 -					
28 -					
27 -					
26 -					

[#]Derived from Appendix D.

Table 20 shows that moderate value profile concordance exists among the younger age groups and considerable concordance among the older age groups. Value differences appear when younger age groups are compared with older age groups. This is especially true when the 26-35 age category is compared with the three older age groups. Here it will be noticed that the economic and religion value dimensions become relatively more important as age increases. Conversely, political and theoretical value dimensions are considered relatively less important with age. Excluding the youngest age group because of the small number in the stratum ($n = 7$), this pattern of change in the value profile is in the same direction in every case but one. Hence, a definite shift, or evolution appears to take place in the value profile as an individual ages.

Additional evidence of this shift of values is provided in Table 21. Analysis of dominant value orientations reveals that the 26-35 age group has a very narrow value dimension mean range (4 points). This age group with its undifferentiated value structure will tend to utilize all six dimensions of the value profile more equally than the other groups in the evaluative process. The value profile becomes increasingly more differentiated with age which results in certain values becoming increasingly more dominant with age -- primarily the economic value dimension, and the religion value dimension. As a person ages, he will show relatively more concern for the practical aspects of the everyday world.

Although the age variable is not as discriminating among value profiles as other demographic variables, the analysis indicates a subtle but definite transposition in the value profile may occur throughout the life cycle.

Summary of Results of the Value Profile Analysis

1. Sex and occupation are the best value discriminating variables. Sex is the more powerful discriminator based on t-test analyses.

2. There is substantial value discordance between business executives and housewives, and between business professors and housewives in the occupation variable. Business executives have a dominant economic orientation. Business professors are inclined to search for truth. Housewives, while having a moderately dominant religious orientation, will use all six value dimensions more equally than the other occupational groups.

3. Males and females have contrasting value profiles. Males are moderately oriented toward economic behavior, whereas females tend to use all value dimensions more equally.

4. Economic and religion values decrease in importance and theoretical and aesthetic values increase in importance as the amount of formal education increases. This is most apparent when the two lower educational groups are compared with the highest educational group, implying a change in the value structure beyond an undergraduate education.

5. Religious preference did not prove to be a very effective value discriminator. Catholics and Protestants have value profile similarities, as do Jews and Others. But, there is considerable value discordance when the value profiles of Christians (Catholics-Protestants) are compared with non-Christians (Jews-Others).

6. Age segmentation resulted in the least effective value discrimination. This overall result notwithstanding, economic and religion

values increase in importance with age, and theoretical and political values decrease in relative importance with age.

Relationship of Values and Meanings Attached
to Market-Place Activities

The purpose of this section is to determine, through correlation analyses, the degree of relationship between values and meanings attached to market-place activities. Each demographic variable is analyzed in the same order as the previous section. With six dimensions in the value profile, and sixteen market-place activities being studied, each category within a variable has a total of ninety-six correlation computations. The total number of computations for each demographic variable depends upon the number of categories. For example, occupation, with three categories, has a total of 288 correlations.

Occupation

The association between the six individual value dimensions and meanings attached to market-place activities when the sample is stratified by occupation is low (Table 22). This is true for all three occupational categories (Tables 23, 24, 25), with professors exhibiting a somewhat stronger relationship. Computing the coefficient of determination (r^2) to determine the amount of variance attributed to values, emphasizes the low association. In only one of the significant cases can it be said that values account for more than twenty-five percent of the variance in meanings attached to the market-place activities. In other words most of the variance is not accounted for.⁶

⁶ Reasons for these low associations are offered at the end of this section.

TABLE 22. FREQUENCY DISTRIBUTION OF CORRELATION COEFFICIENTS BETWEEN VALUE DIMENSIONS
AND MEANINGS OF MARKET-PLACE ACTIVITIES - OCCUPATION[#]

Frequency Distribution Class of r's*	Occupational Categories							
	Business Executives		Professors		Housewives		Totals	
	no.	%	no.	%	no.	%	no.	%
0 - .10	64	66	33	34	35	37	132	46
.11 - .20	23	25	25	26	32	33	80	28
.21 - .30	8	8	27	28	27	28	62	21
over .30	1	1	11	12	2	2	14	5
over .50	—	—	—	—	—	—	—	—

[#]Derived from Tables 23, 24, 25.

*For purposes of summarizing the minus signs were dropped.

TABLE 23. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANING
OF MARKET-PLACE ACTIVITIES - OCCUPATION: BUSINESS EXECUTIVES

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-.017	-.043	-.091	-.157	.119
Guarantee & Warranty of Consumer Products	-.016	.080	-.052	.067	-.085
New Products & Services	.018	-.006	.047	-.162	.108
Newspaper Advertisements	.037	.019	.038	-.148	.009
Personal Salesmanship	.052	-.056	.063	-.065	-.095
Premiums	.091	.192	-.302*	.063	.031
AM Radio Commercials	.011	.147	-.238*	-.093	.119
Nationally Branded Products & Services	.165	.066	-.159	-.273*	.209
Packaging & Labeling	.080	.114	-.034	-.049	.014
Magazine Advertisements	.110	.057	.041	-.281*	.111
Regular Model Changes of Consumer Products	.020	-.073	-.035	-.220*	.180
Locally Branded Products & Services	.002	-.015	.172	.008	.002
Television Commercials	-.150	.097	-.246*	-.027	.249*
Service & Repair of	.170	.052	-.121	.077	-.056
Credit Purchases	.033	-.018	.155	-.206*	.066
FM Radio Commercials	-.140	.036	.032	.058	.129

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

**TABLE 24. COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS OF
MARKET-PLACE ACTIVITIES - OCCUPATION: PROFESSORS**

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.211	.324*	-.351*	-.293*	-.019	.300*
Guarantee & Warranty of Consumer Products	-.095	-.009	-.099	-.089	.220	.049
New Products & Services	-.071	.152	-.123	-.195	.045	.092
Newspaper Advertisements	-.042	.213	-.273*	-.255*	.037	.177
Personal Salesmanship	-.075	.225	-.115	-.134	.010	.030
Premiums	.096	.197	-.156	-.238*	.066	.004
AM Radio Commercials	-.215	.200	-.165	-.349*	.021	.254*
Nationally Branded Products & Services	-.202	.267*	-.215	-.072	.259*	.025
Packaging and Labeling	-.205	.358*	-.376*	-.078	.069	.140
Magazine Advertisements	-.188	.326*	-.291*	-.249*	.009	.205
Regular Model Changes of Consumer Products	-.178	.225	-.315*	-.154	.033	.228
Locally Branded Products & Services	-.109	.092	-.075	-.128	-.023	.125
Television Commercials	-.337*	.324*	-.251*	-.266*	-.002	.272*
Service & Repair of Consumer Products	-.011	.055	-.108	-.018	.170	-.039
Credit Purchases	.148	.240*	-.105	-.077	.114	-.194
FM Radio Commercials	-.164	.248*	-.348*	-.127	.219	.127

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 25. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - OCCUPATION: HOUSEWIVES

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.245*	.258*	-.228*	-.144	.075	.200*
Guarantee and Warranty of Consumer Products	-.092	.141	-.066	-.180	.055	.090
New Products and Services	-.145	.268*	-.167	-.088	-.064	.108
Newspaper Advertisements	-.223*	.192*	-.116	-.061	-.170	.233*
Personal Salesmanship	-.187*	.077	-.113	.035	-.028	.156
Premiums	-.130	.167	-.214*	-.068	-.098	.237*
AM Radio Commercials	-.167	.093	-.256*	-.015	.022	.258*
Nationally Branded Products & Services	-.268*	.170	-.067	-.213*	-.105	.309*
Packaging and Labeling	-.291*	.207*	-.277*	-.034	.086	.239*
Magazine Advertisements	-.285*	.184*	-.203*	-.196*	.071	.311*
Regular Model Changes of Consumer Products	-.181*	.223*	-.276*	-.088	.068	.192*
Locally Branded Products & Services	-.205*	.187*	-.054	-.173	.060	.110
Television Commercials	-.152	.260*	-.237*	-.108	.010	.152
Service & Repair of Consumer Products	-.212*	.135	-.042	-.016	-.064	.117
Credit Purchases	-.217*	.101	-.032	-.078	-.082	.198*
FM Radio Commercials	-.175	.048	-.087	-.082	-.047	.245*

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

Sex

Stratification by sex results in a very low association among the six value dimensions and meanings attached to the sixteen market-place activities (Table 26). Males show a mildly stronger relationship than do females.

Sex stratification results in a mildly stronger relationship among value dimensions and meanings given market-place activities than does segmentation by occupation. But computation of coefficients of determinations from tables 27 and 28, indicates that individual value dimensions account for little of the variance in meanings attached to market-place activities. Most of the variance between values and meanings of market-place activities remains unexplained.

Education

Years of education indicates an even weaker relationship among value dimensions and meanings of market-place activities than sex did (Table 29). There is a very low association over all three education categories, and only a very small proportion of the variance of the meanings can be accounted for by any of the six value dimensions (Tables 30, 31, 32). In fact only one of the correlations shows an association where more than twenty-five percent of the variance can be accounted for.

Such low and insignificant associations make it difficult to determine whether any one educational level shows a stronger relationship between value dimensions and meanings of market-place activities. The obvious conclusion is that the major portion of the variance in meanings attached to market-place activities by the three educational groups remains unexplained.

TABLE 26. FREQUENCY DISTRIBUTION OF CORRELATION COEFFICIENTS BETWEEN VALUE DIMENSIONS AND MEANINGS OF MARKET-PLACE ACTIVITIES[#]

Frequency Distribution Class of r's*	Sex Categories					
	Males			Females		
	no.	%	no.	%	no.	%
0 - .10	23	24	37	39	60	31
.11 - .20	34	35	32	33	66	35
.21 - .30	20	21	25	26	45	23
over .30	20	21	2	2	22	11
over .50	-	-	-	-	-	-

[#]Derived from Tables 27, 28.

*For purposes of summarizing the minus signs were dropped.

TABLE 27. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - SEX: MALES

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.341*	.403*	-.431*	-.203*	.143	.289*
Guarantee & Warranty of Consumer Goods	.156*	.183*	-.201*	-.011	.128	.050
New Products and Services	-.149	.200*	-.162*	-.167*	.116	.102
Newspaper Advertisements	-.164*	.270*	-.244*	-.184*	.083	.151
Personal Salesmanship	-.194*	.303*	-.261*	-.091	.056	.115
Premiums	-.070	.293*	-.316*	-.027	.070	.042
AM Radio Commercials	-.288*	.356*	-.357*	-.199*	.134	.235*
Nationally Branded Products	-.246*	.371*	-.350*	-.177*	.292*	.083
Packaging and Labeling	-.235*	.411*	-.388*	-.074	.123	.109
Magazine Advertisements	-.279*	.432*	-.371*	-.226*	.141	.188*
Regular Model Changes of Consumer Products	-.300*	.338*	-.396*	-.175*	.184*	.246*
Locally Branded Products	-.121	.124	-.040	-.059	.026	.029
Television Commercials	-.411*	.420*	-.428*	-.141	.204*	.244*
Service & Repair of Consumer Products	-.047	.188*	-.243*	.034	.095	.001
Credit Purchases	-.163*	.308*	-.166*	-.150	.148	-.006
FM Radio Commercials	-.293*	.283*	-.291*	-.034	.220*	.092

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 28. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - SEX: FEMALES

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.234*	.243*	-.220*	-.142	.063	.205*
Guarantee & Warranty of Consumer Goods	-.091	.129	-.063	-.167	.040	.096
New Products and Services	-.152	.253*	-.141	-.096	-.068	.111
Newspaper Advertisements	-.191*	.154	-.110	-.063	-.182*	.248*
Personal Salesmanship	-.198*	.078	-.075	.017	-.026	.143
Premiums	-.111	.148	-.212*	-.061	-.093	.232*
AM Radio Commercials	-.146	.110	-.279*	.002	.046	.226*
Nationally Branded Products	-.247*	.145	-.072	-.194*	-.116	.316*
Packaging and Labeling	-.290*	.199*	-.268*	-.021	.081	.234*
Magazine Advertisements	-.280*	.174*	-.187*	-.200*	.062	.315*
Regular Model Changes of Consumer Products	-.184*	.229*	-.271*	-.092	.073	.186*
Locally Branded Products	-.205*	.213*	-.080	-.162	.082	.090
Television Commercials	-.151	.253*	-.229*	-.099	.002	.151
Service & Repair of Consumer Products	-.207*	.126	-.029	-.013	-.056	.103
Credit Purchases	-.202*	.091	-.037	-.076	-.078	.196*
FM Radio Commercials	-.180*	.077	-.109	-.072	-.027	.224*

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 29. FREQUENCY DISTRIBUTION OF CORRELATION COEFFICIENTS BETWEEN VALUE DIMENSIONS
AND MEANINGS OF MARKET-PLACE ACTIVITIES - EDUCATION[#]

Frequency Distribution Class of r's*	Years of Education								Totals	
	less than 13		13 - 16		more than 16					
	no.		%		no.		%		no.	%
0 - .10	29	30	46	48	33	34	108	37		
.11 - .20	33	34	24	25	37	39	94	33		
.21 - .30	20	21	18	19	19	20	57	20		
over .30	24	25	8	8	7	7	29	10		
over .50	1	1	—	—	—	—	1	—		

[#]Derived from Tables 30, 31, 32.

*For purposes of summarizing the minus signs have been dropped.

TABLE 30. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION: LESS THAN 13

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.191	.318*	-.386*	-.310	.507*	.056
Guarantee & Warranty of Consumer Goods	-.193	.039	-.026	-.278*	.121	.254
New Products and Services	-.164	.147	-.172	-.149	.140	.156
Newspaper Advertisements	-.278	.149	-.098	-.074	.127	.129
Personal Salesmanship	-.033	.289*	-.352*	-.065	.188	-.018
Premiums	-.154	.147	-.018	-.120	-.062	.126
AM Radio Commercials	-.169	.205	-.347*	-.128	.209	.205
Nationally Branded Products	-.184	.294*	-.301*	-.375*	.278*	.207
Packaging and Labeling	-.202	.177	-.015	-.284*	.142	.099
Magazine Advertisements	-.129	.412*	-.270	-.414*	.393*	-.043
Regular Model Changes of Consumer Products	-.113	.190	-.302*	-.161	.282*	.100
Locally Branded Products	-.239	.071	-.020	-.105	.035	.192
Television Commercials	-.234	.274	-.273	-.259	.378*	.083
Service & Repair of Consumer Products	.041	.004	-.033	-.128	.036	.060
Credit Purchases	-.081	.162	-.158	-.133	.209	-.003
FM Radio Commercials	-.320*	.036	.045	-.007	.059	.143

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 31. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION: 13-16

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	.014	.417*	-.299*	-.238*	.195*	-.079
Guarantee & Warranty of Consumer Goods	.031	.195*	-.075	-.045	.039	-.141
New Products and Services	.029	.364*	-.209*	-.187*	.063	-.083
Newspaper Advertisements	.010	.228*	-.128	-.144	-.006	.002
Personal Salesmanship	.001	.188*	-.138	-.110	.046	0.000
Premiums	.133	.236*	-.344*	-.002	.047	-.017
AM Radio Commercials	.034	.256*	-.333*	-.116	.205*	.009
Nationally Branded Products	.039	.245*	-.148	-.265*	.089	.024
Packaging and Labeling	-.083	.191*	-.210*	.024	-.012	.055
Magazine Advertisements	-.049	.258*	-.183*	-.235*	.146	.043
Regular Model Changes of Consumer Products	.009	.333*	-.326*	-.215*	.201*	.020
Locally Branded Products	-.077	.105	.073	-.109	.055	-.083
Television Commercials	.053	.430*	-.419*	-.117	.185*	-.089
Service & Repair of Consumer Products	-.017	.175*	-.125	.070	-.088	-.048
Credit Purchases	-.011	.269*	-.084	-.228*	.068	-.051
FM Radio Commercials	.070	.290*	-.208*	-.138	.170*	-.141

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 32. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION: MORE THAN 16.

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.236*	.248*	-.390*	-.212*	.047	.334*
Guarantee & Warranty of Consumer Goods	-.107	-.105	-.034	.017	.057	.124
New Products and Services	-.057	.174	-.201*	-.190	.146	.071
Newspaper Advertisements	-.032	.133	-.176	-.233*	-.047	.193
Personal Salesmanship	-.198*	.148	-.128	-.027	.027	.106
Premiums	-.062	.093	-.128	-.140	.015	.126
AM Radio Commercials	-.266*	.166	-.170	-.202*	-.005	.269*
Nationally Branded Products	-.279*	.186	-.188	-.022	.131	.111
Packaging and Labeling	-.352*	.138	-.247*	.109	.013	.237*
Magazine Advertisements	-.240*	.270*	-.354*	-.196	.032	.295*
Regular Model Changes of Consumer Products	-.178	.199*	-.308*	-.146	.136	.190
Locally Branded Products	-.173	.083	-.072	-.013	-.061	.139
Television Commercials	-.354*	.249*	-.255*	-.218*	.080	.284*
Service & Repair of Consumer Products	-.172	-.003	-.005	.025	.118	.028
Credit Purchases	-.064	.073	-.064	-.018	.070	.002
FM Radio Commercials	-.197*	.140	-.349*	-.071	.202*	.200*

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

Religion

Segmenting the sample by religious preference results in the strongest association between values and meanings of market-place activities of any of the demographic variables (Tables 34, 35, 36, 37). Even here, however, the association is very low and insignificant (seventy-nine percent of them do not measure up to the specified statistical requirements).

The coefficient of determination reveals that in a few isolated instances a value dimension does account for more than half the variance of the meaning of a particular marketing activity. Such cases occur with Jews and Others on the economic, aesthetic, and religion value dimensions. However, the conclusion must again be that individual value dimensions account for little of the variability in meanings attached to market-place activities.

Protestants (Table 36) show the lowest degree of association between value dimensions and meanings of market-place activities. Although Jews (Table 35), Others (Table 37), and to some degree Catholics (Table 34) demonstrate a stronger association, the results are considerably less significant than with Protestants.

There may be some indication that the Jewish value profile may account for a moderate proportion of the variance in meanings they attach to market-place activities. Table 35 shows that twenty of the ninety-six coefficients are .50 or higher. This is the best showing of any sub-sample group. A larger sample of this religious group is required to provide reliable information to test this hypothesis.

The overall results of religious stratification is that individual value dimensions account for little of the variance in the meanings

TABLE 33. FREQUENCY DISTRIBUTION OF CORRELATION COEFFICIENTS BETWEEN VALUE
DIMENSIONS AND MEANINGS OF MARKET-PLACE ACTIVITIES - RELIGION*

Frequency Distribution Class of r's*	Religious Preference										Total	
	Catholic		Jew		Protestant		Other					
	no.	%	no.	%	no.	%	no.	%	no.	%		
	no.	%	no.	%	no.	%	no.	%	no.	%		
0 - .10	21	22	20	21	45	47	18	19	104	27		
.11 - .20	38	39	16	17	26	27	25	26	105	27		
.21 - .30	24	25	15	16	17	18	17	18	73	19		
over .30	13	14	45	46	8	8	36	37	102	27		
over .50	1	1	21	22	—	—	—	—	33	6		

*Derived from Tables 34, 35, 36, 37.

*For purposes of summarizing the minus signs have been dropped.

TABLE 34. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND
MEANINGS OF MARKET-PLACE ACTIVITIES - RELIGION: CATHOLIC

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.312*	.474*	-.307*	-.249	.243	.199
Guarantee & Warranty of Consumer Goods	-.169	.142	.319*	-.115	-.104	-.152
New Products and Services	-.049	.133	.008	-.137	.125	-.068
Newspaper Advertisements	-.276	.135	.101	-.305	-.057	.398*
Personal Salesmanship	-.215	.184	.206	-.265	-.075	.128
Premiums	-.075	.028	-.098	.108	-.102	.127
AM Radio Commercials	-.280	.178	-.020	-.079	.171	.025
Nationally Branded Products	-.156	.263	-.081	-.195	-.033	.207
Packaging and Labeling	-.104	.179	.111	-.106	-.198	.069
Magazine Advertisements	-.270	.495*	-.128	-.310	.211	.021
Regular Model Changes of Consumer Products	-.211	.140	-.127	-.157	.273	.129
Locally Branded Products	-.098	.135	.214	-.117	-.056	-.127
Television Commercials	-.154	.439*	-.207	-.271	.275	-.035
Service & Repair of Consumer Products	-.316*	.066	-.011	.230	-.260	.213
Credit Purchases	-.249	.320*	.169	-.223	-.211	.131
FM Radio Commercials	-.203	.451*	-.518*	.086	.108	.110

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 35. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: JEW

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.093	.142	-.379	-.302	.004	.604*
Guarantee & Warranty of Consumer Goods	-.334	.748*	-.548*	.053	.362	-.119
New Products and Services	.282	-.175	-.223	-.152	-.037	.307
Newspaper Advertisements	-.450	.016	-.256	-.287	.107	.751*
Personal Salesmanship	.131	.464	-.277	-.194	-.164	.129
Premiums	.220	-.028	-.242	.015	.031	.066
AM Radio Commercials	-.020	.136	-.444	-.621*	.379	.508
Nationally Branded Products	-.286	.115	-.341	-.678*	.564*	.496
Packaging and Labeling	-.540*	.570*	-.396	-.041	.244	.213
Magazine Advertisements	-.088	-.059	-.351	-.310	.024	.719*
Regular Model Changes of Consumer Products	.003	.054	-.339	-.505	.192	.530*
Locally Branded Products	-.060	-.349	.002	-.293	.002	.550*
Television Commercials	-.230	.359	-.528*	-.455	.298	.542*
Service & Repair of Consumer Products	-.682*	.371	-.173	.357	-.146	.311
Credit Purchases	-.510	.336	-.238	-.335	.158	.511
FM Radio Commercials	-.313	-.069	-.376	-.170	.209	.651**

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 36. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: PROTESTANT

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.072	.352*	-.334*	-.154*	.249*	-.034
Guarantee & Warranty of Consumer Goods	-.110	.069	-.124	-.022	.071	.094
New Products and Services	.009	.333*	-.219*	-.194*	.147*	-.091
Newspaper Advertisements	.004	.206*	-.185*	-.041	-.006	.001
Personal Salesmanship	-.070	.205*	-.239*	.022	.121	-.016
Premiums	-.047	.220*	-.267	-.040	.018	.086
AM Radio Commercials	-.079	.261*	-.321*	-.080	.163*	.054
Nationally Branded Products	-.120	.259*	-.210*	-.122	.164*	.002
Packaging and Labeling	-.222*	.181*	-.250*	.069	.104	.100
Magazine Advertisements	-.081	.293*	-.271*	-.183*	.169*	.038
Regular Model Changes of Consumer Products	-.093	.346*	-.373*	-.106	.209*	.018
Locally Branded Products	-.152*	.094	-.021	-.015	.002	.036
Television Commercials	-.118	.355*	-.349*	-.070	.190*	-.008
Service & Repair of Consumer Products	-.055	.095	-.116	.015	.052	.013
Credit Purchases	-.062	.204*	-.192*	-.085	.155*	-.018
FM Radio Commercials	-.125	.212*	-.189*	-.111	.194*	.006

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 37. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: OTHER

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.199	.378	-.731*	-.487*	.061	.573*
Guarantee & Warranty of Consumer Goods	-.082	.202	-.224	-.223	-.080	.241
New Products and Services	-.093	-.145	-.088	.004	.175	.099
Newspaper Advertisements	-.385	.522*	-.388	-.353	.282	.192
Personal Salesmanship	-.310	.320	-.519*	-.258	.111	.395
Premiums	.174	.525*	-.179	-.573*	.244	-.157
AM Radio Commercials	-.318	.140	-.411	-.155	-.245	.614*
Nationally Branded Products	-.228	.372	-.241	-.385	.308	.102
Packaging and Labeling	-.334	.036	-.123	.167	-.272	.345
Magazine Advertisements	-.650*	.348	-.541*	-.247	.188	.573*
Regular Model Changes of Consumer Products	-.257	.110	-.234	-.400	.178	.380
Locally Branded Products	-.272	.195	-.139	-.193	.199	.138
Television Commercials	-.443	.020	-.348	-.372	-.011	.733*
Service & Repair of Consumer Products	.048	.449	.005	-.491*	.193	-.144
Credit Purchases	-.087	.275	-.068	-.193	.149	-.053
FM Radio Commercials	-.425	.085	-.091	.064	-.104	.319

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 38. FREQUENCY DISTRIBUTION OF CORRELATION COEFFICIENTS BETWEEN VALUE DIMENSIONS
AND MEANINGS OF MARKET-PLACE ACTIVITIES - AGE[#]

Frequency Distribution Class of r's*	Age Level												Totals	
	less than 26		26 - 35		36 - 45		46 - 55		greater than 55					
	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%		
0 - .10	13	13	21	22	29	30	30	31	46	48	139	30		
.11 - .20	19	20	26	27	20	21	26	27	30	31	121	23		
.21 - .30	13	13	24	25	28	29	18	19	12	13	15	19		
over .30	51	53	25	26	19	20	22	23	8	8	125	26		
over .50	22	23	2	2	—	—	2	2	—	—	26	5		

[#]Derived from Tables 39, 40, 41, 42, 43.

*For purposes of summarizing the minus signs have been dropped.

TABLE 39. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: LESS THAN 26.

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	.179	.485	.646	-.866*	.263
Guarantee & Warranty of Consumer Goods	.288	-.467	-.117	.321	-.489
New Products and Services	.607	-.051	.122	-.151	.221
Newspaper Advertisements	.618	.128	-.340	.026	-.205
Personal Salesmanship	.665*	.030	-.097	-.078	.180
Premiums	.591	.715*	.257	-.858*	-.062
AM Radio Commercials	.743*	.221	-.010	-.293	.326
Nationally Branded Products	-.420	-.146	.747*	-.281	.123
Packaging and Labeling	.013	.058	-.430	.403	.873*
Magazine Advertisements	-.416	-.345	.818*	-.178	.186
Regular Model Changes of Consumer Products	-.041	-.138	.599	-.374	.204
Locally Branded Products	.514	.312	-.002	-.412	-.008
Television Commercials	.433	.599	-.110	-.432	.321
Service & Repair of Consumer Products	-.511	-.917*	.560	.314	-.410
Credit Purchases	.335	.046	.409	-.324	.233
FM Radio Commercials	.270	-.184	.400	-.250	-.170

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 40. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 26-35

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.258	.465*	-.451*	-.208	.143	.268
Guarantee & Warranty of Consumer Goods	-.028	.207	-.174	-.216	-.022	.153
New Products and Services	-.038	.355*	-.434*	-.105	.208	.076
Newspaper Advertisements	-.290	.118	-.116	-.276	-.077	.433*
Personal Salesmanship	-.278	.256	-.166	-.031	.121	.102
Premiums	-.114	.441*	-.360*	-.039	-.147	.158
AM Radio Commercials	-.311	.155	-.302	0.000	.129	.300
Nationally Branded Products	-.310	.135	-.128	-.204	-.069	.397*
Packaging and Labeling	-.438*	.027	-.240	.079	.110	.403*
Magazine Advertisements	-.308	.149	-.308	-.233	.027	.506*
Regular Model Changes of Consumer Products	-.245	.246	-.400*	-.216	.131	.396*
Locally Branded Products	.006	.091	-.009	.083	-.144	-.039
Television Commercials	-.214	.426*	-.599*	-.078	.193	.287
Service & Repair of Consumer Products	-.301	.129	.031	.056	-.106	.119
Credit Purchases	-.272	.206	-.101	-.248	-.012	.285
FM Radio Commercials	-.293	.333*	-.431*	-.188	.215	.327*

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 41. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 36-45

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.308*	.379*	-.391*	-.266	.139	.296*
Guarantee & Warranty of Consumer Goods	-.204*	.055	-.055	-.032	.065	.110
New Products and Services	-.136	.362*	-.370*	-.172	.052	.175
Newspaper Advertisements	-.233	.225*	-.240*	-.120	-.008	-.242*
Personal Salesmanship	-.224*	.161	-.131	-.095	.006	.174
Premiums	-.098	.297*	-.424*	-.064	.004	.210*
AM Radio Commercials	-.337*	.182	-.286*	-.108	-.031	.389*
Nationally Branded Products	-.308*	.303*	-.358*	-.121	.199*	.203*
Packaging and Labeling	-.321*	.168	-.282*	.016	-.016	.297*
Magazine Advertisements	-.313*	.372*	-.401*	-.225*	.131	.292*
Regular Model Changes of Consumer Products	-.283*	.336*	-.446*	-.064	.091	.261*
Locally Branded Products	-.290*	-.003	.076	-.041	-.128	.221*
Television Commercials	-.282*	.332*	-.408*	-.163	.087	.298*
Service & Repair of Consumer Products	-.183	.082	-.203*	.037	.028	.178
Credit Purchases	-.030	.240*	-.213*	-.032	.065	-.021
FM Radio Commercials	-.288*	.195*	-.281*	-.023	.072	.227*

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 42. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 46-55

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.259*	.517*	-.493*	-.079	.317*	.040
Guarantee & Warranty of Consumer Goods	-.208	.301*	-.188	.013	.081	-.001
New Products and Services	-.187	.253*	.030	-.032	.088	.168
Newspaper Advertisements	-.054	.468*	-.333*	-.028	.135	-.130
Personal Salesmanship	-.064	.339*	-.387*	.056	.191	-.035
Premiums	-.087	.138	-.226	.131	-.007	.092
AM Radio Commercials	-.127	.371*	-.362*	0.000	.140	.021
Nationally Branded Products	-.230	.494*	-.187	-.121	.160	-.138
Packaging and Labeling	-.337*	.480*	-.175	-.078	.046	-.010
Magazine Advertisements	-.282*	.514*	-.218	-.250*	.200	-.041
Regular Model Changes of Consumer Products	-.241*	.419*	-.430*	-.085	.290*	.075
Locally Branded Products	-.163	.366*	-.164	-.116	.177	-.107
Television Commercials	-.322*	.466*	-.292*	.062	.237*	-.097
Service & Repair of Consumer Products	-.040	.208	-.130	.066	.187	-.193
Credit Purchases	-.271*	.409*	-.250*	-.132	.220	-.001
FM Radio Commercials	-.160	.357*	-.252*	-.196	.330*	-.070

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

TABLE 43. CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: GREATER THAN 55

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	.038	.132	-.270*	-.210	.174 .085
Guarantee & Warranty of Consumer Goods	-.084	.007	-.114	-.054	.046 .146
New Products and Services	.045	.172	-.184	-.325*	.140 .069
Newspaper Advertisements	-.064	-.063	.091	-.161	-.049 .169
Personal Salesmanship	-.078	.131	-.075	-.155	.064 .046
Premiums	-.121	.093	-.087	-.047	.057 .057
AM Radio Commercials	-.078	.305*	-.388*	-.303*	.343* .041
Nationally Branded Products	.018	.159	-.299*	-.321*	.134 .193
Packaging and Labeling	-.066	.072	-.159	-.083	.068 .113
Magazine Advertisements	.012	.185	-.275*	-.244*	.192 .065
Regular Model Changes of Consumer Products	-.074	.277*	-.227	-.338*	.231 .034
Locally Branded Products	-.159	-.016	.107	-.195	.169 .054
Television Commercials	-.146	.275*	-.325*	-.272*	.225 .125
Service & Repair of Consumer Products	.054	.034	-.020	.012	-.085 -.005
Credit Purchases	-.158	.068	.019	-.224	.048 .142
FM Radio Commercials	-.133	.180	-.189	-.002	.071 .026

*Significant at the 95 percent level of confidence (See Appendix F for t-values).

these groups attach to market-place activities.

Age

Segmenting the sample by age groups does not change the general conclusion found in any of the above analyses. Little of the variance in meanings can be attributed to values within any of the five age groups. Very few of the correlation coefficients above the youngest age group have a value greater than .50 (Table 38). Computing the coefficient of determination from Tables 39, 40, 41, 42, 43 indicates that the majority of the variance in the meanings of the market-place activities is not accounted for.

Recognizing the fact that some differences exist in the strength of association between value systems and meanings of market-place activities among the different age groups, the overall conclusion must be that individual value dimensions do not account for much of the variance in the meanings these age groups attach to market-place activities. Even in those few cases where significant correlations permit judgments to be made, there are no cases where an individual value dimension accounts for more than fifty percent of the variance in meanings attached to any of the sixteen market-place activities. This is true for all age groups.

Summary Results of the Relationship Between Values and Market-Place Activities

Table 44 provides a summary overview of the relationship between values and meanings of market-place activities. It summarizes the correlation coefficients between each of the six value dimensions and meanings of the sixteen market-place activities, showing which are significant at the specified level of confidence. This table indicates

the number of times value dimensions account for more than fifty percent of the variance in the meanings attached to a particular market-place activity. The results serve to emphasize the findings of the earlier analyses. None of the six value dimensions are significantly associated with more than fifty percent of the meanings of the sixteen market-place activities. Most of the variance in the meanings of market-place activities remains unexplained. Of the six value dimensions, the economic and aesthetic value dimensions are most strongly associated with the meanings of market-place activities. The political value dimension has the weakest relationship with meanings of market-place activities.

Similar results to those above are found by totaling the rows in Table 44. There is no market-place activity in which a value dimension accounts for even a moderate proportion of the variance in the meanings more than ten percent of the time. Once again, the conclusion is that most of the variance in each of the meanings given the market-place activities is not accounted for.

Possible Reasons for Weak Association Between Values and Meanings of Market-Place Activities

Three possible reasons for the weak association between values and meanings of market-place activities are offered:

1. For the purposes of this study the Allport-Vernon-Lindzey Study of Values and/or semantic differentials do not measure what they purport to measure.
2. Single demographic variables may not be adequate for segmenting this sample to determine the association of values and meanings.

TABLE 44. SUMMARY TOTALS OF SIGNIFICANT CORRELATION COEFFICIENTS OF ALL CATEGORIES (17) OF THE FIVE DEMOGRAPHIC VARIABLES

Market-Place Activity	Theoretical				Value Dimensions				Aesthetic	
	Number of Significant Coefficients		Economic		Number of Significant Coefficients		Number of Significant Coefficients			
	at 95%	Accounting for 50% of Variance	at 95%	Accounting for 50% of Variance	at 95%	Accounting for 50% of Variance	at 95%	Accounting for 50% of Variance		
Advertising of Consumer Goods & Services	7	0	12	0	14		1			
Guarantee & Warranty of Consumer Goods	2	0	4	1	3		0			
New Products and Services	0	0	9	0	6		0			
Newspaper Advertisements	3	0	7	0	5		0			
Personal Salesmanship	6	1	5	0	5		0			
Premiums	0	0	7	0	8		0			
AM Radio Commercials	4	0	5	0	10		0			
Nationally Branded Products	5	0	7	0	6		0			
Packaging and Labeling	9	1	8	1	8		0			
Magazine Advertisements	7	0	11	1	11		0			
Regular Model Changes of Consumer Products	5	0	9	0	11		0			
Locally Branded Products	4	0	3	0	0		0			
Television Commercials	5	0	12	0	13		1			
Service & Repair of Consumer Products	4	0	3	0	2		0			
Credit Purchases	4	0	7	0	4		0			
FM Radio Commercials	6	0	8	0	9		1			
TOTALS	71/272	3	117/272	3	115/272		6			

TABLE 44. SUMMARY TOTALS OF SIGNIFICANT CORRELATION COEFFICIENTS OF ALL CATEGORIES (17) OF THE FIVE DEMOGRAPHIC VARIABLES (Continued)

Market-Place Activity	Value Dimensions					
	Social		Political		Religion	
	Number of Significant Coefficients	Number of Significant Coefficients	Number of Significant Coefficients	Number of Significant Coefficients	Number of Significant Coefficients	Number of Significant Coefficients
	at 95% Accounting for 50% of Variance	at 95% Accounting for 50% of Variance	at 95% Accounting for 50% of Variance	at 95% Accounting for 50% of Variance	at 95% Accounting for 50% of Variance	at 95% Accounting for 50% of Variance
Advertising of Consumer Goods & Services	9	0	4	0	7	1
Guarantee & Warranty of Consumer Goods	2	0	0	0	0	0
New Products and Services	4	0	1	0	0	0
Newspaper Advertisements	3	0	1	0	6	1
Personal Salesmanship	0	0	0	0	0	0
Premiums	3	0	0	0	3	0
AM Radio Commercials	5	0	3	1	8	0
Nationally Branded Products	8	1	6	1	4	0
Packaging and Labeling	1	0	1	0	5	0
Magazine Advertisements	10	0	2	0	8	2
Regular Model Changes of Consumer Products	5	0	5	0	6	0
Locally Branded Products	0	0	0	0	2	0
Television Commercials	13	0	6	0	6	1
Service & Repair of Consumer Products	1	0	0	0	0	0
Credit Purchases	2	0	1	0	2	0
FM Radio Commercials	0	0	5	0	5	0
TOTALS	66/272	1	35	2	62	5

3. Values do not play a major role in the evaluative process when this sample gives meaning to market-place activities.

Whether the AVL and semantic differentials actually do measure what they are designed to measure seems moot at this point. The review of the literature on both instruments, as well as the testing of the semantic differentials, seems to dispel any notion to the contrary. The evidence strongly supports their validity.

The technique of sample segmentation by single demographic variables is in common use by market researchers, but its effectiveness may be questioned. For example, there is a significant difference between males and females on all six value dimension means of the AVL (Table 10), yet business executives and professors (consisting almost entirely of males) also showed significant differences on five of the six value dimensions (Table 7). This implies that the single demographic variable of sex may not be sufficient for adequately discriminating between different value oriented groups. Other methods of sample segmentation are discussed in Chapter V.

Although the third alternative does not seem probable in light of the earlier literature review, the research findings seriously challenge the importance of values in all situations. The significance of values in the evaluative process perhaps has been overrated. This point will be discussed further in Chapter V.

Summary of Results of the Correlation Analysis

1. When judgments can be made, the association between individual value dimensions and meanings of market-place activities is very low.

Values account for very little of the variance in meanings attached to the market-place activities.

2. Stratification of the sample by sex is judged to be the most effective of the five demographic variables for relating values to meanings given market-place activities. Yet, even here, the association is very low.

3. Although there is insufficient evidence to insure reliability, positive and negative associations are observable among the six value dimensions and meanings given market-place activities. The economic, political, and religion value dimensions are apparently positively related to the meanings the sample attaches to market-place activities. The theoretical, aesthetic and social value dimensions are negatively related.

It is not surprising to find a positive association with the economic, political, and religion value dimensions and meanings given market-place activities. The first is obvious, and power is always present in establishing conditions on which economic activities will be transacted. It may appear surprising that religious values are positively correlated with meanings given market-place activities. The literature review, however, traced the parallel and interdependent development of religious and business activities of this country.

(See pp. 32-35)

The negative correlation coefficients that occurred so often with the theoretical, aesthetic, and social value dimensions imply that there may be a conflict among value dimensions and the meanings value holders assign to market-place activities. Therefore, the evaluative

process requires value conflict resolution before behavior (mental and physical) can take place.

Analysis of Economic Orientation to Market-Place Activities

Market-place activities are normally considered to be economic activities. The purpose of this analysis is to determine if the stratum within each demographic variable that is most economically oriented is also most favorably disposed toward the sixteen market-place activities. Tables 45 through 49 show how the different categories within each demographic variable rate the sixteen market-place activities.

Business executives (Table 45), who have the highest economic mean score, attach the most favorable meaning to fifteen of the sixteen marketing activities. Housewives rate fifteen activities more favorably than do professors, yet housewives have the lower economic mean score.

Stratification based on sex (Table 46) reveals that males have a higher economic mean score than females. They rate twelve of the sixteen marketing activities more favorably than females do.

Educational segmentation (Table 47) reveals that the two lower educational groups hold very similar meanings about market-place activities and rate all sixteen of them more favorably than does the highest educational group. Mean scores of the economic value dimensions are also very similar for the two lower educational groups.

Protestants, who have the highest economic value mean score within the religion variable, rate eight of the sixteen market-place activities most favorably (Table 48). Catholics rate the other eight market-place activities most favorably. Similar results are obtained when the tally

TABLE 45. RATINGS OF MARKET-PLACE ACTIVITIES BY OCCUPATION

Market-Place Activity	Mean Scores by Occupation		
	Business Executives(1)	Professors(2)	Housewives(3)
Advertising of Consumer Goods and Services	5.140	4.044	4.255
Guarantee and Warranty of Consumer Products	4.507	3.976	4.419
New Products and Services	5.180	4.723	4.645
Newspaper Advertisements	4.823	4.248	4.542
Personal Salesmanship	4.685	3.654	3.980
Premiums	3.376	2.720	3.114
AM Radio Commercials	4.051	3.031	3.503
Nationally Branded Products and Services	5.233	4.457	4.847
Packaging and Labeling	4.953	3.826	4.980
Magazine Advertisements	5.114	4.244	4.576
Regular Model Changes of Consumer Products	4.741	3.458	3.909
Locally Branded Products and Services	4.617	4.255	4.603
Television Commercials	4.216	3.175	3.387
Service and Repair of Consumer Products	4.268	3.408	4.122
Credit Purchases	4.377	3.357	3.725
FM Radio Commercials	4.738	4.241	4.330

() Figure in parentheses is the rank order of the economic value dimension mean.

TABLE 46. RATINGS OF MARKET-PLACE ACTIVITIES BY SEX

Market-Place Activity	Mean Scores by Sex	
	Males (1)	Females (2)
Advertising of Consumer Goods and Services	4.676	4.268
Guarantee and Warranty of Consumer Products	4.273	4.424
New Products and Services	5.000	4.639
Newspaper Advertisements	4.589	4.529
Personal Salesmanship	4.238	3.999
Premiums	3.129	3.073
AM Radio Commercials	3.621	3.502
Nationally Branded Products and Services	4.921	4.826
Packaging and Labeling	4.474	4.958
Magazine Advertisements	4.746	4.579
Regular Model Changes of Consumer Products	4.194	3.921
Locally Branded Products and Services	4.451	4.613
Television Commercials	3.769	3.407
Service and Repair of Consumer Products	3.914	4.098
Credit Purchases	3.966	3.705
FM Radio Commercials	4.529	4.336

() Figure in parentheses is the rank order of the economic value dimension mean.

TABLE 47. RATINGS OF MARKET-PLACE ACTIVITIES BY EDUCATION

Market-Place Activity	Mean Scores by Education Level		
	Less than 13 (2)	13-16 (1)	Greater than 16 (3)
Advertising of Consumer Goods and Services	4.859	4.671	4.067
Guarantee and Warranty of Consumer Products	4.621	4.479	4.006
New Products and Services	4.716	4.999	4.680
Newspaper Advertisements	4.897	4.672	4.243
Personal Salesmanship	4.186	4.368	3.777
Premiums	3.585	3.227	2.693
AM Radio Commercials	3.938	3.725	3.164
Nationally Branded Products and Services	5.053	5.046	4.560
Packaging and Labeling	4.894	5.039	4.103
Magazine Advertisements	4.762	4.911	4.295
Regular Model Changes of Consumer Products	4.317	4.411	3.481
Locally Branded Products and Services	4.634	4.596	4.366
Television Commercials	3.877	3.798	3.209
Service and Repair of Consumer Products	4.530	4.138	3.532
Credit Purchases	4.053	4.092	3.411
FM Radio Commercials	4.443	4.604	4.218

() Figure in parentheses is the rank order of the economic value dimension mean.

TABLE 48. RATINGS OF MARKET-PLACE ACTIVITIES BY RELIGION

Market-Place Activity	Mean Scores by Religious Preference			
	Catholic(3)	Jew(2)	Protestant(1)	Other(4)
Advertising of Consumer Goods and Services	4.643	3.703	4.596	3.431
Guarantee and Warranty of Consumer Products	4.244	4.262	4.383	4.068
New Products and Services	5.006	4.405	4.887	4.168
Newspaper Advertisements	4.686	3.974	4.611	4.091
Personal Salesmanship	4.165	3.815	4.190	3.538
Premiums	3.100	2.893	3.169	2.437
AM Radio Commercials	3.778	2.547	3.642	2.882
Nationally Branded Products and Services	5.122	4.223	4.919	4.280
Packaging and Labeling	4.597	3.845	4.840	3.588
Magazine Advertisements	4.842	4.148	4.730	3.921
Regular Model Changes of Consumer Products	4.426	3.022	4.135	3.226
Locally Branded Products and Services	4.447	4.534	4.572	4.060
Television Commercials	3.628	2.917	3.717	2.664
Service and Repair of Consumer Products	3.889	3.750	4.060	3.600
Credit Purchases	3.833	3.795	3.881	3.529
FM Radio Commercials	4.497	4.235	4.463	4.217

() Figure in parentheses is the rank order of the economic value dimension mean score.

TABLE 49. RATINGS OF MARKET-PLACE ACTIVITIES BY AGE

Market-Place Activity	Mean Scores by Age Level			
	26 - 35(4)	36 - 45(3)	46 - 55(2)	Greater than 55(1)
Advertising of Consumer Goods and Services	4.135	4.408	4.669	4.617
Guarantee and Warranty of Consumer Products	4.103	4.439	4.237	4.338
New Products and Services	4.674	4.879	4.878	4.760
Newspaper Advertisements	4.305	4.564	4.585	4.689
Personal Salesmanship	3.839	4.112	4.173	4.330
Premiums	3.151	3.197	2.979	3.000
AM Radio Commercials	3.411	3.574	3.612	3.629
Nationally Branded Products and Services	4.708	4.846	5.000	4.870
Packaging and Labeling	4.492	4.568	4.645	5.019
Magazine Advertisements	4.487	4.583	4.819	4.754
Regular Model Changes of Consumer Products	3.925	4.148	4.129	4.004
Locally Branded Products and Services	4.452	4.441	4.637	4.612
Television Commercials	3.188	3.709	3.699	3.571
Service and Repair of Consumer Products	3.477	4.069	3.834	4.304
Credit Purchases	3.623	3.956	3.759	3.870
FM Radio Commercials	4.364	4.444	4.589	4.342

() Figure in parentheses is the rank order of the economic value dimension mean score.

1. For purposes of this analysis the Less than 26 age group was dropped because of the small number of respondents (n=7).

is made on market-place activities rated second most favorably. When Protestants rate a particular activity most favorably, Catholics rank it second, and vice versa. A close examination of the economic mean scores of these two groups reveals only minor differences (44.134 vs. 41.828).

Jews, with the second highest economic value mean score (42.833), theoretically should score market-place activities more favorably than Catholics, but do not. Others, with the lowest economic mean score, rate market-place activities least favorably.

There is little difference among the three older age groups; they all rate market-place activities very much alike (Table 49). The oldest age group, having the highest economic value mean score, does not give the most favorable meanings to the market-place activities, as would have been expected. Even though the economic value dimension increases in importance with age in the value profile, overall favorable meanings attached to market-place activities do not.¹⁰

The theory that those categories most highly oriented toward the economic value would also be most favorably disposed toward market-place activities finds only limited support in the above analysis.

Further Analysis of Meanings Attached to Market-Place Activities

The overall meaning of Advertising of Consumer Goods and Services is rated favorably by nearly all groups (above 3.50).¹¹ Only one of the seventeen sub-samples (Religion-Other, Table 75) attaches an unfavorable meaning to advertising (less than 3.50). Advertising is also given a

¹⁰ The youngest age group was not considered in this analysis because of the small number of respondents in the category (n = 7).

¹¹ 3.50 is mid-point on the rating scale. Above 3.50 is considered favorable; below 3.50 is unfavorable.

more favorable meaning than personal salesmanship by every group.

All sub-samples rate printed media higher than electronic media. Magazine advertisements have a slightly more favorable meaning than do newspaper ads.

In the electronic media, FM radio advertising has the most favorable meaning, while AM radio and television advertising are regarded least favorably. Media which are sought out are considered more apt to serve the individual's needs than those which intrude on the individual, such as radio and television.¹² Also, many people consider it more respectable to be "informed" than to be entertained so that radio and television, which often put advertising in an entertainment context, have a less favorable meaning than do printed media.¹³

The nature of electronic media that lends them to repetitive, reminder type of message strategy, may account for their less favorable meanings.

Tables 45 and 47 also show that the electronic media are the only media to score an overall unfavorable meaning by some categories (less than 3.50).

The highest educational groups (Tables 45 and 47) attach unfavorable meanings to both AM radio and television advertising. In fact, better educated people not only rate radio and television unfavorably, but look upon all advertising less favorably than do lower educated groups.

¹² Edgar Crane, Marketing Communications: A Behavioral Approach to Men, Messages, and Media. (New York: John Wiley and Sons, Inc. 1965), p. 188.

¹³ Ibid.

Housewives (Table 45), females (Table 46), and the younger age groups (Table 49) also attach unfavorable meanings to either or both AM radio and television advertising.

Within the religious variable (Table 48), both Jews and Others generally score advertising less favorably than do Catholics and Protestants, especially on AM radio and television advertising.

Akin to advertising is the branding of products and the use of premiums as a merchandising strategy. Every sub-sample category but one (Religion-Jew) gave Nationally Branded Products a more favorable meaning than Locally Branded Products.

Premiums were given the most unfavorable meaning of any of the market-place activities. Only one group (Religion-Jew) rated one other activity less favorably (AM radio advertising) than Premiums. In fact, only one sub-sample (lowest educational group) gave Premiums a favorable meaning (above 3.50). Considering the unfavorable meaning associated with the use of premiums by nearly all groups - especially by businessmen and housewives - it is surprising to see the continuing increase in their use.¹⁴ Currently a controversy exists concerning rising food prices. Although the food retailing industry blames inflation, many housewives are convinced that much of the price rise could be avoided by a reduction of premium programs, such as trading stamps.¹⁵ The outcome

¹⁴"The Era of the Giveaway," Printers' Ink, Vol. CCIXII (November 25, 1966), pp. 35-36 ff.

¹⁵"Inside Washington," Printers' Ink, Vol. CCIXIII (November 11, 1966), p. 49.

of this present controversy is not clear. Whereas many retailers have curtailed some premium programs in face of a housewife boycott, some have taken a closer look at their market place and have attempted a better match of store promotion policies with markets being served. In some cases this has led to "increased promotional activity and consumer conveniences."

Marketing activities that are often criticized are New Products, Regular Model Changes of Consumer Products, and Packaging and Labeling. A majority of the categories place favorable meanings on these three market-place activities. Only the concept of Regular Model Changes was rated unfavorably, by four of the sixteen sample categories: the highest educational group including professors, Jews, and Others.

What is surprising about these findings is not that some groups hold unfavorable meanings about Regular Model Changes but that considerably more hold favorable meanings (above 3.50) about this activity. Regular Model Changes is not rated as favorably as New Products, but in light of the popular and academic literature criticizing regular model changes the results are not totally expected.

Packaging and Labeling also received favorable mean scores from every category. This favorable meaning seems to counter much of the press this subject has received over the last several years.

Credit has been a subject of much controversy of late. Criticism is directed at its continued expansion and, through its promotion, the encouragement of unwise purchases. In spite of this criticism the sample generally attaches favorable meaning to Credit Purchases. Only the highest educational groups rate this activity unfavorably (less than 3.50).

As was true with the mean scores of the AVL, the data presented here are averages. Variations in meanings attached to market-place activities exist within each stratum of every variable.

Summary of Results of Analysis of the Semantic Differentials.

1. The theory that a higher relative economic value mean will result in more favorable meanings attached to market-place activities finds only moderate support. Much disparity is noted in every variable but sex.
2. The meaning attached to the concept of advertising is favorable by all sub-sample groups except one.
3. Printed media - magazines and newspapers - rate more favorably than the electronic media of television and radio.
4. When merchandising strategies are compared, Nationally Branded Products are viewed more favorably than Locally Branded Products.
5. Premiums are rated least favorably of all the market-place activities measured. This seems to contradict their expanding use as a merchandising strategy by many marketers, the current controversy notwithstanding. New Products are given a favorable meaning.
6. Surprisingly, Regular Model Changes, Packaging and Labeling, and Credit Purchases are viewed favorably by nearly all groups, in spite of much press and governmental activity to the contrary.
7. The severest critics of market-place activities tend to be the higher educational groups (Professors and those with more than sixteen years of education), and Jews and Others within the religious variable.

CHAPTER V

SUMMARY AND CONCLUSIONS

Introduction

This chapter is divided into three sections. The first section is concerned with an evaluation of the hypotheses. In the second section specific findings are evaluated and related to other studies. The third section presents conclusions and implications with suggestions for further study.

Test of Hypotheses

The three hypotheses tested are:

1. Occupational stratification will be more meaningful for discriminating among value profiles than stratification by the other demographic variables of sex, education, religion, and age.
2. A higher correlation exists between value profiles developed by occupational stratification and the meanings attached to market-place activities, than for the other demographic variables of sex, education, religion, and age.
3. The category within each variable that has the highest economic value dimension mean score also has higher mean

scores on market-place activities than the other categories.

Test of First Hypothesis

Occupational stratification will be more meaningful for discriminating among value profiles than stratification by the other demographic variables of sex, education, religion, and age.

The data presented in Tables 7, 10, 13, 16, and 19 show that occupation is not the most effective variable for discriminating among value profiles. Therefore the first hypothesis must be rejected. Stratification by sex proves to be the best value discriminator, with all of its value dimension mean comparisons significantly different at the specified level of confidence. This implies that the values of the two sexes are more sharply contrasted than the values of the different occupational, educational, religious, and age groups studied.

Occupational stratification, however, is an effective value discriminator. Seventy-eight percent of the value dimension mean comparisons were significantly different, indicating contrasting value profiles.

The other demographic variables of education, religion, and age are considerably less effective as value discriminators. Stratification by these demographic variables results in less than fifty percent of the intergroup value dimension mean comparisons being significantly different at the specified level of confidence.

Test of Second Hypothesis

A higher correlation exists between value profiles developed by occupational stratification and the meanings attached to market-place activities, than for the other demographic variables of sex, education, religion, and age.

The results in testing the second hypothesis are conclusive. The evidence strongly points to a rejection of the hypothesis. Table 44 shows that the correlation coefficients, even when significant, are generally very low over all the demographic variables. If one demographic variable does demonstrate a little stronger relationship between values and meanings of market-place activities over the others, it is sex. Occupation appears to be about the least effective variable for relating values to market-place activities.

Test of Third Hypothesis

The category within each variable that has the highest economic value dimension mean score also has higher mean scores on market-place activities than the other categories.

Results for tests of the third hypothesis are inconclusive. The hypothesis finds some support in Tables 45 and 46. For example, businessmen and males, who have the highest economic value mean scores in their respective variables, also score market-place activities most favorably. But, when the data are analyzed by religious preference (Table 48) Catholics rate market-place activities as favorable as Protestants do, yet Protestants have a higher economic value mean score.

Analysis of the data in Tables 47 and 49, where the sample is stratified by education and age, also indicates lack of support for the hypothesis. Although the middle-educational (13-16) group has the highest economic value mean score, the lowest-educational group (less than 13) takes a more favorable position toward market-place activities.

If the hypothesis were true, the oldest age group (greater than 55) should give more favorable meanings to market-place activities. This,

however, is not so. The 36-45 age group does, in spite of the fact that the economic value dimension increases in relative importance with age.

Therefore, a relatively high economic value orientation does not necessarily result in more favorable meanings of market-place activities. In some cases, those categories with the highest economic value orientation are not as favorably disposed toward market-place activities as categories with a lower economic value orientation. This is true with the education, age, and religion variables.

Relationship of Findings to Other Studies

Other studies comparing value profiles, and using the Allport-Vernon-Lindzey scales, revealed both similarities and differences with the results of this project. Studies concerned with opinions and attitudes of market-place activities yielded results similar to the conclusions reached in this study. Results of selected studies are reviewed to determine where the similarities and differences exist with the findings of this research.

Value Profile Analysis

Several research projects have been conducted using the Allport-Vernon-Lindzey scales as a means for determining value profiles. In most cases, the samples were stratified in a manner similar to that used in this study. Results of these studies, examined by demographic variable, follow.

Occupation. There is general agreement in the findings of research on values of different occupational strata. One study¹ compared

¹ Renate Tagiuri, "Value Orientations and the Relationship of Managers and Scientists," Administrative Science Quarterly, Vol. X (June, 1965), p. 47.

executives, research managers, and scientists. Value profiles of executives and scientists were very similar to those of business executives and business professors of this project (Table 8). In each study business executives ranked value dimensions very much alike, as did scientists and business professors. Also, tests of significance between the value dimension means showed that business executives and business professors (or scientists as the case may be) are significantly different from each other on five of the six value dimensions in both studies. The social value dimension is the exception in both studies.

The Tagiuri article also notes that the trend of events favors a convergence of the actual values among these groups because of increasing technology and greater contact among them.² This conclusion is also applicable to the relationship between the business and academic communities for the same reasons. The increased complexity and technology of the business community has been accompanied by increased communication among business executives and business and economic professors. Greater contact should bring about a convergence, or at least an awareness, of the actual values of these two groups.

Sex. Studies made of college students,³ stratified by sex, and using the Allport-Vernon-Lindzey scales, show results similar to those in Chapter IV (Table 11). Namely, the relative rank order of the value dimensions in

²Ibid., p. 50.

³Gordon W. Allport, Philip E. Vernon, and Gardner Lindzey, Manual: Study of Values, Third Edition, (Boston: Houghton Mifflin Co., 1960), p. 11.

the two studies were very nearly alike. Economic, political, and theoretical value dimensions were rated high by the males; whereas religion, aesthetic, and social value dimensions were most important to females.

Education. Research is inconclusive about the effects of formal education on values. One study found that an undergraduate college experience does not change values.⁴ Another investigation, also using the Allport-Vernon-Lindzey scales, concluded that such an experience changes values in the direction emphasized by contemporary American culture -- toward an economic, political, and theoretical orientation, at the expense of the social, religious, and aesthetic aspects of life.⁵ Data in Chapter IV (Table 14) tend to support the former study. The only difference is somewhat more emphasis is placed on the religion value dimension.

Results of this study indicate that value change does take place, but only upon exposure to a graduate education program. The value changes occur in the opposite direction to that found in the second study mentioned above. A dominant economic value orientation changed to a dominant theoretical orientation (Table 15). Studies examining the effect of graduate education on values were not available for comparison. Unless there is some certainty that a significant proportion of the population to be studied has had some graduate education, stratification

⁴ Paul L. Whitely, "The Constancy of Personal Values," Journal of Abnormal and Social Psychology, Vol. XXXIII (July, 1938), p. 408.

⁵ J. Edward Todd, Social Norms and the Behavior of College Students, (New York: College Bureau of Publications, 1941), p. 41.

by educational levels does not appear to be meaningful for determining differences in value profiles. The impact of a graduate education on an individual's value system is a fertile area for research.

Religion. There is conflict in the research findings on value profiles of different religious groups. One study showed some resemblance to the Catholic profile reported here (Table 17), with both profiles having a dominant religious value orientation.⁶ But there is little agreement on the Jewish or Protestant profiles. Whereas another study indicated dominant aesthetic and religious value orientations for Jews and Protestants respectively,⁷ this study found dominant theoretical and economic value orientations for these two groups respectively (Table 18).

In another inquiry, the author concludes that traditional Jewish cultural values were being destroyed and subordinated to both the good and bad values in American life.⁸ The data in Table 18 does not support this conclusion.

Although the results presented in Table 17 do not confirm the value conflict often reported between Catholics and Protestants, some

⁶ Bernard Pyron, "Belief Q-sort, Allport-Vernon 'Study of Values' and Religion," Psychological Reports, Vol. VIII (1961), p. 400.

⁷
Ibid.

⁸
Morris Tikten, "Value Conflicts: The Implications for Jewish Community Center Work," Journal of Jewish Communal Service, Vol. XIX (1962), p. 154.

authorities hold that the source of divergent value orientations are religion associated.⁹

The findings reported in Chapter IV suggest that a modified sampling plan including Catholics and Protestants (Christians) in one group and Jews and Others (non-Christians) in another group may result in a value discriminating sample based on religious preference.

Age. Several studies have stratified their samples by age levels and used the Allport-Vernon-Lindzey scales. They found that religious and economic value dimensions became more important as age increased. The results found in Table 20 confirm these findings. Conversely, political and theoretical value dimensions were less important with age.¹⁰

Several reasons have been proposed to explain the rise of religious values as an individual ages: (1) maturity; (2) an evolution in the cultural values of the society; or (3) nature of the times - troubled times cause people to look to religion for solutions. When these reasons are weighed against the results in Table 20, maturity appears to be the most logical answer. If either of the other reasons are valid, a much higher ranking of the religious value in the youngest age groups would be expected.

9

Robin M. Williams, Jr. "Religious Value-orientations and Inter-group Conflict," Journal of Social Sciences, Vol. XII (No. 3, 1956), p. 17.

10

I. E. Bender, "Changes in Religious Interest. A Retest After 15 Years," Journal of Abnormal and Social Psychology, Vol. LVII (1958), p. 42.

Meanings of Market-Place Activities

Two surveys of meanings of market-place activities were examined. Both surveys are concerned with opinions about advertising and its various forms. Their results are similar to the findings reported in Tables 45 through 49.

In the first survey an historical analysis was made of public opinion reports about advertising's institutional aspects. Nine studies were included in the analysis. The earliest is the now famous Borden study of advertising conducted in 1938-1939,¹¹ while the most recent is one conducted in 1964. Results showed that the public's attitude toward advertising has remained remarkably stable over the years.¹¹ While consumers were critical of particular aspects of advertising, on the whole, they were favorable toward it.¹² Similar results were found in this research as reported in Tables 45 through 49, where every category but one (Religion-Other) rated Advertising of Goods and Services favorably.

The second survey, conducted by the American Association of Advertising Agencies, consists of several papers and a summary report. In a position paper on opinions toward the different media of advertising, printed media (newspapers and magazines) were rated more

¹¹ Stephen A. Greyser and Raymond A. Bauer, "Americans and Advertising: Thirty Years of Public Opinion," Public Opinion Quarterly, Vol. XXX (Spring, 1966), p. 78.

¹² Ibid.

favorably than electronic media (radio and television).¹³ Similar results were found in this study. All categories rated printed media higher than electronic media. Magazine Advertisements had a slightly more favorable meaning than Newspaper Advertisements.

Another position paper reported that better-educated people tend to rate all advertising less favorably than lower-educated groups.¹⁴ Similar results were reported in Table 47, where the highest educational group (more than 16) rated Advertising of Goods and Services and the five institutional advertising activities less favorably than did the two lower educational groups.

Conclusions and Implications for Further Study

Values have been analyzed as they relate to meanings attached to market-place activities. One of the major findings is the very low correlation between values as defined in this study and meanings attached to market-place activities, regardless of the demographic variable used. Therefore, most of the variation in meanings given market-place activities remains unexplained.

¹³ William M. Weilbacher, "Consumer Reaction to Advertising," The New A.A.A.A. Research on Consumer Judgment of Advertising, A Report to the 1964 A.A.A.A. Annual Meeting, April 23, 1964, (White Sulphur Springs, W. Va.: Annual Meeting, 1964), pp. 17-18.

¹⁴ Walter Barlow, "Background and Scope," Ibid., p. 4. See also, Paul F. Lazarsfeld, "Sociological Reflections on Business: Consumers and Managers," Social Science Research on Business: Product and Potential, eds. Robert A. Dahl, Mason Haire, and Paul F. Lazarsfeld, (New York: Columbia University Press, 1959), p. 108.

A higher correlation was expected because of the importance of values as behavior determinants stressed in the literature review. In fact, an increasing number of writers are "discovering" values as important determinants of opinions, attitudes, and behavior in market-place activity. Values, however, certainly do not account for much of the variation in meanings attached to market-place activities.

These findings do not mean that values have no effect on behavioral activity such as store selection, product choice, or brand image. They do mean that these issues are probably not significant value motivators in terms of their "goodness" or "badness" relative to other societal activities. Stated another way, there are times and situations when values are neither the only, nor the most important determinants of behavior.¹⁵

Two reasons are offered for the poor relationship between values and meanings of market-place activities. First, market-place activities may not be important value motivators, as discussed above. Second, there is a possibility that single dimension demographic variables, such as those used in this study, are insufficient for adequately discriminating between different value oriented groups.

One study, at a single point in time, is an insufficient base from which to generate general conclusions such as the one above. Similar studies should be conducted to confirm or reject the rather surprising finding that values have little if any effect on the meanings given market-place activities.

¹⁵ Talcott Parsons, Structure and Process in Modern Societies, (New York: Free Press of Glencoe, 1960), p. 173.

Further investigation is needed to find more effective ways of stratifying a population. In many cases, the single dimension relationship may not be an effective way of stratifying a sample to determine behavioral differences.¹⁶ A combination of demographic variables, as well as social, psychological, and cultural dimensions should be experimented with to discover if there are more effective methods of relating values to behavior. Several examples follow.

Classification by "inner-directed" and "other-directed" characteristics has resulted in significant differences between value profiles as measured by the Allport-Vernon-Lindzey scales.¹⁷ Stratifying a population by susceptibility to change has shown that those who were opposed to change had greater economic and religious interests, as measured by the Allport-Vernon-Lindzey scales.¹⁸ Conversely, those who favored change were oriented toward aesthetic and theoretical interests.

Another possibility is to use a life-style frame of reference to determine values. In a recently published paper, one author described a five dimension value configuration that proved to be operationally useful in determining the "fit" of a product into a person's life style. The value dimensions are: flexible versus rigid; non-evaluative versus evaluative; objective versus family role; emancipated versus limited; and,

¹⁶ Richard Dewey and W. J. Humber, The Development of Human Behavior, (New York: Macmillan Co., 1951), p. 167.

¹⁷ Waltraud M. Kassarian and Harold H. Kassarian, "Occupational Interests, Social Values and Social Character," Journal of Consulting Psychology, Vol. XII (Spring, 1965), p. 54.

¹⁸ Bernard Pyron, op. cit., p. 400.

appreciated versus unappreciated.¹⁹

Further research should also be conducted into the dimensions that make up the overall meaning of each market-place activity because the quantitative value of each market-place activity here is an average of several dimensions. Investigation of responses to particular dimensions may point up specific differences facilitating meaningful discussion about the merits of different positions.

¹⁹Irving S. White, "The Perception of Value and Product," On Knowing the Consumer, ed. Joseph W. Newman, (New York: John Wiley and Sons, 1966), pp. 90-106.

APPENDIX A

QUESTIONNAIRE, INCLUDING STUB DATA SHEET
AND STATEMENT OF PURPOSE.

MEANINGS OF MARKET-PLACE ACTIVITIES

Purpose

The purpose of this study is to learn of the meanings attached to various marketing activities, such as Consumer Credit and Branded Products, for a doctoral dissertation.

This questionnaire is divided into two sections. Each section has complete instructions that you should read carefully.

You are first asked to complete an anonymous general information sheet. This data is of primary importance for our analysis. For example, various groupings, such as different occupations, will be compared to see if there is a difference in their perceptions of marketing activities.

This is not a test. There are no right or wrong answers. You are asked to express your own point of view and feelings about these activities rather than your knowledge or understanding.

I would like to take this opportunity to thank you personally for your cooperation in making this study possible.

Respectfully,

M.B. Neace
Director of Research

(Housewives Only)

(Please Print)

1. Occupation: Housewife____; Other (describe)_____.
2. Sex: Male____; Female_____.
3. Age: Under 25____; 26-35____; 36-45____; 46-55____; over 55_____.
4. Religion: Catholic____; Jewish____; Protestant____; Other_____.
5. Foreign Born: Yes____; No____; If Yes, age entered country_____.
6. Education (Circle highest year completed):

Less Than	High School	College	More Than
9	9 10 11 12	13 14 15 16	16

(Business Executives
and Professors Only)

General Information

(Please Print)

1. Occupation: Business Executive____; Business Professor____.
2. Job Title_____.
3. Brief Description of Duties_____

_____.
4. Age_____.
5. Sex: Male____; Female_____.
6. Religion: Catholic____; Jewish____; Protestant____; Other_____.
7. Foreign Born: Yes____; No____. If Yes, age entered country_____.
8. Education: (Circle highest year completed.)

Less Than	High School	College	More Than
9	9 10 11 12	13 14 15 16	16

For Business Executives Only

9. Number of employees in firm_____.
10. Number of persons under your direct supervision_____.
11. Major product line(s)_____
_____.

Section I

Instructions

On each page of this section we are asking for your opinion about different marketing activities. Please mark every scale based on what these activities mean to you. For example, on the issue of Advertising: if you think Advertising is extremely Good, you would check the space "extremely" on the Good side of the scale.

If you believe Advertising is slightly Wasteful, you would check the space "slightly" on the Wasteful side of the scale.

If you believe Advertising is quite Necessary, you would check the "quite" category on the Necessary side of the scale.

If you are "neutral" about the Informative-Misleading scale, you would place your check in the middle space.

Advertising

Good: x : _____ : _____ : _____ : _____ : _____ : _____ : Bad
 extremely quite slightly slightly quite extremely

Useful: _____ : _____ : _____ : _____ : x : _____ : _____ : Wasteful
 extremely quite slightly slightly quite extremely

Necessary: _____ : x : _____ : _____ : _____ : _____ : _____ : Unnecessary
 extremely quite slightly slightly quite extremely

Informative: _____ : _____ : _____ : x : _____ : _____ : _____ : Misleading
 extremely quite slightly slightly quite extremely

IMPORTANT

Be sure to check every scale under every activity.

Never put more than one check on a single scale.

Sometimes you may feel as though you've had the same item before. This will not be the case, so do not look back and forth. Do not try to remember how you checked similar items earlier in the questionnaire.

Make each item a separate and independent judgment. Work at a fairly high rate of speed. Do not worry or puzzle over individual items. It is your first impressions, the immediate "feelings" about the items we want. On the other hand, please do not be careless, because we want your true impressions.

Remember - we want your own opinions

ADVERTISING OF CONSUMER GOODS AND SERVICES

(Your over-all impressions of all advertising;
including magazine, television, radio, and
newspaper commercials.)

Good: _____:_____:_____:_____ :_____:_____:_____ :Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____:_____:_____:_____ :_____:_____:_____ :Advertising
extremely quite slightly slightly quite extremely

Helpful: _____:_____:_____:_____ :_____:_____:_____ :Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____:_____:_____:_____ :_____:_____:_____ :Prices
extremely quite slightly slightly quite extremely

Informative: _____:_____:_____:_____ :_____:_____:_____ :Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____:_____:_____:_____ :_____:_____:_____ :Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____:_____:_____:_____ :_____:_____:_____ :Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____:_____:_____:_____ :_____:_____:_____ :Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____:_____:_____:_____ :_____:_____:_____ :of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

GUARANTEE AND WARRANTEE OF CONSUMER PRODUCTS AND SERVICES

(Commitments by the maker and/or seller with regard to performance in use and other qualitative aspects.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Inclusive Limited
Coverage: _____: _____: _____: _____: _____: _____: _____: Coverage
extremely quite slightly slightly quite extremely

Necessary: _____: _____: _____: _____: _____: _____: _____: Unnecessary
extremely quite slightly slightly quite extremely

Honored: _____: _____: _____: _____: _____: _____: _____: Not Honored
extremely quite slightly slightly quite extremely

Clear Confusing
Explanation Explanation
of Coverage: _____: _____: _____: _____: _____: _____: _____: of Coverage
extremely quite slightly slightly quite extremely

Easy to Get Difficult to
Action on Get Action on
Guarantees: _____: _____: _____: _____: _____: _____: _____: Guarantees
extremely quite slightly slightly quite extremely

A An
Declaration Advertising
of Quality: _____: _____: _____: _____: _____: _____: _____: Device
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

NEW PRODUCTS AND SERVICES

(New products and services that replace previous products and services or fulfill unmet desires; such as color television, the electric toothbrush, the compact car, and many new prepared foods. You should not consider model changes, just new products.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Economically Useful: _____: _____: _____: _____: _____: _____: _____: Economically Wasteful
extremely quite slightly slightly quite extremely

Purposeful: _____: _____: _____: _____: _____: _____: _____: Trivial
extremely quite slightly slightly quite extremely

Planned Long Life: _____: _____: _____: _____: _____: _____: _____: Planned Short Life
extremely quite slightly slightly quite extremely

High Quality: _____: _____: _____: _____: _____: _____: _____: Low Quality
extremely quite slightly slightly quite extremely

Raises Cost of Living: _____: _____: _____: _____: _____: _____: _____: Lowers Cost of Living
extremely quite slightly slightly quite extremely

Raises Standard of Living: _____: _____: _____: _____: _____: _____: _____: Lowers Standard of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

NEWSPAPER ADVERTISEMENTS

(Your over-all impressions of all newspaper= advertisements of consumer products and services.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____: _____: _____: _____: _____: _____: _____: Advertising
extremely quite slightly slightly quite extremely

Helpful: _____: _____: _____: _____: _____: _____: _____: Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____: _____: _____: _____: _____: _____: _____: Prices
extremely quite slightly slightly quite extremely

Informative: _____: _____: _____: _____: _____: _____: _____: Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____: _____: _____: _____: _____: _____: _____: Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____: _____: _____: _____: _____: _____: _____: Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____: _____: _____: _____: _____: _____: _____: Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____: _____: _____: _____: _____: _____: _____: of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

PERSONAL SALESMANSHIP

(This includes, for example, door-to-door salesmen as well as retail store sales clerks.)

Good: _____:_____:_____:_____:_____:_____:_____:Bad
 extremely quite slightly slightly quite extremely

Too Much Too Little
 Personal Personal
 Selling: _____:_____:_____:_____:_____:_____:_____:Selling
 extremely quite slightly slightly quite extremely

Helpful: _____:_____:_____:_____:_____:_____:_____:Wasteful
 extremely quite slightly slightly quite extremely

Raises Lowers
 Prices: _____:_____:_____:_____:_____:_____:_____:Prices
 extremely quite slightly slightly quite extremely

Informative: _____:_____:_____:_____:_____:_____:_____:Misleading
 extremely quite slightly slightly quite extremely

High Low
 Quality: _____:_____:_____:_____:_____:_____:_____:Quality
 extremely quite slightly slightly quite extremely

Enjoyable: _____:_____:_____:_____:_____:_____:_____:Annoying
 extremely quite slightly slightly quite extremely

Causes More Shifts
 Product(s) to Purchases
 from one
 Store or
 Product to
 be Purchased: _____:_____:_____:_____:_____:_____:_____:Another
 extremely quite slightly slightly quite extremely

Remember - we want your own opinions

PREMIUMS

(Trading stamps, coupons, "gifts," etc.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
 extremely quite slightly slightly quite extremely

Increase Decrease
 Prices: _____: _____: _____: _____: _____: _____: _____: Prices
 extremely quite slightly slightly quite extremely

Desirable: _____: _____: _____: _____: _____: _____: _____: Undesirable
 extremely quite slightly slightly quite extremely

Help Buying Confuse
 Buying
 Decisions: _____: _____: _____: _____: _____: _____: _____: Decisions
 extremely quite slightly slightly quite extremely

Encourage
 Thrift: _____: _____: _____: _____: _____: _____: _____: Uneconomical
 extremely quite slightly slightly quite extremely

Enjoyable: _____: _____: _____: _____: _____: _____: _____: Annoying
 extremely quite slightly slightly quite extremely

Cause More Shift
 Purchases
 Products from one
 to be Store or
 Product to
 Purchased: _____: _____: _____: _____: _____: _____: _____: Another
 extremely quite slightly slightly quite extremely

Remember - we want your own opinions

AM RADIO COMMERCIALS

(Your over-all impressions of all AM radio
commercial of consumer products and services.)

Good: _____:_____:_____:_____:_____:_____:_____:Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____:_____:_____:_____:_____:_____:_____:Advertising
extremely quite slightly slightly quite extremely

Helpful: _____:_____:_____:_____:_____:_____:_____:Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____:_____:_____:_____:_____:_____:_____:Prices
extremely quite slightly slightly quite extremely

Informative: _____:_____:_____:_____:_____:_____:_____:Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____:_____:_____:_____:_____:_____:_____:Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____:_____:_____:_____:_____:_____:_____:Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____:_____:_____:_____:_____:_____:_____:Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____:_____:_____:_____:_____:_____:_____:of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

NATIONALLY BRANDED PRODUCTS AND SERVICES

(Consumer products and services sold and advertised nationally under a brand name; such as household appliances, automobiles, food items, health aids, and cosmetics.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

High Priced: _____: _____: _____: _____: _____: _____: _____: Low Priced
extremely quite slightly slightly quite extremely

High Quality: _____: _____: _____: _____: _____: _____: _____: Low Quality
extremely quite slightly slightly quite extremely

Believable _____ Exaggerated
Claims: _____: _____: _____: _____: _____: _____: _____: Claims
extremely quite slightly slightly quite extremely

Fulfills _____ Falls Short of
Expectations: _____: _____: _____: _____: _____: _____: _____: Expectations
extremely quite slightly slightly quite extremely

Good Value: _____: _____: _____: _____: _____: _____: _____: Poor Value
extremely quite slightly slightly quite extremely

Promotes _____ Promotes
Better _____ Poorer
Products: _____: _____: _____: _____: _____: _____: _____: Products
extremely quite slightly slightly quite extremely

Helpful: _____: _____: _____: _____: _____: _____: _____: Wasteful
extremely quite slightly slightly quite extremely

Lowers _____ Raises
Prices: _____: _____: _____: _____: _____: _____: _____: Prices
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

PACKAGING AND LABELING

(This includes packaging materials and construction as well as information on the package or container such as price, weight, and directions for use.)

Good: _____:_____:_____:_____:_____:_____:Bad
extremely quite slightly slightly quite extremely

Well Poorly
Designed: _____:_____:_____:_____:_____:_____:Designed
extremely quite slightly slightly quite extremely

Helpful in Confuses
Product Product
Selection: _____:_____:_____:_____:_____:_____:Selection
extremely quite slightly slightly quite extremely

True False
Description Description
of Contents: _____:_____:_____:_____:_____:_____:of Contents
extremely quite slightly slightly quite extremely

Permits Necessary for
Comparing Standardized
of Weights Weights
and Prices: _____:_____:_____:_____:_____:_____:Prices
extremely quite slightly slightly quite extremely

Readily Obscure
Observable Presentation
Weight of of Weight
Contents: _____:_____:_____:_____:_____:_____:of Contents
extremely quite slightly slightly quite extremely

Adequate Requires
Controls Legislation
Available for Consumer
Protection: _____:_____:_____:_____:_____:_____:Protection
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

MAGAZINE ADVERTISEMENTS

(Your over-all impressions of all
magazine advertisements of consumer
products and services.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____: _____: _____: _____: _____: _____: _____: Advertising
extremely quite slightly slightly quite extremely

Helpful: _____: _____: _____: _____: _____: _____: _____: Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____: _____: _____: _____: _____: _____: _____: Prices
extremely quite slightly slightly quite extremely

Informative: _____: _____: _____: _____: _____: _____: _____: Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____: _____: _____: _____: _____: _____: _____: Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____: _____: _____: _____: _____: _____: _____: Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____: _____: _____: _____: _____: _____: _____: Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____: _____: _____: _____: _____: _____: _____: of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

REGULAR MODEL CHANGES OF CONSUMER PRODUCTS

(The yearly changes made in certain lines of consumer products, such as appliances and automobiles, to incorporate new styling and product improvements.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Economically Useful: _____: _____: _____: _____: _____: _____: _____: Economically Wasteful
extremely quite slightly slightly quite extremely

Purposeful: _____: _____: _____: _____: _____: _____: _____: Trivial
extremely quite slightly slightly quite extremely

Planned Long Life: _____: _____: _____: _____: _____: _____: _____: Planned Short Life
extremely quite slightly slightly quite extremely

High Quality: _____: _____: _____: _____: _____: _____: _____: Low Quality
extremely quite slightly slightly quite extremely

Raises Cost of Living: _____: _____: _____: _____: _____: _____: _____: Lowers Cost of Living
extremely quite slightly slightly quite extremely

Raises Standard of Living: _____: _____: _____: _____: _____: _____: _____: Lowers Standard of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

LOCALLY BRANDED PRODUCTS AND SERVICES

(Consumer products and services sold by local retailers and distributors with their private labels to local residents; such as many food products, apparel stores, and many local service facilities.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

High Priced: _____: _____: _____: _____: _____: _____: _____: Low Priced
extremely quite slightly slightly quite extremely

High Quality: _____: _____: _____: _____: _____: _____: _____: Low Quality
extremely quite slightly slightly quite extremely

Believable _____: _____: _____: _____: _____: _____: _____: Exaggerated
Claims: _____: _____: _____: _____: _____: _____: _____: Claims
extremely quite slightly slightly quite extremely

Fulfills _____: _____: _____: _____: _____: _____: _____: Falls
Expectations: _____: _____: _____: _____: _____: _____: _____: Short of
extremely quite slightly slightly quite extremely Expectations

Good Value: _____: _____: _____: _____: _____: _____: _____: Poor Value
extremely quite slightly slightly quite extremely

Promotes _____: _____: _____: _____: _____: _____: _____: Promotes
Better _____: _____: _____: _____: _____: _____: _____: Poorer
Products: _____: _____: _____: _____: _____: _____: _____: Products
extremely quite slightly slightly quite extremely

Helpful: _____: _____: _____: _____: _____: _____: _____: Wasteful
extremely quite slightly slightly quite extremely

Lowers _____: _____: _____: _____: _____: _____: _____: Raises
Prices: _____: _____: _____: _____: _____: _____: _____: Prices
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

TELEVISION COMMERCIALS

(Your overall impressions of all television
commercial of consumer products and services.)

Good: _____:_____:_____:_:_____:_:_____:_:Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____:_____:_____:_:_____:_:_____:_:Advertising
extremely quite slightly slightly quite extremely

Helpful: _____:_____:_____:_:_____:_:_____:_:Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____:_____:_____:_:_____:_:_____:_:Prices
extremely quite slightly slightly quite extremely

Informative: _____:_____:_____:_:_____:_:_____:_:Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____:_____:_____:_:_____:_:_____:_:Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____:_____:_____:_:_____:_:_____:_:Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____:_____:_____:_:_____:_:_____:_:Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____:_____:_____:_:_____:_:_____:_:of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

SERVICE AND REPAIR OF CONSUMER PRODUCTS AFTER SALE

(What are your over-all feelings about getting products repaired and serviced due to product wear and product defects.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
 extremely quite slightly slightly quite extremely

Competent _____: _____: _____: _____: _____: _____: _____: Incompetent
 Service: _____: _____: _____: _____: _____: _____: _____: Service
 extremely quite slightly slightly quite extremely

Reliable: _____: _____: _____: _____: _____: _____: _____: Unreliable
 extremely quite slightly slightly quite extremely

Fairly _____: _____: _____: _____: _____: _____: _____: Overpriced
 Priced: _____: _____: _____: _____: _____: _____: _____: Service
 extremely quite slightly slightly quite extremely

Convenient: _____: _____: _____: _____: _____: _____: _____: Time
 extremely quite slightly slightly quite extremely Consuming

Remember - we want your own opinions

CREDIT PURCHASES

(Payment for product and services over a period of time, such as charge accounts, revolving credit, and installment purchases.)

Good: _____:_____:_____:_____:_____:_____:_____:Bad
extremely quite slightly slightly quite extremely

Reasonable _____:_____:_____:_____:_____:_____:_____ Too
Cost: _____:_____:_____:_____:_____:_____:_____ Costly
extremely quite slightly slightly quite extremely

Good Use _____:_____:_____:_____:_____:_____:_____ Poor Use
of Credit _____:_____:_____:_____:_____:_____:_____ of Credit
in Terms of _____:_____:_____:_____:_____:_____:_____ in Terms of
Income by _____:_____:_____:_____:_____:_____:_____ Income by
Consumers: _____:_____:_____:_____:_____:_____:_____ Consumers
extremely quite slightly slightly quite extremely

Adequate _____:_____:_____:_____:_____:_____:_____ Inadequate
Disclosure _____:_____:_____:_____:_____:_____:_____ Disclosure
of Charges: _____:_____:_____:_____:_____:_____:_____ of Charges
extremely quite slightly slightly quite extremely

Necessary: _____:_____:_____:_____:_____:_____:_____ Unnecessary
extremely quite slightly slightly quite extremely

Adequate _____:_____:_____:_____:_____:_____:_____ Necessary
Information _____:_____:_____:_____:_____:_____:_____ for Stand-
Available _____:_____:_____:_____:_____:_____:_____ ardized
for _____:_____:_____:_____:_____:_____:_____ Credit
Comparing _____:_____:_____:_____:_____:_____:_____ Terms
Terms among _____:_____:_____:_____:_____:_____:_____ for Compara-
Stores: _____:_____:_____:_____:_____:_____:_____ bility
extremely quite slightly slightly quite extremely

Consumers _____:_____:_____:_____:_____:_____:_____ Consumers
Aware _____:_____:_____:_____:_____:_____:_____ Unaware
of Costs _____:_____:_____:_____:_____:_____:_____ of Costs
of Credit: _____:_____:_____:_____:_____:_____:_____ of Credit
extremely quite slightly slightly quite extremely

Adequate _____:_____:_____:_____:_____:_____:_____ Requires
Controls _____:_____:_____:_____:_____:_____:_____ Legislation
Available _____:_____:_____:_____:_____:_____:_____ for Consumer
for Consumer _____:_____:_____:_____:_____:_____:_____ Protection
Protection: _____:_____:_____:_____:_____:_____:_____ Protection
extremely quite slightly slightly quite extremely

Raises _____:_____:_____:_____:_____:_____:_____ Lowers
Standard _____:_____:_____:_____:_____:_____:_____ Standard
of Living: _____:_____:_____:_____:_____:_____:_____ of Living
extremely quite slightly slightly quite extremely

Remember - we want your own opinions

FM RADIO COMMERCIALS

(Your over-all impressions of all FM radio commercials
of consumer products and services.)

Good: _____: _____: _____: _____: _____: _____: _____: Bad
extremely quite slightly slightly quite extremely

Too Much Too Little
Advertising: _____: _____: _____: _____: _____: _____: _____: Advertising
extremely quite slightly slightly quite extremely

Helpful: _____: _____: _____: _____: _____: _____: _____: Wasteful
extremely quite slightly slightly quite extremely

Raises Lowers
Prices: _____: _____: _____: _____: _____: _____: _____: Prices
extremely quite slightly slightly quite extremely

Informative: _____: _____: _____: _____: _____: _____: _____: Misleading
extremely quite slightly slightly quite extremely

Promotes Promotes
Better Poorer
Products: _____: _____: _____: _____: _____: _____: _____: Products
extremely quite slightly slightly quite extremely

High Low
Quality: _____: _____: _____: _____: _____: _____: _____: Quality
extremely quite slightly slightly quite extremely

Enjoyable: _____: _____: _____: _____: _____: _____: _____: Annoying
extremely quite slightly slightly quite extremely

Raises Lowers
Standard Standard
of Living: _____: _____: _____: _____: _____: _____: _____: of Living
extremely quite slightly slightly quite extremely

TEST BOOKLET



ALLPORT • VERNON • LINDZEY

Study of Values

THIRD EDITION

HOUGHTON MIFFLIN COMPANY

Boston

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(Permission for inclusion granted by publisher.)

Part I

DIRECTIONS: A number of controversial statements or questions with two alternative answers are given below. Indicate your personal preferences by writing appropriate figures in the boxes to the right of each question. Some of the alternatives may appear equally attractive or unattractive to you. Nevertheless, please attempt to choose the alternative that is *relatively* more acceptable to you. For each question you have three points that you may distribute in any of the following combinations.

1. If you agree with alternative (a) and disagree with (b), write 3 in the first box and 0 in the second box, thus
2. If you agree with (b); disagree with (a), write
3. If you have a slight preference for (a) over (b), write
4. If you have a slight preference for (b) over (a), write

	a	a	b	
		3		0
	a		b	
	0		3	
		a		b
		2		1
	a		b	
	1		2	

Do not write any combination of numbers except one of these four. There is no time limit, but do not linger over any one question or statement, and do not leave out any of the questions unless you find it really impossible to make a decision.

-
- The diagram consists of six vertical dashed lines, each representing a different type of data. The lines are labeled at the bottom with 'R', 'S', 'T', 'X', 'Y', and 'Z'. Each line has one or more square nodes connected by vertical dashed lines. Line R has one node labeled 'a'. Line S has one node labeled 'b'. Line T has three nodes labeled 'a', 'b', and 'a' from top to bottom. Line X has two nodes labeled 'a' and 'b' from top to bottom. Line Y has two nodes labeled 'b' and 'a' from top to bottom. Line Z has one node labeled 'b'.

Total

-
- The diagram shows six vertical dashed lines representing paths. Each path starts at a square box at the top and ends at a colored square box at the bottom. The paths are labeled with 'a' and 'b' at various points. The bottom row of boxes is labeled R, S, T, X, Y, Z from left to right.
- Path 1: Starts at 'a', ends at R (red).
 - Path 2: Starts at 'b', ends at S (blue).
 - Path 3: Starts at 'a', ends at T (green).
 - Path 4: Starts at 'b', ends at X (yellow).
 - Path 5: Starts at 'a', ends at Y (purple).
 - Path 6: Starts at 'b', ends at Z (pink).

Total

-

Total

-
- | | R | S | T | X | Y | Z |
|----|---|---|---|---|---|---|
| 10 | | | | | | |
| 9 | | | | | | |
| 8 | | | | | | b |
| 7 | | | | | b | |
| 6 | | | | a | | |
| 5 | | | b | | | |
| 4 | | a | | | | |
| 3 | | | | | | |
| 2 | a | | | | | |
| 1 | | | | | | |

Total

Part II

DIRECTIONS: Each of the following situations or questions is followed by four possible attitudes or answers. Arrange these answers in the order of your personal preference by writing, in the appropriate box at the right, a score of 4, 3, 2, or 1. To the statement you prefer most give 4, to the statement that is second most attractive 3, and so on.

Example: If this were a question and the following statements were alternative choices you would place:

4 in the box if this statement appeals to you most.

3 in the box if this statement appeals to you second best.

2 in the box if this statement appeals to you third best.

1 in the box if this statement represents your interest or preference least of all.

		4		
3				
				2
			1	

You may think of answers which would be preferable from your point of view to any of those listed. It is necessary, however, that you make your selection from the alternatives presented, and arrange all four in order of their desirability, guessing when your preferences are not distinct. If you find it really impossible to state your preference, you may omit the question. Be sure not to assign more than one 4, one 3, etc., for each question.

1. Do you think that a good government should aim chiefly at — (*Remember to give your first choice 4, etc.*)
 - a. more aid for the poor, sick and old
 - b. the development of manufacturing and trade
 - c. introducing highest ethical principles into its policies and diplomacy
 - d. establishing a position of prestige and respect among nations
2. In your opinion, can a man who works in business all the week best spend Sunday in —
 - a. trying to educate himself by reading serious books
 - b. trying to win at golf, or racing
 - c. going to an orchestral concert
 - d. hearing a really good sermon
3. If you could influence the educational policies of the public schools of some city, would you undertake —
 - a. to promote the study and participation in music and fine arts
 - b. to stimulate the study of social problems
 - c. to provide additional laboratory facilities
 - d. to increase the practical value of courses
4. Do you prefer a friend (of your own sex) who —
 - a. is efficient, industrious and of a practical turn of mind
 - b. is seriously interested in thinking out his attitude toward life as a whole
 - c. possesses qualities of leadership and organizing ability
 - d. shows artistic and emotional sensitivity
5. If you lived in a small town and had more than enough income for your needs, would you prefer to —
 - a. apply it productively to assist commercial and industrial development
 - b. help to advance the activities of local religious groups
 - c. give it for the development of scientific research in your locality
 - d. give it to The Family Welfare Society
6. When you go to the theater, do you, as a rule, enjoy most —
 - a. plays that treat the lives of great men
 - b. ballet or similar imaginative performances
 - c. plays that have a theme of human suffering and love
 - d. problem plays that argue consistently for some point of view

Row	R	S	T	X	Y
1	a	b	a	b	c
2	c	d	a	b	c
3	c	d	a	b	c
4	c	d	a	b	c
5	c	d	a	b	c

- | | R | S | T | X | Y | Z |
|----|---|---|---|---|---|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
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| 89 | | | | | | |
| 90 | | | | | | |

R	S	T	X	Y	Z

-

R	S	T	X	Y	Z

SCORE SHEET FOR THE STUDY OF VALUES

DIRECTIONS:

1. First make sure that every question has been answered.

Note: If you have found it impossible to answer all the questions, you may give equal scores to the alternative answers under each question that has been omitted; thus,

Part I. 1½ for each alternative. The sum of the scores for (a) and (b) must always equal 3.

Part II. 2½ for each alternative. The sum of the scores for the four alternatives under each question must always equal 10.

2. Add the vertical columns of scores on each page and enter the total in the boxes at the bottom of the page.
3. Transcribe the totals from each of the foregoing pages to the columns below. For each page enter the total for each column (R, S, T, etc.) in the space that is labeled with the same letter. **Note that the order in which the letters are inserted in the columns below differs for the various pages.**

Page Totals	Theoretical	Economic	Aesthetic	Social	Political	Religious	The sum of the scores for each row must equal the figure given below.
Part I							
Page 3	(R)	(S)	(T)	(X)	(Y)	(Z)	24
Page 4	(Z)	(Y)	(X)	(T)	(S)	(R)	24
Page 5	(X)	(R)	(Z)	(S)	(T)	(Y)	21
Page 6	(S)	(X)	(Y)	(R)	(Z)	(T)	21
Part II							
Page 8	(Y)	(T)	(S)	(Z)	(R)	(X)	60
Page 9	(T)	(Z)	(R)	(Y)	(X)	(S)	50
Page 10	(R)	(S)	(T)	(X)	(Y)	(Z)	40
Total							240
Correction Figures	+ 2*	- 1	+ 4	- 2*	+ 2	- 5	
Final Total							240

4. Add the totals for the six columns. Add or subtract the correction figures as indicated.
5. Check your work by making sure that the total score for all six columns equals 240. (Use the margins for your additions, if you wish.)
6. Plot the scores by marking points on the vertical lines in the graph on the next page. Draw lines to connect these six points.

*In the 1951 Edition these figures were: *Theoretical* +3, *Social* -3. These new correction figures have been employed in determining the norms in the 1960 manual.

NAME

Last

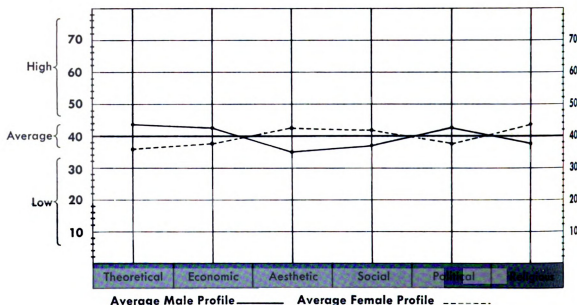
First

Middle Initial

DATE

SEX (M or F)

PROFILE OF VALUES



INTERPRETATION

The profile can be best interpreted if the scores obtained are compared with the following ranges. (Detailed norms for college students and for certain occupations will be found in the *Manual of Directions*.)

Men

High and low scores. A score on one of the values may be considered definitely high or low if it falls outside the following limits. Such scores exceed the range of 50% of all male scores on that value.

<i>Theoretical</i>	39-49	<i>Social</i>	32-42
<i>Economic</i>	37-48	<i>Political</i>	38-47
<i>Aesthetic</i>	29-41	<i>Religious</i>	32-44

Outstandingly high and low scores. A score on one of the values may be considered very distinctive if it is higher or lower than the following limits. Such scores fall outside the range of 82% of all male scores for that value.

<i>Theoretical</i>	34-54	<i>Social</i>	28-47
<i>Economic</i>	32-53	<i>Political</i>	34-52
<i>Aesthetic</i>	24-47	<i>Religious</i>	26-51

Women

High and low scores. A score on one of the values may be considered definitely high or low if it falls outside the following limits. Such scores exceed the range of 50% of all female scores on that value.

<i>Theoretical</i>	31-41	<i>Social</i>	37-47
<i>Economic</i>	33-43	<i>Political</i>	34-42
<i>Aesthetic</i>	37-48	<i>Religious</i>	37-50

Outstandingly high and low scores. A score on one of the values may be considered very distinctive if it is higher or lower than the following limits. Such scores fall outside the range of 82% of all female scores for that value.

<i>Theoretical</i>	26-45	<i>Social</i>	33-51
<i>Economic</i>	28-48	<i>Political</i>	29-46
<i>Aesthetic</i>	31-54	<i>Religious</i>	31-56

APPENDIX B
STATISTICAL TOOLS OF ANALYSIS

1. Mean:

$$\bar{x} = \frac{\sum x}{n}$$

where $\sum x$ = sum of the observations

n = number in sample

2. Standard Deviation:

$$s = \sqrt{\frac{\sum x^2}{n-1}}$$

where $\sum x^2$ = sum of deviations squared

$n-1$ = degrees of freedom

3. Test of Significance of Difference between Means:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{s_{\bar{x}_1 - \bar{x}_2}}$$

where \bar{x}_1 = mean of first sample,

\bar{x}_2 = mean of second sample,

$$s_{\bar{x}_1 - \bar{x}_2} = s \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}$$

distribution of differences between means
of a pair of samples.

4. Correlation Coefficient:

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

where x and y are deviations from their respective means.

5. Test of Significance of Correlation Coefficient:

$$t = r \sqrt{\frac{(n-2)}{(1-r^2)}}, \text{ d.f. } = n-2$$

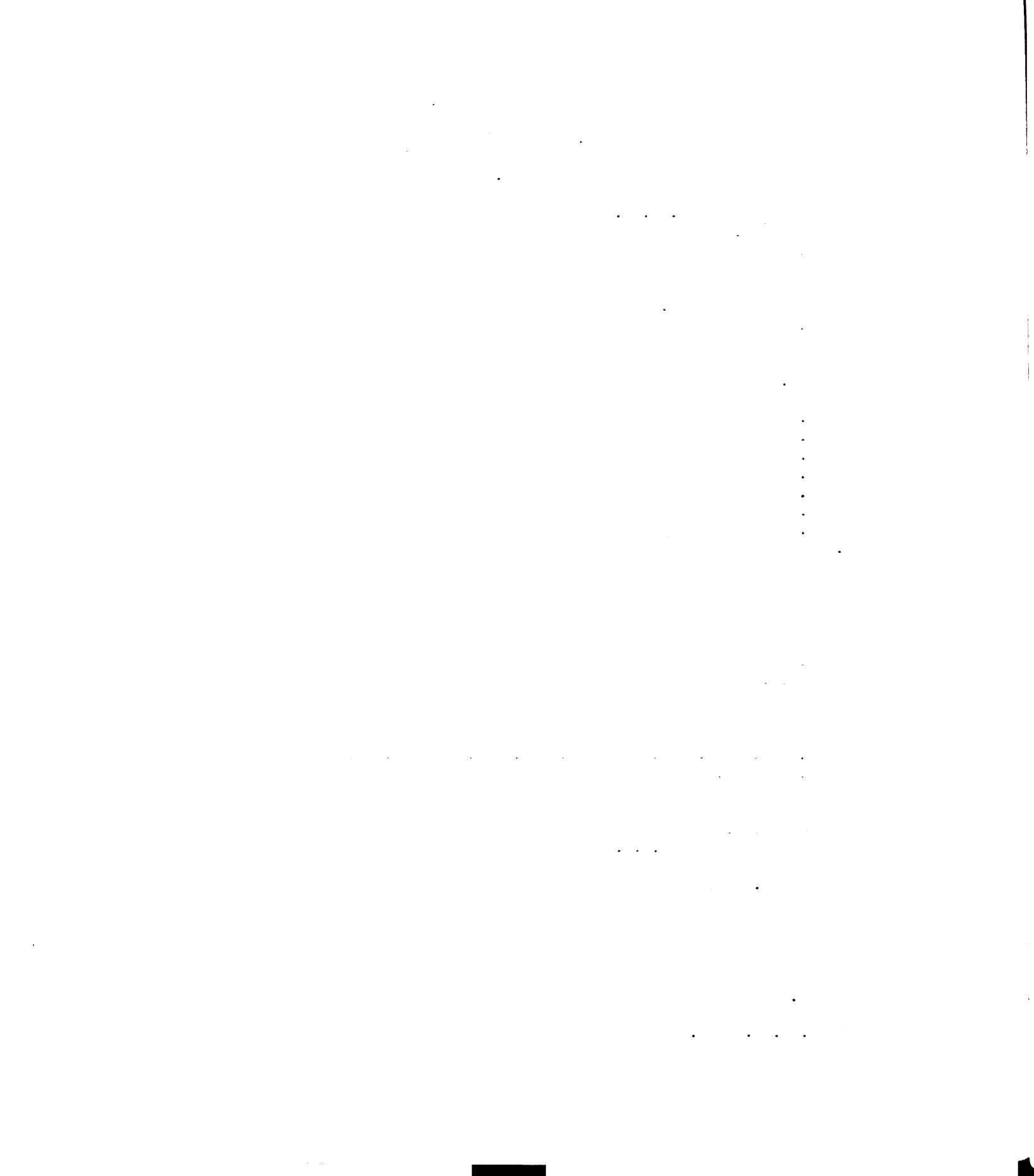
APPENDIX C
PRINTOUT OF COMPUTER PROGRAMS USED
IN THE CALCULATION OF STATISTICAL TOOLS

Computer Program for Calculating Means,
Standard Deviations, Tests of Significance of
Difference Between Means, Correlation of AVL
and Semantic Differential, and Test of Signifi-
cance of Correlation Coefficients.

```

C   FIRST ANALYSIS IS ON A. V. L. STUDY
      DIMENSION A (22,22,5),S(22,5),X(22,5),ADC(5),DET(5),DCM(5),VNM(5),
2DATA(22),LABL(5),XBAR(5),DELTA(5),TVL(4),NI(22)
      PRINT 629
C   FIRST SEGMENT LOADS AND SETS UP INITIAL MATRICES
C   INITIALIZE COUNTERS ETC.
900 DO 1 I=1,22
      DO 1 J=1,22
      DO 1 K=1,5
1  A(I,J,K)=0.
      DO 2 I=1,5
      ADC(I)=0.
      DCM(I)=0.
      VNM(I)=0.
      DET(I)=0.
      DO 2 J=1,22
      S(J,I)=0.
2  X(J,I)=0.
      VN=0.
C   PRINT HEADINGS
      PRINT 601
      READ 602
      PRINT 602
C   IDENTIFY ANALYSIS BY CONTROL CARD
6  READ 603, ICON,M
      IF (ICON)4,4,5
4  PRINT 604
      PAUSE
      TO TO 6
5  READ 605,IBUS,IProf,IHWF,IAGE,IREL,ISEX,IEDU,(DATA(I),I=1,10)
      READ 606,(DATA(I),I=11,16)
      READ 607,(DATA(I),I=17,22)
C   TEST FOR LAST DATA SET
      IF (IBUS-9)22,23,23
C   TEST CHECK SUM OF THE A.V.L. DATA
22 TEST = DATA(1)+DATA(2)+DATA(3)+DATA(4)+DATA(5)+DATA(6)
      IF (TEST-240.)7,8,7
7  PRINT 608
      PAUSE
      GO TO 5
8  CONTINUE
C   UPDATE CARD COUNT
      VN = VN+1.
C   BRANCH TO PROPER ANALYSIS
      GO TO (9.10.11.12,13.14),ICON

```



```

    9 K=1
      GO TO 15
    10 IF (IBUS) 16,16,17
    17 K =1
      GO TO 15
    16 IF (IPROF) 18,18,19
    19 K=2
      GO TO 15
    18 IF (IHWF)20,20,21
    20 PRINT 609
      ACCEPT 610,K
      GO TO 15
    21 K=3
      GO TO 15
    11 K= IAGE
      GO TO 15
    12 K= IREL
      GO TO 15
    13 K= ISEX
      GO TO 15
    14 K= IEDU
C      COMPUTE MATRICES OF SUMS AND CROSS PRODUCTS
C      MISSING DATA POINTS ARE ESTIMATED BY MEAN OF PRIOR POINTS
C      FIRST COME SUMS
    15 DO 101 I=1,22
      IF (DATA(I))24,25,24
    24 X(I,K)=X(I,K)+DATA(I)
      GO TO 26
    25 TEST= 0.
      DO 102 J=1,5
    102 TEST= TEST+X(I,J)
      DATA(I)= TEST/VN
      DCM(K)= DCM(K)+1.
      GO TO 24
    26 CONTINUE
    101 CONTINUE
      ADC(K)= ADC(K)+1.
C      NOW THE PRODUCT MATRIX
      DO 103 I=1,22
      DO 103 J=1,22
    103 A(I,J,K)= A(I,J,K)+DATA(I)*DATA(J)
C      GO BACK FOR MORE DATA
      GO TO 5
    23 CONTINUE
      DO 43 L=1,M
    43 PRINT 628,DCM(L),L
C      SEGMENT 2 SETS UP MATRIX OF MEANS AND STD.DEV.,PRINTS 1ST REPORT
C      TRANSFORM A TO AUGMENTED FORM
      DO 104 K=1,M
      DO 104 I=1,22
      DO 105 J=1,22
C      SET UP DIVIDEND OF THE CORRELATION EQUATION

```

```

      A(I,J,K)=(ADC(K)*A(I,J,K)-X(I,K)*X(J,K))
105 S(I,K)=A(I,I,K)
      IF (S(I,K))106,106,104
106 PRINT 625
      IF (SENSE SWITCH 1)401,402
401 PAUSE
402 CONTINUE
104 CONTINUE
      DO 107 K=1,5
107 VNM(K)=(ADC(K)*ADC(K))-ADC(K)
      PRINT 611
      IF (SENSE SWITCH 1)403,404
403 PAUSE
404 CONTINUE
      PRINT 612
      PRINT 602
      PRINT 612
      PRINT 613
C      SOME VALUES ARE CALCULATED IN THE PRINT LOOP
      PRINT 614
      DO 108 I=1,22
      PRINT 615
      DO 108 K=1,5
      IF (X(I,K))106,108,109
109 XBAR(1)=X(I,K)/ADC(K)
      VAR = S(I,K)/VNM(K)
      STD = SQRT(VAR)
      PRINT 616,I,K,XBAR(1),VAR,STD
108 CONTINUE
      IF (SENSE SWITCH 1)405,406
405 PAUSE
406 CONTINUE
C      SEGMENT THREE TESTS FOR SIGNIFICANT DIFFERENCES BETWEEN MEANS
C      USING T TESTS
C      THIS SEGMENT IS CONTAINED IN A LARGE LOOP
      PRINT 602
      DO 110 I=1,22
      IF (SENSE SWITCH 1)407,408
407 PAUSE
408 CONTINUE
C      PRINT PAGE HEADERS AND COLUMN HEADS
      SUM =0.
      PSUM=0.
C      COMPUTE STD. DEV. FOR ENTIRE GROUP UNDER VARIABLE I.
      DO 111 K=1,M
      SUM=SUM+((A(I,I,K)+(X(I,K)**2))/ADC(K))
      PSUM=PSUM+X(I,K)
111 XBAR(K)=X(I,K)/ADC(K)
      STD=SQRT((VN*SUM-PSUM**2)/(VN*VN-VN))
C      SET UP LABL VECTOR FOR SORTING MEANS IN DESCENDING ORDER.
36 DO 27 K=1,5
27 LABL(K)=K

```

```

      PRINT 615
      PRINT 617,I
C    USE SHELL SORT ROUTINE -- DESCENDING ORDER.
      N=M
      MT=N
201  MT=MT/2
      IF (MT)202,203,202
202  K=N-MT
      J=1
204  IN=J
205  L=IN+MT
      IF (XBAR(IN)-XBAR(L))206,207,207
206  B=XBAR(IN)
      LB=LABL(IN)
      XBAR(IN)=XBAR(L)
      LABL(IN)=LABL(L)
      XBAR(L)=B
      LABL(L)=LB
      IN=IN-MT
      IF (IN-1)207,205,205
207  J=J+1
      IF (J-K)204,204,201
203  CONTINUE
      MN=M-1
X    PRINT TABLE FOR THE FIRST SET OF DELTAS.
      DO 28 LM=1,MN
      MNL=MN-LM+1
      DO 229 N=1,MNL
      MNN=M-N+1
      DELTA(N)=XBAR(LM)-XBAR(MNN)
      N1 = LABL(LM)
      N2 = LABL(MNN)
      SEM = STD*((1./ADC(N1)+1./ADC(N2))**.5)
229  TVL(N) = DELTA(N)/SEM
      LS=M-LM
      PRINT 620,LABL(LM),XBAR(LM),(DELTA(L),L=1,LS)
      PRINT 621,(TVL(L),L=1,LS)
28  CONTINUE
      PRINT 620,LABL(M),XBAR(M)
      PRINT 612
110  CONTINUE
      PAUSE
      GO TO 900
601  FORMAT (29HSURVEY ANALYSIS, NEACE/JENSEN)
602  FORMAT (50H
603  FORMAT (I1,2X,I1)
604  FORMAT (22HINCORRECT CONTROL CODE )
605  FORMAT (I1,2X,6I1,6F3.1,9X,F3.2,7X,F3.2,7X,F3.2,9X,F3.2)
606  FORMAT (8X,F3.2,7X,F3.2,9X,F3.2,9X,F3.2,7X,F3.2,9X,F3.2)
607  FORMAT (7X,F3.2,9X,F3.2,9X,F3.2,5X,F3.2,9X,F3.2,9X,F3.2)
608  FORMAT (44HERROR IN A.V.L. SCORES, CORRECT AND REPLACE.)
609  FORMAT (34HNO OCCUPATION GIVEN. TYPE K VALUE.)

```



```

610 FORMAT (I2)
611 FORMAT (33HSET PAPER FOR BEGINNING OF REPORT )
612 FORMAT (//)
613 FORMAT (5X,24H      VAR.      SUB-      )
614 FORMAT (5X,60H      NO.      GROUP      MEAN      VARIANCE      ST
2D. DEV.  /)
615 FORMAT (/)
616 FORMAT (9X,I4,8X,I4,5X,F10.3,2X,F10.3,2X,F10.3)
617 FORMAT (5X,15Hvariable IS NO.,I3 / 5X,17H  SUB-      S.G. / 5X,60
2H  GROUP      MEAN      DELTA1      DELTA2      DELTA3      DELTA4  / )
619 FORMAT (F5.3,3X,F5.3)
621 FORMAT (9X,12H T VALUE      ,4X,4(F8.3,2X))
622 FORMAT (6X,I6,7I10)
620 FORMAT (5X,I6,6X,F8.3,4(F8.3,2X))
623 FORMAT (I4,8F10.6)
624 FORMAT (6F10.4)
625 FORMAT (28HNeg. OR ZERO ON DIAG.—ERROR)
626 FORMAT (5X,29HCorrelation MATRIX, SUB-GROUP,I3)
627 FORMAT (9X,12H TEST 5 PCT.,4X,4(F8.3,2X))
628 FORMAT (5X,10HTHERE WERE,F5.0,18H NO RESP. CATEGORY,I3)
629 FORMAT (1X,35HSwitch 1 ON FOR PAUSE, OFF NO PAUSE)
      END

```

Computer Program for computing Multiple Correlation Coefficients.

SINGLE AND MULTIPLE LINEAR REGRESSION ANALYSIS.

```
DIMENSION A(10,10), C(10), SUMX(10), SUMXY(10), W(10)
PRINT 100
```

C PROGRAM INITIALIZATION.

```
1 READ 101, EK, EN
  K=EK
  N=EN
  PRINT 102, K
  PRINT 103, N
  SUMY=0.0
  SUMYS=0.0
  DO 2 L=1, K
    SUMX(L)=0.0
    SUMXY(L)=0.0
  DO 2 J=L, K
2 A(L, J)=0.0
```

C Y-X DATA READ IN.

```
DO 3 I=1, N
  READ 101, Y
  READ 101, W(1), W(2), W(3), W(4), W(5), W(6), W(7), W(8), W(9), W(10)
```

C SUMMATION OF Y AND Y SQUARED.

```
SUMY=SUMY+Y
SUMYS=SUMYS+Y*Y
```

C SUMMATION OF X(L), X(L)*Y, AND X(L)*X(J).

```
DO 3 L=1, K
  SUMX(L)=SUMX(L)+W(L)
  SUMXY(L)=SUMXY(L)+W(L)*Y
  DO 3 J=L, K
3 A(L, J)=A(L, J)+W(L)*W(J)
```

C COMPUTATION OF THE CONSTANT VECTOR C(L).
C COMPUTATION OF THE COEFFICIENT MATRIX FOR THE NORMAL EQUATIONS.

```
DO 4 L=1, K
  C(L)=EN*SUMXY(L)-SUMX(L)*SUMY
  DO 4 J=L, K
  A(L, J)=EN*A(L, J)-SUMX(L)*SUMX(J)
4 A(J, L)=A(L, J)
```

C COMPUTATION OF THE PARTIAL CORRELATION COEFFICIENTS X(L) TO X(J).

```

PRINT 104
PRINT 105
DO 5 L=1,K
DO 5 J=L,K
R=A(L,J)/SQRT(A(L,L)*A(J,J))
5 PRINT 106,L,J,R

```

MATRIX INVERSION BY ROLLING METHOD.
INVERSE REPLACES ORIGINAL A MATRIX.

```

K1=K-1
IF (K1) 1,6,7
6 A(1,1)=1.0/A(1,1)
GO TO 12
7 DO 11 ITER=1,K
W(K)=1.0/A(1,1)
DO 8 J=1,K1
8 W(J)=A(1,J+1)*W(K)
DO 10 L=1,K1
DO 9 J=1,K1
9 A(L,J)=A(L+1,J+1)-A(L+1,1)*W(J)
10 A(L,K)=-A(L+1,1)*W(K)
DO 11 J=1,K
11 A(K,J)=W(J)

```

C COMPUTATION OF THE PARTIAL REGRESSION COEFFICIENTS.

```

12 SUM=0.0
BZERO=SUMY/EN
DO 14 J=1,K
W(J)=0.0
DO 13 L=1,K
13 W(J)=W(J)+C(L)*A(L,J)
SUM=SUM+W(J)*C(J)
14 BZERO=BZERO-W(J)*SUMX(J)/EN
PRINT 107
PRINT 108
J=0
PRINT 109,J,BZERO
DO 15 J=1,K
15 PRINT 109,J,W(J)

```

C COMPUTATION OF THE MULTIPLE CORRELATION COEFFICIENT.
C COMPUTATION OF THE STANDARD ERROR OF THE Y DATA.
C COMPUTATION OF THE STANDARD ERROR OF THE ESTIMATE.
C COMPUTATION OF THE SIGNIFICANCE OF REGRESSION (F).

```

Ayy=EN*SUMYS-SUMY*SUMY
RMULT=SUM/Ayy
SY=Ayy/(EN*(EN-1.0))
SYX=SY*(EN-1.0)*(1.0-RMULT)/(EN-EK-1.0)
F=SUM/(EN*EK*SYX)

```



```

RMULT=SQRT(RMULT)
SY=SQRT(SY)
SYX=SQRT(SYX)
PRINT 110,RMULT
PRINT 111,SY
PRINT 112,SYX
PRINT 113,F

```

C COMPUTATION OF THE STANDARD ERROR OF
C THE PARTIAL REGRESSION COEFFICIENTS.

```

PRINT 114
PRINT 115
SB=1.0
DO 16 L=1,K
DO 16 J=1,K
16 SB=SB+A(L,J)*SUMX(L)*SUMX(J)
SB=SYX*SQRT(SB/EN)
J=0
PRINT 109,J,SB
DO 17 J=1,K
SB=SYX*SQRT(EN*A(J,J))
17 PRINT 109,J,SB
GO TO 1

```

C FORMAT STATEMENTS

```

100 FORMAT (//47H SINGLE AND MULTIPLE LINEAR REGRESSION ANALYSIS)
101 FORMAT (F7.0,F7.0,F7.0,F7.0,F7.0,F7.0,F7.0,F7.0,F7.0,F7.0)
102 FORMAT (///34H NUMBER OF INDEPENDENT VARIABLES = I4/)
103 FORMAT (34H NUMBER OF DATA POINTS = I4//)
104 FORMAT (46H PARTIAL CORRELATION COEFFICIENTS X(L) TO X(J)/)
105 FORMAT (8X 2H L,8X 2H J,10X 7H R(L,J)/)
106 FORMAT (I10,I10,E20.8)
107 FORMAT (//32H PARTIAL REGRESSION COEFFICIENTS/)
108 FORMAT (18X 2H J,11X 5H B(J)/)
109 FORMAT (10X I10,E20.8)
110 FORMAT (//35H MULTIPLE CORRELATION COEFFICIENT = E20.8/)
111 FORMAT (35H STANDARD ERROR OF THE Y DATA = E20.8/)
112 FORMAT (35H STANDARD ERROR OF THE ESTIMATE = E20.8/)
113 FORMAT (35H SIGNIFICANCE OF REGRESSION (F) = E20.8///)
114 FORMAT (26H STANDARD ERROR OF PARTIAL,24H REGRESSION COEFFICIENTS)
115 FORMAT (/18X 2H J,10X 6H SB(J)/)
END

```


APPENDIX D

MEANS AND STANDARD DEVIATIONS OF
VALUE DIMENSIONS

$Q=7$

PRINT 109 1.28

82.1.001 TWIRP

APPENDIX D

MEANS AND STANDARD DEVIATIONS OF
VALUE DIMENSIONS

APPENDIX D

MEANS AND STANDARD DEVIATION OF

ALVIN DIMENSIONS

TABLE 50. MEANS AND STANDARD DEVIATIONS OF VALUE DIMENSIONS

Variable	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Occupation						
Business Executives	40.494 (6.00)	50.274 (7.029)	31.655 (7.358)	34.747 (6.859)	43.521 (5.232)	39.306 (8.365)
Professors	46.449 (6.626)	41.137 (8.287)	40.014 (8.910)	35.152 (5.766)	41.210 (6.820)	36.036 (12.212)
Housewives	39.037 (6.952)	39.119 (8.779)	41.966 (8.515)	38.582 (6.783)	37.508 (5.755)	43.785 (9.659)
Sex						
Male	43.273 (6.830)	46.445 (8.859)	34.936 (8.886)	34.885 (6.459)	42.665 (6.060)	37.792 (10.493)
Female	38.892 (6.920)	39.329 (8.781)	42.047 (8.556)	38.480 (6.714)	37.547 (5.699)	43.702 (9.546)
Education						
Less than 13	38.989 (7.912)	44.438 (9.865)	35.897 (9.396)	37.275 (6.964)	39.362 (7.135)	43.765 (9.684)
13 - 16	39.702 (6.105)	44.731 (9.716)	37.014 (9.345)	36.334 (7.438)	40.547 (5.846)	41.669 (8.990)
More than 16	44.739 (7.035)	40.678 (8.491)	40.714 (9.029)	36.301 (5.754)	40.540 (6.832)	37.025 (11.887)
Less than 26	38.714 (6.701)	41.285 (8.118)	45.571 (10.845)	35.285 (10.403)	41.857 (3.484)	37.285 (7.158)
26 - 35	41.972 (8.945)	37.222 (9.425)	40.541 (10.493)	39.569 (7.320)	40.777 (6.707)	39.916 (12.076)
36 - 45	42.546 (6.866)	43.313 (9.399)	38.546 (9.377)	35.471 (7.243)	40.962 (6.420)	39.158 (10.971)
46 - 55	41.392 (6.898)	43.650 (8.854)	37.714 (9.689)	35.978 (5.513)	40.900 (6.397)	40.364 (9.660)
Greater than 55	39.087 (6.620)	46.484 (9.106)	35.555 (7.622)	37.142 (6.164)	38.452 (6.310)	43.277 (9.534)
Religion						
Catholic	40.986 (7.370)	41.828 (8.686)	37.894 (9.284)	37.671 (8.994)	38.078 (7.113)	43.539 (7.706)
Jew	47.916 (6.805)	42.833 (6.709)	41.375 (9.138)	38.208 (6.436)	42.708 (7.984)	26.958 (8.367)
Protestant	40.321 (6.443)	44.134 (9.650)	37.405 (9.424)	35.953 (6.263)	40.608 (6.059)	41.576 (9.758)
Other	50.147 (8.276)	35.941 (7.749)	45.117 (6.755)	39.382 (7.381)	41.088 (7.365)	28.323 (11.851)

TABLE 20. MEANS AND STANDARD DEVIATIONS OF VARIOUS INDICATORS

Variable	Various Dimensions			
	Theoretical	Normative	Anthropologic	Sociological
Occupation	40.494 (6.00)	30.714 (7.02)	31.630 (6.88)	30.714 (6.88)
Business	40.494 (6.00)	30.714 (7.02)	31.630 (6.88)	30.714 (6.88)
Housewives	40.494 (6.00)	30.714 (7.02)	31.630 (6.88)	30.714 (6.88)
Professors	40.494 (6.00)	30.714 (7.02)	31.630 (6.88)	30.714 (6.88)
Housewives	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
Men	40.494 (6.00)	30.714 (7.02)	31.630 (6.88)	30.714 (6.88)
Women	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
Education	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
Loss class	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
13 - 14	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
15 - 16	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
17 - 18	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
19 - 20	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
21 - 22	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
23 - 24	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
25 - 26	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
27 - 28	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
29 - 30	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
31 - 32	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
33 - 34	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
35 - 36	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
37 - 38	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
39 - 40	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
41 - 42	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
43 - 44	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
45 - 46	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
47 - 48	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
49 - 50	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
51 - 52	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
53 - 54	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
55 - 56	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
57 - 58	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
59 - 60	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
61 - 62	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
63 - 64	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
65 - 66	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
67 - 68	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
69 - 70	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
71 - 72	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
73 - 74	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
75 - 76	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
77 - 78	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
79 - 80	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
81 - 82	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
83 - 84	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
85 - 86	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
87 - 88	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
89 - 90	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
91 - 92	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
93 - 94	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
95 - 96	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
97 - 98	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)
99 - 100	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)	30.714 (6.88)

APPENDIX E

T-VALUES OF VALUE DIMENSION MEAN COMPARISONS BY VARIABLE

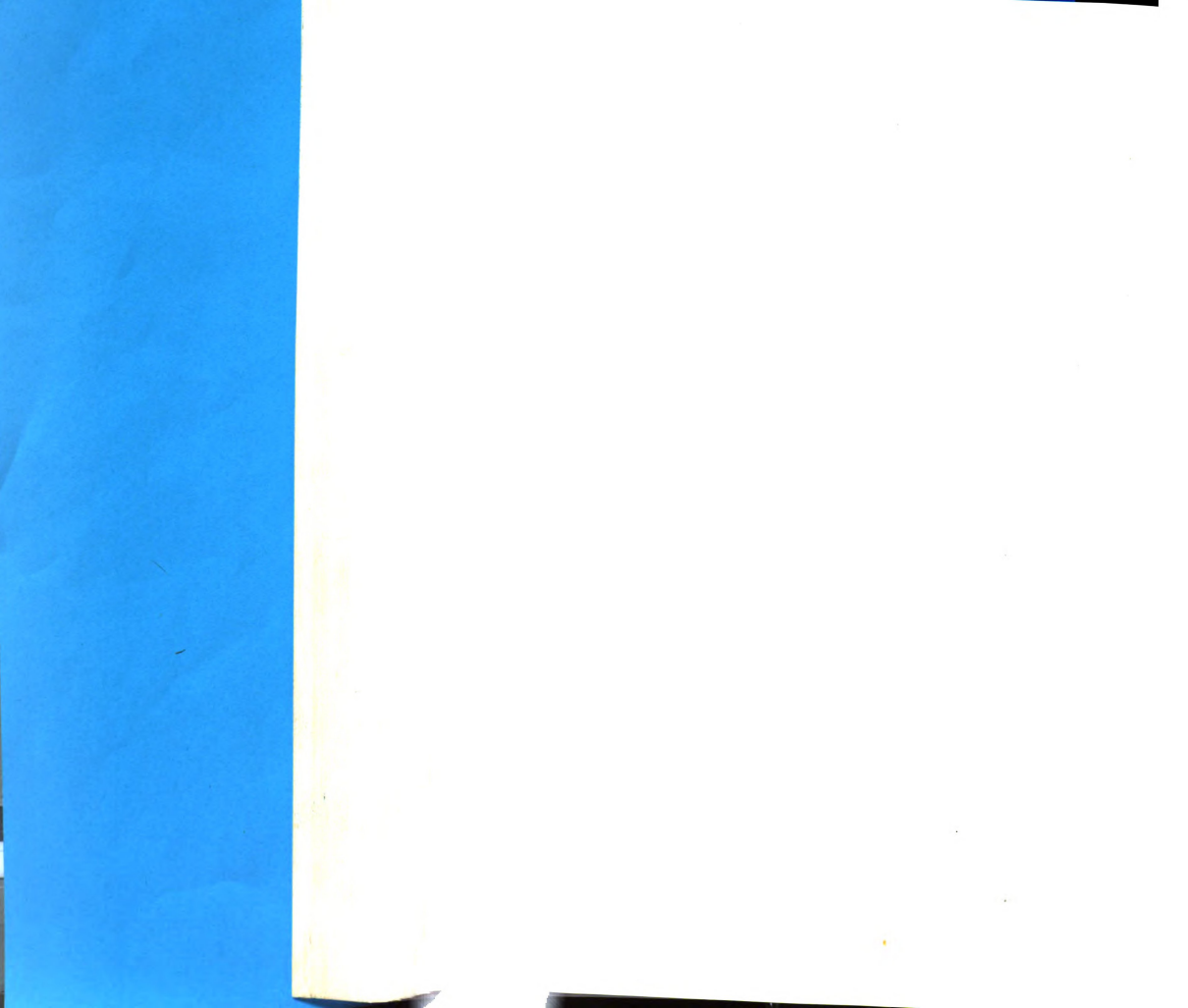


TABLE 51. T-VALUES OF VALUE DIMENSION MEAN COMPARISONS BY VARIABLE

Variable	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Occupation						
Business Executives vs Professors	5.207*	6.055*	5.586*	.374	2.266*	1.962*
Business Executives vs Housewives	1.468	8.518*	7.940*	4.088*	6.792*	3.097*
Professors vs Housewives	6.826*	1.408	1.374	3.343*	3.822*	4.898*
Sex						
Male vs Female	5.089*	6.266*	6.313*	4.418*	6.665*	4.711*
Education						
Less than 13 vs. 13-16	.594	.185	.711	.830	.855	1.199
Less than 13 vs. more than 16	4.566*	2.263*	2.923*	.818	.808	3.673*
13-16 vs more than 16	5.282*	3.221*	2.965*	.037	.008	3.342*
Religion						
Catholic vs Jew	2.907*	.319	1.116	.238	2.117*	4.775*
Catholic vs Protestant	.525	1.380	.295	1.435	2.240*	1.064
Catholic vs Other	4.361*	2.125*	2.628*	.862	1.606	4.972*
Jew vs Protestant	3.558*	.461	1.421	1.117	1.102	4.700*
Jew vs Other	.821	1.925	1.054	.457	.669	.345
Protestant vs Other	5.419*	3.425*	3.251*	2.001*	.296	5.017*

TABLE 51 (Cont'd)

Variable	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Age						
Less than 26	1.095	1.035	1.293	1.524	.407	.607
vs 26 - 35						
Less than 26	1.364	.547	1.912	.070	.357	.457
vs 36 - 45						
Less than 26	.938	.628	2.104*	.256	.376	.740
vs 46 - 55						
Less than 26	.130	1.374	2.669*	.685	1.331	1.434
vs Greater than 55						
26 - 35 vs 36 - 45	.414	3.329*	1.099	3.126*	.149	.375
26 - 35 vs 46 - 55	.392	3.300*	1.463	2.574*	.092	.208
26 - 35 vs Greater than 55	1.918	4.668*	2.534	1.707	1.733	1.534
36 - 45 vs 46 - 55	1.042	.230	.575	.484	.063	.747
36 - 45 vs Greater than 55	3.026*	2.102*	2.000	1.546	2.462*	2.473*
46 - 55 vs Greater than 55	1.844	1.718	1.320	.985	2.195*	1.599

* 95% confidence level

TABLE 31 (Cont'd)

Variable	Value Distribution				
	Theoretical Economic Social & Political Region				
Age					
Less than 25	1.092	1.332	1.326	1.000	1.000
25 - 35					
Less than 25	1.394	1.312	1.000	1.000	1.000
35 - 45					
Less than 25	1.000	1.000*	1.000	1.000	1.000
45 - 55					
Less than 25	1.130	1.174	1.000*	1.000	1.000
Greater than 25					
25 - 35	1.016	1.323*	1.000	1.000	1.000
35 - 45					
25 - 35	1.392	1.000*	1.000	1.000	1.000
45 - 55					
25 - 35	1.016	1.000*	1.000	1.000	1.000
Greater than 25					
25 - 45	1.042	1.000	1.000	1.000	1.000
45 - 55					
25 - 45	1.000*	1.000	1.000	1.000	1.000
Greater than 25					
45 - 55	1.044	1.000	1.000	1.000	1.000

* 95% confidence level

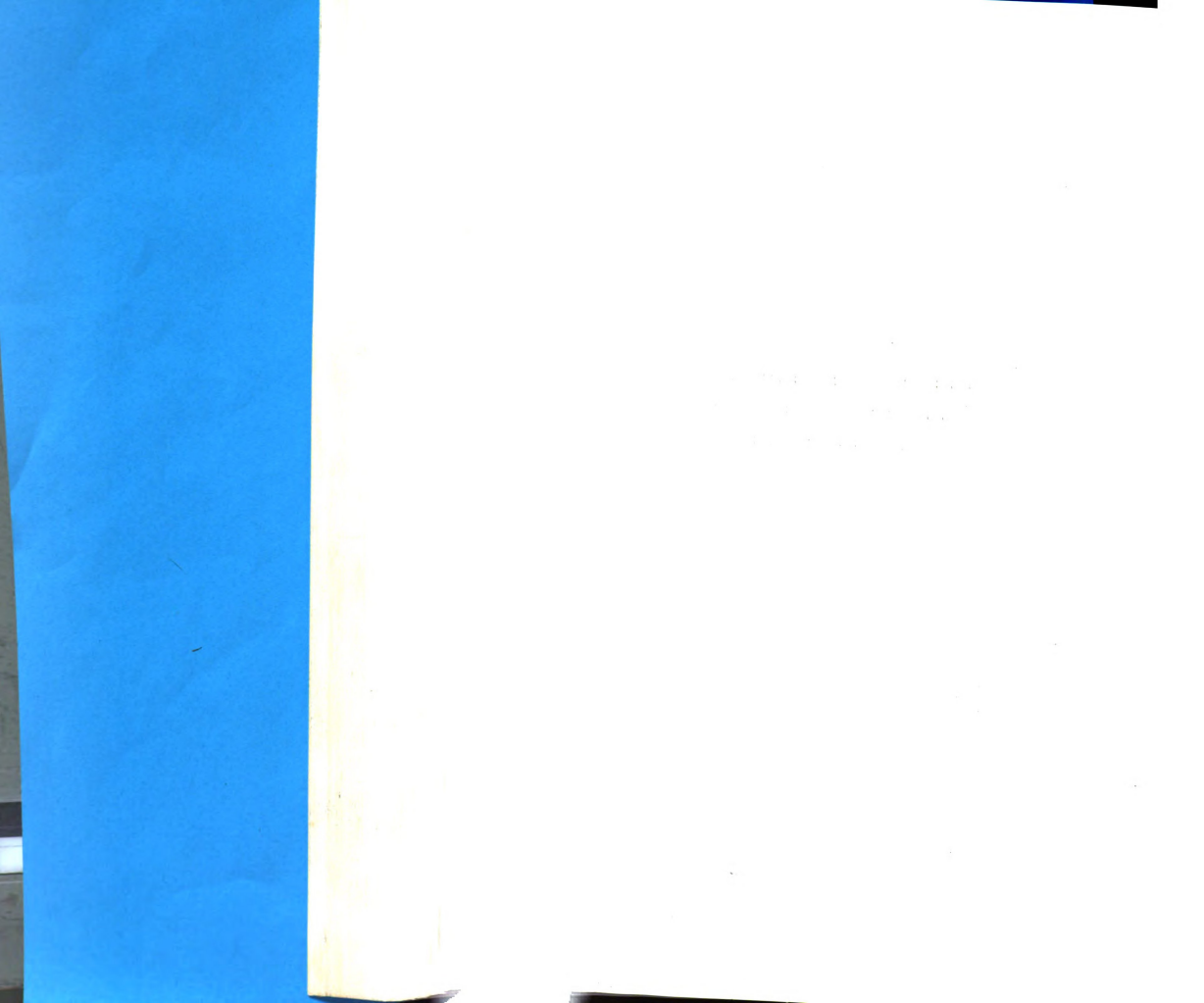


TABLE 52. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - OCCUPATION: BUSINESS EXECUTIVES

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-.162	-.410	-.871	-1.516	1.143
Guarantee & Warranty of Consumer Goods	-.152	.765	-.496	.640	-.813
New Products and Services	.171	-.057	.448	-1.566	1.036
Newspaper Advertisements	.353	.181	.362	-1.427	.085
Personal Salesmanship	.496	-.535	.602	-.621	.621
Premiums	.871	1.866	-3.021	.602	-.305
AM Radio Commercials	.104	1.417	-2.337	-.891	1.143
Nationally Branded Products	1.595	.630	-1.536	-2.707	.554
Packaging and Labeling	.765	1.094	-.324	-.467	.133
Magazine Advertisements	1.055	.544	.391	-2.793	1.065
Regular Model Changes of Consumer Products	.190	-.698	-.334	-2.151	1.745
Locally Branded Products	.019	-.143	1.665	.076	.019
Television Commercials	-1.447	.929	-2.421	-.237	2.452
Service & Repair of Consumer Products	1.645	.496	-1.162	.736	-.804
Credit Purchases	.314	-.171	1.496	-2.008	.630
FM Radio Commercials	-1.348	.343	.305	.554	1.240

СРЕДНЕЕ ДЛЯ ПРОИЗВЕДЕНИЯ НАЛЫВ ПО СТРОИТЕЛЬСТВУ ПОТРАЧЕНОГО ВО ВРЕМЯ Т. 22. НАЛЫВ
 СРЕДНЕЕ ДЛЯ ПРОИЗВЕДЕНИЯ ПОТРАЧЕНОГО - ВРЕМЯ НА СВАРКУ ПО

показатель	насос	объемный расход	интенсивность	устройство для сварки
217.1	261.1	178. -	261. -	устройство для сварки
218. -	268. -	205. -	261. -	устройство для сварки
221. -	262.1	202.1 -	217. -	устройство для сварки
232. -	268.1	202. -	222. -	устройство для сварки
233. -	270. -	202. -	222. -	устройство для сварки
234. -	270. -	202. -	222. -	устройство для сварки
235. -	270. -	202. -	222. -	устройство для сварки
236. -	270. -	202. -	222. -	устройство для сварки
237. -	270. -	202. -	222. -	устройство для сварки
238. -	270. -	202. -	222. -	устройство для сварки
239. -	270. -	202. -	222. -	устройство для сварки
240. -	270. -	202. -	222. -	устройство для сварки
241. -	270. -	202. -	222. -	устройство для сварки
242. -	270. -	202. -	222. -	устройство для сварки
243. -	270. -	202. -	222. -	устройство для сварки
244. -	270. -	202. -	222. -	устройство для сварки
245. -	270. -	202. -	222. -	устройство для сварки
246. -	270. -	202. -	222. -	устройство для сварки
247. -	270. -	202. -	222. -	устройство для сварки
248. -	270. -	202. -	222. -	устройство для сварки
249. -	270. -	202. -	222. -	устройство для сварки
250. -	270. -	202. -	222. -	устройство для сварки
251. -	270. -	202. -	222. -	устройство для сварки
252. -	270. -	202. -	222. -	устройство для сварки
253. -	270. -	202. -	222. -	устройство для сварки
254. -	270. -	202. -	222. -	устройство для сварки
255. -	270. -	202. -	222. -	устройство для сварки
256. -	270. -	202. -	222. -	устройство для сварки
257. -	270. -	202. -	222. -	устройство для сварки
258. -	270. -	202. -	222. -	устройство для сварки
259. -	270. -	202. -	222. -	устройство для сварки
260. -	270. -	202. -	222. -	устройство для сварки
261. -	270. -	202. -	222. -	устройство для сварки
262. -	270. -	202. -	222. -	устройство для сварки
263. -	270. -	202. -	222. -	устройство для сварки
264. -	270. -	202. -	222. -	устройство для сварки
265. -	270. -	202. -	222. -	устройство для сварки
266. -	270. -	202. -	222. -	устройство для сварки
267. -	270. -	202. -	222. -	устройство для сварки
268. -	270. -	202. -	222. -	устройство для сварки
269. -	270. -	202. -	222. -	устройство для сварки
270. -	270. -	202. -	222. -	устройство для сварки

TABLE 53. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - OCCUPATION: PROFESSORS

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-1.766	2.803	-3.068	-2.508	-.155
Guarantee & Warranty of Consumer Goods	-.781	-.073	-.814	-.731	1.846
New Products and Services	-.582	1.258	-1.014	-1.627	.368
Newspaper Advertisements	-.344	1.784	-2.322	-2.158	.303
Personal Salesmanship	-.615	1.890	-.947	-1.106	.081
Premiums	.789	1.644	-1.292	-2.005	.541
AM Radio Commercials	-1.801	1.670	-1.369	-3.048	.171
Nationally Branded Products	-1.688	2.267	-1.801	-.590	2.194
Packaging and Labeling	-1.714	3.138	-3.321	-.640	.566
Magazine Advertisements	-1.566	2.822	-2.489	-2.104	.073
Regular Model Changes of Consumer Products	-1.480	1.890	-2.716	-1.275	.270
Locally Branded Products	-.897	.756	-.615	-1.056	-.188
Television Commercials	-2.929	2.803	-2.122	-2.258	-.016
Service & Repair of Consumer Products	-.090	.450	-.889	-.147	1.412
Credit Purchases	1.224	2.023	-.864	-.632	.939
FM Radio Commercials	-1.360	2.095	-3.038	-1.048	1.837

TABLE 5A. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - OCCUPATION: HOUSEWIVES

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-2.756	2.913	-2.554	-1.587	.820	2.226
Guarantee & Warranty of Consumer Goods	-1.007	1.553	-.721	-1.996	.600	.985
New Products and Services	-1.598	3.034	-1.847	-.963	-.699	1.185
Newspaper Advertisements	-2.495	2.134	-1.274	-.666	-1.881	2.613
Personal Salesmanship	-2.076	.842	-1.240	.382	-.305	1.722
Premiums	-1.430	1.847	-2.389	-.743	-1.074	2.661
AM Radio Commercials	-1.847	1.018	-2.888	-.163	.240	2.913
Nationally Branded Products	-3.034	1.881	-.732	-2.378	-1.151	3.544
Packaging and Labeling	-3.318	2.308	-3.144	-.371	.941	2.684
Magazine Advertisements	-3.243	2.042	-2.261	-2.180	.776	3.569
Regular Model Changes of Consumer Products	-2.007	2.495	-3.132	-.963	.743	2.134
Locally Branded Products	-2.284	2.076	-.589	-1.916	.655	1.207
Television Commercials	-1.677	2.937	-2.661	-1.185	.109	1.677
Service & Repair of Consumer Products	-2.366	1.486	-.458	-.174	-.699	1.285
Credit Purchases	-2.424	1.107	-.349	-.853	-.897	2.203
FM Radio Commercials	-1.938	.524	-.952	-.897	-.513	2.756

TABLE 55. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - SEX: MALE

Market-Place Activity		Value Dimensions					
		Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services		-4.516	5.482	-5.946	-2.581	1.798	3.758
Guarantee & Warranty of Consumer Goods		-1.966	2.317	-2.554	-1.136	1.606	.623
New Products and Services		-1.875	2.541	-2.043	-2.108	1.454	1.276
Newspaper Advertisements		-2.069	3.491	-3.132	-2.330	1.036	1.901
Personal Salesmanship		-2.462	3.958	-3.366	-1.137	.698	1.441
Premiums		-.873	3.815	-4.146	-.336	.873	.523
AM Radio Commercials		-3.744	4.742	-4.758	-2.528	1.683	3.010
Nationally Branded Products		-3.159	4.973	-4.651	-2.238	3.801	1.036
Packaging and Labeling		-3.010	5.612	-5.241	-.923	1.543	1.365
Magazine Advertisements		-3.617	5.963	-4.973	-2.888	1.773	2.383
Regular Model Changes of Consumer Products		-3.915	4.471	-5.369	-2.212	2.330	3.159
Locally Branded Products		-1.517	1.555	-.498	-.735	.323	.361
Television Commercials		-5.612	5.761	-5.895	-1.773	2.594	3.132
Service & Repair of Consumer Products		-.585	2.383	-3.118	.423	1.188	.012
Credit Purchases		-2.056	4.030	-2.095	-1.888	1.863	-.074
FM Radio Commercials		-3.815	3.673	-3.786	-.423	2.807	1.150

TABLE 56. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - SEX: FEMALE

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political
Advertising of Consumer Goods & Services	-2.680	2.789	-2.511	-1.597	.702
Guarantee & Warranty of Consumer Goods	-1.017	1.448	-.702	-1.886	.445
New Products and Services	-1.712	2.912	-1.585	-1.073	-.758
Newspaper Advertisements	-2.166	1.735	-1.232	-.702	-2.061
Personal Salesmanship	-2.249	.871	-.837	.189	-.289
Premiums	-1.243	1.666	-2.415	.680	-1.040
AM Radio Commercials	-1.643	1.232	-3.235	.022	.512
Nationally Branded Products	-2.838	1.631	-.803	-2.202	-1.300
Packaging and Labeling	-3.374	2.261	-.307	-.233	.904
Magazine Advertisements	-3.247	1.967	-2.119	-2.273	.691
Regular Model Changes of Consumer Products	-2.084	2.619	-3.135	-1.028	.851
Locally Branded Products	-2.332	2.427	-.893	-1.828	.916
Television Commercials	-1.700	2.912	-2.619	-1.107	.022
Service & Repair of Consumer Products	-2.356	1.414	-.323	-.144	-.624
Credit Purchases	-2.296	1.017	-.412	-.848	-.871
FM Radio Commercials	-2.037	.859	-1.221	-.803	-.300

TABLE 57. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION: LESS THAN 13

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Religion
Advertising of Consumer Goods & Services	-1.333	2.299	-2.868	-2.235	4.032
Guarantee & Warranty of Consumer Goods	-1.348	.267	-.178	-1.984	.835
New Products and Services	-1.139	1.018	-1.197	-1.033	.969
Newspaper Advertisements	-1.984	1.033	-.675	-.508	.877
Personal Salesmanship	-.226	2.069	-2.578	-.446	1.312
Premiums	-1.068	1.018	-.123	-.828	-.425
AM Radio Commercials	-1.175	1.435	-2.536	-.884	1.465
Nationally Branded Products	-1.283	2.108	-2.163	-2.773	1.984
Packaging and Labeling	-1.413	1.232	-.102	-2.030	.983
Magazine Advertisements	-.891	3.099	-1.922	-3.117	2.930
Regular Model Changes of Consumer Products	-.779	1.326	-2.171	-1.118	2.015
Locally Branded Products	-1.687	.487	-.137	-.723	.240
Television Commercials	-1.650	1.953	-1.945	-1.838	2.799
Service & Repair of Consumer Products	.281	.027	-.226	-.884	.246
Credit Purchases	-.557	1.125	-1.096	-.919	1.465
FM Radio Commercials	-2.315	.246	.308	-.047	.405

TABLE 58. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION (13 - 16)

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Religion
Advertising of Consumer Goods & Services	.162	5.310	-3.627	-2.836	2.301 - .917
Guarantee & Warranty of Consumer Goods	.359	2.301	- .870	- .521	.451 -1.648
New Products and Services	.335	4.523	-2.473	-2.203	.730 - .964
Newspaper Advertisements	.115	2.170	-1.493	-1.684	- .069 .023
Personal Salesmanship	.011	2.215	-1.612	-1.281	.533 0.000
Premiums	1.553	2.811	-4.240	- .023	.544 - .196
AM Radio Commercials	.393	3.065	-4.088	-1.351	2.424 .104
Nationally Branded Products	.451	2.925	-1.732	-3.181	1.034 .277
Packaging and Labeling	- .964	2.252	-2.486	.277	- .138 .637
Magazine Advertisements	- .567	3.091	-2.154	-2.798	1.708 .498
Regular Model Changes of Consumer Products	.104	4.088	-3.991	-2.548	2.375 .231
Locally Branded Products	- .893	1.222	.847	-1.269	.637 - .964
Television Commercials	.614	5.513	-5.341	-1.363	2.179 -1.034
Service & Repair of Consumer Products	- .196	2.037	-1.458	.812	-1.022 - .556
Credit Purchases	- .127	3.233	- .975	-2.710	.788 - .591
FM Radio Commercials	.812	3.507	-2.461	-1.612	1.996 -1.648

TABLE 59. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - EDUCATION: MORE THAN 16

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political
Advertising of Consumer Goods & Services	-2.379	2.508	-4.149	-2.125	-.461
Guarantee & Warranty of Consumer Goods	-1.054	-1.034	-.333	.166	-.559
New Products and Services	-.559	1.731	-2.010	-1.896	1.445
Newspaper Advertisements	-.313	1.314	-1.751	-2.241	-.461
Personal Salesmanship	-1.979	1.466	-1.264	.264	1.927
Premiums	-.608	.915	-1.264	-1.385	.146
AM Radio Commercials	-2.703	1.649	-1.690	-2.020	-.048
Nationally Branded Products	-2.846	1.854	-1.875	-.215	1.294
Packaging and Labeling	-3.684	1.365	-2.497	1.074	.127
Magazine Advertisements	-2.422	2.747	-3.708	-1.958	.313
Regular Model Changes of Consumer Products	-1.772	1.989	-3.171	-1.445	1.345
Locally Branded Products	-1.720	.816	-.707	-.127	-.598
Television Commercials	-3.708	2.519	-2.583	-2.188	.786
Service & Repair of Consumer Products	-1.710	-.029	-.048	.245	1.164
Credit Purchases	-.628	.717	-.628	-.176	.687
FM Radio Commercials	-1.968	1.385	-3.648	-.697	2.020

TABLE 60. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: CATHOLIC

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-1.970	3.329	-1.935	-1.542	1.503	1.218
Guarantee & Warranty of Consumer Goods	-1.028	.860	2.019	-.694	-.627	-.922
New Products and Services	-.294	.805	.048	-.829	.755	-.408
Newspaper Advertisements	-1.722	.817	.609	-1.921	-.342	2.603
Personal Salesmanship	-1.320	1.123	1.263	-1.648	-.451	.774
Premiums	-.451	.168	-.590	.651	-.615	.768
AM Radio Commercials	-1.750	1.085	-.120	-.475	1.041	.150
Nationally Branded Products	-.947	1.635	-.487	-1.192	-.198	1.269
Packaging and Labeling	-.627	1.091	.670	-.639	-1.211	.414
Magazine Advertisements	-1.682	3.418	-.774	-1.956	1.295	.126
Regular Model Changes of Consumer Products	-1.295	.848	-.768	-.953	1.702	.780
Locally Branded Products	-.590	.817	1.314	-.706	-.336	-.768
Television Commercials	-.935	2.931	-1.269	-1.689	1.716	-.210
Service & Repair of Consumer Products	-1.998	.396	-.066	1.418	-1.615	1.308
Credit Purchases	-1.542	2.026	1.028	-1.372	-1.295	.792
FM Radio Commercials	-1.243	3.031	-3.633	.517	.651	.664

TABLE NO. 3. STATE OF CONSTRUCTION OPERATIONS ON OTHER DEFENSIBLE AND ECONOMIC
ON FIVE-STAR VILLAGE - HINDUJI, CHHATTISGARH

No. of Project	Location	Area				Remarks
		Large	Medium	Small	Other	
1	1.1	1.1	1.1	1.1	1.1	1.1
2	2.1	2.1	2.1	2.1	2.1	2.1
3	3.1	3.1	3.1	3.1	3.1	3.1
4	4.1	4.1	4.1	4.1	4.1	4.1
5	5.1	5.1	5.1	5.1	5.1	5.1
6	6.1	6.1	6.1	6.1	6.1	6.1
7	7.1	7.1	7.1	7.1	7.1	7.1
8	8.1	8.1	8.1	8.1	8.1	8.1
9	9.1	9.1	9.1	9.1	9.1	9.1
10	10.1	10.1	10.1	10.1	10.1	10.1
11	11.1	11.1	11.1	11.1	11.1	11.1
12	12.1	12.1	12.1	12.1	12.1	12.1
13	13.1	13.1	13.1	13.1	13.1	13.1
14	14.1	14.1	14.1	14.1	14.1	14.1
15	15.1	15.1	15.1	15.1	15.1	15.1
16	16.1	16.1	16.1	16.1	16.1	16.1
17	17.1	17.1	17.1	17.1	17.1	17.1
18	18.1	18.1	18.1	18.1	18.1	18.1
19	19.1	19.1	19.1	19.1	19.1	19.1
20	20.1	20.1	20.1	20.1	20.1	20.1
21	21.1	21.1	21.1	21.1	21.1	21.1
22	22.1	22.1	22.1	22.1	22.1	22.1
23	23.1	23.1	23.1	23.1	23.1	23.1
24	24.1	24.1	24.1	24.1	24.1	24.1
25	25.1	25.1	25.1	25.1	25.1	25.1
26	26.1	26.1	26.1	26.1	26.1	26.1
27	27.1	27.1	27.1	27.1	27.1	27.1
28	28.1	28.1	28.1	28.1	28.1	28.1
29	29.1	29.1	29.1	29.1	29.1	29.1
30	30.1	30.1	30.1	30.1	30.1	30.1
31	31.1	31.1	31.1	31.1	31.1	31.1
32	32.1	32.1	32.1	32.1	32.1	32.1
33	33.1	33.1	33.1	33.1	33.1	33.1
34	34.1	34.1	34.1	34.1	34.1	34.1
35	35.1	35.1	35.1	35.1	35.1	35.1
36	36.1	36.1	36.1	36.1	36.1	36.1
37	37.1	37.1	37.1	37.1	37.1	37.1
38	38.1	38.1	38.1	38.1	38.1	38.1
39	39.1	39.1	39.1	39.1	39.1	39.1
40	40.1	40.1	40.1	40.1	40.1	40.1
41	41.1	41.1	41.1	41.1	41.1	41.1
42	42.1	42.1	42.1	42.1	42.1	42.1
43	43.1	43.1	43.1	43.1	43.1	43.1
44	44.1	44.1	44.1	44.1	44.1	44.1
45	45.1	45.1	45.1	45.1	45.1	45.1
46	46.1	46.1	46.1	46.1	46.1	46.1
47	47.1	47.1	47.1	47.1	47.1	47.1
48	48.1	48.1	48.1	48.1	48.1	48.1
49	49.1	49.1	49.1	49.1	49.1	49.1
50	50.1	50.1	50.1	50.1	50.1	50.1
51	51.1	51.1	51.1	51.1	51.1	51.1
52	52.1	52.1	52.1	52.1	52.1	52.1
53	53.1	53.1	53.1	53.1	53.1	53.1
54	54.1	54.1	54.1	54.1	54.1	54.1
55	55.1	55.1	55.1	55.1	55.1	55.1
56	56.1	56.1	56.1	56.1	56.1	56.1
57	57.1	57.1	57.1	57.1	57.1	57.1
58	58.1	58.1	58.1	58.1	58.1	58.1
59	59.1	59.1	59.1	59.1	59.1	59.1
60	60.1	60.1	60.1	60.1	60.1	60.1
61	61.1	61.1	61.1	61.1	61.1	61.1
62	62.1	62.1	62.1	62.1	62.1	62.1
63	63.1	63.1	63.1	63.1	63.1	63.1
64	64.1	64.1	64.1	64.1	64.1	64.1
65	65.1	65.1	65.1	65.1	65.1	65.1
66	66.1	66.1	66.1	66.1	66.1	66.1
67	67.1	67.1	67.1	67.1	67.1	67.1
68	68.1	68.1	68.1	68.1	68.1	68.1
69	69.1	69.1	69.1	69.1	69.1	69.1
70	70.1	70.1	70.1	70.1	70.1	70.1
71	71.1	71.1	71.1	71.1	71.1	71.1
72	72.1	72.1	72.1	72.1	72.1	72.1
73	73.1	73.1	73.1	73.1	73.1	73.1
74	74.1	74.1	74.1	74.1	74.1	74.1
75	75.1	75.1	75.1	75.1	75.1	75.1
76	76.1	76.1	76.1	76.1	76.1	76.1
77	77.1	77.1	77.1	77.1	77.1	77.1
78	78.1	78.1	78.1	78.1	78.1	78.1
79	79.1	79.1	79.1	79.1	79.1	79.1
80	80.1	80.1	80.1	80.1	80.1	80.1
81	81.1	81.1	81.1	81.1	81.1	81.1
82	82.1	82.1	82.1	82.1	82.1	82.1
83	83.1	83.1	83.1	83.1	83.1	83.1
84	84.1	84.1	84.1	84.1	84.1	84.1
85	85.1	85.1	85.1	85.1	85.1	85.1
86	86.1	86.1	86.1	86.1	86.1	86.1
87	87.1	87.1	87.1	87.1	87.1	87.1
88	88.1	88.1	88.1	88.1	88.1	88.1
89	89.1	89.1	89.1	89.1	89.1	89.1
90	90.1	90.1	90.1	90.1	90.1	90.1
91	91.1	91.1	91.1	91.1	91.1	91.1
92	92.1	92.1	92.1	92.1	92.1	92.1
93	93.1	93.1	93.1	93.1	93.1	93.1
94	94.1	94.1	94.1	94.1	94.1	94.1
95	95.1	95.1	95.1	95.1	95.1	95.1
96	96.1	96.1	96.1	96.1	96.1	96.1
97	97.1	97.1	97.1	97.1	97.1	97.1
98	98.1	98.1	98.1	98.1	98.1	98.1
99	99.1	99.1	99.1	99.1	99.1	99.1
100	100.1	100.1	100.1	100.1	100.1	100.1

TABLE 61. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: JEW

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.295	.453	-1.295	-1.001	.012	2.396
Guarantee & Warranty of Consumer Goods	-1.120	3.563	-2.071	.167	1.228	-.379
New Products and Services	.929	-.562	-.723	-.486	-.117	1.020
Newspaper Advertisements	-1.593	.050	-.837	-.947	.340	3.596
Personal Salesmanship	.417	1.656	-.911	-.625	-.525	.411
Premiums	.713	-.088	-.788	.047	.098	.209
AM Radio Commercials	-.063	.434	-1.566	-2.505	1.295	1.865
Nationally Branded Products	-.943	.366	-1.147	-2.916	2.159	1.806
Packaging and Labeling	-2.028	2.193	-1.363	-.129	.795	.689
Magazine Advertisements	-.279	-.186	-1.185	-1.031	.075	3.271
Regular Model Changes of Consumer Products	.009	.171	-1.139	-1.850	.618	1.976
Locally Branded Products	-.190	-1.117	.006	-.969	.006	2.082
Television Commercials	-.747	1.216	-1.966	-1.615	.987	2.039
Service & Repair of Consumer Products	-2.948	1.263	-.555	1.208	-.466	1.034
Credit Purchases	-1.874	1.128	-.774	-1.124	.503	1.879
FM Radio Commercials	-1.042	-.218	-1.283	-.545	.675	2.712

TABLE 62. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: PROTESTANT

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-1.056	5.501	-5.183	-2.280	3.761 - .497
Guarantee & Warranty of Consumer Goods	-1.618	1.011	-1.828	-.321	1.041 1.381
New Products and Services	.131	5.166	-3.283	-2.892	2.174 -1.336
Newspaper Advertisements	.058	3.079	-2.753	-.600	-.087 .014
Personal Salesmanship	-1.026	3.063	-3.600	.321	1.783 - .234
Premiums	-.688	3.299	-4.053	-.585	.263 1.262
AM Radio Commercials	-1.159	3.955	-4.958	-1.174	2.416 .791
Nationally Branded Products	-1.768	3.922	-3.142	-1.798	2.432 .029
Packaging and Labeling	-3.330	2.692	-3.777	1.011	1.529 1.470
Magazine Advertisements	-1.188	4.482	-4.118	-2.723	2.508 .556
Regular Model Changes of Consumer Products	-1.366	5.394	-5.880	-1.559	3.126 .263
Locally Branded Products	-2.249	1.381	-.307	-.219	.029 .526
Television Commercials	-1.738	5.555	-5.447	-1.026	2.831 - .117
Service & Repair of Consumer Products	-.805	1.396	-1.708	.219	.761 .190
Credit Purchases	-.908	3.048	-2.861	-1.247	2.295 - .263
FM Radio Commercials	-1.843	3.173	-2.815	-1.633	2.892 .087

TABLE 63. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - RELIGION: OTHER

Market-Place Activity	Value Dimensions					
	Theoretical	Economic	Aesthetic	Social	Political	Religion
Advertising of Consumer Goods & Services	-.786	1.581	-4.148	-2.159	.236	2.707
Guarantee & Warranty of Consumer Goods	-.318	.798	-.890	-.885	-.310	.961
New Products and Services	-.361	-.567	-.342	.015	.688	.385
Newspaper Advertisements	-1.615	2.370	-1.630	-1.461	1.138	.757
Personal Salesmanship	-1.262	1.308	-2.351	-1.034	.432	1.665
Premiums	.684	2.389	-.704	-2.707	.974	-.615
AM Radio Commercials	-1.299	.547	-1.746	-.607	-.978	3.012
Nationally Branded Products	-.906	1.552	-.961	-1.615	1.253	.397
Packaging and Labeling	-1.372	.139	-.480	.656	-1.094	1.423
Magazine Advertisements	-3.312	1.437	-2.491	-.987	.741	2.707
Regular Model Changes of Consumer Products	-1.029	.428	-.932	-1.690	.700	1.591
Locally Branded Products	-1.094	.770	-.543	-.761	.786	.539
Television Commercials	-1.913	.077	-1.437	-1.552	-.042	4.173
Service & Repair of Consumer Products	.186	1.946	.019	-2.182	.761	-.563
Credit Purchases	-.338	1.107	-.263	-.761	.583	-.205
FM Radio Commercials	-1.818	.330	-.353	.248	-.404	1.303

TABLE 64. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: LESS THAN 26

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political
Advertising of Consumer Goods & Services	.406	1.240	1.892	-3.872	.609
Guarantee & Warranty of Consumer Goods	.672	-1.180	-.263	.757	-1.253
New Products and Services	1.707	-.114	.274	-.341	.506
Newspaper Advertisements	1.757	.288	-.808	.058	-.330
Personal Salesmanship	1.991	.067	-.217	.174	.409
Premiums	1.638	2.286	.594	-3.735	-.138
AM Radio Commercials	2.482	.506	-.022	-.685	.771
Nationally Branded Products	-1.034	-.330	2.512	-.654	.277
Packaging and Labeling	.029	.129	-1.064	.984	4.002
Magazine Advertisements	-1.022	-.821	3.179	-.404	.423
Regular Model Changes of Consumer Products	-.091	-.311	1.672	-.901	.465
Locally Branded Products	1.339	.734	-.004	-1.011	-.017
Television Commercials	1.074	1.672	-.247	-1.071	.757
Service & Repair of Consumer Products	-1.329	-5.140	1.511	.739	-1.005
Credit Purchases	.795	.102	1.002	-.765	.535
FM Radio Commercials	.627	-.418	.975	-.577	-.385

TABLE 65. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 26-35

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-1.557	3.062	-2.946	-1.239	.842 1.622
Guarantee & Warranty of Consumer Goods	-.163	1.233	-1.030	-1.289	-.128 .902
New Products and Services	-.221	2.214	-2.808	-.615	1.239 .444
Newspaper Advertisements	-1.766	.692	-.680	-1.674	-.450 2.800
Personal Salesmanship	-1.687	1.544	-.981	-.180	.710 .597
Premiums	-.669	2.865	-2.250	-.227	-.866 .933
AM Radio Commercials	-1.908	.914	-1.847	0.000	.758 1.833
Nationally Branded Products	-1.901	.794	-.752	-1.215	-.403 2.522
Packaging and Labeling	-2.840	.157	-1.441	.462	.645 2.567
Magazine Advertisements	-1.887	.878	-1.887	-1.397	.157 3.420
Regular Model Changes of Consumer Products	-1.473	1.479	-2.544	-1.289	.770 2.514
Locally Branded Products	.034	.532	-.052	.485	-.848 -.227
Television Commercials	-1.277	2.745	-4.361	-.456	1.146 1.746
Service & Repair of Consumer Products	-1.840	.758	.180	.327	-.621 .698
Credit Purchases	-1.648	1.227	-.591	-1.492	-.069 1.733
FM Radio Commercials	-1.786	2.059	-2.785	-1.116	1.283 2.017

TABLE 66. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 36-45

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-3.317	4.196	-4.353	-2.827	1.438
Guarantee & Warranty of Consumer Goods	-2.135	.564	-.564	-.328	.667
New Products and Services	-1.406	3.979	-4.080	-1.789	.533
Newspaper Advertisements	-2.455	2.366	-2.533	-1.238	-.081
Personal Salesmanship	-2.355	1.671	-1.354	-.977	.061
Premiums	-1.009	3.187	-4.797	-.657	.040
AM Radio Commercials	-3.667	1.896	-3.058	-1.113	-.317
Nationally Branded Products	-3.317	3.257	-3.928	-1.249	2.080
Packaging and Labeling	-3.473	1.746	-3.011	.163	-.163
Magazine Advertisements	-3.376	4.106	-4.485	-2.366	1.354
Regular Model Changes of Consumer Products	-3.023	3.655	-3.106	-.657	.936
Locally Branded Products	-3.105	-.030	.781	-.420	-1.322
Television Commercials	-3.011	3.606	-4.579	-1.692	.894
Service & Repair of Consumer Products	-1.907	.843	-2.124	.379	.287
Credit Purchases	-.307	2.533	-2.233	-.328	.667
FM Radio Commercials	-3.081	2.037	-3.000	-.235	.739
					2.388

TABLE 67. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: 46-55

Market-Place Activity	Value Dimensions				
	Theoretical	Economic	Aesthetic	Social	Political Religion
Advertising of Consumer Goods & Services	-2.211	4.980	-4.672	-.653	2.756 .330
Guarantee & Warranty of Consumer Goods	-1.753	2.602	-1.578	.107	.670 -.008
New Products and Services	-1.569	2.156	.247	-.264	.728 1.405
Newspaper Advertisements	-.445	4.366	-2.912	-.230	1.123 -1.081
Personal Salesmanship	-.528	2.971	-3.460	.462	1.604 -.288
Premiums	-.720	1.148	-1.913	1.089	-.057 .761
AM Radio Commercials	-1.055	3.294	-3.202	0.000	1.165 .173
Nationally Branded Products	-1.948	4.685	-1.569	-1.005	1.336 -1.148
Packaging and Labeling	-2.951	4.511	-1.465	-.645	.379 -.082
Magazine Advertisements	-2.423	4.941	-1.841	-2.129	1.683 -.338
Regular Model Changes of Consumer Products	-2.047	3.805	-3.927	-.703	2.498 .628
Locally Branded Products	-1.362	3.243	-1.370	-.963	1.482 -.887
Television Commercials	-2.604	4.343	-2.517	.521	2.011 -.803
Service & Repair of Consumer Products	-.330	1.753	-1.081	.545	1.569 -1.622
Credit Purchases	-2.321	3.695	-2.129	-1.098	1.859 -.008
FM Radio Commercials	-1.336	3.151	-2.147	-1.648	2.882 -.578

TABLE 68. T-VALUES OF CORRELATION COEFFICIENTS OF VALUE DIMENSIONS AND MEANINGS
OF MARKET-PLACE ACTIVITIES - AGE: GREATER THAN 55

Market-Place Activity	Value Dimensions						
	Theoretical	Economic	Aesthetic	Social	Political	Religion	
Advertising of Consumer Goods & Services	.297	1.040	-2.190	-1.677	1.380	.666	
Guarantee & Warranty of Consumer Goods	-.658	.054	-.896	-.422	.359	1.132	
New Products and Services	.351	1.363	-1.462	-2.684	1.104	.540	
Newspaper Advertisements	-.500	-.493	.713	-1.274	-.383	1.339	
Personal Salesmanship	-.611	1.032	-.587	-1.225	.500	.359	
Premiums	-.952	.729	-.682	-.367	.445	.445	
AM Radio Commercials	-.611	2.501	-3.287	-2.483	2.851	.320	
Nationally Branded Products	.140	1.257	-2.447	-2.647	1.056	1.536	
Packaging and Labeling	-.516	.563	-1.257	-.650	.532	.888	
Magazine Advertisements	.093	1.470	-2.233	-1.965	1.527	.508	
Regular Model Changes of Consumer Products	-.579	2.251	-1.820	-2.804	1.854	.265	
Locally Branded Products	-1.257	-.124	.840	-1.552	1.339	.422	
Television Commercials	-1.152	2.233	-2.684	-2.207	1.803	.983	
Service & Repair of Consumer Products	.422	.265	-.156	.093	-.666	-.039	
Credit Purchases	-1.249	.532	-1.148	-1.795	.375	1.120	
FM Radio Commercials	-1.048	1.429	-1.503	-.015	.555	.203	

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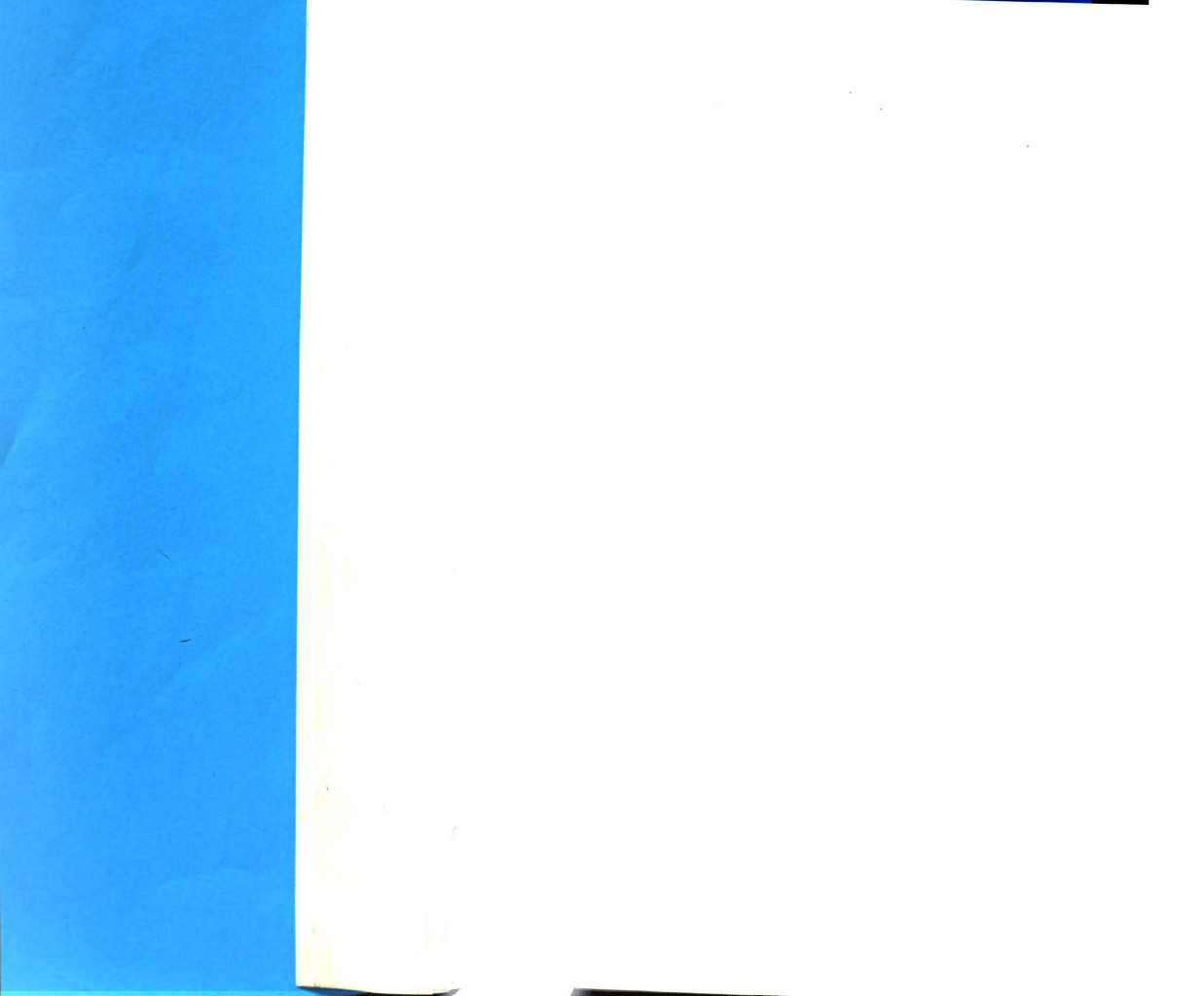
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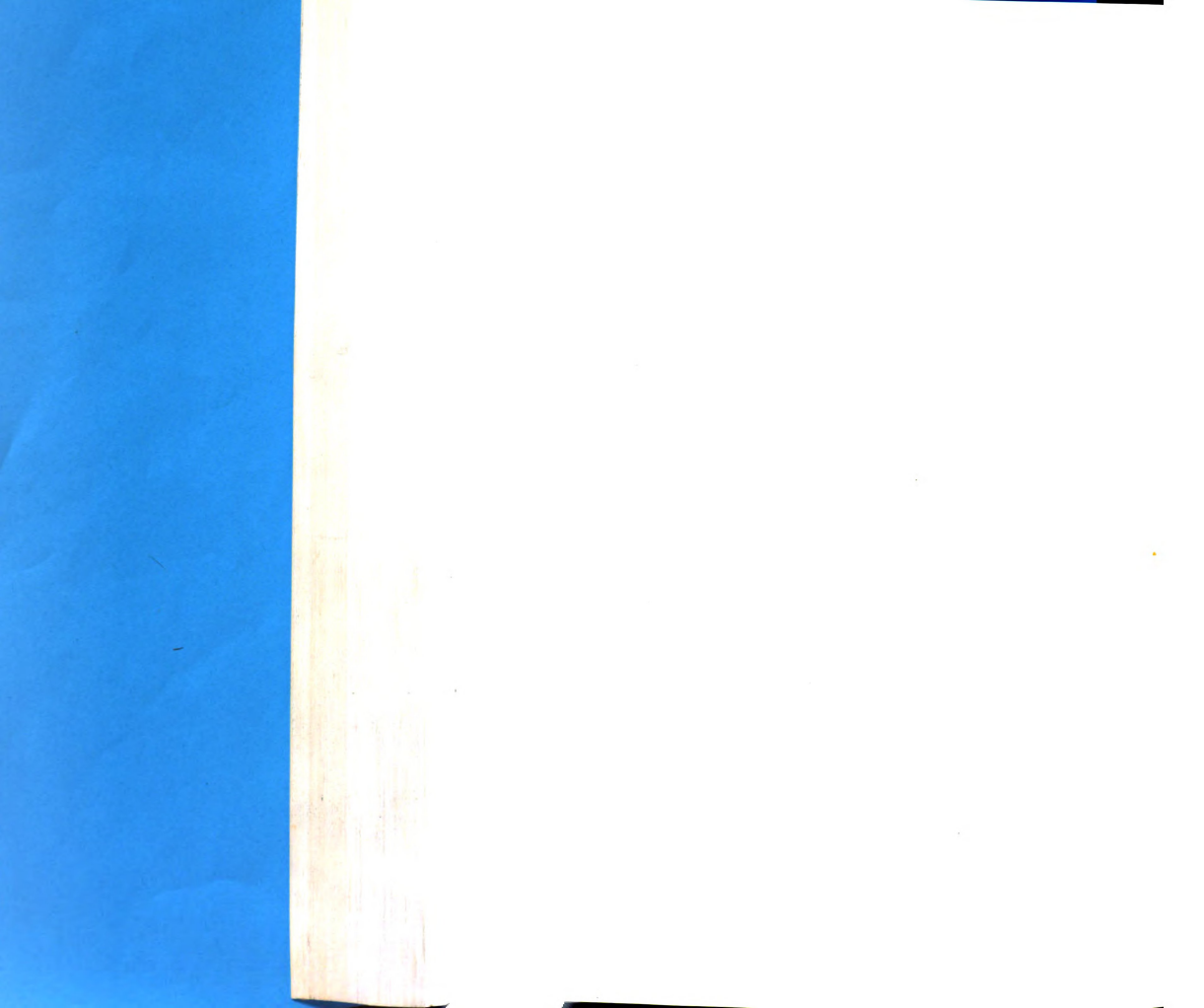
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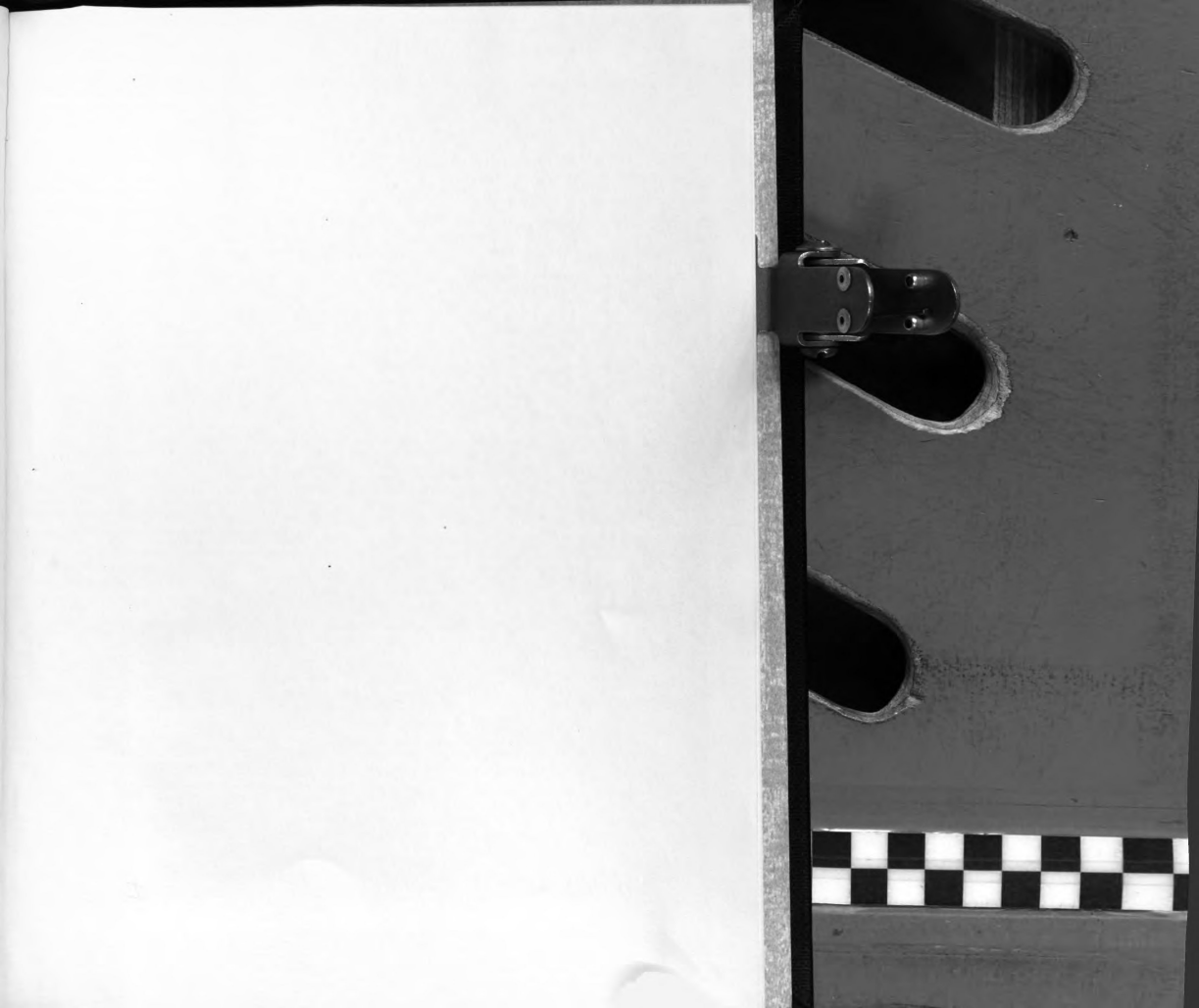
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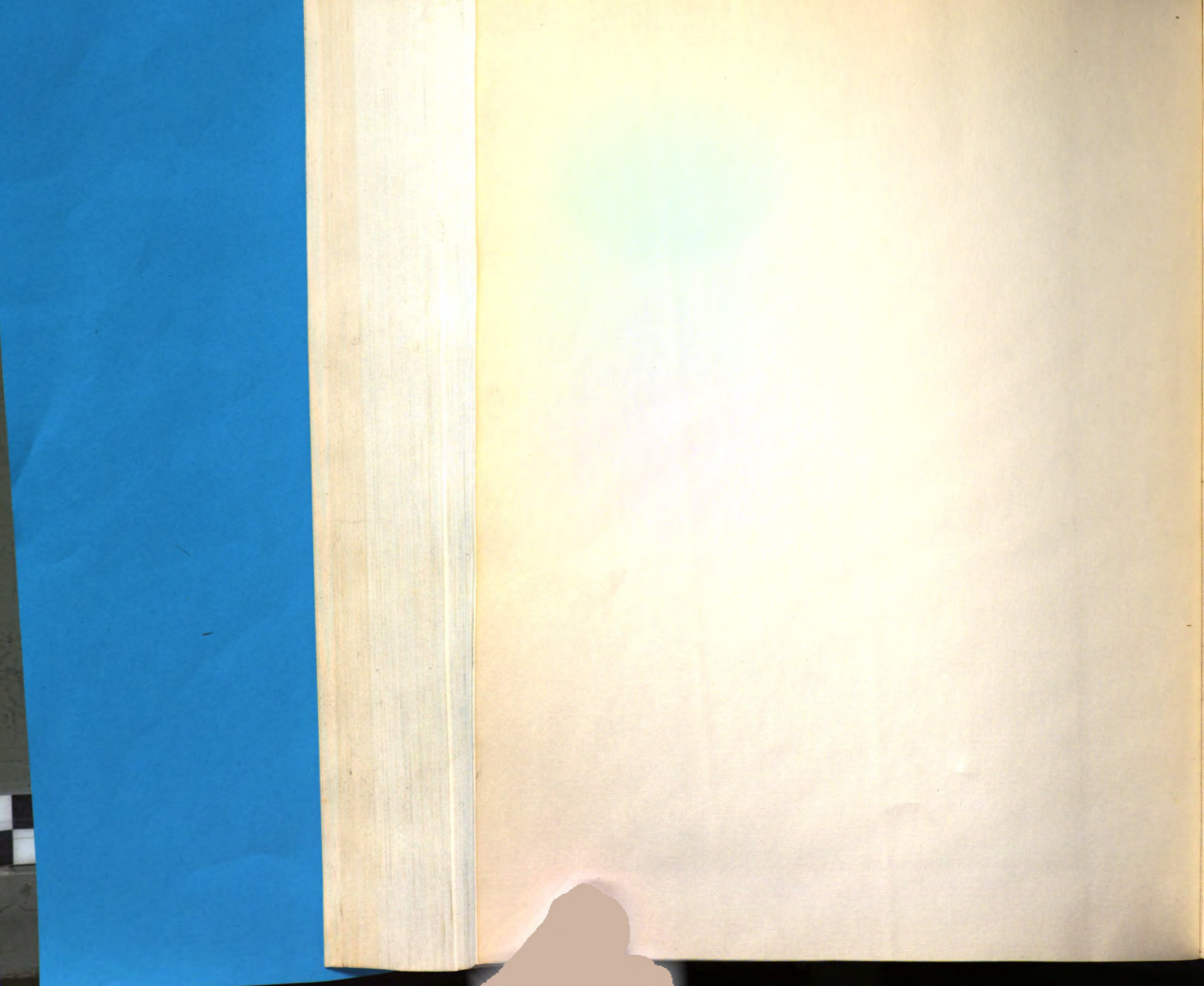


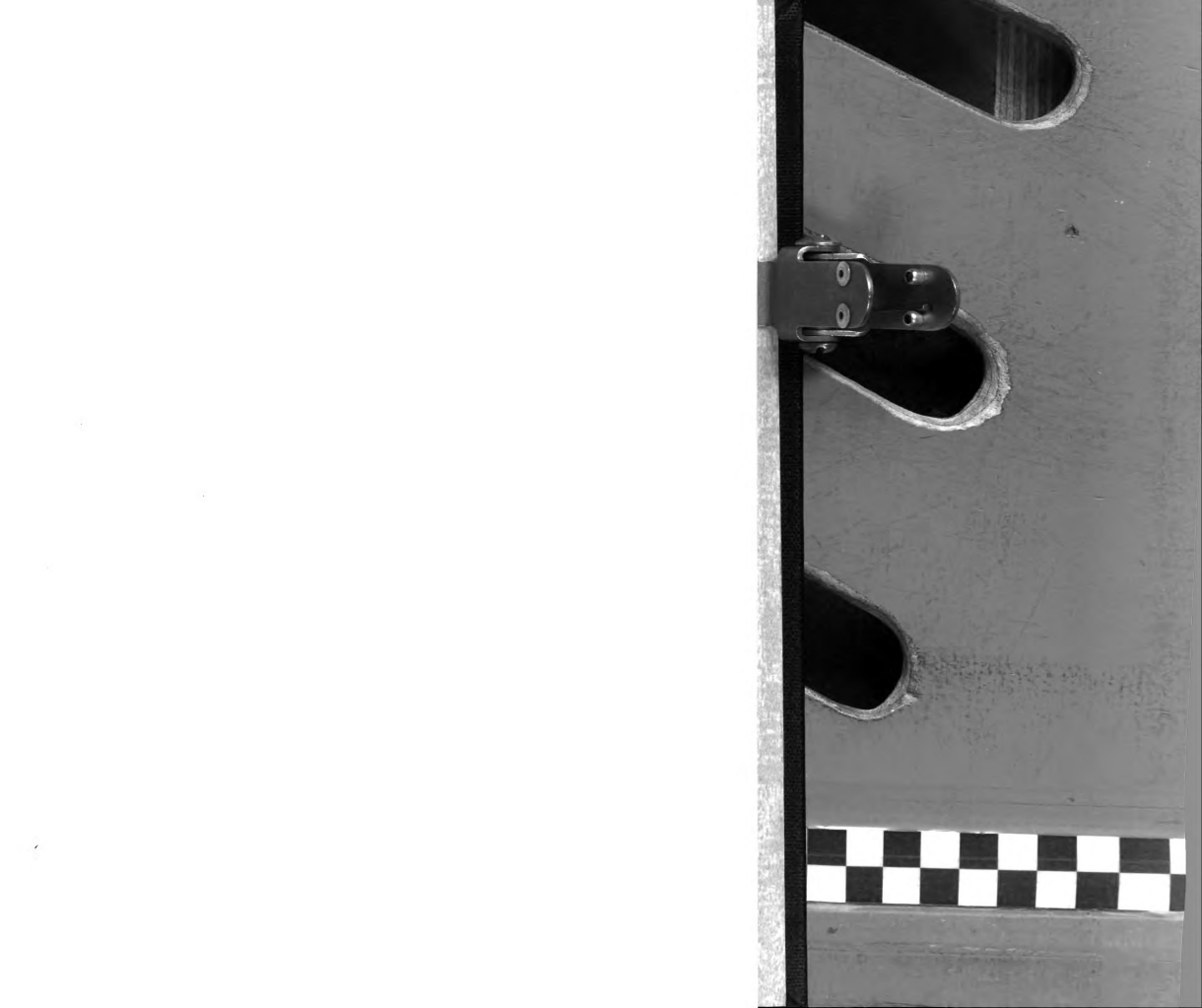


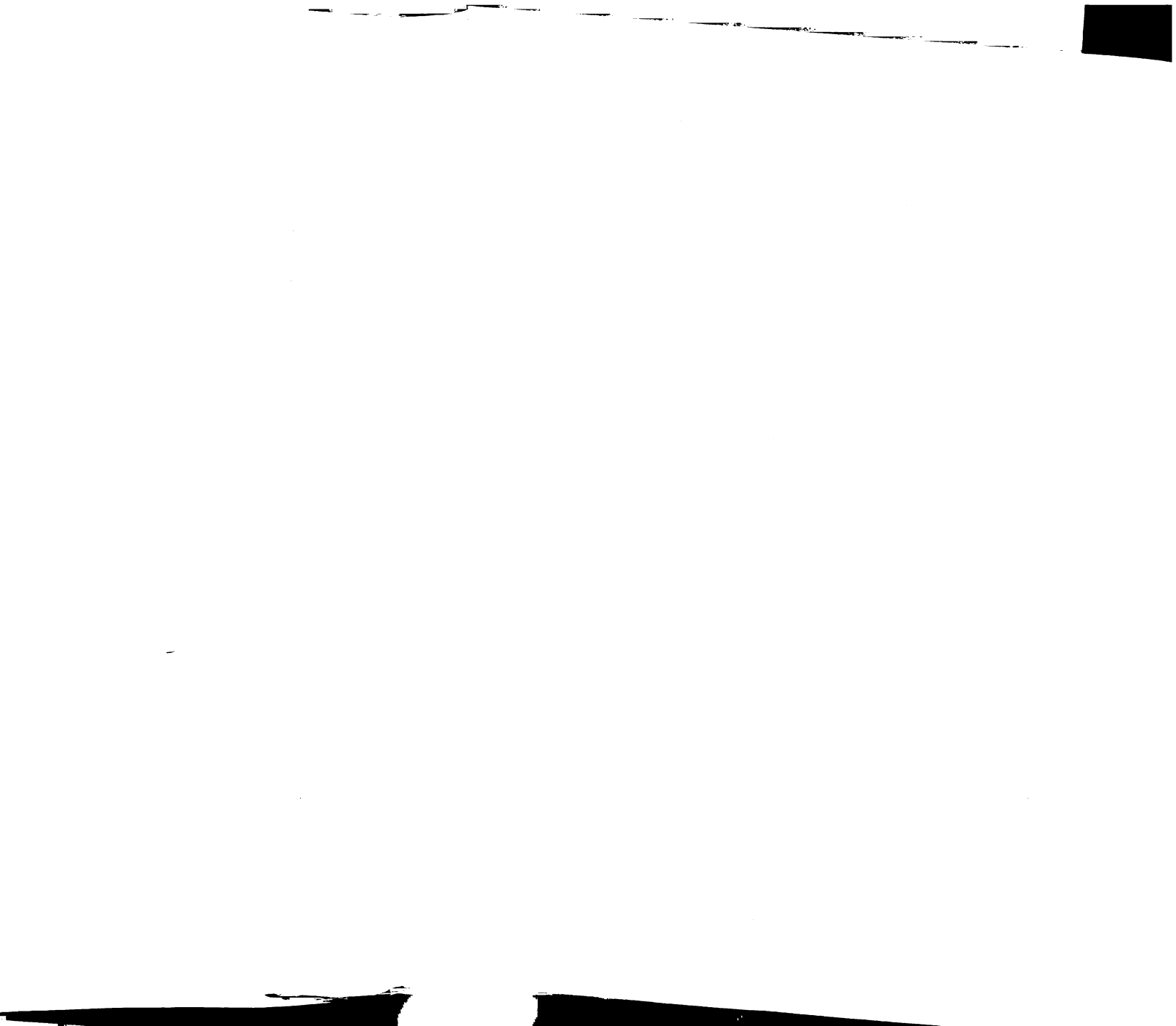


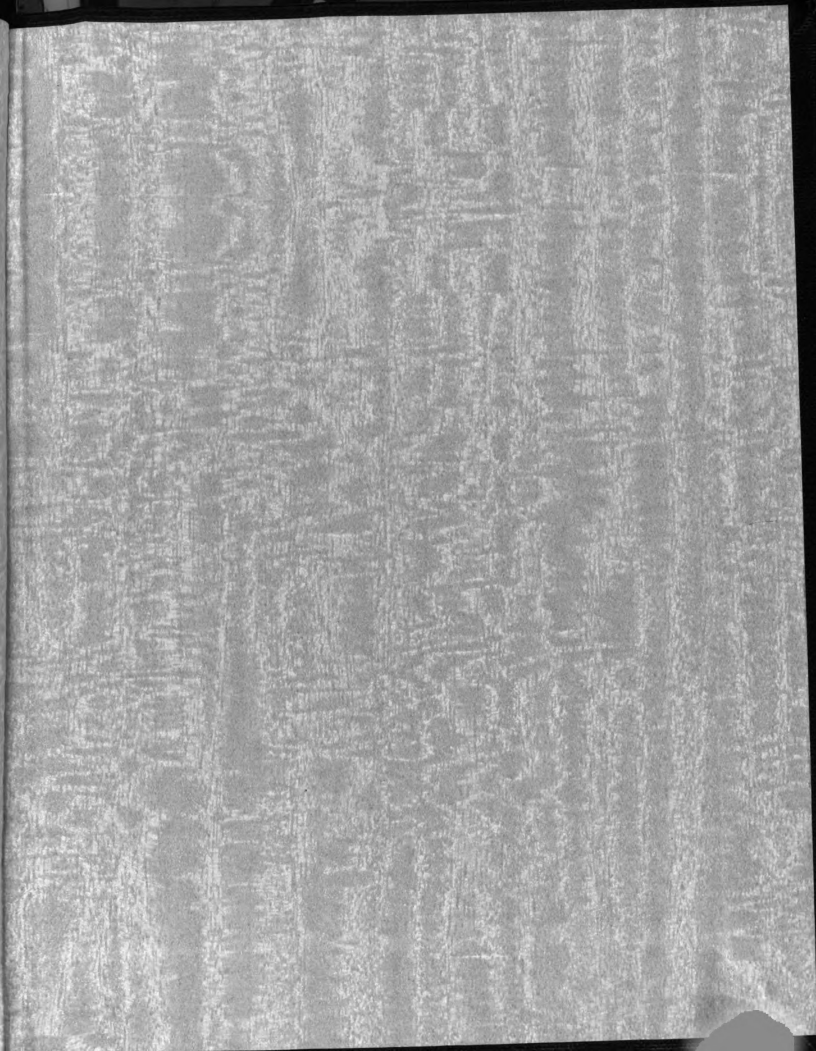












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