

ABSTRACT

This paper suggests a theoretic basis for relating personal values, consumer expectations from the marketing system, and product expectations. More specifically, it suggests that personal values influence the consumer's normative standards regarding the marketing system, and that values and marketing system expectations together determine the consumer's expectations regarding product attributes. These relationships are empirically tested across three product classes and two ethnic groups—Blacks and Whites. Results indicate that among each ethnic group values are significantly related to marketing system expectations, which in turn are significantly related to product expectations. Additionally, the importance and function of specific value dimensions vary by ethnicity, and implications for research in the areas of personal values, satisfaction, and marketing strategy are discussed.

Values, Expectations From the Marketing System and Product Expectations

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The notion that values play a pivotal role in determining human behavior has been widely accepted. In comparison with the extensive tradition of values research in the other social sciences, however, the fields of marketing and consumer behavior have been slow to embrace values research. Aside from the earlier studies of a few researchers (e.g., Yankelovich, 1964), consumer-related values research did not begin to appear with any regularity until the 1970's.

Nonetheless, from the early works of Kassirjian and Kassirjian (1966) on inner-other directed behavior and Rokeach's (1973) work on the typology of human values, to Vinson, Scott, and Lamont's (1977) conceptual paradigm of global and domain specific values, to Munson and McIntyre's (1979) and Reynolds and Jolly's (1980) investigation of value-measurement issues, to Mitchell's (1978) conceptualization of Values and Life Styles (VALS); one overriding and recurring notion emerges among marketers: Values *should* influence consumer decision making.

Three observations, however, seem particularly noteworthy regarding the body of prior values research. First, few studies have investigated the extent to which values actually predict various forms of consumer behavior, including product choice decisions. Rather, prior studies have simply suggested that values "should" be useful toward this end. At best, studies have been correlational rather than predictive in nature (e.g., Vinson & Munson, 1976; Vinson, Scott & Lamont, 1977). Second, no studies have investigated the extent to which personal values might predict consumer expectations regarding either the macro-marketing system or product expectations. Third, no studies have investigated how ethnicity may affect the relationships among Values, Marketing System expectations, and Product expectations.

Regarding this last point, although a few studies have focused on the effects of ethnicity on personal values, (e.g., Ness & Stith, 1984) or life style variables (e.g., Darden, 1977); none have investigated ethnicity's effects on both personal values and consumption behavior. Particularly noteworthy is the absence of research on Black and White differences. Rather than investigating values per se, much of the prior research on Blacks has focused more upon their purchasing habits (e.g., Bullock, 1959; Ginzberg, 1967), while failing to probe the more "psychological domains" of the Black as compared to the White consumer. This shortcoming is unfortunate because marketers and advertisers now require more detailed information regarding potential differences (both psychological and demographic) between Black and White consumers; especially in light of such factors as: the increasing numbers of Black middle-class families, their rising median income and purchasing power, and their increasing social mobility (U.S. Bureau of Census, 1976).

Hence, in view of these research gaps, the primary purposes of this research are twofold:

- (1) To test empirically the propositions that Personal Values are related to: (i) the consumer's expectations regarding the performance of the Marketing System, and (ii) the consumer's Product performance expectations.
- (2) To gain insight into the pervasiveness of these relationships by examining them over three product classes, and two ethnic groups—Blacks and Whites—from a non-student population.

CONCEPTUALIZATION

The relations to be investigated in this study might be visualized as follows:

$$\text{Antecedents} \rightarrow \text{PV} \rightarrow \text{MSx} \rightarrow \text{Pn} \rightarrow \text{CS} \quad (\text{Eq: 1})$$

Unlike most previous research, which views values solely as dependent variables, this study recognizes that values may serve as both dependent and independent variables. As dependent variables, values are, in part, consequences of such antecedents as culture and ethnicity. As independent variables, Equation 1 suggests some of the positive consequences of values. Basically, it conceptualizes a link between personal values (PV) and consumer satisfaction (CS) that is mediated by two types of normative expectations, namely macro-marketing system (MSx) and product performance expectations (Pn). The last step is added because the ultimate impact of personal values is felt to be on consumer satisfaction (CS). Personal values (PV) influence the consumer's expectations from the Marketing System (MSx), as well as his/her product performance expectations (Pn).

This conceptualization (Eq: 1) builds upon the work of Vinson, Scott, & Lamont (1977), and their call for research that investigates the relationships between values at different levels: Values at the "global" level (i.e., differences in value importance ratings across individuals); values at the "macro-level" (i.e., differences in values related to the performance of various *systems*, such as the "marketing system" or the legal system), and values at the micro-level (i.e., differences in values related to product performance).

The rationale for this conceptualization is provided, in part, by Rokeach (1973). He observes that values represent enduring attitudes and needs and that as such, they influence the "normative standards" that people set or hold regarding various *systems*; as well as the level of *satisfaction* people derive. More specifically, he maintains that values can influence satisfaction with oneself, as well as help to mold attitudes toward various objects and issues (e.g., social, political, business). For consumer psychologists this implies that one may theorize that values represent schemata for consumption decisions. Within this context, values represent the "goals or desirable end-states," and product purchase represents the "means" of achieving those goals (Howard, 1977; Gutman, 1983). Additionally, values help to determine the degree of enduring involvement with product purchase (Smith & Beatty, 1984). On the other hand, Product expectations might be viewed as representing the *standards* that should be matched by product performance in order for a consumer to be satisfied.

In the sections that follow, we first review the literature on personal values relevant to the above conceptualization. This review is followed by a discussion of the theoretic bases for the proposed relationships and the hypotheses. Next, the results of a study that empirically tests the hypotheses is presented. We conclude with a discussion of the implications for marketing strategy and directions for future research.

The research literature on values can be divided into three major areas: value paradigms and values measurement, the consequences of values, and the antecedents of values. Each area will be reviewed in turn.

Values Paradigms and Measurement

The importance accorded to the values construct by marketers is due to the belief that it can help explain beliefs, attitudes, and behaviors related to various types of consumption decisions. Several paradigms for assessing values exist and have been applied in both organizational and marketing settings (e.g., Kluckhohn & Strodtbeck, 1961; England, 1967; Rokeach, 1973; Mitchell, 1978; Kahle, 1984). However to date, the Rokeach Value Survey (RVS) has been the most commonly used taxonomy in marketing and consumer behavior studies.

The RVS contains 18 Terminal Values and 18 Instrumental Values. Rokeach views values as relating to preferable "end-states of existence" and "modes of behavior" and implies a distinction between means and ends or between what he calls "terminal" and "instrumental" values. Terminal values are single beliefs that some end-state of existence is personally and socially worth striving for (e.g., leading an exciting life, family security, pleasure, salvation). Instrumental values represent single beliefs that are personally and socially preferable in all situations for all objects (e.g., ambition, independence, self-control).

The procedure recommended by Rokeach (1973) for value measurement is that of ranking values from 1–18 from most important (1), to least important (18). The rationale for ranking is that values are relative to each other rather than absolute. It should be noted, however, that several researchers have indicated it is possible to apply factor analysis to rank-ordered RVS values (e.g., Cattell, 1944; Homant, 1969; Rokeach, 1973; Rokeach & Parker, 1970). Additionally, Homant (1969) maintains that ranking of values from 1–18 yields essentially the same type of information as from semantic differential scales.

The validity and reliability of the RVS are well documented in both marketing (e.g., Vinson, Munson & Nakanishi, 1977; Munson & McIntyre, 1978, 1979; Reynolds & Jolly, 1980) and non-marketing applications (e.g., Rokeach, 1973; Robinson & Shaver, 1978).

Consequences of Personal Values

Most of the research on the marketing-related consequences of values has been conceptual rather than empirical (e.g., Howard, 1977). But a few studies have viewed product preference as the consequence of antecedent values. For example, Jackson (1973) found that values are related to the choice between work and leisure activities. Becker & Conner (1981) show that values can explain newspaper, magazine, and television usage behavior. In addition, values relate to cus-

sumer beliefs about store choice (Stone, 1954), to making charitable donations (Manzur & Miller, 1978), to car ownership (Henry, 1976), and to engaging in volunteer activities (Gutenberg & Kleist, 1984).

Private industry has also been moderately active in using values for market segmentation. Some notable examples include A.T. & T.'s use of VALS for identifying telephone users (Veltri & Schiffman, 1984); and Young and Rubicam's implementation of VALS to aid in launching advertising campaigns (Holman, 1984).

Antecedents of Personal Values

Various background factors may help to explain individual differences in personal values. For example, cultural and ethnic background, religion, age, income, education, and personality may influence the formation of values. The reasons for varying emphasis on specific values across individuals might be many. For example, one group may emphasize a value because it reflects deep-seated convictions. Another group may emphasize a specific value because of its relative deprivation within the group. Yet, a third group might even emphasize a value in order to assimilate better into the dominant culture.

Two of the more important antecedent variables to value acquisition are believed to be the cultural and ethnic background of the individual (Rokeach, 1973). For example, regarding cultural differences, Rokeach found that Israelis put much higher emphasis on national security than Americans; regarding ethnic differences he observed that Blacks in the United States generally placed higher emphasis on equality, cleanliness, and salvation than did Whites.

Rokeach (1973), also asserts that some of these value differences between ethnic groups may be due to socioeconomic differences. Ness & Stith (1984) proposed that when Whites and Blacks are matched on income level, what emerges is basically middle class values. Blacks, however, scored significantly higher than Whites on salvation, equality, freedom, sense of accomplishment, broad-mindedness, and cleanliness. Powell & Valencia (1984) compared Whites and Hispanics on Rokeach's values and found that in general, Hispanics put greater importance on all values, perhaps because of a desire for assimilation. However, the difference within Hispanic subgroups (Mexicans, Puerto Ricans and Cubans) were not significant.

In summary, the above review of the three major areas of values research suggests the following: (1) Values, especially as measured by the Rokeach Value Survey, are relevant to various types of consumer decision making and behavior; (2) few, if any studies, have used RVS values to *predict* any forms of consumer behavior or decision making, (3) the possible relation of values to consumer satisfaction and two types of consumer expectations—expectations from the Marketing System and Product expectations—have not been sufficiently investigated; and (4) antecedent influences such as ethnicity should be considered in studying the relationships between values and consumer behavior.

HYPOTHESES

The above literature review suggests the following hypotheses:

- H1: Personal Values will show a significant association with the consumer's expectations from the Marketing System.
- H2: Expectations from the Marketing System will show a significant association with Product expectations.
- H3: The importance and function of specific value dimensions (i.e., factors) will vary by ethnicity.

METHODOLOGY

Analytic Technique

The Rokeach Value Survey (RVS) was used for measuring personal values. Respondents were asked to rank order each set of values (instrumental and terminal) from most important (1), to least important (18); as per the procedure recommended by Rokeach (1973). Prior to testing the hypotheses, the 36 rank-ordered values were factor analyzed. The individual value ranks were rescaled with a normal (z) transformation for analysis with parametric techniques (Feather, 1975; Hayes, 1967; Hollen, 1972). Several others (e.g., Cattell, 1944; Homant, 1969; Rokeach, 1973) have also demonstrated the legitimacy of applying factor analysis to rank-ordered RVS data. For example, Cattell (1944) contends that, although values ranking yields ipsative data (i.e., once a person has ranked 17 values the ranking of the 18th is completely determined), such ipsative measures *can* be employed normatively across individuals. The RVS yields what Cattell terms "normative ipsative data." Although parametric statistical tests performed upon such data violate the assumption of independence, this is not really a serious problem. Cattell (1944), Hicks (1970) and Rokeach (1973) all observe that the extent to which the independence assumption is violated is relatively small in ranking either the set of instrumental or terminal values—the average intercorrelations being only $-.06$ (Rokeach, 1973, pp. 42–50).

Next, factor scores were computed for each ethnic group and contrasted using one-way analysis of covariance (ANCOVA). One analysis was executed for each factor, with the demographic variables of education and income treated as covariates. Lastly, a series of regressions were executed (4 for each ethnic group). The first regressed Personal Values on Marketing System expectations; the next three (one for each of 3 product classes) regressed Product expectations on Personal Values and Marketing System expectations.

Normative Expectations from the Marketing System (MSx)

Vinson, Scott, & Lamont (1977) believe that personal values influence product attribute norms by first influencing intervening norms about the Marketing System. They developed a list of 14 Likert-type scale items that can be used to evaluate a consumer's normative expectations regarding the Marketing System. In the current study, respondents were asked to express their agreement on a six point Likert-type scale, from Strongly Disagree (1) to Strongly Agree (6) with each of the following statements:

“Marketers should provide: (1) prompt service on complaints; (2) guarantee products as advertised; (3) be responsible to the true needs of consumers; (4) supply clear and accurate information on products; (5) help eliminate environmental pollution; (6) repair defective products free of charge; (7) locate stores for the customer's convenience; (8) not lie or be deceptive in advertisements; (9) use courteous and helpful sales personnel; (10) maintain the lowest price possible; (11) compete for the business of consumers; (12) help solve urban decay and employment; (13) work for legislation to protect consumers; and (14) not misrepresent a product.” The responses on these statements were aggregated to yield a composite index termed MSx—norms regarding the consumer's expectations about the Marketing System. The alpha reliability of this index is 0.84.

Normative Expectations about Product Attributes (Pn)

Three product classes were investigated—automobiles, clothing for social purposes, and television sets. An attempt was made to include products that would both provide an adequate test of the relationships between values and Marketing System expectations and Product expectations; yet allow possible differences due to ethnicity to emerge. Prior research suggests that these three product classes reflect relatively high levels of social significance and consumer involvement (Lesig & Park, 1978; Munson & Spivey, 1981).

Normative expectations were used to assess Product performance (Pn). For each attribute, respondents were asked to indicate what level of product performance should be realized in order to achieve personal satisfaction. The responses were measured on the five point scales ranging from Fair (1) to Excellent (5). For each product class, a focus group consisting of approximately equal numbers of Black and White consumers was used to identify salient attributes relevant to satisfaction.

This procedure resulted in the generation of 11 attributes for automobiles (e.g., performance reliability, quality of workmanship, ease of handling); 9 for clothing (e.g., fabric quality, fit, contemporary style); and 7 for television sets (e.g., picture quality, warranty, design appeal). No significant differences were observed in the attributes identified by the two groups for any of the 3 product classes.

Within each product category, the responses were aggregated to yield three separate composite indices of Product expectations; these were termed PN1 for automobiles, PN2 for clothing, and PN3 for television sets. The Cronbach-alpha reliabilities for each of the indices exceeds 0.80.

Sample

The data was collected in Miami, one of the nation's largest SMSA's, using in-home personal interviews administered by trained interviewers. The sample included 204 respondents (106 Whites and 98 Blacks). Each respondent completed a written questionnaire containing all instruments and various demographic information. The average time per interview (excluding call-backs) was 37 minutes. The sampling plan was designed to include approximately an equal number of Black and White respondents from the middle social class. Since most prior consumer-behavior related values research, especially that involving the Rokeach Value Survey, has been based upon university student samples (e.g., Vinson & Munson, 1976; Vinson, Scott & Lamont, 1977; Sherrill, Hair & Bush, 1984), a prime objective of the current study was to learn more about the effects of values on the consuming behavior among non-student populations.

An attempt was made to control for differences in major demographic variables both within and between the two ethnic groups. Therefore, census tracts were used as the primary sampling unit. Four tracts were selected that were similar on the following criteria: Income, education, and the rental and/or sales values of the apartments or houses therein.

RESULTS

Value Dimensions

Factor analysis with Varimax rotation was performed to reduce the 36 values (Terminal and Instrumental) to a smaller set of meaningful dimensions. This procedure yielded seven factors with eigenvalues ≥ 1.0 , which accounted for 72.7% of the variance (Table 1). To facilitate interpretation, only values with loadings $\geq \pm 0.30$ were used in the labeling process. For example, the first factor was labeled F1: Fun and enjoyment in life. It is represented by the positively loading values of Pleasure and True Friendship and by the negatively loading values of Salvation, Equality, and Obedience. The six other factors may be interpreted in an analogous manner.

Seven separate ANCOVA's were performed—one for each of the Personal Value factors. Results indicate significant differences due to ethnicity on only one of the seven factors—specifically, F1: Fun and enjoyment in life; with Whites leaning more towards the positive pole (0.17) while Blacks favor the negative pole

TABLE 1
Dimensions of Personal Values

Factor ^a	Highest Positive Loadings		Highest Negative Loadings		Percent of Variance
F1: Fun & enjoyment in life	Pleasure	.63 ^b	Salvation	-.63	19.9%
	True Friendship	.39	Equality	-.47	
F2: Workplace ethics	Honest	.41	Obedience	-.43	14.2%
	Polite	.30	Capable	-.65	
			Accomplishment	-.51	
F3: Sapience	Wisdom	.52	Comfortable Life	-.36	9.5%
	Inner Harmony	.48	Ambitious	-.31	
	Self Respect	.45	Comfortable Life	-.47	
	True Friendship	.37	Exciting Life	-.47	
F4: Autonomy	Intellectual	.59	Forgiving	-.54	8.6%
	Independent	.50	Helpful	-.47	
F5: Aesthetics	World of Beauty	.64			7.4%
	World at Peace	.60			
F6: Security	National Security	.85	Happiness	-.45	6.7%
	World at Peace	.31			
F7: Love	Loving	.83			6.0%
	Mature Love	.42			
			Total Variance Explained		72.2%

NOTE:

^aAll factor loading are base upon a minimum sample size of 204 (White respondents = 106; Black respondents = 98).

^bOnly factor loading $\geq \pm .30$ are shown in the interest of clarity.

(-0.33), $F(1,200) = 15.21, p < .001$. *F1* is the most important value dimension, accounting for 19.9% of the total variance. This finding supports the procedure of testing the hypotheses within each ethnic group separately. The differences for the remaining six value dimensions are not significant. Hence, although the findings are largely consistent with those few previous studies that suggest that differences in personal values due to ethnicity can be reduced after controlling for income and education (Rokeach, 1973; Ness & Stith, 1984), such differences are not eliminated.

Relationships Between Personal Values, Marketing System Expectations and Product Expectations

To test the hypotheses regarding the relationships between Personal Values and Marketing System expectations (H1) and between Marketing System expectations and Product expectations (H2), a series of regression analyses were performed. Results for Whites are presented below first, followed by those for Blacks

In the first regression equation, normative Marketing System expectations (MSx) is the dependent variable, and the seven value dimensions (PV) are the independent variables (Table 2). Value dimensions explain 37 percent of the variance in MSx as indicated by the significant R^2 coefficient; $F(7,98) = 8.19, p < .001$. The value dimensions contributing most heavily to this explained variance are indicated by those with significant beta weights (all at $p < .05$: F3: Sapience ($\beta = 0.42$); F4: Autonomy ($\beta = 0.35$); F5: Aesthetics ($\beta = -0.21$); F6: Security ($\beta = 0.25$); and F7: Love ($\beta = 0.16$). Hence among Whites, 5 out of the 7 dimensions in Personal Values determine consumer expectations regarding the Marketing System.

The next step was to determine if product-related expectations (Pn) among Whites can be predicted by Personal Values and Marketing System expectations. For this purpose, the product-related expectations index for each product (PN1 for Automobile, PN2 for Clothing and PN3 for Television Set) was used as the dependent variable, while the seven dimensions of PV and MSx served as the independent variables.

TABLE 2
Regression Equations for Predicting Marketing System Expectations (MS_x) and Product Expectations (PN) for Whites

Dependent Variable	Equations					R ²
Marketing System Expectations MS _x	-.07F1 -.21*F5	-.03F2 +.25*F6	+.42***F3 +.16**F7	+.35***F4		.37***
Automobile Related Expectations PN1	.20**F1 -.02F5	+.03F2 +.09F6	-.43***F3 +.05F7	-.18**F4 +.25***MSX		.24***
Clothing Related Expectations PN2	.01F1 -.20*F5	+.04F2 -.12F6	-.35***F3 -.01F7	-.11F4 .19*MSX		.17*
Television Related Expectations PN3	.21***F1 +.14F7	-.05F2 -.28***MSX	-.37***F3	-.12F4		.19**

NOTE: Variables not included in an equations did not enter the regression solution.
 * $p < .05$. ** $p < .01$. *** $p < .001$.

Automobile Expectations (PN1)

The variance explained in Automobile expectations by the independent variables is 24 percent, $F(8.97) = 3.75$, $p < .001$ (Table 2). MSx is a significant correlate of PN1 ($\beta = 0.25$). Automobile expectations are also influenced by several PV dimensions: F1: Fun & enjoyment in life ($\beta = 0.20$); F3: Sapience ($\beta = -0.43$); and F4: Autonomy ($\beta = -0.18$). It is noteworthy that F3: Sapience is instrumental in predicting both MSx and PN1.

Clothing Expectations (PN2)

Seventeen percent of the variance in Clothing expectations is explained by the independent variables, $F(8.97) = 2.51$, $p < .025$. PN2 is significantly related to Marketing System expectations (MSx). In addition, two dimensions of Personal Values are also significant determinants: F3: Sapience ($\beta = -0.35$) and F5: Aesthetics ($\beta = -0.20$). F3: Sapience is a recurring dimension from both the Marketing System expectations (MSx) and PN1 (Automobile) analyses. It is also understandable that F5: Aesthetics should be a significant determinant of Clothing expectations because characteristics, such as color, design, and style are salient attributes of clothing selection.

Television Set Expectations (PN3)

The explained variance for this equation is nineteen percent, $F(6.99) = 3.91$, $p < .005$. Marketing System expectations (MSx) also are related to Product expectations for this product class, as indicated by its significant coefficient ($\beta = 0.28$). The Personal Value dimensions of F3: Sapience ($\beta = -0.37$), and F1: Fun and enjoyment in life ($\beta = 0.21$) also influence Television expectations.

Summary

Marketing System Expectations (MSx) are significantly ($p < .05$) related to Product expectations for all three product classes investigated (Automobiles, Clothing, Television Sets). Moreover, F3: Sapience is a common dimension which influences expectations for both MSx, as well as all three product classes. The values constituting F3 (see Table 1) are: Wisdom, Self-Respect, Inner Harmony and True Friendship for the positive pole; Comfortable Life and Exciting Life for the negative pole. Given that this factor accounted for only 9.5% of the variance in the Varimax factor rotation, it is interesting to note that it is a persistent determinant of both Marketing System expectations and Product expectations for all three product categories.

For Whites, the purchase of a television set is somewhat similar to that of an automobile, with the most important determinants being F1: Fun and enjoyment

in life; F3: Sapience and Marketing System expectations. There are, however, some noteworthy differences. Whereas values related to F4: Autonomy is also significantly related to automobile purchase, they are not important in the purchase of a television set. As a determinant of expectations related to the product class of Clothing, such individual values as "World of Beauty" are important (reflected in F5: Aesthetics).

Ethnicity Black: Marketing System Expectations (MSx)

The seven Personal Values dimensions explain 18 percent of the variance, $F(6,91) = 2.36$, $p < .05$, in the dependent variable, Marketing System expectations (MSx) as shown in Table 3. Two value dimensions are significantly ($p < .05$) related to Marketing System expectations: these are F3: Sapience ($\beta = 0.21$), and F4: Autonomy ($\beta = -0.17$). These two dimensions are also common for Whites. However, the following three dimensions of Personal Values are also significant for Whites but not Blacks: F5: Aesthetics, F6: Security and F7: Love. Compared to their White counterparts, among Blacks these value dimensions apparently play a less important role in predicting Marketing System expectations. Additionally, although the R^2 for each ethnic group is significant ($p < .05$), it is considerably lower for Blacks (0.18) than Whites (0.37).

TABLE 3
Regression Equations for Predicting Marketing System Expectations (MS_x) and Product Expectations (PN) for Blacks

Dependent Variable	Equations				R ²
Marketing System Expectations MS _x	-.07F1 -.06F6	+.21*F3 +.11F7	-.17*F4	-.01F5	.18*
Automobile Related Expectations PN1	.15F1 -.16*F5	+.03F2 +.22**F6	-.28***F3 +.06F7	-.06F4 +.16*MSX	.18*
Clothing Related Expectations PN2	.01F1 -.08F5	-.04F2 +.09F6	-.23***F3 -.05F7	-.15*F4 +.41***MSX	.22**
Television Related Expectations PN3	.08F1 +.03F7	-.27***F3 .20**MSX	-.12F4	+.10F6	.12*

NOTE: Variables not included in an equations did not enter the regression solution.

* $p < .05$. ** $p < .01$. *** $p < .001$.

Automobile Expectations (PN1)

The variance explained by Marketing System expectations and the Personal Values dimensions is 0.18, $F(8,89) = 2.41$, $p < .025$. Marketing System expectations are a significant predictor of PN1 ($\beta = 0.16$). The Personal Values dimensions having significant correlations are F3: Sapience ($\beta = -0.28$); F6: Security ($\beta = 0.22$); and F5: Aesthetics ($\beta = -0.16$). As compared to Whites, the emphasis on F5: Aesthetics in consumption decisions regarding an automobile is unique to Blacks, but the emphasis on F4: Autonomy and on F1: Fun and enjoyment in life is unique to Whites.

Clothing Expectations (PN2)

Here the similarities between Blacks and Whites are more pronounced. The total R^2 accounted for by the independent variables is 0.22, $F(8,89) = 3.14$, $p < .005$. Among Blacks, Marketing System expectations (MSx) is significantly related to Clothing expectations and appears to play a more important role than among Whites ($\beta = 0.41$ versus $\beta = 0.19$, respectively). Additionally, whereas F5: Aesthetics has a negative but nonsignificant effect upon Clothing expectations among Blacks, it has a significant negative effect for Whites ($\beta = -0.20$). For Blacks, F4: Autonomy has a significantly negative effect ($\beta = -0.15$); for Whites, this dimension has a negative but nonsignificant effect. Also, F3: Sapience has a somewhat smaller effect ($\beta = -0.23$) among Blacks than among Whites ($\beta = -0.35$); apparently, for both groups the purchase of clothing is much more related to the negative pole of this factor (i.e., Comfortable Life, Exciting Life).

Television Set Expectations (PN3)

This regression equation explains 12 percent of the variance in Television set expectations, $F(6,91) = 2.14$, $p < .05$. Television set expectations are significantly influenced by Marketing System expectations (MSx) ($\beta = 0.20$), again supporting the hypothesized relationship, as well as by F3: Sapience ($\beta = -.27$). Here again this negative beta weight indicates that the values of Comfortable Life and Exciting Life which load negatively on F3: Sapience correlate more highly with television set expectations. The presence of F1: Fun & enjoyment in life in the regression analysis for Whites is absent here for Blacks.

Summary. The results shown in Table 3 support H1, H2, and H3. For H1, among the Whites 5 out of 7 Personal Value dimensions are significantly related to Marketing System expectations, while for Blacks, 2 dimensions show significant relations. For H2, in the prediction of Product related expectations (Pn), Marketing System expectations are a significant predictor of all three products (Automobile, Clothing, Television sets) for both Whites and Blacks. In addition, most of the Value dimensions are significant predictors of each of the three products for both ethnic groups. For H3, Blacks and Whites exhibit marked differences

in which particular dimensions of Personal Values are significantly related to Marketing System expectations and Personal Values. In predicting Automobile expectations (PN1) among Whites, the Personal Value dimensions of Fun and enjoyment in life, Sapience and Autonomy play a significant role; while among Blacks, Sapience, Aesthetics, Security, and Love are significant. In determining Clothing expectations (PN2), Sapience is significant for both groups; F5: Aesthetics show significant effects for Whites but not for Blacks. Lastly, for Television set expectations (PN3), Fun and enjoyment in life is not important to Blacks but it exerts a significant influence for Whites.

DISCUSSION AND IMPLICATIONS

This research offers empirical support for the hypothesized relationships between Personal Values, consumer expectations regarding the Marketing System and Product expectations. In all analyses (across two ethnic groups and three product classes) Personal Values dimensions were found to relate to Marketing System expectations significantly (H1), which in turn were found to relate to Product Expectations significantly (H2).

The finding that F3: Sapience emerges for both ethnic groups as the single most important value dimension in all analyses involving Marketing System expectations (MSx), as well as in all Product expectations (Automobile, Clothing, Television set) seems particularly noteworthy. Values such as Wisdom, Inner Harmony, Self-Respect, and True Friendship (see Table 1) are positively instrumental in determining Marketing System expectations. On the other hand, values such as Comfortable Life and Exciting Life are instrumental in the purchase of all three product classes. This implies that marketers should be particularly cognizant of the differential importance to be played by these values in the formulation of consumer communication strategies regarding either the marketing system or product attributes.

As hypothesized in H3, the importance and function of specific value dimensions also varied significantly by ethnicity. Regarding the determination of Marketing System expectations (MSx), Whites seem to be emphasizing Autonomy values reflecting competence, such as being Independent and Intellectual. Blacks on the other hand, seem to be emphasizing morality values (e.g., Forgiveness and Helpfulness). Additionally, Whites seem to place more emphasis than Blacks on values related to Security, Love, and Aesthetics.

The two groups also exhibit significant differences for values and product expectations. In consuming decisions for an automobile, Whites emphasize the values reflecting Fun and enjoyment in life (e.g., Pleasure, True Friendship) while Blacks stress Security values (World Peace, National Security) and Aesthetics (World of Beauty). Decisions regarding clothing and a television set are also dissimilar for the two groups. For clothing, Whites place greater importance on Aes-

tics. For television sets, Whites emphasize values related to Fun and enjoyment in life (e.g., Pleasure, True Friendship) more than Blacks.

In summary, although the results clearly show that Blacks and Whites are similar in the importance placed on most individual dimensions of Personal Values, they are very dissimilar in terms of which *specific* value dimensions relate to normative Marketing System expectations or Product expectations. Apparently, these two ethnic groups hold almost all values with equal intensity; however, the particular ways in which these similar values may become manifested in consumption decisions can differ markedly.

This study contributes to and extends the marketing literature on personal values and consumer expectations. Collectively, the results from the White and Black ethnic groups indicate that consumer satisfaction may not solely be dependent upon such prior cognitive elements as product-related beliefs, attitudes, intentions or behaviors. Rather, personal values may also play a role in determining satisfaction via their effects on both normative Marketing System and Product expectations. Values appear to provide an adaptation level against which marketing system and product attribute expectations may be compared. Deviations in expectations from the perceived adaptation level might be expected to increase or decrease satisfaction. Current findings seem consistent with Westbrook and Reilly's (1983) notion of value percept confirmation in the context of consumer satisfaction.

The current study's results have at least four important implications for practitioners. First, they suggest marketers might use values effectively to segment consumer markets. As shown here, both Marketing System expectations and Product expectations are significantly influenced by value structures; moreover, these relationships vary by ethnicity.

Second, knowledge regarding the value profiles of a specific target market (e.g., subculture, cross-culture, or ethnic market) should enhance the marketer's ability to develop more effective strategies for each element of the marketing mix. Marketer-controlled activities, particularly product design and advertising communications (i.e., both direct sales and mass advertising) can be made more poignant by appealing to those underlying values which influence the consumer's product expectations. Consumption-relevant values might be elicited through appropriately tailored functional and/or symbolic cues.

Third, results indicate different value dimensions become salient for different product classes. For example, as found here for the White ethnic group, consumption decisions regarding an automobile involved four value dimensions, whereas for a conceivably less complex purchase decision such as clothing, the decision involved fewer dimensions. This implies a need to identify and target within each ethnic group those specific values relevant to a given product class. Positioning and communications strategies which try to incorporate too many values-related appeals for one product and/or fail to recognize ethnic-based values differences, are probably doomed to failure.

Fourth, the findings point up the necessity for marketers and policymakers in other areas to understand the key role played by personal values in shaping what consumer's expect from various macro systems. The consumer's normative expectations regarding performance of the Marketing System (MSx) can significantly influence his/her Product-related expectations (Pn). Although this study focused solely on the Marketing System, it is easily expandable to include important issues in *other* relevant systems, including social, legal, political, cultural, and subcultural. One might expect that the relationship between Personal Values, System Expectations, and Product Expectations would be even stronger for many *non-product* related situations or issues (Munson, 1984). For example, examine the consumer's attitudes toward nuclear power, abortion, open housing laws, in-vitro fertilization, and the voucher system for educational payment.

Future studies should extend the relationships investigated here between Personal Values, Marketing System expectations, and Product expectations to include other factors influencing values formation and change, including family, reference group, and social class. In particular, these relationships should be extended to include satisfaction as the ultimate criterion influenced by values, as well as the possible mediating role to be played by self-concept in this relationship (e.g., Levy, 1959; Sirgy, 1982; Solomon, 1983). The potential link between values, self-concept, and satisfaction becomes more clear when one appreciates the notion that certain contradictions within the cognitive system that involve values are especially likely to implicate self-conceptions; because values are employed as the standards for evaluating oneself as well as others (Rokeach, 1973).

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