

CORRELATION OF MOTIVES AND VALUES WITHIN CONSUMPTION³⁴

Liljana Batkoska, PhD
e-mail: lbatkoska@yahoo.com

Abstract

In this paper I have made a descriptive and empirical elaboration of the significance of the correlation of motives and values within consumption.

The research carried out attempts to prove that advertising contents consumer behavior arousing motives, planning consumption will be more successful. This was carried out having into consideration the existing scientific knowledge, theories and psychological awareness of motivation and values personal range, as a very complex psychodynamic process, but considering scientific knowledge about the mutual relationship between consumer behavior and advertising strategy.

A complex dynamic process was implemented influenced by two groups of variables: (1) consumer motives, and (2) consumer value orientation.

Consumption will be more successful if there is a feed-back mechanism between the presented variables incorporated in the sale and advertising process.

Key words: motives, values, consumption, consumer behavior, advertising.

INTRODUCTION

The essential aim of this paper is through empirical research to understand the way personalities think and respond in the role of consumers: their interest in various products and services, the process of decision-making for purchase. The correlation and importance of values and motives as important variables in the process of consumption planning and realization, is being studied.

³⁴ Original scientific article

Consumer behavior is influenced through motivating, convincing and advertising, and hence the motivational orientations are primarily studied: values, emotions, attitudes and cognitive processes. The focus of this research are the values and value orientations as significant motivational orientations.

Values emerge from consumer beliefs for an acceptable or unacceptable behavior affecting the shaping/forming of personality's character. "Values represent three universal requirements of human existence: biological needs, coordinated social interaction and requirements for group survival and functioning."³⁵

Consumers attribute values different levels of importance and therefore they have an important role in shaping the cognitive structure, enabling access to interpreting consumer behavior which is of particular importance for advertising awareness, selecting products and services, selecting brands and market segmentation.³⁶ The research involves personal values of consumers, such a reflection on the selection made by the individual within the framework of the numerous social and group values.

Values, as ideals for the desired goals, are defined as "way of existence or behavior which individuals or groups recognize as ideal", (G. Rocher, 1968). Value as an ideal implies an idea for quality, existence or action. Value is being realized through the procedures or subjects in which it is concretized or through which it is being implemented. Values appear as ideals calling to approach their realization or their respect. Values, in addition to emotions, appear as main motivational consumer orientations, which influence their way of thinking, their attitudes towards oneself and towards others, as well as their activity or passiveness.³⁷

In professional and scientific literature many authors classify individual values (children, marriage, love, freedom, security, reputation, etc.) as value orientations. This is done for reasons that individual values are diverse and numerous, from the "lowest" ones, the sensual, to the "highest", the altruistic. Value orientations means a series of selections or preferences of a relatively homogenous structure of values of individuals or groups. These could be: gregarious, cognitive, personal, family, power and reputation, hedonistic, etc.

³⁵ Shalom H. Schwartz, Value Priorities and Behaviour: Applying a Theory of Integrated Value Systems, *The Psychology of Values: The Ontario Symposium*, 8 (Mahwah, NY: Lawrence Erlbaum, p.1-24, 1996).

³⁶ Blackwell R.D., Miniards P.W., Engel J.F., *Consumer Behaviour*, Copy-right Thomson South-Western, p.273, 2006,.

³⁷ Rogers C.R., *A Way of Being*, Boston: Houghton Mifflin, p.426, 1988.

Starting from the basic components of product and service and purchasing motives: the intellectual component, the value component, the emotional component, the intentional component, there is a need to research these components through samples of active and potential consumers. This paper includes the value component as a powerful motivational orientation, which in its structure comprises elements of the remaining components. The values refer to objects, activities and individuals, they could be positive, negative or ambivalent – state of conflict when personalities experience both attraction/appeal and repulsion at the same time. Values as complex mental phenomena represent determinants of the behavior of individuals, which is why researchers studying the psychological sources of the forms/patterns of behavior are trying to find an answer to two basic issues. The first issue concerns identifying the disposition characteristics of individuals, i.e. those structural components of individuals which determine their participation in social life (N. Rot, H. Havelka). Great attention is paid to studying the acquired dispositions which are relatively permanent, have a mobilizing role and direct behavior of the personality where such values dominate. Even though these dispositions are acquired, they have very similar dynamic and functional properties as the in-born dispositions: drives/instincts and motives (mostly the primary ones).

Previous research studies have established a number of classes or groups of acquired dispositional characteristics of individuals. The most common and most comprehensive group are the values. Each individual during its social life discovers, creates and accepts permanent goals and seeks to achieve these through various forms of behavior. These goals unite in a relatively simple system of values and value orientations. Each individual has its own value system which may or may not coincide with the value system of the group to which the individual belongs to. This is the manner individual and group differences in the behaviour of humans, i.e. consumers are explained, which imposes the need for this to be researched and assessed in function of increased consumption and sound position on the product and services market. The knowledge in the consumer value orientations should be incorporated into the strategic marketing function for creating supply with predictable consumption. It is desirable for these strategic procedures to be innovative, supported by fresh research results, and implemented by interdisciplinary teams of appropriate practices. Such a strategic approach allows gaining data/information on the required motivational variables, among which values play a key role, thus increasing certainty for reaching planned consumption – the matrix of consumer decision-making for purchasing the products and services being offered has been revealed. Having research results related to the personal variables enables supply

designers to style their creation in order to achieve maximum positive sales. Otherwise, no matter of the quality of the product and services being offered, they will not lead to making the desired purchase decisions.

METHODOLOGY

Having into account the previously confirmed knowledge that the value system reveal consumers' current motivational orientation, i.e. their personal priority for some motives to purchase. This means that motivation, i.e. the process of activating consumers in order to accomplish their goals, directing the activities and regulating the ways in which they will act, all this is in correlation with their value system. Such causal relationship between values and motives implies to a high degree of assurance for the existence of a successful consumption.

The solution to the issue of this research, which is extensively explained in the introductory part, is based on the following goals: (1) To establish the correlation between values and motives, and (2) To establish the influence of

such a correlation on the consumption of products and services.

In compliance with the problem which was set and the goals established, the subject of this research is the existence, i.e. the non-existence of a significant correlation of value and motivational orientation of consumers with the desired and planned degree of consumption.

A hypothetical framework for this research has been set in compliance with the general issue, the goals and the subject of research. The framework is based on the general common hypothesis, which reads: If there is a positive correlation between value orientations and motivational factors for purchasing products and services, then the probability for successful consumption will be with a significant degree of certainty.

Verification of the hypothetical framework is done through crossing two groups of variables:

Independent variables: (1) Values and value orientations; (2) Motives and motivational factors; and (3) Socio-demographic factors (gender, age, education, place of residence).

Dependent variables: (1) Purchase of products and services; and (2) Consumption.

Methodological instruments used to assess and measure variables are: (1)

The Scale of Purchasing Motives - (SPM), and (2) The Scale of Individual Values – SIV. The Scale of Purchasing Motives has been designed by the author of this paper and includes entered items which form a given motivational factor. The application of the Scale of Purchasing Motives is

intended to establish the motivational factors for purchasing: Communication; Cognition; Social Prestige; the Self-sentiment; the Family sentiment; Rest and Recreation. Each motivational factor incorporates in itself six items: motivational variables (a total of 36), which take the form of assertions for given purchasing motives.

Having the goal to establish the correlation between values and motives, a research of the value system of consumers was conducted. The sample of respondents (a total of 200) comprised of target groups based on age, gender, place of residence, education, coming from various regions in the Republic of Macedonia. The Scale of Individual Values – SIV, the author of which is V. Pogachnik, is used as a methodological instrument. The scale is intended to establish the motivational orientation of the personality through a selection of offered values. The results obtained show to respondents' goals and priorities.

Processing the obtained research data/information was carried out by applying the quantitative and the qualitative methods and procedures. The quantitative method includes statistical procedures, such as: calculating arithmetical means, standard deviations, variation coefficient, realized and expected frequency, Chi-square (χ^2), the Pearson coefficient of correlation (r), and the Contingency coefficient (C).

The statistical significance of differences between the statistical measures was established by applying the t -test of significance, the χ^2 test and concluding on the significance of the coefficient of linear correlation.

The qualitative method includes the causal description through crossing the variables, analyzing the results, discussion and conclusions.

RESULTS

Statistical processing of the results obtained revealed the existence of significant differences between arithmetical means of the priority lists of values given by respondents for the following values: children, devoted friendship, social affiliation, love, wisdom, new experiences, rest, freedom, supply of food and beverages, social reputation and comfortable life. As to the remaining values, there are no significant differences in the average frequency of selections. However, based on the ranking given by the respondents, there is certain difference.

Comparing the priority lists of values for the groups of respondents based on sociodemographic factors shows to significant variability for the value Children, $SD^2=221.01$, as well as for the value Comfortable Life and Freedom, $SD^2=116.42$. Having as the goal obtaining higher degree of valid

results, the individual values were classified in six groups of value orientations: gregarious, cognitive, power and reputation, personal, family and hedonistic.

The statistical parameters obtained suggest that the obtained Chi-squares for all value orientations are statistically significant, which means that the difference between the obtained (empirical) and the expected (theoretical) are so great that they cannot be considered as incidental (Table 1):

Table 1. Matrix of Correlation Measures of Value Orientations

Value Orientations	χ^2	<i>c</i>
Gregarious	50.53	0.33
Cognitive	35.78	0.28
Power and Reputation	19.26	0,21
Personal	28.86	0.25
Family	35.40	0.28
Hedonistic	29.85	0.26

All Chi-squares are significant at level 0.01

The results obtained for the motivational factors show that the correlations have low values and are within the limits of low correlation, up to 0.40 (Table 2).

Table 2. Presentation of Correlation Relationship of Motivational Factors Selection

Motivational Factors	R	Level of significance
Communication	0.34	**
Cognition	0.03	
Social Prestige	0.20	*
Self-sentiment	0.07	
Family Sentiment	0.14	*
Rest and Recreation	0.31	**

** Significant at level 0.01

* Significant at level 0.05

The values shown in the table have been obtained by correlating the mean frequency of the given rankings for the motivational factors by the respondents (consumers). The low correlation for deciding on given motivational factors suggest to the existence of significant differences

among the groups of respondents allocated based on their socio-demographic characteristics.

The correlation relations of values and motives in respondents, i.e. consumers, were established by calculating the contingency coefficient of the attributive categories for which they were to be established, i.e. to rank them based on the personal priority. In order to have a better overview of the correlation of the variables: value orientations (which comprise individual values) and motivational factors as a substrate of motivational variables, attention was paid for their synchronized presentation.

The results obtained with the statistical processing suggest to the existence of mutual relations among the variables. All of the obtained correlations were positive, while their extent range to the degree of correlation of higher intensity, particularly when having in mind the contingency coefficient as a statistical measure. Below given is a full matrix of measures (degrees) of relationship, (Table 3)

Table 3. Matrix of Correlation Measures Between Value Orientations and Motivational Factors

Value Orientations	C	Motivational Factors
Gregarious	0.49	Communication
Cognitive	0.51	Cognition
Power and Reputation	0.54	Social Prestige
Personal	0.46	Self-sentiment
Family	0.56	Family Sentiment
Hedonistic	0.54	Rest and Recreation

It may be concluded that there are correlation relations between the value orientations and motivational factors in respondents (consumers). These correlations are positive and significant, which may be seen by making a comparison of the ranking the two variables have based on the highest mean/average frequency of the given selection.

The overall results confirm the common hypothesis for the existence of positive correlation between values (shown through value orientations) and motives (shown through motivational factors). This implies that the probability for a successful consumption of products and services would be with a significant degree of certainty. The knowledge on consumers' priority values reveal the priority motives to purchase, meaning that motivational cycles can be established for purchase of products and services planned to be offered on the market, and hence the level of consumption as well.

CONCLUSION

Each purchase is motivated, which means that no one makes a purchase for the sake of purchase but rather to satisfy certain needs and to fulfill certain personal values. In the process of consumption planning relevant variables should be researched: values and motives, the extent of their correlation and matching the priorities selected. Thus, with a high degree of significance, it would be possible to anticipate the priority factor cycles of the motives to purchase the appropriate products and services.

Each motivational cycle ending with satisfying of a given need, purchasing the product or service, marks the beginning of the consumption process. This process should be maintained and reinforced on permanent basis in order to avoid a situation of saturation of consumers and to prevent the occurrence of a state of indifference. It is therefore necessary to research the system of values in the desired consumers and to know their motivational orientation and hence the existence or non-existence of the need to change or correct the products or services being offered on the market. The main precondition for having consumption is its material basis: product or service. It is precisely this material basis of consumption that represents a means for satisfying the needs and fulfilling personal values.

The level of consumption depends on the creation of products and services, their advertising and promotion. It is inevitable that in all of these processes to take into consideration the value orientations and motivational orientation of consumers which would be implemented by carrying out permanent research. This will allow more predictable relations between the participant in the process of sales.

LITERATURE

- Баткоска Л., Методологија на научното истражување, ЦНИР, Охрид, 2005.
- Баткоска Л., Мотивацијата во туристичката пропаганда, ЦНИР, ФТУ, Охрид, 2002.
- Баткоска Л., Бизнес психологија, ЦНИР, ФТУ, Охрид, 2006/12.
- Blackwell R.D. Miniard P.W., Engel J.F., Consumer Behaviour, Copyright Thomson South-Western, 2006.
- Burgess S.M., Personal Values and Consumer Research, Greenwich CT: JAI Press, 1992.
- Peter P.J., Olson J.C., Consumer Behaviour, McGraw-Hill, 2010.

Hollyforde S. Whiddett S., *The Motivation Handbook*, CIPD House, London, 2003.

Dennis W.R., *The Buying Impulse*, *Journal of Consumer Research*, 1987.

Kahneman D., Tyersky A., *Choices, Values, and Frames*, *American Psychologist*, *Journal of Consumer Research*, 1987.