



Measuring Consumer Personal Values To Create Product Positioning

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The function of marketing is to help consumers meet their values and designing the right positioning of a company's product is imperative in marketing activity. Utilizing consumer personal values to create product positioning is advantageous. By employing List of Values (LOV) the research measures the personal values of Indonesian mall shopper and organizes it into rank order. Nine hundred mall shoppers completed self-administered surveys regarding their personal values. The result indicates a unique hierarchy of personal values of Indonesians, followed by discussions of alternative product positioning which is desirable for the values.

Keywords: Consumer Personal Values, Product Positioning, List of Values (LOV)

1. INTRODUCTION

One of the environmental influences that affect consumer purchasing decisions is culture. ²The definition of culture in terms of consumer behavior is confirmed by Schiffman & Kanuk as whole values, beliefs and habits are learned and will regulate consumer behavior as members of a society. Values are considered to be the core cultural component. ³Hofstede stated that the value is a broad tendency to prefer certain states of affairs over others.

Since 1970s researchers of consumer behavior have concluded the relation between consumer values and their buying behavior. ⁴As confirmed by Clawson and Vinson that the values have proven to be a significant factor affecting consumer behavior, and values can be considered to have contributed much influence even larger than attitude, product attributes, and lifestyle. ⁵D'Auria concluded that the results of consumer research show that the value of a person is able to explain the variation and influence individual and collective behavior, including consumption behavior of consumers.

¹The function of marketing is to help consumers meet their values, although, the importance of understanding the values of the consumer has not been a lot of concern by marketing researchers. ⁶Because individuals have less value than the attitude, the concept of personal value is a simple way to describe and explain the similarities and differences among individuals, groups, and cultures.

In an effort to fulfill the needs and wants of consumers it is important for marketers to establish the positioning of their product. ⁷Product positioning is the way a product is recognized by consumers on important attributes.

Marketing science researchers have studied the impact of cultural factors and have tried to measure the individual values.

⁸Even Homer and Kahle stated that personal values are widely acknowledged as the underlying determinants of consumer attitudes and behavior. It is a challenge for marketers to create the positioning for their products, which will be communicated to consumers through a variety of marketing tools (marketing

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mix). Product positioning is not only effectively communicated through the various attributes of the product and promotional messages, but also through the choice of distribution as well as a set price.

In Indonesia, there has been a fair amount of research on consumer behavior, but it has been observed that few studies have examined the profile of personal values of Indonesians. This study will focus on two key questions, -- What is personal value profile and priority of Indonesians, in addition? What is potential product positioning on the basis of personal value profile?

An assessment of the personal values of Indonesian society will provide the valuable insight for marketers to create the most appropriate positioning for Indonesian consumers, as well as to generate competitive advantage.

2. LITERATURE REVIEW

Ancient Greek philosophers have distinguished the importance of values, but social scientists studied it not more than 50 years ago. Business scholars often do not know how important the phenomenon of individual values, social value and their dynamics hold good.

There is no universal definition of the concept of human values and value systems in the literature. How the authors define it depends on knowledge, background, and the time and purpose of the research. ⁹Agarwal stated that values represent wants, preferences, likes, and dislikes for particular things, conditions, and situations. Values describe what individuals consider to be important. The researchers also say: value systems are sets of individual values that exist on a scale of hierarchy.

¹⁰Value is a psychological object. Although we can not see or touch it, they are very real as the other physical objects. Individuals can dedicate their lives or give up their lives to pursue the values. A values is an important mission or philosophy. Do people realize it or not, every individual has a set of personal values.

¹¹Berry asserts that the definition of values differs from person to person/group to group or among persons within the same