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**CONGRUENCY BETWEEN BRAND AND CONSUMER VALUES AND ITS RE-
LATION TO BRAND ATTITUDE:**

a study of a well-known food brand on the Russian market

Master Thesis in
International Business

VAASA 2016

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Year of Entering the School: 2013
Year of Completing the Thesis: 2016 **Pages:** 126

ABSTRACT

Understanding consumer behavior has become one of the priorities of marketing managers. This knowledge is crucial for companies so as to build strong brand-consumer relationships and to develop adequate marketing communication. One way to investigate brand-consumer relationships refers to the concept of congruency/congruity between brand and consumer. In existing research, congruency between consumer and brand has been measured through the lens of self-image, self-concept, brand image and brand personality. The current Master thesis aims to address the concept of congruency between consumer values and values associated with a brand as well as to examine the relations between brand attitude and congruency. The theoretical part of the paper focuses on existing concepts of values and congruency whereas the empirical part of the study aims to measure value congruency of Russian consumers. The first objective of the study is to examine whether there exists congruency between consumer values and values that consumers associate with a brand, using the values from the Rokeach Value Survey. The second objective is to explore whether the degree of congruency between the values has a relation to the brand attitude. The study also aims to bring new insight to the topic of value congruency. Given the fact that there is little research dedicated to the measurement of value congruency, the author tested several different ways to measure it. The results of the study show that there exists a certain level of congruency between consumer values and values that consumers associate with the food brand. Given the absence of proven value congruency measurement system, it seems difficult to assess the degree of congruency objectively. The findings of the study have also shown that various measurement techniques applied show different correlations between the congruency and brand attitude. The findings of the study suggest implications for further research of the topic in order to develop a consistent measurement tool of value congruency and to examine its relation with general brand attitude and other variables.

KEYWORDS: consumer values, value congruency, Rokeach Value Survey, Russian food market

1. INTRODUCTION

Introducing the topic of the study, the current chapter will reveal a research gap identified on the basis of a preliminary literature view. In addition, a research objective and three hypotheses will be formulated. The main delimitations of the study will be discussed. At the end of this chapter the structure of the paper will be presented.

1.1 Background of the study

The current research aims to test whether there is a congruency between consumer and brand values and whether there is a correlation between the degree of congruency, on the one hand, and brand attitude, on the other hand.

Increasing competition, constant innovation and well-educated consumers make companies pay more attention to consumer behavior. Global companies put customers at the heart of their activities and make significant investments to reach consumers and understand their behavior. It became clear that consumers and consumer behavior should occupy a central position in the minds of marketing experts so as to develop effective marketing communication and advertising (Mooij & Hofstede 2010).

In this respect, different aspects of consumer behavior – purchasing intent, buying behavior, brand attitude, consumer values and others – are becoming objects of increased attention of the professionals of various academic and business areas. As stated by Klipfel, Barclay & Bockorny (2014), advanced psychological knowledge about consumers may make a significant contribution to the process of accurate product positioning in order to reach customers.

During the last decades, more attention is paid to the construct of personal values for the purposes of better understanding of consumer behavior (Vinson, Munson & Nakanishi 1977). Research on social values has proved to be beneficial in market segmentation, advertising and marketing, since values seem to have a potential to help understanding consumers and consumer behavior (Kahle & Kennedy 1989; Kahle 1996). Moreover, information about consumer values can be useful to understand how to position the product

and how it will be potentially perceived on the market (Kahle et al. 1989). According to Kahle (1985), the principal function of marketing is to help consumers fulfill their values.

The study of values has a long tradition in various fields, notably in psychology and sociology (Debats & Bartelds 2005). Professionals in different areas – philosophers, psychologists and industry workers – are anticipating the potential strong influence of values on human behavior; experts in various disciplines assumed that values play a certain role in various human behaviors (Munson & McQuarrie 1988). Anthropologist Kluckhohn declared the central role of the concept of value in predicting human behavior (Kluckhohn 1951).

Developing both the Rokeach Value Theory and the Rokeach Value Survey, Milton Rokeach has set the corner stone for the development of value theory. Together with Shalom Schwarz, the author of the famous Schwarz Theory of Basic Human Values, they have undoubtedly made the most significant contribution to the development of a value concept. Their value systems served and serve as a basis for numerous academic papers.

The concept of congruency in consumer behavior was envisaged by some scientists (Dolich 1969; Fournier 1998; Park & Lee 2005; Aggarwall & McGill 2007; Achouri & Bouslama 2010). According to Sirgy, Grewal, Mangleburg, Park, Chon, Claiborne, Johar & Berkman (1997), self-congruity contributes to the understanding of advertising and marketing strategies.

The scholars have been examining the concept of congruency through the constructs of self-concept and brand image (Dolich 1969; Ericksen 1996; Sreejesh 2014), and self-image and brand personality (Vernette 2008; Branaghan & Hildebrand 2011). The results of the works mentioned above demonstrate a clear relationship between the analyzed variables, i.e. the existence of two types of congruency. The first type between self-concept and brand image (consumers tend to buy brands the images of which are more similar to how they perceive themselves, i.e. to their self-concept). The second type refers to the congruency between self-image and brand personality, which means that consumers subconsciously assume that brands have different personality traits and prefer brands whose traits are more similar to their self-image.

However, relatively little research has been conducted to test the concept of congruency through values. Moreover, the concept of brand and consumer values congruency has not been integrated in general brand attitude (based on the analyzed literature). The existing papers (by the authors mentioned above) which are dedicated to the analysis of the concept of congruency focus only on the existence of congruency between the variables besides values. However, very little research analyses the relations between the degree of congruency and other variables. Only one paper (by Polegato & Bjerke 2006), aiming to test the congruency of values and its relation to the attitude towards brand advertisement, has been identified by the author. This testifies the existence of a clear research gap in the field and novelty of the topic.

Polegato et al. (2006) state that when values of consumers are congruent with values reflected in advertising or in marketing communication, it is more likely that consumers will like the brand, which means that the degree of congruency between these values correlates with brand attitude. Tying a specific product, service or idea to an abstract value should increase the ease with which the specific item can be stored and remembered by consumers (Kahle et al. 1989).

Despite extensive research dealing with the concept of values and the construct of congruency from different angles, it is clear from the current background literature review that little research has been conducted to test the congruency between consumer and brand values as well as the relation between the degree of the congruency on the one hand, and general brand attitude on the other hand.

The current paper will provide a detailed literature review of the concepts of values and value congruency. General brand attitude is taken as an output in the current study and thus will not be subject to advanced theoretical discussion. The study is aimed to test the concept of brand-consumer value congruency and its correlation with brand attitude of Russian consumers, using the brand Bonduelle, a well-known brand among Russian consumers.

1.2 Research gap

Intensive research of the value concept and of its academic and business implications has been conducted in the last decades. Numerous cultural studies have been carried out, in

which values have been viewed from various perspectives: social, psychological, philosophic as well as brand-consumer relationships. The relationships between brand and consumer have been earlier analyzed by means of the congruency construct (through the lens of brand image, brand personality, self-image and self-concept). However, consumer and brand values have not been integrated in the concept of congruency to examine brand-consumer relationships. Moreover, value congruency has only been integrated in only one paper with another variable (by Polegato et al. 2006). In this respect, the current paper aims to provide a new insight to the subject.

The goal of the study in terms of value concept is to depict a detailed theoretical framework so as to gain a deep understanding of the construct and to make the right choice between value measurement systems for the empirical part of the study.

In this context the objective of the current study is to attempt to fill this research gap and to try to trace the congruency between brand and consumer values using the example of a well-known brand in Russia (the empirical part of the study will concern Russian consumers) and to test the correlation between the level of the congruency and the general brand attitude.

1.3 Research objectives

The principal objectives of the study are:

- 1. To examine whether there is congruency between consumer values and values that consumer associate with a brand*
- 2. To understand whether there is a correlation between the brand and consumer values congruency, on the one hand, and the general attitude towards the brand, on the other hand.*

A cultural aspect is also involved in the study: the empirical research will be conducted only among Russian consumers. Even though this imposes certain limitations on the research, the decision to focus only on the consumers of one nationality will make it possible to avoid generalized conclusions. At the same time integration of cultural context enables the author to bring more specific and concrete results. According to Hofstede (1991; 2001; Mooij et al. 2010) people of various countries are characterized through five

basic cultural dimensions the differences that indicate the differences in national cultures. Moreover, cultural differences are likely to have an impact on the perception of the same advertising (Mooij et al. 2010). In this respect, it was decided not to mix different nationalities in order to avoid the problem of different perceptions of values and value priorities among various countries. Similar research, however, could have benefitted from including more than one country in the research. After all, Russian language is the mother tongue of the author and thus it was possible to create a questionnaire in the native language of consumers and hence avoid misinterpretations and misunderstandings of values.

The integral goal of the study is to investigate the existence of congruency between consumer values and values associated with the Bonduelle brand (based on the perception of Bonduelle advertising videos).

The objectives of the study can be divided into theoretical and empirical categories.

Based on the discussion above, the theoretical objectives are the following:

To develop a theoretical framework of the existing research dedicated to the construct of values, distinguishing the principal approaches and value systems;

To study the existing approaches to the concept of congruency from various perspectives

Empirical objectives are:

To analyze whether congruency between consumer and brand values exists (on the example of Bonduelle brand);

To explore whether there is a correlation between the degree of congruency and consumers' general attitude towards the brand.

1.4 Delimitations of the study

The goal of the study is to address the concept of brand-consumer values congruency and to examine whether there is a correlation between the congruency and the brand attitude.

Given the aim of the study and multiple variables involved in the empirical part, the research has certain limitations.

First, the empirical part focuses only on Russian consumers. In this context the results of the empirical analysis may not be applicable to other cultures. It is important to mention that the results of the research are likely to be influenced by the current economic situation in Russia, which changed the purchasing behavior of Russians and their attitude towards different categories of products. Due to dramatic currency fluctuations and the inherent devaluation of the Rouble towards the Euro and the US Dollar as well as existing economic sanctions, the prices of all product categories, especially of imported goods, increased, while the level of income stays at the same level or decreases (RBC 2015). It should be mentioned that the general quality of food products has decreased (RBC 2015), which might also have an impact on the product perception. The current study does not aim to analyze price perception by Russians, but it is assumed that it might have an impact on the importance of certain values to them. In this respect, the results of this research would possibly have been different if the study was conducted before the economic crisis.

Another limitation of the study that can be identified lies in the nature of the product taken as an example. The chosen brand is the food product brand Bonduelle. It is assumed that it is generally a well-known brand by Russian consumers. Food products constitute a specific category of goods and therefore the results of the study are presumably relevant for this category only. Hence the questions in the questionnaire sent to respondents focus specifically on the food product category (the full version of the questionnaire is attached as Appendix 1).

Besides, the theoretical basis selected to be used in the empirical part of the research imposes certain limitations on the study as well. After the analysis of different value systems the author decided to focus on a shortened version of Rokeach Value Survey (RVS), adapted by Munson et al. (1988). However, as it may be inferred from the literature review, the Rokeach Value Survey has been subject to criticism by Braithwaite & Law (1985), Debats et al. (2005) and others. The substantial points of criticism refer to the lack of comprehensiveness of the list of values, offered by Rokeach, as well as the possible interpretation problem of the values. In this context, it should be taken into consideration that the specificities of the RVS can have an impact on the results of the study.

As for the brand incorporate into the case, it is important to note that only one type of advertisement is shown to respondents in the questionnaire, like in the study by Ang &

Low (2000). TV commercials, broadcasted on TV are chosen as the most comprehensive, transferring the most exhaustive message to consumer (Ang et al. 2000). However, utilizing other ways of marketing communication could influence the perception of the brand.

Last but not least important, the empirical research design imposes further limitations. Since the answers of the questionnaire are collected distantly through an online platform, it is difficult for the author of the research to trace the accuracy of answers and choose the respondents himself. Various external factors related to interruptions or bad timing for answering the questionnaire are likely to distract the respondents to answer all questions deliberately and to take their time to answer the questions.

1.5 Structure of the study

The study is divided into six chapters.

Chapter 1 introduces the topic of the study, discusses the background of the research and outlines a research gap. It also stipulates the main objectives of the study, discusses theoretical and practical objectives and announces the hypotheses, which will be tested in the empirical part. In the introductory chapter possible limitations of the study, imposed by the choice of theoretical framework as well as by empirical methods, are indicated.

Chapter 2 is dedicated to the development of the theoretical framework of the value concept. The chapter introduces the topic of human values and provides a detailed critical literature review of the concept of values and emphasizes the most significant value systems.

Chapter 3 reviews the existing research in the field of the congruency concept in marketing studies. At the end of the chapter, the existence of a clear research gap is briefly discussed, based on the literature review.

The topic of the Chapter 4 refers to the methodology of the study. The product chosen for the case study is introduced, followed by methodological approaches applied in the research. The chapter also discusses data collection methods and data analysis, as well as reliability and validity of the analyzed data.

Chapter 5 of the study is devoted to empirical research and related findings. The analysis of experimental data is presented, followed by the results of hypotheses testing and discussion.

Chapter 6 summarizes the findings and provides the discussion of the study results. In this chapter the empirical and theoretical implications of the study are suggested along with potential directions of further research of the subject. In the chapter the author also indicates the limitations of the study.

2. VALUE CONCEPT AND APPROACHES

The current chapter is dedicated to the existing research conducted on the topic of human values. The concept of values and various terms and definitions are introduced, followed by the main value concepts, developed by academic research (Rokeach Value Survey, Schwarz Theory of Basic Human Values, Hofstede model, LOV, VALS, GLOBE, Kompass). The summary of the reviewed concepts concludes the chapter.

2.1 Consumer values: concepts, definitions, approaches

As it was stated earlier, values have been subject of research of many scholars in many sciences. In this respect, it seems reasonable to assume that different scientists regarded the construct of values from various perspectives and thus might interpret the term “value” in different ways. Below principal definitions, classifications and dimensions of values are presented and analyzed, as well as fundamental value systems and models.

According to Rokeach (1973:3), psychologist and the author of one of the fundamental human value theories,

“The value concept, more than any other, should occupy a central position across all social sciences”, because it is “able to unify the apparently diverse interests of all the sciences concerned with human behavior”.

Kluckhohn (1951) brings examples of different definitions of values and comes to the conclusion that the term is abstract to a big extent and all definitions have only one thing in common: values deal with normative rather than existential statements. He defines values as

“a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action” (Kluckhohn 1951: 395).

Kahle et al. (1989), similar to Kluckhohn, consider values as one of the most abstract forms of individual knowledge.

Values are equally utilized to characterize societies and individuals and to trace the possible social change in societies and across countries within time (Schwartz 2006; Davidov, Schmidt & Schwartz 2008).

Many researchers trace a strong relation between values and actions. Values are considered as criteria to evaluate people and justify actions (Schwartz 1992). According to Rokeach (1973), people subconsciously need agreement between their values and actions.

Some scholars consider values as basic principles guiding humans' actions. Thus values are defined by Bardi & Schwartz (2003) as something that is important for us in our lives. Another definition of values is used by Debats et al. (2005: 47-48) in their work: values are considered as guiding principles in life which transcend specific situations, may change over time, guide selection of behavior and events and are part of a dynamic system with inherent contradictions.

Parsons (1951) states that motivation and control of the people's actions is the fundamental role of values. According to Kluckhohn (1951), values both cause and appear from people's actions and create needs.

At this point of discussion, it seems reasonable to address the question of the link between values and consumer behavior. As it was stated by Vinson et al. (1977), it is hard to underestimate the widely accepted role of value concept in the process of understanding consumer's behavior and motivations. Consumer values also serve as a useful instrument for consumer's differentiation, since they reflect consumer beliefs and behavior (Blackwell, Miniard & Engel 2005). According to Kahle et al. (1989), information about consumer values can have a significant importance for the process of development of a proper marketing strategy. Moreover, Kahle et al. (1989) state that values seem to provide more information than demographics; besides, this information seems to be helpful for managers so as they understand where and how a product fits into a consumer's lifestyle.

Values are guides for people and they cause particular behavior (Schwartz 2012; Schwartz, Cieciuch, Vecchione, Davidov, Fischer, Beierlein, Ramos, Verkasalo, Lönnqvist, Dirilen-Gumus, Demirutku & Konty 2012). People attempt to express their values in behavior in order to achieve goals which are important to them (Rokeach 1973).

Similarly, Kluckhohn (1951) related values to goals. In this respect, behavior is considered as an important potential consequence of values (Bardi et al. 2003: 1207). Furthermore, Clawson & Vinson (1978) assume that values might appear to be one of the strongest power explaining and guiding consumer behavior.

Consumer values serve as an integral element in the process of buyer decision process by consumers. According to Kahle et al. (1989), consumers rarely buy products based on only functional aspects of the product. Instead, they hope to benefit from the product in a different way, i.e. to fulfill their values. On the basis of these factors they make a decision whether to buy a product or not. For instance, a food product is being chosen on the basis of certain attributes like taste or packaging, but its nutritional value is of a high importance as well (Kahle et al. 1989). The meanings and motives behind many consumer activities depend on values; lacking the information about consumer values can have a negative impact on the process of influencing consumer behavior (Kahle et al. 1989).

In order to discuss different value concepts, it is essential to differentiate the term “value” from other terms in order to avoid term confusion.

According to Schwartz (2012), values differ from attitudes, because attitudes refer to primary evaluations, while values form the basis of these evaluations. Similarly, Homer & Kahle (1988) claim that attitudes appear from values.

Schwartz (2012) also differentiates values and beliefs in the way that beliefs are ideas, referring to subjective probability, unlike values, that represent the goals and guiding principles. Kluckhohn (1951) also differentiates values from beliefs: according to him, values are always accompanied by action, unlike beliefs.

Comparing values, norms and traits, Schwartz (2012) concluded that values affect decisions of accepting or rejecting a particular norm, because norms refer in a way to a rule or tradition, which can be accepted or not. Traits in turn depict people themselves but not the guiding principles of their life. Traits refer to personality of a person rather than to what is important for him.

Thereupon it seems appropriate to mention that many researchers analyzed the question of relationships between values and Big Five Personality traits (basic dimensions of human personality: openness, conscientiousness, extraversion, agreeableness and neuroticism), (Roccas, Sagiv, Schwartz & Knafo 2002; Oliver & Mooradian 2003; Aluja & Garcia 2004; Dobewall, Aavik, Konstabel, Schwartz & Realo 2014; Parks-Leduc, Feldman & Bardi 2015). This makes it reasonable to assume that these constructs are similar and are closely related to each other.

Kluckhohn (1951) also discusses differences between values and such constructs as motivation and need. According to him, values are certainly related to motivations, but they are almost never completely the same as motivations; values are rather elements of motivation (Kluckhohn 1951). Besides, there is a clear link between values and needs, but these two are achieved (fulfilled) by different means (Kluckhohn 1951). Close relation between values and motivation can be traced in Schwartz (1992) circle of values: in this model values are related to each other and both represent and round motivational continuum.

Values themselves, as well as various approaches to studying or measuring values, were classified in different ways. For example, Munson et al. (1988) differentiate two different traditions of studying the role of values in consumer research: Value Hierarchies and Value Instrumentality. Values hierarchies refer to lists of values which were utilized to create consumer profiles. The Rokeach Value Survey, created by Milton Rokeach (1973) is a good example of a Value Hierarchy approach.

According to the second tradition known as Value Instrumentality, values are considered as final desired goals of consumption, while purchased products are supposed to be the means to fulfill those values (Munson et al. 1988). Munson et al. (1988) assume that the second type has a potentially stronger focus on the relation between values and product attributes; these values can theoretically be less abstract, but they are more oriented on consumption outcomes. By utilizing Value Instrumentality tools it is possible to convince consumers to associate a product with certain values through product attributes and thus create a link between product and consumer (Munson et al. 1988).

Sojka & Tansuhaj (1995) define values and beliefs as one of three possible ways to operationalize culture (together with language and goods/artefacts). The authors do not differentiate values and beliefs; however, they consider it necessary to know them in order to better understand consumer behavior (Sojka et al. 1995).

Kluckhohn (1951), just as Sojka et al. (1995) and Williams (1970) traces the relation between values and culture, though from a different perspective. He considers values as almost completely cultural products (Kluckhohn 1951). However, he admits that due to differences in interpretation and meanings values can vary across individuals. Thus two levels of values – individual and cultural are distinguished (Kluckhohn 1951).

Williams (1970) in turn states that a balanced value system is an essential condition for stable culture. He divides values into societal (referring to politics, human rights) and individual (related to achievement, personal life, comfort) (Williams 1970). Christenson & Choon (1974) also advocate this division in a societal and individual level; however, they elaborate on this classification by adding three socio-economic variables: level of income, education and race.

A concept classifying different approaches to value studies was created by Lenartowicz & Roth (1999). Two groups of their typology are relevant for the present research: Direct Values inference (DVI) and Indirect Values inference/benchmarking (IVI). DVI refers to measuring values of subjects and inferring different cultural characteristics on a cultural level based on these values; IVI in turn analyses secondary data without directly addressing group members (Lenartowicz et al. 1999). Soares, Farhangmehr & Shoham (2007), using this classification, differentiate the main value concepts and authors: according to them, Schwartz universal theory and structure of human values is an example of the DVI type, while Hofstede's model of attributing scores on different dimensions is an example of the IVI approach.

Christenson et al. (1974) as well as Hansen (1998) advocate the two-dimensional system of value measurement. However, their approaches differ in terms of similarity of these dimensions: whereas Christenson et al. (1974) emphasize that these dimensions have been different in papers of different scholars, Hansen (1998) states that if a value system is supposed to be divided into two dimensions, these dimensions are basically the same: one

differentiates values from traditional to modern, and another one refers to individualistic or social values. To support his statement, he presents a summarizing table, which includes various values systems, means and dimensions constituting these values:

	Dimension 1	Dimension 2
VALS	Modern/Traditional	Action-oriented/Principle oriented
RISC	Openness/Resistance to change	Ethics/Hedonism
CCA	Change/Stability	Material/Spiritual works
Grunert/Schwartz	Openness to change/Conservation	Self-enhancement/Self-transcendence
Valuescope	Change to Modernity/Stability	Pragmatism/Loyalty Materialism/Humanism
Kompass	Modern/Traditional	Individually-oriented/Socially-oriented
Danish attitudes	Modern/Traditional	Individuality/Collectivity
Minerva	Modern/Traditional	Social/Individual

Table 1: Major Dimensions in Different Value Systems

Table 1 presents different models created in different countries: American VALS, European RISC, French CCA, Danish Kompass, Swedish Valuescope, Israeli Schwartz model. As it can be seen from the Table 1, all models include basic two dimensions.

In this part, the concept of value was generally introduced. The fundamental value measurement instruments, models and systems as well as the main scholars will be discussed and critically analyzed in the subsequent chapter.

2.2 Rokeach Model and other related studies

A large part of human values research was conducted on the basis of the concept and value measurement tools worked out by Milton Rokeach (Vinson et al. 1977).

One of the main innovation brought by Rokeach is that his work caused the change of general attitude towards what values are, i.e. from now on values refer to desirable goals (Braithwaite et al. 1985; Debats et al. 2005). Rokeach related values not only to modes of conduct but also to final goals (Brathwaite et al. 1985).

A value is defined by Rokeach as a belief that a certain end state existence/goal or specific way of behavior is preferred to an opposite goal or mode of behavior (Rokeach 1973). The value system is defined by Rokeach (1973: 5) as

“An enduring organization of beliefs concerning preferable modes of conduct or end-states of existence along a continuum of relative importance”.

According to Rokeach, beliefs, attitudes and values compose an integrative system (Rokeach 1968). In his concept a value is considered as a single belief, guiding behavior and judgements in various situations; moreover, values, according to Rokeach, go beyond short-term goals and rather represent the end-states of existence (Rokeach 1973; Vinson et al. 1977; Debats et al. 2005). A system in which values, beliefs and attitudes are clearly differentiated is another innovation created by Rokeach (Braithwaite et al. 1985).

Rokeach divides values into two categories in terms of what values of each category represent: instrumental (values related to modes of behavior, for example: cheerful, honest) and terminal (values related to desired final goals: national security, equality) (Rokeach 1973). According to Christenson et al. (1974), terminal values in Rokeach List of Values are by content similar to the dominant values in a value system of Williams (1970). Thus Rokeach managed to differentiate two dimensions of values. Keeping in mind this distinction, Rokeach (1973) created a list of 18 instrumental and 18 terminal values which are listed below in alphabetic order:

Terminal values	Instrumental values
A comfortable life, An exciting life, A world at peace, Equality, Freedom, Happiness, National security, Pleasure, Salvation, Social recognition, True friendship, Wisdom, A world of beauty, Family security, Mature love, Self-Respect, A sense of accomplishment, Inner harmony	Ambitious, Broad-Minded, Capable, Cheerful, Clean, Courageous, Forgiving, Helpful, Honest, Imaginative, Independent, Intellectual, Logical, Loving, Obedient, Polite, Responsible, Self-Controlled

Table 2: List of Rokeach Values by Rokeach (1973)

The suggestion of Rokeach to perceive values as modes of behavior (Instrumental values) and as final goals (Terminal values) makes the system more flexible and applicable for a wider range of marketing studies, depending on what is intended to be measured. However, it is unclear in the model whether there is a relation between the values from the two lists or not. It seems reasonable to assume that people choose behaviors that lead to final goals achievement, which means that Instrumental values should be means to achieve Terminal values. Rokeach (1973) does not test the existence of these relationships while various researches conducted on the basis of the Rokeach model would have benefited from the discussion about the relation between Instrumental and Terminal value Lists.

The two lists which constitute 36 values are also known as the Rokeach Value Survey (RVS). The main function of RVS was to operationalize the value concept (Beatty, Kahle, Homer & Misra 1985; Braithwaite et al. 1985; Debats et al. 2005). According to Rokeach (1973: 30), the selection of 36 values was to some extent arbitrary and “intuitive”. It caused a question among other researchers whether the Rokeach Value list is comprehensive and whether these values are universal or there are other values which have a more fundamental role (Baithwaite et al. 1985; Beatty et al. 1985; Gibbins & Walker 1993). At the same time Braithwaite et al. (1985) consider versatility along with easily (economically) achieved success as the main advantages of RVS.

For the RVS list Rokeach chose values according to the following criteria: he removed values which had synonymous meanings, those which were correlated to each other, too

specific values as well as those that were not end-states of existence, i.e. which did not conform to Rokeach's value definition (Braithwaite et al. 1985; Gibbins et al. 1993). According to Rokeach (1973: 43), the values in the list are barely correlated with one another.

The way of selecting values for the list seems rather subjective because the choice was made only on the basis of Rokeach's personal selections and his definition and understanding of values, which questions the universality of this approach.

The Rokeach Value Survey in the form of two lists was offered to respondents. They in turn were supposed to put the values in both lists in the order of their relative importance to them (Vinson et al. 1977). Respondents should rank the values from RVS in the order of importance, considering values as guiding principles in their life so as to have value hierarchy as a final outcome (Munson et al. 1988). It was considered that the rank of the two value sets would reflect the values system of an individual (Rokeach 1973). Rokeach found out that respondents had difficulties to rank the values in the order of importance. According to Beatty et al. (1985) this might be related to the large number of values in the list and to higher attention while ranking the values at the top and at the end of the list than those in the middle.

The way of value measurement suggested by Rokeach has been subject to criticism. Indeed, the number of values in the lists is relatively high, especially if respondents are supposed to rank the values from both lists. This is likely to pose a problem related to the data reliability since the participants of the survey must not only evaluate the importance of each value for them but also its relative importance compared to other items in the list.

The RVS made it possible to differentiate various groups of people based on different criteria: race, sex, occupation and other characteristics on the basis of what their value orientation is (Vinson et al. 1977).

Talking about the applicability of RVS in consumer research, Munson et al. (1988) attempted to adapt the RVS so as to obtain a set of values that are most relevant for consumption research. It was assumed by the scientists that the original version of RVS included some values which are irrelevant for consumer research.

According to Munson et al. (1988), Rokeach values may serve as an instrument to study general human behavior, but for the purposes of studying consumption not all 36 values serve as guiding principles. In this respect, an attempt was undertaken to distinguish relevant and not relevant values by means of several questionnaires. For this purpose, the researchers offered 12 various product categories to the respondents so that they could decide whether the values from the list are achievable through purchase and consumption or not (Munson et al. 1988). As a result, 24 values were chosen to be included into Value Instrumentality list:

Terminal values	Instrumental values
a comfortable life, an exciting life, a sense of accomplishment, a world of beauty, equality, family security, freedom, happiness, inner harmony, pleasure, self-respect, social recognition and wisdom	ambitious, broadminded, capable, cheerful, clean, imaginative, independent, intellectual, logical, responsible and self-controlled

Table 3: Shortened List of Rokeach Values (by Munson et al. 1988)

The idea of Munson et al. (1988) to adapt the Rokeach model to consumer research seems highly reasonable. The original version of the model is universal, i.e. it can be applied in various kinds of studies. However, given the high number of value items in both lists, it seems reasonable to assume that not all of them are relevant for consumer research. In this respect, the attempt undertaken by Munson et al. (1988) to shorten the two lists gives a better perspective for researchers in the field of consumer behavior. Moreover, Munson et al. (1988) make conclusions based on 12 different product categories. The data were collected from large samples that included different demographic groups. This enables one to assume that the conclusions provided by the authors are generalizable. However, the data were collected only in the USA, which questions the relevance of the adapted list for other cultures. Munson et al. (1988) state that the model could serve as a useful tool to analyze cultural differences in consumer behavior.

The adapted list presented in the Table 3 is aimed to be a useful means to link product attributes to potential consumption benefits and consumer values, which could be used for creating Value Structure Map (Mooij 2009). According to Kahle (1996), product attributes, consumption benefits and values, which constitute three basic elements of Value Structure Map, are creating some kind of chain in consumers' minds (Kahle called it value chain), because all of them are used by consumers to explain their motivations to purchase a product. As stated by Mooij et al. (2010), consumers project their own personality preferences to brands. It is admitted by the authors of the list that this list is not axiomatic and could be changed and modified depending on analyzed product categories.

Although the Rokeach value concept, according to various researches, has numerous advantages, which were discussed above, RVS became an object of various critique as well. Below the main elements of criticism are briefly discussed in order to provide a critical analysis of the concept.

First of all Braithwaite et al. (1985) doubt whether values from RVS are not or only “negligibly” correlated with each other. They assume that values do not exist independently from each other and that many of the items in the instrument are interrelated (Braithwaite et al. 1985). Debats et al. (2005) hypothesize that values are not isolated from each other but can be divided into some groups with more specific meanings. The result of this research shows that the approach of working with some value domains rather than with specific values might be more preferable.

Braithwaite et al. (1985) claim that values should be categorized since they are related to each other. The idea to divide the lists into categories seems attractive given the high number of items in each list. However, one should be careful with creating different value groups. Value domains can differ between various demographic groups as well as among different cultures. The way proposed by Munson et al. (1988) to shorten the questionnaire by number of values seems more relevant to the author, since it tests and accurately selects the values that are mostly related to consumer and purchasing behavior and it still makes it possible to consumer to evaluate the relevance of each value in the list.

Secondly, Braithwaite et al. (1985) question the comprehensiveness and the representativeness of RVS - issues that were already addressed earlier. Gibbins et al. (1993) doubt

if those values that are included in the list are the ones that are critical. However, Beatty et al. (1985) assume that it is probably not possible to encompass all human values within one list; what can be achieved, however, is a list of most important values for most of the consumers.

The argument of Beatty et al. (1985) regarding the question of defining the most critical values deserves particular attention since it can be applied not only to the model developed by Rokeach but to all value constructs discussed in the chapter. Value choices and preferences differ among people with different demographic and cultural backgrounds. It is challenging not only for the Rokeach model but also for other models claiming to be universally applicable and representative to people with all backgrounds (unless a model has been tested in different cultures). In this respect, it seems reasonable to assume that the model is likely to serve as a starting point for cultural and cross-cultural consumer values research.

The third object of criticism is the most widely discussed in the analyzed literature: it refers to the problems of interpretation of the items in the list (Braithwaite et al. 1985). Each value in the RVS is measured as a single item, which leaves a large space for item interpretation.

Debats et al. (2005) spot a problem in a value measurement by means of single items since it might cause variations in interpretation in terms of linguistics. As a result of their paper it is suggested that multiple item operationalization would be more preferable in order to control the items' ambiguity (Debats et al. 2005). This problem is also called abstraction and ambiguity in the literature (Braithwaite et al. 1985). Munson et al. (1988) refer to a high degree of generality of RVS in their paper.

Gibbins et al. (1993) try to focus on the question whether the items in RVS represent the same values to every person who ranks them. This issue is related to the problem of representativeness: Gibbins et al. (1993) assume that if value items have multiple interpretations, it might indicate that there are more fundamental ones. The results of empirical research, conducted by the scientists, indicated that some values represent mutually exclusive and contradictory meanings (Gibbins et al. 1993).

The problem of value interpretation is the main point of criticism of RVS. The point seems sensible and important to the author. The way in which the values were formulated can make it difficult for respondents to understand what is meant exactly. In addition, as it is stated earlier, the same value can have a different meaning to different people. The most reasonable attempt to avoid the problem of misinterpretation seems to be the idea of providing respondents with some kind of short explanation for each value item.

For reasons of fairness, it should be mentioned that another fundamental work, created by Robin Williams (1970) became object of similar criticism. Williams' (1970) system of analysis was aimed to measure values of Americans. However, Christenson et al. (1974) criticize Williams for dealing only with general areas but not with specific values. At the same time they mention that the potential issue of Williams' work is that values in his model are not ranked according to their relative importance, unlike those in the Rokeach Values Survey (Christenson et al. 1974).

The fourth problem, stated by Braithwaite et al. (1985) refers to the neglect of values relating to physical development and well-being.

Moreover, several scientists question the adequacy of RVS as a measurement instrument (Braithwaite et al. 1985; Gibbins et al. 1993). Gibbins et al. (1993) have questioned the validity of the measurement system, proposed by Rokeach.

Vinson et al. (1977) mention the problem, referring to the difficulties which respondents faced while ranking the values of the RVS. The authors also reflect whether the number of values is too big for the respondent and thus he cannot rank them accurately (Vinson et al. 1977). Beatty et al. (1985) refer to the problem of respondents to pay equal attention to crucial values and those that are of mediocre importance for them.

The way of measuring values suggested by Rokeach was also questioned by Chapman, Blackburn, Austin & Hutcheson (1983). They doubted that correlations between values and behaviors can be thoroughly analyzed with help of this tool, even after the data is collected (Chapman et al. 1983). They discuss the alternative option by referring to converting the data received through the ranking into an ordinary distribution. Nevertheless Chapman et al. (1983) generally support the use of RVS; they rather recommend expanding the possibilities of analysis of the instrument by using additional methods.

The relationship between RVS and the Social Desirability bias also deserve certain attention. This question was addressed by few researchers, in particular by Kristiansen (1985) and Goldsmith, Stith & White (1987). Both studies conclude that there might be a certain influence of Social Desirability bias on some of the RVS values. Although the correlations found were relatively weak and they did not affect all values from the list, Kristiansen (1985) and Goldsmith et al. (1987) recommend keeping in mind the possible impact of Social Desirability bias on the results of empirical research.

The Rokeach Value Survey which became a fundamental model for various types of value research has certain advantages: it is easy to manage and conduct; it is universal, flexible and provides one with numerous opportunities for research and modifications (like the one by Munson et al. (1988)); it enables one to analyze values in two different ways (two Value Lists). The relation between the terminal and instrumental values is not clear, however. It seems to the author that the model would have benefited from further information about this relationship. Moreover, the survey is somewhat difficult for respondents to answer due to the issues of misinterpretation and difficulty to rank a high number of items in order of importance. In this context, the author assumes that the model provides one with exhaustive value lists (that can be modified depending on the purpose of research conducted), however, the way to measure the importance of values by ranking them seems not particularly convincing to the author. Furthermore, even though Rokeach is criticized for having too many items that could be categorized to narrow the questionnaire, it seems that categorization might equally affect the accuracy and reliability of the data, since values and categories might have different meanings to different respondents. Despite its downsides, the model is generally relevant for current research because of its advantages and relevance for marketing research. More importantly, the shortened version provided by Munson et al. (1988) makes it possible for the author to work predominantly with those values that are relevant for product consumption, which in turn facilitates the administration of the questionnaire and would make it easier for participants to respond. Moreover, the shortened version of the list, together with a practical measurement tool makes it possible to measure the importance of values for consumers and the identification of values in video advertising, which is an integral part of the research.

2.2.1 List of values (LOV)

The List of Values was created by Lynn Kahle on the basis of Rokeach Value Survey (1973) and Maslow's hierarchy of values (1954). The list of 18 terminal values of the Rokeach Value Survey (1973) was adapted into a smaller set of values (Beatty et al. 1985). The main goal of LOV is to assess the various roles through value fulfillment (Kahle, Beatty & Homer 1986).

The LOV includes 9 values: Self-Respect, Sense of Accomplishment, Being Well Respected, Security, Warm Relationships with Others, Sense of Belonging, Fun and Enjoyment in Life, Self-Fulfillment, and Excitement (Kahle et al. 1989). All respondents were offered to rank first and second most important values from the list. The LOV was initially created to measure the values of Americans.

	Very Unimportant	Very Important
1. Sense of Belonging	1—2—3—4—5—6—7—8—9	
2. Excitement	1—2—3—4—5—6—7—8—9	
3. Warm Relationships with Others	1—2—3—4—5—6—7—8—9	
4. Self-Fulfillment	1—2—3—4—5—6—7—8—9	
5. Being Well Respected	1—2—3—4—5—6—7—8—9	
6. Fun and Enjoyment of Life	1—2—3—4—5—6—7—8—9	
7. Security	1—2—3—4—5—6—7—8—9	
8. Self-Respect	1—2—3—4—5—6—7—8—9	
9. A Sense of Accomplishment	1—2—3—4—5—6—7—8—9	

Table 4: Questionnaire for the List of Values

The List of Values depicts a significantly useful instrument in marketing context (Kahle et al. 1989). To be more precise, LOV could be used as a value measurement tool to differentiate consumers (Kahle et al. 1989).

The model of Kahle et al. (1989) is another attempt to shorten the Rokeach lists of values. The first one was undertaken by Munson et al. (1988). The model by Kahle et al. applies the Likert scale to evaluate the importance of values. The tool seems highly useful since

it is easy to manage for respondents and depicts a more accurate picture of value priorities given the numerous answer options (from 1 to 9). The simplicity of the scale allows one to measure the importance of values for consumers as well as other type of measurement, for instance, the association of values with advertisements, which is a part of the current research. However, it seems that the number of possible answer options is too high and might challenge respondents to make a reasonable evaluation (it might be difficult to decide between 4 and 5, for example, because the level of importance is almost the same). In this context, the author thinks that a scale from 1 to 5 or from 1 to 7 could make it easier for respondents to answer and to administrate the questionnaire for the researcher.

The principal advantage of LOV over other tools, like RVS or VALS, is its simplicity in administration and less time needed to fill in the questionnaire (Beatty et al. 1985; Kahle et al. 1986; Kahle et al. 1989).

Kahle et al. (1989) compare LOV and RVS in terms of value content and come to the conclusion that the values from LOV are more closely related to everyday life of consumers and thus might be more useful for consumer behavior research. This point is especially relevant for the current research. Talking about the model of Schwartz (1992), it seems that the ways the values are formulated could be too sophisticated and reflect different psychological characteristics. However, the current research aims to research product consumption and consumer behavior. In this respect the questionnaire of Kahle et al. (1989) seems to be a reasonable option of a tool measuring consumer behavior.

Although Kahle et al. (1989) admit that the LOV cannot always be the best instrument for all types of research; they claim that LOV provides an effective mechanism to analyze consumer behavior.

LOV seems to be a useful model to measure values and to differentiate consumers. Nonetheless, it needs to be taken into account that the list of values might be not accurate for other countries since it was initially supposed to measure values of American citizens. Some values could be missing; some could be not relevant for other countries. A similar tendency took place in the development process of Hofstede's model: its initial version did not include the dimension of Long vs Short Term Orientation. It was added after additional research on values of Chinese habitats has been conducted.

2.3 Schwartz theory and other related studies

The theory of Basic Individual Values created by Schwartz (1992) finds its roots in earlier works: Schwartz and Bilsky (1987, 1990), Rokeach (1973). Schwartz et al. (1987, 1990) formulated the five main characteristic features of values, which were later used by Schwartz (1992) in his paper, introducing the current theory of basic human values:

Values:

- are concepts or beliefs
- pertain to desirable end states or behaviors
- transcend specific situations
- guide selection or evaluation of behavior and events
- ordered by relative importance
- Another feature of values was added later (Schwartz 2006):
- the relative importance of multiple values guides action

These features are supposed to be universal for all values. Values differ from each other in terms of goals and motivations they express (Schwartz 2006).

The core of the theory is the idea that a circular structure is formed by values, reflecting the universal motivational distinct types and representing a motivational continuum (Schwartz 1992, 2012: 10). The motivational types are considered universal and general since they are recognized by the participating respondents who vary in gender, cultural background nationality, religion and other characteristics. Although value priorities differ significantly on an individual level, they show a high degree of similarity and congeniality on the level of society which implies that the aspect of human nature and societal functioning are shared across cultures (Schwartz 1992, 2006). Given this foundation, one has reason to think that the theory of value priorities can play a decisive role in explaining and justifying behavior on both personal and country level (Schwartz 2007). It was earlier hypothesized by Christenson et al. (1974) that values might differ on an individual level

(depending on life situations) and at the same time indicate similarities on the level of culture.

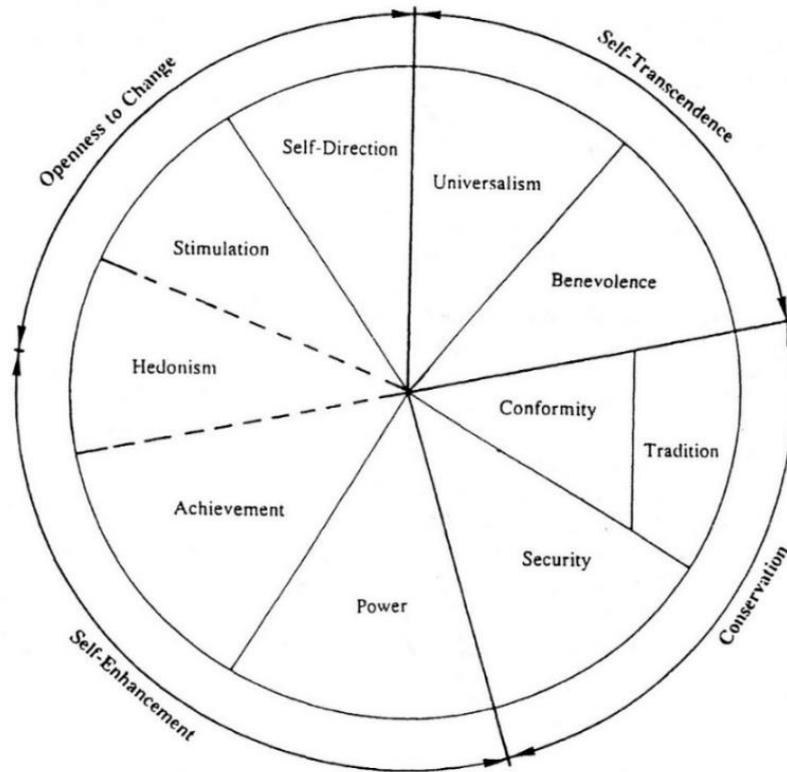


Figure 1: Theoretical model of relations among ten motivational types of values (Schwartz 1992)

As illustrated in the Figure 2, the defined motivational types are self-direction, universalism, benevolence, conformity, tradition, security, power, achievement, hedonism and stimulation. Each motivational type represents the terminal goal of a set of values and has its defining goal. Spirituality was supposed to be a separate motivational type, but its existence did not find an empirical proof.

In this respect, the values in Schwartz' model refer to terminal goals only. This distinguishes the construct from the Rokeach Value List discussed above where values are perceived in two possible ways: as desired behaviors and as final goals.

The Tradition value type is located on the periphery of conformity, because they share the same motivational goal and appear in the same segment of the value circle but in different regions. The location of the tradition motivational type indicates that tradition conflicts stronger with opposing values than conformity.

The fixed location of values shows that the values in the circle are interdependent, i.e. they are related to each other, which constitutes another fundamental difference from the approach suggested by Rokeach.

Moreover, the circle indicates four higher order value types: self-enhancement (pursuit of self-interests), self-transcendence (interests of others), openness to change (stand for independent behavior), and conservation (order and resistance to change), which form the two bipolar dimensions (Schwartz 1992: 44, 2012). The Hedonism value type has features of self-enhancement and openness to change (Schwartz 1992: 44, 2006). That explains its specific location in the value circle.

By introducing different value types, Schwartz is attempts to categorize the values into the motivational continuum. In this way, the theory of Schwartz differs from the Rokeach model that does not classify the values in the lists. The classification of values corresponds to the location of values in the circle, which means that the values located in the opposite sides of the continuum belong to different types and have conflicting relationships. The classification suggested by Schwartz seems sensible since it makes the model better structured and allows for selection of certain values from the circle and to conduct research based on only some of the values/value types. The proposed classification distinguishes two pairs of value types. The model could have benefitted from analyzing the existence of relationships between the pairs of value types. The examining of the existence of relationships between them could have brought new insight about the model (regarding whether the values allocated either to Conservation or Openness to Change have relationship with the types Self-Enhancement or Self-Transcendence). For instance, the value type Security belongs to the Conservation type, as it can be seen from the Figure 2. However, the relationship between Security value and the types Self-Enhancement and Self-Transcendence is not clear.

All universal motivational types derived from three universal requirements of human existence to which Schwartz refers in many papers: biological needs, requisites of coordinated social interaction, and survival and welfare needs of groups (Schwartz 1992, 2006, 2012). Another source of values indicated by Schwartz refers to life circumstances (age,

gender, level of education), experiences and environment. Values influence peoples' decisions regarding the choice of the education, job and external environment. New circumstances, in turn, sometimes require the change in values priorities.

One of the main modifications of the theory compared to the earlier versions is the emphasis on the dynamic nature of relations between the motivational types, as it was already mentioned above. This implies that relationships between motivational value types are either compatible or conflicting (Schwartz 1992: 14). Criticizing the Rokeach Value Survey in their paper, Beatty et al. (1985) referred to the necessity to search for a dynamic value system. Actions that were undertaken to pursuit a value cause certain practical and social consequences that conflict with some values and correspond to others (Schwartz 2012). For instance, power and achievement are compatible because they both emphasize social superiority and esteem (Schwartz 2006: 934) while hedonism conflicts with tradition, because indulgence of one's own interests contradicts the acceptance of externally imposed limits (Schwartz 1992: 14 - 15). It is not possible to pursue values located in opposite directions of the circle within one action. In different time frames and in various conditions, however, people pursue competing values through different actions (Schwartz 2006). Nevertheless, many behaviors still express more than one value (Bardi et al. 2003: 1208).

The dynamic nature of relationships between values seems to be an essential operational feature of the model. Knowing the nature of the relationships between specific values provides one with various opportunities to analyze and predict human behavior from different perspectives and to analyze the fulfillment of conflicting values through different actions. Apart from this, the dynamic nature of relationships between values and value categorization seems to bring special relevance for cross-cultural psychological research, aiming to categorize or differentiate various cultures and find cultural differences.

As it was stated above, the circular order of the motivational types reflects the dynamic nature of relationships among them (Schwartz 1992). The bigger the distance between the values in the circle, the more conflicting is the relationship between them. The smaller the distance, the more compatible the values tend to be (Schwartz 1992: 14, 2012; Schwartz & Butenko 2014).

Contemplating the relation between values and behavior, it should be mentioned that tradeoffs among conflicting values is a guide of actions and behavior (Schwartz 2010, 2012).

The dynamic nature of relationship between various motivation types is equally relevant for analyzing their relationship with external variable that are relevant for the current research (Schwartz 1992: 54, 2012: 10). Values located close to each other in the circle tend to relate similarly to other variables. Therefore it is reasonable to elucidate that such disposition and nature of relationship between motivational types brings additional value to Schwartz' theory for the current research, since it enables to work with the whole set of values or to choose the most relevant segments. It also gives a chance to predict and to trace the relationship between compatible values and external variables, which is interesting for the current paper that aims to trace the relationship between value congruency and brand attitude. Schwartz analyses the relationships between values and such variables as gender, education and income and finds empirical proves of existing correlations between them (Schwartz 2006)

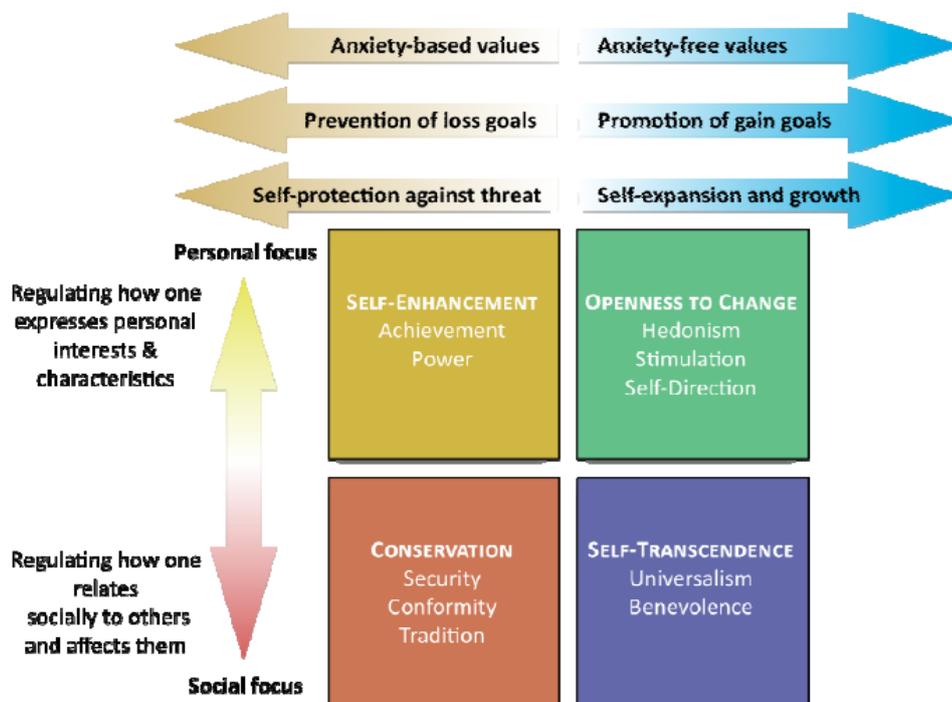


Figure 2: Dynamic underpinnings of the universal value structure

In his later papers Schwartz elaborates the topic of dynamic relationships between various motivational types (see Figure 3). Schwartz (2006) builds a connection for dynamic relationship between values within the circle and four forces, inherent to people and aimed to explain human behavior. These four forces were introduced by Lawrence & Nohria (2002) as four distinct drives: to acquire objects and experiences that improve the status relative to others; to establish long-term bonds with others based on reciprocity; to learn about the world created by people; to defend ourselves, our families and friends, our beliefs and our resources. The values from the circular motivational continuum express one or two drivers by transforming them into goals compared to the initial version of the theory (Schwartz 2006).

The integration of the four forces seems to be helpful in deeper understanding of the dynamic nature of relationship between different values. However, the model now comprises more variables and thus becomes more complicated for data analysis and interpretation and hence might be not applicable to all types of research.

In addition to the principle of conflict and congruity, the differentiation in terms of personal interest (power, achievement, hedonism, stimulation, self-direction) and interest of others (benevolence, universalism, tradition, conformity, security) is suggested by Schwartz (Schwartz 2012: 13 - 14). The third principle reveals the role of anxiety in various motivational types. The motivational types on the right side of the figure represent motivations free of anxiety, while the types on the left side are anxiety-based motivations. The refined theory of basic values focuses more on these principles of relationship between values types (Schwartz et al. 2012).

Furthermore, Schwartz applies the classification of values developed by Schwartz et al. (1987), but earlier proposed by Rokeach (1973): the values are distinguished in terms of what they stand for: terminal goals or instrumental goals. This partition was used in conducting value surveys to indicate value priorities. Two principal methods were used to conduct the empirical research: the Schwartz Value Survey (consisting of two lists of instrumental and terminal values, each of which is a motivational goal of one of the 10 values) and the Portrait Values Questionnaire (a tool including 40 verbal portraits of people, describing a person's goals and wishes) (Schwartz 1992, 2006, 2012).

As it can be seen from the discussion above, the work of Rokeach, and in particular the distinction of two possible meanings of values (Instrumental and Terminal) was applied by Schwartz in developing his model. However, even though Schwartz used values as instrumental and terminal goals to conduct value surveys, he defines values as final goals in the final model of his work.

ESS (European Social Survey) is another method used to measure 10 value types. The ESS was created based on Portrait Values Questionnaire; however, the number of portraits was reduced from 40 to 21 (Davidov et al. 2008: 425-426). This instrument was applied in 20 countries. The results of the tests proved that the scale could be efficiently used for multiple purposes (Davidov et al. 2008: 441).

The research conducted by Schwartz showed that different motivational types depict different degrees of importance for people. Benevolence, universalism, and self-direction are the most important ones, followed by security and conformity, while tradition, stimulation and power motivational types are ranked as least important (Schwartz 2012: 14 - 16). Such disposition finds its explanation in the relevance of each value type for three demands of human nature and prerequisites of societal functioning: promoting and preserving supportive and cooperative relations, motivation to invest time and effort to perform productive work, and gratification of self-oriented needs (Schwartz 2012).

According to Schwartz, different values exhibit various degree of importance to respondents. He claims that some values are more important than others; he does not, however, indicate significant differences between the 20 countries and thus provides universal conclusions, arguing that the findings are based on three basic demands of human nature that do not differ among cultures. While this argument seems attractive, the applicability of such an approach to cross-cultural types of research seems questionable, which is normally aimed to examine the differences between different countries.

Coming back to the topic of relationship between values and behaviors, Verplanken & Holland (2002) stress the importance of the activation of values in mind: only in this case they can guide actions. Manipulating (activated) values define the value-consistent direction of behavior (Verplanken et al. 2002). The activation of the value refers to whether it is easily available in mind or not. In other words, the significance (priority) of a particular

value is directly related to its capability to have an impact on behavior. By referring to dynamic relationships between values (their compatibility and conflict), it could be concluded that some value goals that are less significant for a person, might be harmed, while other goals might be reached or approached. One action contributes to the achievement of some value goals and at the same time hinders the attainment of others (located in the opposite segments of the circle) (Schwartz 2012).

Bardi et al. (2003) conducted a research of general correlations between values and behavior. The research aimed to understand the strength of value-behavior relationship. The core of the study was to analyze actual but not hypothetical behavior (Bardi et al. 2003). Although Bardi et al. (2003: 1209) agree that values play an important role in choosing the way of behavior, they state that the actual behavior has to a big extent spontaneous nature, although values might influence behavior through different means, like habits.

The argument suggested by Bardi et al. (2003) enables one to obtain a clear picture regarding the role of values in people's behavior and the relationship between the two. The most important aspect refers to the role of spontaneity. Even though values serve as guiding principles in people's lives and determine human actions to some extent, some actions are undertaken spontaneously, even if they do not correspond to values people have in mind. A good example of such kind of behavior is so-called emotional purchasing in a supermarket. The idea seems particularly important to the current paper focusing on product consumption.

The researchers assume that the way that values are positioned within the circular motivational continuum enables one to see the structure of behaviors that express values. Hence any behavior is correlated to all values types, as well as every value is related to all behaviors (Bardi et al. 2003).

Three studies conducted within a framework of their research indicated significant correlations between the majority of values and behaviors: tradition and stimulation showed the highest degree of correlation with respective behaviors; hedonism, self-direction, universalism and power value types show reasonable degree of correlation while security, conformity, benevolence and achievement are weakly related to behaviors (Bardi et al. 2003).

The results showed that ten sets of behaviors form a circular structure similar to the one consisting of only values, which means that the value-behavior relations could be structured and predicted (Bardi et al. 2003).

Based on the discussion above, one can assume that even though Schwartz presents values as final goals, he constantly relates final goals to behaviors. Other papers (like the one of Bardi et al. 2003) proves that certain behaviors are lead to the achievement of certain goals. The idea was already addressed by the author of the paper while discussing the Rokeach model of values. It seems that the Rokeach model lacks the analysis of the relationships between values as terminal goals and values as desired behaviors.

2.3.1 Refined theory of Basic Human Values

Schwartz theory of basic human values, formulated in 1992, became a foundation for numerous studies. Scientists working in different fields used this theory to conduct their theoretical and practical research. However, in 2012 Schwartz introduced an improved version of the theory that intended to be more accurate and placed an emphasis on the motivational continuum. This continuum is formed by the values types and is able to help to resolve various measurement problems. (Schwartz et al. 2012).

The main modification of the theory refers to the 19 motivational types instead of the original 10 values. However, the original theory served as a basis to design a more detailed and precise version of the initial version of the concept, because new value types cover the same circular motivational continuum (Schwartz et al. 2012). As mentioned above, the goal of the refined theory is to define

“a finer set of meaningful, conceptually distinct values with greater universal heuristic and predictive power” (Schwartz et al. 2012).

In other words, the new set of values aimed to be defined more narrowly and to define different motivational goals more precisely.

In the refined version, Schwartz suggests a few potential subtypes within each original motivational type (for example, self-direction required specification and partition into autonomy of thought and autonomy of action). However, some values kept their initial form without partition (hedonism, stimulation).



Figure 3: Proposed circular motivational continuum of 19 values with sources that underlie their order (Schwartz 2012)

As depicted in Figure 4, new values keep the same order as the original ones, except for the benevolence and universalism values for which the order was reversed. Yet different principles defining the relationships between motivational types are included in the revised circle structure. The new scheme clearly shows values that focus on personal or social interests, stand for growth and freedom of anxiety or for anxiety avoidance and protection of self; it also reveals the principles from the original theory: the way how values are distinguished in terms of openness to change or conservation and self-transcendence and self-interest (Schwartz et al. 2012).

The partitioned types are: self-direction (freedom of thought and freedom of action), power (dominance and resources), security (societal and personal), conformity (rules and interpersonal), benevolence (dependability and caring), and universalism (concern, nature and tolerance); stimulation, hedonism, achievement and tradition remained unchanged;

new motivational type called humility (refers to recognizing one's insignificance in the broader map of things) (Schwartz et al. 2012).

The emergence of a higher number of motivational value types in the model of Schwartz (2012) seems to be an effective way to reduce the risks of misunderstanding of values' meanings as the values have from now on a narrower definition that leaves less space for interpretation. The bigger number of values, however, is likely to pose the same problem as the one in Rokeach Value Lists related to the potential difficulty for respondents to evaluate all of the items equally accurate.

The location of new, narrower value types is justified by their compatibility with adjacent values. The assessment of "universalism-nature" value showed that, like tradition, it is an abstract value and thus it is located on the peripheral side of the circle, compared to personal security, benevolence-caring and benevolence-dependability; achievement and interpersonal conformity are more central compared to power (Schwartz et al. 2012: 684).

Although the author states that it remains possible to use the original theory of 10 motivational types, the evaluation of the refined theory confirmed that the newly defined variables not only helped to better understand the association of the values and the background variable that might have a potential impact on it, but also its relation to attitudinal variables (Schwartz et al. 2012). Moreover, the assessment of the new theory (by means of comparing the correlations of each pair of adjacent values) showed that the refined motivational types make a significant contribution to their relationship with external variables and generally possess more interpretative power in terms of behavior.

Researchers attempted to verify the validity of the refined theory in Russia, which is of particular relevance for the current research, focused on Russian consumers. Russia was identified as a country with a high degree of external influence on decision-making (Schwartz et al. 2014). This means that Russians might rely possibly less on their own value priorities and choices in their actions and more on what the society expects from them (Schwartz et al. 2014).

The statement seems interesting from the perspective of the current research, since the respondents are supposed to evaluate the importance of values for them in the process of food choice. If the conclusion suggested by Schwartz is true, then this means that Russian

consumers cannot be completely honest while evaluating the importance of values to them. The choices might be done on the basis of what society expects to be important to people but not on what is really important to them. This imposes some limitations on the research and might cause problems related to the reliability of the data.

The purpose of the study was to test whether the new set of 19 values is a useful tool to predict human behavior; it focused on everyday behavior of people.

During the analyses, all 19 values were identified in the questionnaires filled in by Russian citizens. Nevertheless, the order of benevolence-caring and benevolence-dependability values changed: it was identified in the middle of the circle (Schwartz et al. 2014).

The study not only proved the ability of 19 values to predict and describe behavior, but also showed that each value correlated strongly with the behavior for which it was expected to be the main motivator. The expected relationship between values and behaviors which are guided by values from the opposite directions were also confirmed (Schwartz et al. 2014). Thus the hypotheses were confirmed empirically.

Based on the results of the study, one can conclude that the refined theory of Schwartz fill the gap that existed in the initial version of his model and in the model of Rokeach. The research managed to prove the existence of motivational relationships between values and behaviors.

It was also found that the dynamic relations between values and behaviors form a sinusoid curve reaffirming the order of values in circular motivational continuum (Schwartz et al. 2014).

The theory has also tested the relationship between values and gender. The study showed that the value-behavior relationship in the two motivational types of power, hedonism and humility were weaker for women than they were for men; on the contrary, the societal security motivational type showed stronger value-behavior correlation for men than for women (Schwartz et al. 2014). At the same time the earlier study conducted by Prince-Gibson and Schwartz (1998) showed that the structure of value relations in terms of conflicts and compatibilities is similar for men and women. Moreover, the meanings of the values are similar for people of both genders. The only value that appeared in opposite

regions in the samples of different genders was the equality value that implied that men and women interpret equality differently: for men equality is related to the welfare of all others, while for women it refers to promotion of their own interests and achievement of self-esteem and status (Prince-Gibson et al. 1998).

Since the current study aimed to examine value priorities of consumers of one nationality – Russians - it would be helpful to briefly discuss the relationship between values and national identification. Roccas, Schwartz and Amit (2010) conducted a research analyzing the correlation between value priorities and identification with one's nation. The objects of their studies were the relationships between nation identification and conservation and openness to change values (Roccas et al. 2010). In their studies the scientists worked with a basic theory of human values that was earlier introduced by Schwartz (1992).

The proposed hypotheses found their empirical proof: the studies indicated that the relationship between conservation values correlate positively with national identification, while values, related to openness to change show negative correlation with identification of one's nation (Roccas et al. 2010).

2.3.2 Functional theory of human values: a criticism of Schwartz theory

Another theory is called functional theory of basic values, which finds its roots in two basic functions of values – values as guides of actions and expressions of needs (Rokeach 1973; Schwartz 1992). The theory was created by Gouveia together with other scholars. According to this theory, these functions form two separate function dimensions: circle of goals and level of needs (Gouveia, Milfont & Guerra 2014a; 2014b). The theory stresses not only the existence of two levels, but equally their close interaction (Gouveia et al. 2014a). Values are divided into social, central and personal; central values are located in between the two others (Gouveia et al. 2014a: 42).

Gouveia et al. (2014a) use the theory of Schwartz as a basis for their model, however, the difference between the two models refers to the perception of values: in the system of Gouveia et al. (2014a) values are considered as needs. What distinguishes the theory from the one by Rokeach is that the levels of final goals and the level of needs are related to each other.

The current theory differs from Schwartz' theory in terms of value functions: while Schwartz (1992) stresses the role of values as guides for human behavior, Gouveia et al. (2014a) highlight the relation between values and needs. In this respect they suggest a two-level structure of values: values on the level of needs are divided into thriving needs and survival needs; values on the level of goals are distinguished in personal, central and social (see Table 5).

		<i>Values as guides of actions (circle of goals)</i>		
		<i>Personal goals (the individual by itself)</i>	<i>Central goals (the general purpose of life)</i>	<i>Social goals (the individual in the community)</i>
<i>Values as expressions of needs (level of needs)</i>	<i>Thriving needs (life as source of opportunities)²</i>	Excitement Values Emotion Pleasure Sexuality	Suprapersonal Values Beauty Knowledge Maturity	Interactive Values Affectivity Belonging Support
	<i>Survival needs (life as source of threats)¹</i>	Promotion Values Power Prestige Success	Existence Values Health Stability Survival	Normative Values Obedience Religiosity Tradition

Table 5: Scheme of the functional theory of basic values (Gouveia et al. 2014a)

As outlined in Table 5, Gouveia et al. (2014a) divide values into 6 groups: excitement, suprapersonal, interactive, promotion, existence and normative; each group comprises 3 values.

The 18 chosen values are indicating basic human values and that both horizontal and vertical level of values will correspond to the level of needs and level of goals respectively (Gouveia et al. 2014a).

Gouveia et al. (2014a) divide 18 values into 6 groups. An attempt to classify values and to define value domains was undertaken earlier by Schwartz. What distinguishes the current model from the motivational circle is that each value clearly belongs to both levels: level of needs and level of goals. Schwartz (1992) defined two pairs of value types. However, the relationship between the two types and between the values belonging to them

are not especially clear. The theory of Gouveia et al. (2014a) seems to be clear and well-structured. Nevertheless, the model probably lacks flexibility, since the location and categorization of values is fixed in the scheme. In addition, according to the scheme, it seems that there does not exist the relationship between the values.

The correspondence of 18 marker values to 18 theoretical values which was tested with the use of Basic Value Survey found its empirical proof. The empirical research also supported the assumption that the two-level and 6-dimensional scheme can be used to explain the value structure (Gouveia et al. 2014a: 46).

The model of Gouveia et al. (2014a) was tested empirically and found its proof. Nonetheless, it seems to the author of the current paper that testing the model in only one country does not allow for universal conclusions based on the results.

The functional theory of basic values formulated and presented by Gouveia et al. (2014a) was criticized by Shalom Schwartz (2014).

He states that Gouveia and other authors accuse Schwartz' theory to lack theoretical focus (Schwartz 2014). Schwartz stresses that values according to his theory are interrelated and the differences between them are of continuous character, which justifies a certain order of values in the circular motivational continuum (Schwartz 2014). Moreover, the ability of researchers to choose some of 10 or 19 values to work with or even to partition them by only two or four dimensions is regarded as an advantage of the theory. The only rule is to keep the original order of values in the circle (Schwartz 2014). Thus the functional theory of human values was criticized for not taking into account the continuous differences and dynamic relationship between the values and dynamic relationship between them.

The argument of Schwartz seems reasonable to the author of the current paper. Indeed, the argument that values have dynamic relationship between each other was proven and justified by the author of the theory. Moreover, the idea of dynamic relationships between values is a cornerstone of the initial as well as of the refined model. In this respect, it seems to the author that any theory, using the theory of Schwartz as a basis, needs to take into account the basic principles upon which the original theory has been built. Gouveia

et al. (2014a, 2014b) appear to not take the order of the values into account, which questions whether it seems reasonable to use the theory of motivational continuum as a basis for their model.

Further Schwartz criticized the method of measurement of functional theory, used by Gouveia and others. According to Schwartz, it lacks smooth processing and it might be not appropriate for not educated respondents (Schwartz 2014). He also disagrees with the critique about theory-driven measurement of his theory: Schwartz stresses that it was the theoretical basis of his theory that allowed him to create motivational continuum of values. He also argues that the theory was measured by five different measurement instruments unlike Gouveia's theory that was tested by only one method (Schwartz 2014).

Moreover, Schwartz also discusses Gouveia's division of values into two levels (level of needs and level of goals). He criticizes the division of values into three groups – individual, central and social and the positioning of central values in particular. Regarding the level of goals Schwartz reminds that in his basic paper introducing the basic theory of human values (Schwartz 1992), he stated that fundamental role of values is to represent human needs. Furthermore, he notes that the classification of values into survival and thriving as proposed by Gouveia reflects the two dimensions of Schwartz theory: self-protection and growth (Schwartz 2014).

The comments of Schwartz received an answer of Gouveia et al. (2014b).

First, Gouveia et al. (2014b) ask several questions about the value motivational continuum, in particular about the amount of related motivations in the continuum and how structural relations between values are explained (Gouveia et al. 2014b). Gouveia et al. (2014b) stress the distinctiveness the functional theory and its main goal: to focus on two various functions of values and understand the organization of value system.

Another element distinguishing the functional theory from Schwartz' theory is the circumstance that the latter includes conflict as a part of the value system. Conversely, the first one does not consider conflict as a part of the value system, which means that all values are correlated positively between each other; different correlations have different level of congruence: high, medium and low (Gouveia et al. 2014b).

The method of measuring correlations between values, suggested by Gouveia et al. (2014b) offers another way of understanding the relationships between values. While Schwartz (2012) suggest that the relationship between values are either conflicting or compatible, Gouveia et al. (2014b) claim that the level of congruency can be high, medium or low. It seems to the author that both dimensions could be useful tools for different types of research depending on what is intended to measure.

Gouveia et al. (2014b) stress once again that the core of their value model refers to actual functions of values. Moreover, the authors state that the functional theory is not based on two functions of values (social and personal), presented by Schwartz in his original paper (Schwartz 1992), but it is based on functions developed earlier by Rokeach (1973).

Gouveia et al. are convinced that the combination of two basic value functions is a new approach in value theory (Gouveia et al. 2014b).

To summarize the discussions above, the author of the paper is convinced of the fundamentality of the model created by Schwartz. It seems to the author that the main strength of the model is that Schwartz took the theory suggested by Rokeach (1973) as a basis for his model and took into account all downsides of the Rokeach Value Survey. Moreover, while having strong theoretical grounds, the theory has been tested with the use of various measurement methods and among different cultures, which enables one to talk about the universality of the model. One of the principal ideas suggested by Schwartz refers to the dynamic nature of relationship between the values. The statement opens different opportunities for research in the field of values, cultures and behavior. Talking about the relevance of the theory for the current research, it seems to the author that, despite the indisputable advantages of the theory, the way the values are formulated by Schwartz is likely to make it difficult for respondents to relate the values to food products consumption and to associate them with video advertisement in order to trace the congruency. The way the values are formulated seems to reflect general psychological characteristics rather than consumption behavior. This can cause problems of misunderstanding and misinterpretation of values, which in turn might cause data quality and reliability issues.

2.4 Hofstede model and other related studies

The Hofstede model of cultural dimensions was created by Dutch scientist Geert Hofstede (in cooperation with Bond and Minkov).

Hofstede's paradigm is a study and a very popular and useful tool to examine cultural differences between countries. The concept became a driving force of impetuous development of cross-cultural analysis (Minkov & Hofstede 2011).

The latest version of model comprises six dimensions: Power Distance, Uncertainty Avoidance, Individualism vs. Collectivism, Masculinity vs. Femininity, Long Term vs. Short Term Orientation, Indulgence vs. Restraint (Hofstede 2011).

These dimensions will be discussed in this chapter subsequently.

Power distance refers to the degree to which less powerful members of society accept the fact that people are not equal; it also reflects relationships between people and authority (Hofstede 2001; Soares et al. 2007). High power distance societies have a clear hierarchy in different institutions, organizations and companies. Everyone has his place on a certain level of the hierarchy (Mooij et al. 2010). The dimension of Uncertainty Avoidance refers to issues of tolerance and ambiguity in society; the ways people react when they face a new or unknown situation as well as how they try to deal with it; the level of emotions and attitude towards structure, rules and formality are reflected in this dimension as well as the need for well-defined rules for prescribed behavior; the degree of uncertainty avoidance is related to openness to change (Soares et al. 2007; Mooij et al. 2010; Hofstede 2011). The next dimension differentiates societies into Collectivistic and Individualistic; it indicates the degree of group integration within society. In Collectivist societies people are divided into groups and each member of the group promotes interests of his group; these are societies of high-context communication (with an indirect communication style); in Individualistic societies people promote their own interests and interests of their closest family members; individual uniqueness is essential and a low-context communication prevails (refers to explicit verbal communication) (Mooij et al. 2010; Hofstede 2011). Another basic dimension refers to different gender roles and how these roles are distributed in different countries; in this respect societies can be Feminine (the values of

caring, modesty and quality of life are prevailing) or Masculine (the values of assertiveness and competition, performance and success demonstration are strong) (Hofstede 2001; Mooij et al. 2010). An important indicator is role differentiation: gender roles are more similar in feminine societies than in masculine ones (Mooij et al. 2010). The dimension of Long and Short Term Orientation was not a part of the initial model. It was first included into Hofstede's model in 1991 (Hofstede 1991) after the research of Michael Bond on Chinese Cultural values (Hofstede & Bond 1988; Minkov et al. 2011). Values belonging to Long Term orientation type are perseverance, thrift, ordering relationships by status; Short Term societies' values are respect for tradition, personal steadiness and stability (Hofstede 2011). The last dimension distinguishing societies in terms of Indulgence vs Restraint was added into the classical model in 2010 (Hofstede, Hofstede & Minkov 2010). Indulgence is related to the capability to enjoy one's life regardless of the rules, while Restraint refers to a society with strict rules and norms (Hofstede 2011).

Each country has a score from 0 to 100 in all six dimensions; 76 countries are included in the model (Mooij et al. 2010). This makes it possible to compare countries based on the scores they got for each criterion. Countries can be compared on an online platform <http://geert-hofstede.com/countries.html>.

In his work Hofstede addresses the term "cultural values" as defining the self and personality of consumers (Mooij et al. 2010).

One of the main innovations of the Hofstede model is that he suggested that culture does not represent a single variable but consists of various dimensions (Minkov et al. 2011). Besides, the model is designed for analysis on national level, since the dimensions, constituting Hofstede's paradigm do not show correlations on an individual level (Minkov et al. 2011). As a result, Hofstede model gained high popularity among experts in global marketing and advertising (Mooij et al. 2010).

Hofstede's paradigm of cultural dimensions was criticized by scholars from various perspectives. For instance, Soares et al. (2007) affirm that the main findings of Hofstede concept were made a few decades ago and thus dimensions and scores attributed to countries might lose their relevance. Moreover, Schwartz (1992) states that different types of samples could lead to finding out new dimensions and thus he doubts the applicability of

the current sample to all countries. After all, Soares et al. (2007) consider the applicability of Hofstede's paradigm to international marketing studies and assumes that Hofstede's model lacks measurement on an individual level. From their point of view, it would contribute significantly to international marketing research. However, in one of the papers Hofstede admits that his model might not be the best instrument for all types of studies (Minkov et al. 2011).

Hofstede's model, together with the Rokeach Value Survey created by Milton Rokeach (1973), became a basis for the work of Shalom Schwartz (1992) (Hofstede 2001; Minkov et al. 2011).

Despite the extreme popularity and enthusiasm among the scholars in many academic disciplines regarding Hofstede's doctrine and its usefulness and utility for various types of research, it is admitted by Hofstede that there is no model that could be the best tool for all types of research, as it was mentioned above (Minkov et al. 2011). Thus it is necessary to have a clear understanding of what is supposed to be measured, as well as other specificities of a particular research.

Regarding the relevance of Hofstede's paradigm for current research it seems to the author that the application of the model is more relevant for cross-cultural and/or global marketing research that aims, for instance, to compare countries from a cultural point of view. The model is useful when one aims to find out the differences on a national level. The paradigm gained high popularity for more global types of research and became a universal tool to compare cultural characteristics of different countries. However, the current research focuses on consumer values of Russian habitants, more particularly, the importance of different values in product consumption. The dimensions are formulated in the model of Hofstede in a way that depicts general characteristics of the society rather than buying and consumption behavior. The arguments taken together make the author assume that this tool might be not the best choice to examine consumer values and brand and consumer values congruency.

2.4.1 GLOBE

The GLOBE model (the Global Leadership and Organizational Behavior Effectiveness), appears to be one of the biggest cross-cultural research projects in the last years (Hofstede

2010). The research was conducted by R. House among other scholars. Hofstede's dimensions model was taken as a basis for the GLOBE system and the latter reflected the original Hofstede's concept to a large extent (Hofstede 2010; Minkov et al. 2011; Hofstede 2011).

The GLOBE model consists of nine dimensions: Power Distance, Uncertainty Avoidance, Future Orientation, Institutional Collectivism, In-Group Collectivism, Assertiveness, Performance Orientation, Gender Egalitarianism and Human Orientation (House, Hanges, Javidan, Dorfman & Gupta 2004).

Respondents were offered to answer 39 questions two times about the company they work for: the first answer was referring to their organization "as is" at the moment, and the second answer was related to how they wanted their organization to be (House et al. 2004; Brewer & Venaik 2010). The term "values" was used by House et al. (2004) as a term for the second question, while the term "practices" referred to the first question.

Surprisingly the results of the study of House et al. (2004) showed that the correlations between values and practices in 7 dimensions are mainly negative, which means that people's practices are different from their values (Brewer et al. 2010). This intriguing finding caused the interest of Brewer et al. (2010). They address to the argument, proposed by Maseland and Van Hoorn (2009) that the negative correlation between values and practices might be related to marginal utility theory, which refers to the increase in satisfaction level related to each additional unit of consumption. Despite the attractiveness of this argument, the research conducted by Brewer et al. (2010) showed that the marginal utility theory cannot serve as a credible explanation for negative correlations between practices and values.

The GLOBE model intended to validate Hofstede's dimensions since House et al. (2004) doubted whether Hofstede's dimensions really measure what they are initially supposed to measure. However, Hofstede (2010) expressed similar concerns regarding the GLOBE model in a criticizing commentary. Besides, Hofstede (2010) stated that the same terms (values, practices) were used by House et al. (2004) in different meanings.

In light of the considerations above, it should be said that the authors of the GLOBE were inspired by the work of Hofstede and many dimensions in the two models are alike or

similar. Yet House et al. (2004) attempt to measure values based on similar dimensions but through the perspective of the organizations they work for. Although these dimensions were adapted to a certain degree, it is questionable whether employees' values are the same or similar to those, which should be embodied by their companies according to employees' opinions. Presumably people have different values in mind when they are in the roles of consumers and employees, respectively.

The tool perceives values as desired goals. The model has two levels: level of practices and level of values. The main difference between the model and the systems discussed above refers to the organizational level of measurement, i.e. the measurement of values of employees in organizations. Given the fact that Hofstede's model served as a basis for the model, the interesting point about this is that House et al. (2004) aim to apply the cultural dimensions to the organizational level. It seems to the author that the tool is not highly relevant for the research of consumer and brand values congruency.

2.5 Other studies

2.5.1 Values and Lifestyles Segmentation

The program VALS was created at an independent research center called SRI International by Arnold Mitchell (1983).

The core of VALS theory is the idea that consumers reflect on their values and lifestyle through product purchasing (Pitts & Arch 1984). Inventors of VALS theory promoted the importance of value research for effective advertising and marketing campaigns (Kahle et al. 1989).

VALS system differentiates eight types of consumers: Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, Survivors (Strategic Business Insights 2015). Respondents of VALS questionnaire are supposed to answer 34 different questions. Based on their answers they are distributed into eight lifestyle groups (Kahle et al. 1986).

According to Strategic Business Insights (2015), VALS is a useful tool for targeting, positioning and communication. VALS was a pioneering market research mechanism, aimed at analysis and explanation of consumer motivations behind purchasing decisions

(SRI International 2015). VALS system was one of the first instruments in which theoretical psychological classifications are applied to measure consumer behavior (Hansen 1998).

VALS model includes three types of consumer motivations that are necessary in order to understand consumer behavior: ideals, achievement and self-expression. These motivations are essential for establishing communication with the eight VALS types (Strategic Business Insights 2015).

According to Kahle et al. (1989) VALS instrument proved its usefulness even though it deals more with demographic variables than with variables linked to consumer behavior.

LOV and VALS approaches are to some extent similar: some groups of VALS correspond to values from LOV; however, certain differences exist: LOV tool helps to better indicate the importance of different values fulfillment (Kahle et al. 1986). In this respect, LOV is considered to have advantages over VALS in terms of explaining and predicting consumer behavior (Kahle et al. 1986).

VALS seems to be a practical tool for segmentation and differentiation of consumers. The offered classification of consumer types enables one to learn about consumers and choose the target audience. However, the model seems to relate to a lower extent to value measurement compared to other models discussed above. It seems to the author that the tool intends to identify and differentiate various consumer groups rather than to examine value preferences. In this respect the model cannot be applied to measure the importance of values to consumers and value identification in the advertisement of a food brand.

2.5.2 Kompass

Another value approach named Kompass was developed in Denmark and also utilized in Norway and Sweden.

The system is called Kompass and basically consists of two dimensions: modern/traditional versus individual/social values; 59 values are allocated to these two dimensions (Hansen 1998). On the basis of these two dimensions a population is divided into nine groups: the Individually-oriented, the Traditional individually-oriented, the Traditional, the Traditional socially-oriented, the Modern socially-oriented, the Moderns, the Modern

individually-oriented and the Center (neutral) (Hansen 1998). These nine groups are related to each other and reflect the relation between two basic dimensions. The Kompass system differentiates among 18 smaller dimensions, based on 59 value items: Socially responsible, Multicultural, Technology buffs, Self-assertive, Advertising-conscious, Ecological concern, Rational, Liberal, Quality consciousness, Traditional Role-holders, Family Orientation, Local Orientation, Environmental concern, Time pressure, Political concern, Materials, Status, Price concern (Hansen 1998).

The values in the model are presented in a form of a circle. The idea of putting values into a round structure in a certain order is not new. As it was already discussed, a similar structure in the form of motivational continuum of values which are related to each other was developed by Schwartz (1992).

The Kompass tool was aimed at facilitating the analysis of consumer behavior across countries and within different types of surveys (Hansen 1998).

The tool as such has certain advantages: it is easy to administer and it takes into account the relation between different groups. The tool, similar to VALS, offers various consumer categories, which makes it useful for targeting, differentiation and segmentation purposes. At the same time Kompass comprises 18 values items. However, as it can be seen from Table 1, the instrument appears to be similar to many other means created before: it uses the same basic dimensions as other models. Given the fact that the tool was created on the basis of other models, it probably lacks some degree of innovativeness.

2.6 Summary

Different value models and concepts are presented in the current chapter of the paper. Although they might be similar in terms of value items that they identify, they differ significantly in terms of measurement tools and model scale (individual, organizational, national, and cross-cultural). As stated by Mooij et al. (2010), the number of countries covered by the research varies as well as the general level of analysis (individual or cultural), the structure of dimensions (one-poled, like Rokeach, or two-poled like Schwartz' models or Hofstede's paradigm) and not least the questionnaire respondents (teachers and students in Schwartz' model, middle managers in GLOBE, employees of different levels within one company in Hofstede's study).

What is particularly relevant for the current research are the different definitions used by various scholars. While Rokeach and Schwartz consider a value as an end-state desired goal and a guiding principle in life, Hofstede utilizes the term cultural value referring to the differences in value priorities on a cultural (national) level. The GLOBE system measures values in two ways: as something existing now and as it should be; the system is the only tool measuring values on the level of organizations.

The author categorizes values studies in terms of their origin and thus four main groups are identified: RVS and the models created on its basis; Schwartz Theory of Basic Human Values and the following studies; Hofstede's model and subsequent research; and other studies. Each group of studies brings new insight and perspective to the concept of values. The Rokeach study is considered to be a pioneering value study, providing one with two lists of values that are perceived as goals and behaviors and are not related to each other. Schwartz uses Rokeach concept as a basis and creates a motivational continuum of human values with dynamic continuous relationship. Hofstede applies a more global approach using cultural dimensions aiming to compare national cultures.

Compared to Schwartz and Rokeach, Hofstede's model is applicable to global marketing research, aiming to analyze the differences between various markets and to build up national or international marketing campaign. In this context, the model is not of high relevance for the current research that aims to analyze consumer and brand values and value congruency.

Schwartz' model seems to be well grounded in terms of theoretical and empirical proofs. The model claims to be applicable to all countries since it was tested in 20 countries. Moreover, the refined theory brings more proof to dynamic relationship between values defined narrower definitions of value items reducing the risk of misinterpretation. However, the values are formulated in a way that it is difficult to relate them to everyday consumer and purchasing behavior. The values refer rather to psychological dimensions of personality. In this respect, the application of the model can cause misinterpretation problems for consumers.

The Rokeach model offers two lists of values that refer to desired behaviors and final goals. The model is flexible and thus offers many opportunities for modification and adaptation depending on the objectives of the research. Two main downsides of the model refer to potential misinterpretation of values and the difficulty to rank 18 values in order of importance. The disadvantages can be minimized, however, by adding brief explanations to each value item and using the Likert scale instead of general ranking. In addition, the availability of the shortened list developed by Munson et al. (1988) makes it possible for the author to work only with those values that have proven to be most relevant to product consumption.

Based on the literature review and taking into account all advantages and disadvantages of various approaches, the values from the shortened Rokeach Value List were chosen as a basis for the empirical part of the study.

3. CONGRUENCY IN EXISTING RESERACH. VALUE CONGRUENCY

Chapter 3 of the study introduces the concept of congruency to the reader. The existing research on the topic of congruency in the field of marketing is reviewed. The approach to congruency through the lens of self-image, self-concept, brand image and brand personality is discussed, as well as the paper (by Polegato et al. 2006) found by the author that links the concepts of values and congruency.

3.1 The background of the concept

In this chapter a review of existing literature addressing the concept of congruency in consumer-brand relationships will be presented.

To begin with, it should be stated that scholars conducting research in this field generally consider as axiomatic the assumption that a brand's consistent performance is a condition for consumers' brand attachment (Park, MacInnis & Priester 2006).

Before coming straight to the topic of the congruency concept, one of the basic concepts of consumer-brand relationship will be briefly discussed. The discussion of the concept will eventually lead to the congruency construct.

One of the most fundamental recent works in the theory of consumer-brand relationships (CBR) was presented by Fournier (1998). Her work provides a theoretical basis for the theory development of CBR. According to her, relationships between consumer and brand are multidimensional and dynamic: they vary in terms of different variables such as level and content of organizing identity activities, durability of relationships and emotional quality of resulting commitment (Fournier 1998). Based on the results of the studies, Fournier (1998) differentiated 7 dimensions that measure and characterize CBR: voluntary vs imposed positive vs negative, intense vs superficial, long-term vs short-term, public vs private, formal vs informal, symmetric vs asymmetric. Given these dimensions, Fournier differentiates 15 relationship forms and assigns names of various forms of interpersonal relationships (ex. arranged marriage) (Founrier 1998). After all, a CBR quality model including 3 elements was formulated: it includes affective attachments, behavioral relationships and cognitive ties. Each element is divided into two sub-types (Fournier 1998).

The results of her research showed that the brand affects the evolution of consumers' self-concept and the self-concept conversely contribute to the brand development (Fournier 1998). A similar approach of how self-congruity may affect the brand personality was demonstrated by Klipfel et al. (2014).

Apart from the theory described above, a considerable amount of research of different aspects of CBR was conducted. Various aspects of the consumer-brand relationship were analyzed. The facet which is relevant for the current research refers to the construct of congruency between brand and consumer.

3.2 The concept of congruency and different ways to measure it

It appears reasonable to note at this point that Fournier (1998) believes that CBR refers rather to goal compatibility than to personality congruency.

Despite this, the concept of congruency is utilized in many marketing fields: in extending branding, co-branding and advertising in general (Achouri & et al. 2010). The congruency concept was an object of interest of numerous researchers (Aaker 1997; Vernet 2003; Helgeson & Supphellen 2004; Ambroise, Sliman, Bourgeat, De Barnier, Ferrandi, Merunka, Roehrich & Valette-Florence 2005; Park et al. 2005; Vernet 2008; Bahria & Bouslama 2009).

A high level of congruency forms positive attitude towards the product (Sirgy 1982), as well as preference, purchase intention, ownership, and usage of specific products (Erickson 1996).

As it is seen from the discussion above, the concept of congruency is not new in marketing research. Many papers have been dedicated to the analysis of congruency from various perspectives which will be discussed below.

3.3 Congruency through self-concept and brand image

A paper of Dolich (1969) was presumably one of the first works dedicated to the topic of congruency of self-concept and brand image. According to him, all products and brands have images that are perceived by consumers and have different meaning in form of symbols (Dolich 1969). Similar to Sreejesh (2014) and Ericksen (1996), he assumes that only products and brands representing symbols close to the self-concept will contribute to the

enhancement of the individual self-concept (Dolich 1969). Attempting to answer the question whether there are relations among similarity of brand image, self-concept and behavior towards a product, Dolich (1969) finds out that consumers seem to link brand symbols with self-concept. Ericksen (1996) elaborates his ideas and claims that consumers need these symbols in order to figure out the complexities of everyday life, because they express themselves through consumption. The closer the brand image is to the self, the more favored is the brand/product. Thus purchased products influence the self-concept of consumers (Ericksen 1996).

The statement above proves that consumers tend to find similarities between the self-concept and brands. Dolich (1969) and Ericksen (1996) come to the conclusion that the higher the similarity (congruency) between consumers and brands, the better the attitude towards the brand. The finding is essential for the current research since it enables the author to assume that there is a positive correlation between the degree of values congruency and brand attitude.

Ericksen (1996) goes further in other facets and links symbols of nation or culture to symbols of products. He also examines the effect of the country of origin on the perception of the product along with the interaction between the country of origin and self.

Moreover, Ericksen (1996), like Dolich (1969) and Sirgy (1982), stresses the importance of differentiation between the actual self-image and the ideal self-image, i.e. how a person perceives himself and what he wants or hopes to be. This differentiation is essential for building up proper congruity and thus expect the desired consumer behavior. Helgeson et al. (2004) support the significance of the distinction between real self-image and ideal self-image in terms of effects on brand attitude, but more importantly, on possible undesired effects on brand personality. Interestingly enough, Klipfel et al. (2014) distinguish real image and actual image in their work as well. While the actual self-image relate to how consumers see themselves, the real self-image refers to how others perceive a consumer (Klipfel et al. 2014).

The concept of actual and real self-image is particularly interesting for the study. The findings of Schwartz et al. (2014) show that for Russians the real self-image can be of

higher importance, since the opinion of society is especially important to them. Consequently, it can be assumed that Russians could identify not real value priorities but the values that would be appreciated by the society, which could in turn affect the quality of the data.

Analyzing behavioral and attitudinal ties between consumer and brand, Sreejesh (2014) claims that consumers become more attached to the brand when the brand offers resources for self-expansion. Similarly, products will cause a positive attitude if it is relevant for consumers' self-enhancement (Ericksen 1996). According to Park, MacInnis, Priester, Eingerich & Iacobucci (2010), the ties between a consumer and a brand will be closer if the brand is included in the self the consumer.

Based on the statement of Park et al. (2010), it seems reasonable to assume that the brand can be included in the self of consumers on the levels of values, i.e. the consumer can find the values that are important to him in the values associated with a brand. Moreover, the more the brand is included into the self of consumer, the more likely the consumer will like the brand.

Some scholars address the topic of brand animations and associations. Aaker (1997) stated that consumers tend to assign human qualities to brands, i.e. animate and humanize brands. According to Levy (1985), consumers consider brands as human characters. Some scientists, like Vernetta (2003), relate self-concept to brand associations. She states that consumers associate a brand with personality features in order to express the concept of self. The concept of product anthropomorphism will be addressed in more details subsequently in this chapter.

3.4 Congruency through self-image and brand personality

Brand personality and self-image were measured together for the first time in the paper of Branaghan et al. (2011). According to them, this approach provides more comprehensive and exhaustive information about consumer behavior. As a result of their study, Branaghan et al. (2011) created a so-called associative network, an instrument to measure brand personality and self-image, which makes it possible to measure and predict the

reaction of consumers to marketing messages and thus exercise effective market segmentation. Another possible application is the capability of associative networks to define target consumers on the product pre-launch stage of marketing (Branaghan et al. 2011).

Products have meaning and significance beyond their attributes and functionality (Erickson 1996). According to Dich, Dipankar & Gabriel (1990), consumers rarely buy products because of their attributes and characteristics only, but they choose a product on the basis of the brand image created in their minds. Besides, many purchases are impacted by the self-image of consumer (Erickson 1996). Achouri et al. (2010) attempt to understand the analogy between humans and brands and thus analyze the concept of congruency between brand personality and the consumer's self-image. Brée (1994) traces the ties between the consumer's image and product image created in the consumer's mind. Consumers prefer buying brands whose personalities are as similar as possible to their own in order to express their self-image (Vermette 2008). According to Achouri et al. (2010), consumers subconsciously compare the image of themselves with that of a brand. Thus, consumers have positive attitudes and ultimately prefer products having images that are compatible with those of themselves (Erickson 1996). Erickson (1996) goes even further and relates self-concept to self-image congruency: he states that there is an interaction between product image and self-concept, which affects the congruity between the product image and the self-image. An interesting perspective was suggested by Klipfel et al. (2014): it is necessary to identify the main differences between human and brand personalities so as to find points of overlap.

The discussion above shows again that consumers are subconsciously comparing themselves with the personality and image of the brand. The brand attitude depends on the inherent degree of similarity/congruency. If the image of a brand is compatible to the image of consumers, then they are more likely to have a favorable attitude towards it. However, the similarity is only analyzed on the level of image and personality. Though the results of the findings enable the author to assume that similar congruency is likely to be found on the level of consumer and brand values, i.e. consumers have certain value priorities and tend to look for them in a brand.

Summarizing the literature review presented in their article, Achouri et al. (2010) make several assumptions concerning the impact of congruency on brand personality and self-

image: they believe that this nature of congruency has a positive impact on consumer satisfaction, on his attitude towards a brand, on his level of preference towards a brand and on his future intentions. However, these hypotheses are exclusively based on the theoretical framework developed by different scholars and thus were not tested empirically.

3.5 The concept of self-congruity and brand personality

The approach discussed before referred to the influence of brand personality on self-concept and self-image of consumer. It seems reasonable to contemplate how self-congruity in turn affects brand personality. An approach examining this question was suggested by Klipfel et al. (2014). In their paper they discuss the constructs of self-concept and self-congruity.

Earlier, Sirgy (1982) discussed the role of self-concept in congruity concepts, presenting three main points:

- The self-concept is valuable for the individual, and his behavior is targeted at protection and enhancement of his self-concept;
- The purchase and use of goods communicate symbolic meaning to consumers.
- Consumers will enhance their self-concept through consumption.

Klipfel et al. (2014) define self-congruity as the degree to which brand personality and self-concept correspond to each other. According to the scientists, consumers are looking for congruity with brands (Klipfel et al. 2014).

It is interesting to note hereupon that an interesting milestone in the development of self-congruity concept was presented by Schenk & Holman (1980): they claim that the self-congruity concept is of situational nature, which means that consumers express themselves in different ways and thus look for congruity in different attributes of personality in each situation. Situational congruity could be considered as a refined theory of the self-congruity concept (Klipfel et al. 2014).

Another congruity deserving particular attention is contrary to situational congruity: it refers to exclusive relevance of functional attributes of the product to consumers. The

product choice is based on the degree of congruity between the product's functional attributes and the attributes expected by consumers (Johar & Sirgy 1991).

Coming back to the topic of the impact of self-congruity on brand personality established by Klipfel et al. (2014), one needs to take into account that the research conducted so far was focusing exclusively on the influence of brand personality on the self-concept and self-congruity. Hence the authors stressed the importance of examining and understanding how consumers can determine and evolve brand personality. Consumers can decide to buy a product, because this product will then possess the same attributes as the consumer does. Klipfel et al. (2014) call for more research about this congruity concept that might seem to some extent egocentric. This would bring more awareness of the power that consumer can have over brand personality.

3.6 Product anthropomorphism

Another phenomenon within the concept of congruency refers to product anthropomorphism. Aggarwall et al. (2007) trace the relationship between product anthropomorphism and congruity between consumer and brand.

Anthropomorphism in terms of marketing refers to assigning human qualities to artifacts (Aggarwall et al. 2007). Other researchers also traced these tendencies of anthropomorphism in different forms: in forms of human personality (Aaker 1997) and human relationships (Fournier 1998). Marketers, apart from encouraging consumer attempts to humanize their products, try to present products with human traits (Aggarwall et al. 2007). The authors of this work assume that consumers conceive of a certain pattern of a person that they want to see in the anthropomorphized product. The degree to which the product will be similar to the created image will influence the consumer's attitude towards the product and thus his purchasing decision (Aggarwall et al. 2007). Such nature of relationship between the consumer's schema and the product's human image was the object of the study conducted by Aggarwall & McGill. Interestingly, the authors mention that the usefulness of assigning products with human characteristics depends on whether there exist human features in the product. Furthermore, the product might represent a certain type of person. The purpose of specific human features given to a product is to make a product represent the desired type of person (Aggarwall et al. 2007).

The results of their study supported the assumption that people evaluate a product endowed with human characteristics more positively if it is more congruent with the schema in a consumer's mind. Products which were anthropomorphized but did not possess human features were evaluated less positively. Moreover, the results showed that the attitude towards a product is more positive if it is endowed with positive human traits, i.e. those associated with positive feelings (Aggarwall et al. 2007).

The importance of product anthropomorphism for the current research refers to the fact that values are traditionally associated with humans. Following the framework proposed by Aggarwall et al. (2007), one can assume that values might constitute the so-called schema in consumer's mind, on the basis of which consumer is looking for associations and thus assumes that a brand has the same human features, i.e. has the same values as he does.

3.7 Value structure map

Some attempts to link consumer values with products were undertaken by scholars. For these purposes scholars mostly took advantage of a tool called Value Structure Map. Gutman (1982) presents means-end chain (MEC) created on the basis of consumer differentiation (market segmentation) as a result of his study. Reynolds & Gutman (1988: 25) find four potential contributions that could be made through the usage of a laddering theory (MEC): consumer segmentation, brand and product assessment, evaluation of advertising campaigns of competitors, and development of one's own advertising campaign. Reynolds & Whitlark (1995) also suggest marketers to create a means-end framework (another name of the Value Structure Map) so as to create accurate marketing communication. Discussing laddering theory and means-end model (MEC), Veludo-de-Oliveira, Ikeda & Campomar (2006), conclude that MEC is a useful tool to understand and predict consumer behavior. Nevertheless, they reflect on different stages and options of its usage and at the end provide the reader with recommendations for its' successful application. Lin (2002) addresses the hierarchical value map (HVM) as a potential method that could be used by marketers to increase company's knowledge about consumers. Empirical results of the study reveal that HVM could serve as an efficient mechanism to develop a sufficient marketing strategy and to understand consumers' knowledge about the product. The model was also considered useful in reflecting consumers' perceptions about the product

(Lin 2002). The value of the MEC model for marketing and communication strategy as well as its potential input for market segmentation was also supported by Vriens & Hofstede (2000). Yet the authors also suggest other benefits from MEC new product development and brand positioning. Finally, Valette-Florence & Rapacchi (1991) explain how graph theory could contribute to the development of the MEC model.

All scholars discussed above make an attempt to link consumer values to a product, since it might be helpful in developing successful marketing campaigns and learn more about consumers. But none of the studies relates consumer values to those of the brand/product. The subsequent section of the chapter will discuss the concept of value congruency in existing research.

3.8 Values and congruency

In the previous section, the concept of congruency/congruity between consumers and brands/products was briefly presented. As it can be seen, the construct was object of a considerable research during the last decades. However, congruency links in consumer-brand relationships were traced only from the perspective of self-image and brand personality as well as self-concept and brand image. Discussing elements influencing consumer behavior, Achouri et al. (2010), indicate personality and self-image as integral elements of human's personality.

As seen in the literature review, no research was conducted on the subject of congruency between consumer values and values associated with a brand, which highlights the novelty of the current research topic.

Some scholars were addressing (directly or indirectly) the topic of consumer values in marketing. For example, Henry (1976) comes to the conclusion that value dimensions could serve as a useful means in market segmentation or could predict changes in the consumption schema. Reflecting on the role of values in predicting behavioral intention, Fornerino, Jokibert, Sánchez & Zhang (2011) empirically showed that values certainly vary across cultures and thus marketing specialists should select values that are distinctive for a specific culture in marketing communication. Ravlin & Meglino (1987) dedicated a research paper to the effect of values on perception and decision-making. They claim that values guide and serve as a benchmark for decision-making. According to the authors,

people make decisions in a way congruent with their values. The work of Buzzell (1968) presents different arguments in favor of marketing standardization and adaptation. One of the points advocating marketing adaptation referred to the difference of values across cultures, which requires proper value choice for marketing and advertisement. Gregory & Munich (1997) analyze the attitude of Mexican consumers towards advertising from the perspective of Hofstede's dimension Individualism-Collectivism and conclude that Mexicans have a more positive attitude towards advertisements in which their cultural values of collectivistic society are reflected. After all, the research of magazine advertisements in Japan and USA conducted by Madden, Caballero & Matsukubo (1986) results in the finding that there exist major differences between magazine advertising in two countries. This observation is explained by the distinction in cultural orientations, values, habits and lifestyles. Similarly, McCracken (1988) considers values as an integral element of culture.

Considering all works discussed above, one can draw the following analogy: The research studies discuss the role of values in marketing and advertising and come to the conclusion that marketing campaigns should take into account specific values of a country and of consumers and ultimately transfer them in their marketing message. However, these papers measure values on cultural and national but not on an individual level and they do not discuss whether or not brands should be associated with the values that are important to consumers. Furthermore, the studies do not attempt to measure the degree of similarity and congruency between consumer and brand values. The authors of the studies regard customers as representatives of a culture and compare them to customers of other cultures.

The paper of Polegato et al. (2006) depicts one work that is dedicated to value congruency and brand attitude. It indicates that there is a relation between the degree of congruency of consumer values and values that are associated with a brand on the one side, on the other side. Moreover, they relate the degree of congruency to the attitude towards the brand.

Polegato et al. (2006) states that values associated with brands are driving consumer behavior. They use the term "value-expressive brand", i.e. brands that represent values and are associated with them in consumers' minds.

In this respect, Polegato et al. (2006) reveal a potential risk that companies might face: the risk of value miscommunication. The chance of communicating on values in a wrong way increases due to the enhanced sensitivity of consumers towards values (Polegato et al. 2006). Thus, the authors stress the importance of “value-driven” advertising, since its interpretation is guided by a value schema (Polegato et al. 2006).

The results of the research show that there exists value congruency between consumers and brands. The authors of the study equally stress the increasing sensitivity of consumers towards values and thus the importance for companies to know consumer values. Moreover, it is essential not only to know consumer values, but to be able to reflect them in advertisement in order to avoid miscommunication. Furthermore, the degree of this value match (congruency) reflects consumers’ attitude towards a brand and its advertisement (Polegato et al. 2006). The statement seems particularly relevant to the author of the current paper, since the principal goal of the work is to trace the relationship between the degree of value match (congruency) and consumer attitude towards the brand. Moreover, it was proven that consumers are looking for congruent values, which are interpreted through perception (a finding similar to that of Klipfel et al. (2014)). At the same time it was indicated that in case of mismatching values between the brand and the consumer the advertisement is less likely to be perceived as positive (Polegato et al. 2006). Finally, the finding also demonstrated consumers’ reaction to the absence of some values which were expected to be found in advertisements (Polegato et al. 2006).

As established in the study conducted by Polegato et al. (2006), the role of consumer values in general and of consumer and brand values congruency in particular is essential for an appropriate marketing message and advertisement campaign.

The study conducted by Polegato et al. (2006) is similar to the current research. The most important aspect in the paper is the fact that the authors tend to link consumer and brand not through the concept of image of personality but through values. The importance of consumer values is highlighted throughout the paper, as well as the one of value match (congruency). Most importantly, apart from claiming that consumer tend to look for the values that are important to them, Polegato et al. (2006) underscore the existence of relation between the degree of match and attitude towards advertisement, which found support after empirical testing.

3.9 Conceptual framework and hypotheses

The paper aims to study the existence of value congruency between consumer values and values associated with a brand.

Value systems to measure congruency

In order to examine the existence of congruency, it is necessary to choose on which system of values the study will be based.

After the discussion of various value models three main categories of studies are distinguished by the author: Rokeach Value Survey and subsequent studies, Schwartz Theory of Human Values and the following research, and Hofstede paradigm and the papers created on its basis.

While Rokeach (1973) offers two value lists of Instrumental and Terminal Values, Schwartz (1992; 2012) suggests a circle motivational continuum of values and Hofstede (2011) develops a more global approach of cultural dimensions. Based on the discussion regarding the advantages and disadvantages of each model, the author decided to choose the shortened version of RVS, proposed by Munson et al. (1988) as a theoretical basis for value measurement as the most relevant and practical for the current research.

The existence of congruency

The study by Aggarwall et al. (2007), similar to the one by Levy (1985), states that consumers tend to look for human traits that are important for them in brands by humanizing brands. This means that consumers have a certain schema in mind, based on which they search for important elements in brand advertising. The authors regard congruency by assigning brands personality traits (Aaker 1997) and human relationship (Fournier 1998). In this respect, it seems reasonable to the authors that humanization could refer to human values.

Similar findings have been made by Polegato et al. (2006) and Klipfel et al. (2014). According to the researchers, consumers tend to look for congruent values between them and a brand. A similar idea was supported by Achouri et al. (2010): consumers subconsciously compare the image they have about themselves with the one of a brand and try to find the points of match.

Therefore,

Hypothesis 1: Consumers who indicate high importance of specific values also reveal more value identification for the respective value in the Bonduelle advertising.

Value congruency and brand attitude

According to Dolich (1969), Sirgy (1982) and Ericksen (1996), a high level of congruency between consumer and brand forms positive brand attitude. Examining congruency from the perspective of self-concept and brand image, Ericksen (1996) is convinced that consumers prefer brands whose image is compatible to the personality traits of consumers. Dolich (1969) in turn connects the consumer self-concept with special brand symbols, the congruency of which is related to favorable attitude towards a brand.

Park et al. (2010) come to the conclusion that the more the brand is included in the self of consumer, the stronger the consumer will be attached to the brand. Approaching the aspect of congruency through brand personality and brand image, Vernet (2008) states that the attitude of consumers towards a brand is more favorable if the personality of the brand is similar to their own.

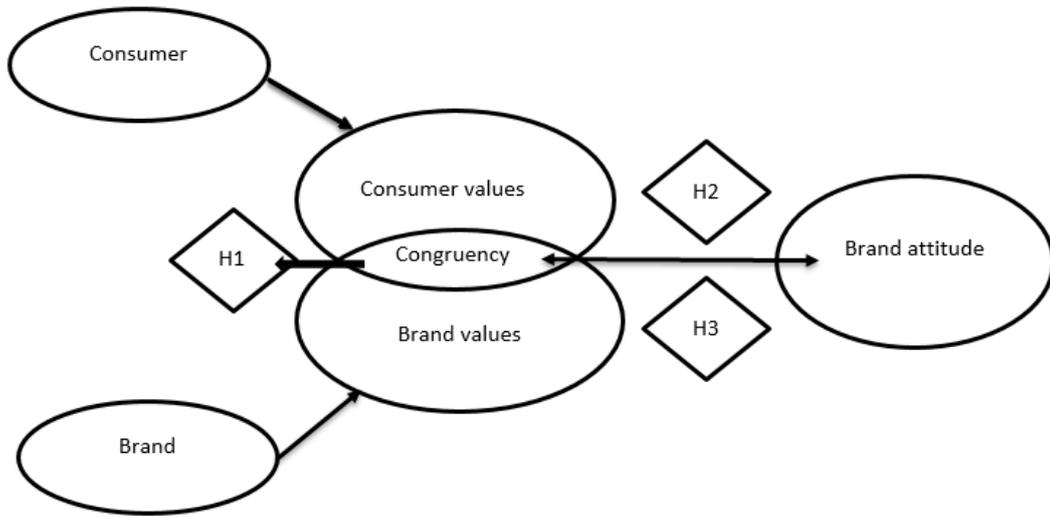
From the perspective of decision-making, Ravlin et al. (1987) state that consumers are making purchasing decisions in accordance with their personal values.

According to Polegato et al. (2006), consumers are more likely to like the brand if it is associated with the values that are important to them. At the same time consumers are likely to have a negative attitude towards a brand if consumer and brand values are not congruent or in case of miscommunication.

In this respect:

Hypothesis 2: The higher the level of the congruency between consumer and brand values, the more favorable is the general attitude towards the brand.

Hypothesis 3: The lower the level of the congruency between consumer and brand values, the less favorable is the general attitude towards the brand.

Research framework**Figure 4:** Theoretical framework of the study

4. RESEARCH METHODOLOGY

The following chapter will introduce the methodology applied in the current research. Methodological approach selected for conducting the study is presented, followed by the description of the process of sampling. The methods of data collection and data analysis are discussed in the chapter, as well as validity and reliability of the study.

4.1 Methodological approach

Since the hypotheses of the study are formulated on the basis of a theoretical framework and the aim of the study is to confirm or to refute them, the present research applies a deductive approach (Saunders, Lewis & Thornhill 1997). The approach is known as “reasoning from the general to the particular” (Pelissier 2008: 3). The study has the following stages: deducing hypotheses from the theoretical literature review; formulating the hypotheses that propose the relationship between different variables; testing the hypotheses empirically; analyzing the results of the testing and confirming or refuting the hypotheses (Research methodology 2016). The empirical part of the study aims to explain causal relationship between variables, which is one of the key elements of a deductive approach (Malhotra & Birks 2007; Saunders, Philip & Adrian 2009). In this respect, deduction is the principal method of the study. However, given the fact that there is little research conducted on the topic of value congruency, the study attempts to contribute to the process of building up a new theory referring to consumer and brand values congruency and its relation to brand attitude by relying on the results of the empirical research. In this context, the research design has likewise elements of induction.

As stated by Saunders et al. (2009), in many cases a deductive approach to research implies quantitative data analysis. Quantitative research generally prevails in marketing studies, because it stands for numerical representation and argumentation and is generally considered more objective; the results of quantitative research are easier to interpret and to analyze and leave less space for interpretation (Best & Khan 1989: 89-90; Hunt 1994; Hanson & Grimmer 2007). According to Hanson et al. (2007), more than 70% of marketing studies published between 1993 and 2002 in three major marketing journals apply a quantitative approach to research.

Since the aim of the paper is to test the formulated hypotheses, a relatively big sample is needed so as to provide generalized conclusions (Saunders et al. 2009). The Analysis of a big sample can be simplified by converting the data into numerical values. (Blaxter, Hughes & Tight 1996). Besides, the access to SPSS software makes it possible to analyze a larger quantity of data in various ways (Pearson 2010), which is essential for applying a quantitative methodology. The existing research shows that by means of SPSS analysis it is possible to identify groups, discover relationships and make assumptions about future events (Baizyldayeva, Uskenbayeva & Amanzholova 2013).

The approach, however, has certain limitations, among which is failure of the quantitative data analysis to take into consideration unique characteristics and differences between the respondents. Besides, it makes one assume that the findings are applicable to everyone at all points of time (Hughes 2006).

A questionnaire has been chosen as a mode of data collection, which is one of the principal ways to collect quantitative data (Saunders et al. 2009). A questionnaire is a preferable way of data collection for the current research, compared to interviews that normally constitute a part of qualitative approach (Saunders et al. 2009).

Regarding the general research strategy, the survey strategy was chosen as the most suitable approach for the current study due to several reasons. Firstly, due to the lack of a clear strategy of value congruency measurement in the existing research on the topic, a high degree of independence was essential to the author in order to design the various possible ways to measure value congruency (Saunders et al. 2009). Secondly, congruency is measured by answering the question “how much?” (To what extent are consumer values and values associated with a brand, are congruent). Thirdly, it was essential to have a representative sample for statistical analysis, which is an important characteristic of the survey strategy (Saunders et al. 2009). Fourthly, the survey strategy allow one to collect data through questionnaires, i.e. converted into numbers, as well as analyze the collected data quantitatively (in particular through descriptive statistics). This means that the survey strategy is often used in combination with quantitative approach.

4.2 Sampling and data collection

The current study focuses only on Russian consumers, which means that the study imposes a certain sample frame. The frame for the current study refers only to Russian-speaking people, who have been living at least the biggest part of their life in Russia. This choice has been made in order to be able to formulate the questionnaire in the native language of the author and of the respondents, which makes it possible to create clear questions and answers options to guarantee the best possible comprehension of the respondents and understanding of values by them.

Given the objective of the research, the empirical part of the study targeted different groups of the Russian population regardless of gender, age, education or level of income. In order to make the sample as representative as possible, there was an interest to receive answers of respondents with different demographic backgrounds, i.e. the random selection technique was utilized by the author. For this reason the probability sampling technique, in particular the simple random method, suggested by Saunders et al. (2009) has been applied to conduct the survey. For the sampling technique, it is necessary to make sure that people from different demographic groups of population have equal access to the questionnaire. Afterwards the respondents are randomly selected from a sample.

As discussed earlier, the primary data were received through a questionnaire, which was distributed online. Taking into account the both the distribution of the questionnaire and the objective of the research, the author selected a self-administered questionnaire (Mayer & Piper 1982). A self-administered survey makes it possible to respondents to answer at a time convenient to them and allows them to spend as much time as they want; the questionnaire can be sent to any place where the respondent is located via e-mail; the interviewer is not able to have a personal impact on the answers of the participant, since he is not asking questions himself but through the online questionnaire.

Bearing in mind the type and the number of questions, which are necessary to collect the information for the SPSS statistical analysis, the author formulated nine questions to design the questionnaire. The questions aim to collect demographic data, information about consumer values, values being associated with the Bonduelle brand as well as the general attitude of consumers towards Bonduelle and its products. The questions related to values

and brand attitude were developed to measure consumers' opinion regarding these constructs. All questions in the questionnaire were designed in accordance with the research objectives.

In order to measure consumer values and values being identified in the video advertisement of Bonduelle, the author chose Rokeach Values which were developed by Rokeach in 1973, as it was already mentioned above. Apart from being one of the fundamental ways to measure human values, the model proposed by Rokeach is highly popular for conducting marketing studies to measure consumer values (more popular than the system proposed by Schwartz). In addition, the model is universal and flexible, which allows one to choose what values to focus on in a research (Instrumental or Terminal List of Values). The effect of potential misinterpretation of the values in the list can be minimized by creating a questionnaire in the native language of respondents to make it as clear as possible and providing a short explanation of what each value means. Another potential downside of the Rokeach Value Survey refers to the difficulty for respondents to rank 18 values in order of importance. To make it easier for the respondents to answer the questions, the author suggests that the participants evaluate the importance of each value on the scale from 1 to 5. This method would let the participants evaluate the importance of each value specifically. Even though this way of measurement is not able to provide one with a holistic picture of value priorities of respondents, it can assure that consumers make a reasonable decision regarding the importance of each value from the list. Finally, choosing Rokeach value survey seems reasonable and interesting, since a similar study, conducted by Polegato et al. (2006) uses Schwartz model of values. In this way different models could be tested in similar types of research.

However, the way to measure values applied in the current research is different from the one that was suggested by Rokeach (1973). Gibbins et al. (1993) and Braithwaite et al. (1985) have criticized the Rokeach Value Survey for the inaccurate choice of the measurement instrument and have claimed that it might be difficult for respondents to rank the 19 values in order of priority. This point of criticism seems reasonable to the author. In order to minimize the potential difficulties of too long value lists the shortened version of the Rokeach List of Instrumental Values, which was tested by Munson et al. (1988), was applied in order to shorten the questionnaire and make it easier for respondents to answer.

The values, selected by Munson et al. (1988) proved to be relevant to measure consumer behavior.

In order to examine both which values Russian consumers associate with the Bonduelle brand and consumers' attitude towards the brand, the respondents were suggested to watch two video commercials of its products, as it was made by Ang et al. (2000). The Television commercial was chosen since it is one of the most powerful marketing communication tools that aim to inform and persuade consumers to purchase the products of the brand (Gerber, Terblanche-Smit, & Crommelin 2014).

The last question aimed to measure the general attitude towards the Bonduelle brand (individual's internal evaluation of the brand (Mitchell & Olson 1981)). As already mentioned, the author did not focus on the concept of brand attitude in the theoretical part of the research. However, the measurement instrument examining the brand attitude is selected based on the existing research on the subject. A similar way of measuring brand attitude, using the same characteristics of the brand (favorable/unfavorable, good/bad, expensive/not expensive, high quality/low quality), was undertaken by the following scholars: Machleit & Wilson 1988; Low & Lamb 2000; Chandon 2003; Spears & Singh 2004; Ghorban 2012; Posavac, Sanbonmatsu, Seo & Iacobucci 2014.

Given the fact that the author was not able to be in Russia during the process of the data collection and the necessity to have a big sample, an online-based questionnaire was created on the online survey software SurveyMonkey.com. Thus, the responses were collected by distributing the questionnaire online through online social networks. The collected data were exported from the survey software to Microsoft Excel and were imported to the SPSS after being quantified.

In order to test the validity and reliability of the data collected, the initially designed version of the questionnaire has been offered to 5 respondents. Some questions were reformulated in another way after the pilot testing so as to make the questionnaire more clear for respondents, since the specific topic of the study might be considered difficult to understand for people whose profession is not related to marketing. The responses to the initial version of the questionnaire were not included into the final results.

The number of full responses that have been collected during the conduct of the survey is N=105. The total numbers of responses is 117. However, 12 responses were not completed, since some of the respondents did not answer all questions of the questionnaire. In order to assure the reliability of the analyzed data, all incomplete responses were deleted from the database and only full responses were included in statistical analysis. All respondents are residents of the Russian Federation.

The following data represent the descriptive statistics showing the demographic characteristics of the respondents. The data were obtained via the SPSS software.

	Frequency	Percent, %
Female	86	81,9
Male	19	18,1

Table 6: Gender Distribution

	Frequency	Percent, %	Cumulative %
18-30	73	69,5	69,5
31-41	22	21,0	90,5
42-54	8	7,6	98,1
55 and older	2	1,9	100,0
Total	105	100,0	

Table 7: Age distribution

	Frequency	Percent, %	Cumulative %
College	4	3,8	3,8
High school	2	1,9	5,7
Bachelor/Master	93	88,6	94,3
Ph. D.	6	5,7	100,0
Total	105	100	

Table 8: Level of education distribution

	Frequency	Percent, %	Cumulative %
< 50000 r.	14	13,3	13,3
50000-70000 r.	19	18,1	31,4
70000-100000 r.	24	22,9	54,3
100000-150000 r.	13	12,4	66,7
> 150000 r.	17	16,2	82,9
Prefer not to answer	18	17,1	100,0
Total	105	100,0	

Table 9: Income Level Distribution

Based on the data presented above, it can be concluded that the majority of participants (81,9 %) are women, a larger part of the respondents (69,5 %) are younger than 30 years old and the absolute majority of the respondents (88,6 %) have a Bachelor and/or Master degree. Regarding the level of income, the distribution is homogeneous compared to other demographic indicators.

Due to the fact that the author of the research was not able to choose herself the respondents to the survey in order to assure the representativeness of the sample, the demographic data are not normally distributed, which imposes certain limitations on the results of the research.

4.3 Data analysis

According to Hanson et al. (2007), quantitative research is considered more solid and appropriate in marketing studies. In this context, quantitative methods are applied for the statistical data analysis which makes it possible to generalize the conclusions and analyze the data collected from a relatively big sample.

One of the most reliable and applicable methods to test consumers' attitude and opinions, are the so-called attitude rating scales (Zikmund 1997; McDonald & Vangelder 1998).

The usage of attitude rating scales in questionnaires has proven to have advantages such as the possibility to analyze and compare the images of brands, to identify the differences among various groups of respondents and to explore brand-consumer relationships (Klooster, Visser & Jong 2008). The five-point scale applied in the current research was created by Likert (1932). A similar research conducted by Polegato et al. (2006) also used the Likert scale for empirical testing. The values were assessed by consumers using two scales from 1 to 5 (Not at all important - Extremely important; Fully disagree - Fully agree). The answers in the Likert scale format were quantified and thus it became possible for the author to measure congruency between consumer values and values being associated with the Bonduelle brands in different ways.

The values from the Rokeach Value Survey (Rokeach 1973) were chosen to measure value congruency. Since the list developed by Rokeach consists of 18 Instrumental and 18 Terminal values and is considered long by some scholars, a shortened version of the Rokeach Terminal Values list is used, developed by Munson et al. (1988).

After the data were collected, they were quantified using Microsoft Excel and were imported into SPSS. To check whether the data collected represent statistical significance, the three-sigma rule was applied (Verma 2009). To check whether the rule is fulfilled, the standard deviation was calculated with help of the SPSS software descriptive statistics.

The correlations between different variables were examined by applying correlation analyses.

Descriptive statistics provided by SPSS helped to analyze the demographic characteristics of the sample and thus its representativeness.

The correlation analysis as a way of testing the existence of relationship has advantages. Correlation analyses enable one to find out whether a relationship between an independent and dependent variable exists or not. This knowledge makes it possible for researchers to make more accurate assumptions and predictions regarding these variables. Moreover, correlation analysis provides one with many implications for further, more narrow and precise research of the subject.

However, this type of analysis has its downsides. As it can be seen from the name of the method, it measures the existence of relationship, but not the casualty of them. With help of this analysis one can find out about whether variables are associated with one another or not, but it is not able to specify what the nature of the relationship between them is. The analysis of correlations can serve as a starting point for exploring causal relationships.

4.4 Reliability and validity

Reliability and validity are generally assessed in various academic fields to assure the quality of research. Reliability and validity allow one to verify whether the findings of the research are consistent.

Reliability refers to the question whether the results of similar research will be similar on different occasions and whether the results remain stable and consistent (Lee-han, McGuire & Boyd 1989; Saunders et al. 2009). Validity answers the question whether the applied methodology measures what it is initially supposed to measure (Saunders et al. 2009; Turconi, Bazzano, Roggi & Cena 2010).

Robson (2002) claims that there are four different factors that potentially threaten the reliability of the study: subject or participant error, subject or participant bias, observer error and observer bias.

In order to minimize the subject or participant error, which refers to the potential wrong timing and conditions of addressing the respondent, all respondents were contacted personally by phone or through social networks in order to invite them to participate in the survey. The link was attached in the message and the respondents could answer the questionnaire at any time, which was most suitable for them. They were also informed about the average time needed to answer the questionnaire, which was verified before during the pilot testing (approximately 5 minutes).

In order to maximally decrease the subject or participant bias, which is related to the potential influence of emotional or psychological conditions of the respondents on the survey, the respondents were informed that the survey is anonymous and no personal characteristics will be requested. The only personal data requested is gender, age, level of education and level of income (the question about the income had an option "I prefer not

to answer the question”, because some Russians prefer not to expose their income). The questionnaire was developed in the native language of the respondents so as to make the questions and answers as clear as possible. A brief description of the study and the purpose of the questionnaire preceded the actual questionnaire. Given the fact that the values of the Rokeach Value Survey were criticized for potential interpretation difficulties, the author provided a short definition of each value in the questionnaire.

Regarding the observer error and the observer bias, which implies the possibility of the author to receive responses and interpret them differently, a uniform version of the questionnaire consisting of only closed questions was developed, as well as a unique way of its administration and diffusion (via the Internet).

The validity of the study is divided into internal and external. In order to assess the internal validity of the research, a pilot testing of the questionnaire was conducted (based on 5 answers). Likert scale answers were used in the questions in order to provide the participants with a full range of potential choices. The questions were developed in accordance with the research objectives and the formulated hypotheses. The respondents were suggested to evaluate two sets of values (the first one is based on the importance of values for the respondents; the second one refers to the identification of values in Bonduelle advertisement). They were also asked to estimate their general attitude towards the brand. In this respect, the questions correspond to what is intended to measure.

Given the fact that there is almost no research on the topic of value congruency, the author designed the questionnaire herself without relying on a tested benchmark. To the knowledge of the author there is no ways developed so far which measure the congruency of values, thus the author developed few different ways to examine it.

The external validity refers to the generalization of the findings. The sample chosen for the empirical part cannot be considered as corresponding to the whole population of Russia as the demographic data are not normally distributed. This can be explained by the fact that the author was not able to choose himself all respondents in order to assure the representativeness of the sample. Given all potential limitations of the study, the lack of existing research and empirical studies conducted to test the value congruency, the study does not claim to be generalizable on the whole population of Russia and for food brands.

However, the study attempts to fill in the research gap in the subjects of value congruency and its correlation with general brand attitude. The paper also targets to contribute to the development of a system of value congruency measurement.

5. EMPIRICAL FINDINGS

The goal of the current chapter is to present the results of the empirical research conducted within the framework of this study.

The empirical research was conducted in Russia targeting Russian consumers. The company chosen for the case study and its inherent analysis is Bonduelle.

5.1 Bonduelle in Russia

Bonduelle today is a market leader of vegetables processing (Bonduelle 2016). Around 10 000 employees are working for the group all over the world and the brand is present in more than 100 countries (Bonduelle 2016). Four different brands compose the portfolio of the company: Bonduelle, Cassegrain, Arctic Gardens and Globus (Bonduelle Group 2016).

Bonduelle started its activities in Russia in 1994 by selling canned and frozen vegetables for retail chains and restaurants (Bonduelle 2016). The company has been operating on the Russian market for 20 years. Products of Bonduelle are very well presented at different kinds of points of sales and are thus very well-known by Russian consumers.

Bonduelle Russia is known for its high quality products and wide range of items offered to consumers. This can be explained by the fact that product quality is considered the highest priority of the group (Bonduelle 2016).

Bonduelle positions itself as an innovator on the market, constantly investing in product development, creation of new recipes and packaging upgrades (Bonduelle 2016).

Talking about Russian consumers and their opinion towards Bonduelle, one needs to note that, according to the biggest online consumer forums, which serves as a platform for the majority of consumers to share their opinion about different products, the majority of consumers have a positive attitude towards the brand and its products (Irecommend.ru 2016; Otzovik.com 2016).

Since Bonduelle localized the big part of its production in Russia (the company possesses two factories in the Krasnodar region), it is reported not to be significantly affected by economic sanctions imposed on Russia (Economics Today 2015). According to the

Group, less than 1 % of the company's products were sanctioned and Bonduelle was planning to accelerate its production regardless of the unfavorable economic situation in the country (Economics Today 2015). Nevertheless, the business of frozen vegetables, one of the business divisions of Bonduelle, was reported to be affected by the sanctions, since products of this category used to be imported from Poland where the company has two production sites (Newsru.com 2014; News of Economics 2014). At the same time, the company highlighted that the main negative effect expected from the economic sanctions is the slowing down of the production growth pace and the general dynamics of business development (Interfax.by 2014).

5.2 Experimental data analysis

In order to confirm or refute the formulated hypotheses, the data were collected via an online survey. To analyze the data, the author used SPSS and Microsoft Excel. All data were quantified in order to analyze them in SPSS.

Few different techniques were applied in order to measure congruency and its correlation to general brand attitude.

5.2.1 Testing Hypothesis 1

In order to test **H1**, according to which:

Consumers who indicate high value importance also reveal more value identification with the respective value in the Bonduelle advertising.

The responses of all participants about the importance of a specific value in the process of food choice (13 elements, corresponding to values from the RVS), were quantified and added (by allocating numeric values between and 1 and 5 to the respective answer where 5 refers to the highest importance/identification, and 1 to the lowest). The same calculations were made for the responses about the specific values, associated with the Bonduelle brand. As a result, two sets of 13 numbers were received:

The sum of the answers of all respondents about specific values indicating their importance in a process of food choice (Q5 of the survey):

A comfortable life	349
An exciting life	384
Equality	298
Freedom	408
Happiness	424
Pleasure	382
Social recognition	289
Wisdom	339
A world of beauty	339
Family Security	435
Self-respect	389
A sense of accomplishment	352
Inner Harmony	388

The numeric values represent the aggregated characteristic values for each value in question 5

Table 10: List of the values by the degree of importance to consumers

The sum of the answers of all respondents about specific values being associated with the Bonduelle brand after watching its advertisement (Q7 of the survey):

A comfortable life	279
An exciting life	358
Equality	275
Freedom	311
Happiness	372
Pleasure	384
Social recognition	249
Wisdom	245
A world of beauty	298
Family Security	318
Self-respect	279
A sense of accomplishment	316
Inner Harmony	299

The numeric values represent the aggregated characteristic values for each value in question 7

Table 11: List of the values by the level of association with Bonduelle

According to Table 10 and Table 11, the higher the numeric value, the higher is the degree of importance (Table 10) and identification (Table 11) of the respective value.

The correlation between the two sets of numbers was analyzed in order to confirm or refute the **H1**.

The results of the analysis between the variables showed a strong positive Pearson correlation (.638), which supports the **H1** and testifies that the more important specific values are for consumers, the more they are being identified in the advertisement by the consumers and are thus associated with a brand.

The data was also analyzed by means of a regression analysis (Table 12). As the Multiple R value corresponds to the Pearson correlation, the value is the same as the one calculated above. The R Square value indicates that around 40% of the data is located around its mean, i.e. is in accordance with the regression line. Put differently, more than 40% of the independent variable explains the dependent variable. The independent variable is the value set for Q5, while the dependent one refers to the value set in Q7. The observations value refers to the set of 13 consumer and brand values being measured and aggregated in Q5 and Q7 respectively. Furthermore, the single-factor ANOVA analysis indicates significant differences between the arithmetic means of the different value sets since the F value (12,38583) is greater than F critical (4,259677). The very low P-value (0, 001756) shows that with a probability greater than 99, 9% the data is meaningful. The ANOVA test seems reasonable in this case since it measures the same construct (values importance/identification).

<i>Regression Statistics</i>	
Multiple R	0,638019
R Square	0,407069
Adjusted R Square	0,353166
Standard Error	35,93242
Observations	13

SUMMARY of Single-factor ANOVA analysis	
<i>Groups</i>	<i>Count</i>
Value set1	13
Value set2	13

ANOVA	
<i>Source of Variation</i>	<i>SS</i>
Between Groups	24186,5
Within Groups	46866,15
Total	71052,65

Table 12: Regression statistics and ANOVA analysis depicting the relationship between consumer and brand values

Apart from testing **H1**, the data discussed above allow the author to analyze which values are most important for Russian consumers in the food choosing process. Besides one can ascertain which values are mostly associated with the Bonduelle brand. The higher the number, the more important is the value for Russian consumers in general and the more are the values associated with the brand. According to the data, the most important values in the process of choosing food products for Russian consumers are Family Security (435), Happiness (424), Freedom (408), followed by Self-Respect (389), Inner Harmony (388) and Exciting Life (384).

Among the values, which were mostly associated with the brand Bonduelle, are Pleasure (384), Happiness (372), Exciting Life (358), Family Security (318), Sense of Accomplishment (316) and Freedom (311).

As indicated above, there is a certain degree of overlap between the most important values in the process of choosing food products, on the one side, and the values being associated with Bonduelle, on the other side. *The results testify that there exists a relatively high level of congruency between the values.*

The mean, corresponding to the sum of all responses about the specific values, is 367.38 for the values that are important for consumers while choosing food products. The number is around 20 % higher than the average value measuring the values being associated with the brand (306.78).

Furthermore, it seems sensible to analyze the level of congruency between the respective values (i.e. between the sums of all characteristic values for question 5 and question 7, respectively (Table 10 and Table 11)). For this purpose the differences between the values in two tables were calculated and converted into percentages.

The differences between respective values:

	Values indicating importance	Values indicating association	Difference	Percentage
A comfortable life	349	279	70	20%
An exciting life	384	358	26	6,8%
Equality	298	275	23	7,8%
Freedom	408	311	97	23,8%
Happiness	424	372	52	12,3%
Pleasure	382	384	-2	-0,5%
Social recognition	289	249	40	13,9%
Wisdom	339	245	94	27,7%
A world of beauty	339	298	41	12,1%
Family Security	435	318	117	26,9%
Self-respect	389	279	110	28,3%
A sense of accomplishment	352	316	36	10,2%
Inner Harmony	388	299	89	23%

Table 13: The quantified differences between the importance of values and the degree of association with Bonduelle

As shown in Table 12, the aggregated characteristic values are generally higher for the values that are important to consumers than those being associated with the brand (apart from value Pleasure). This signifies that the degree of importance of values is higher than the degree of association with the brand.

According to the data, the most congruent value is Pleasure, with the smallest difference value-wise and percentage-wise (2 is the absolute difference and 0,5% is the percentage). The result seems intriguing given that Pleasure is the value with the strongest association with the brand compared to others, while it is only the 7th most important value for consumers.

Other values having a high degree of congruency are Exciting Life (26 or 6% of difference) and Equality (23 or 7,8%). These values are followed by Sense of Accomplishment (36 or 10,2 %) and A World of Beauty (41 or 12,1 %).

The values with the lowest degree of congruency are: Family Security (117 or 26,9%) and Self-Respect (110 or 28,3%). They are succeeded by Wisdom (94 or 27,7%) and Freedom (97 or 23,8 %).

5.2.2 Testing Hypothesis 2, Hypothesis 3 and value congruency

In order to test the correlation between the degree of congruency and brand attitude, the congruency was calculated in the following way: the absolute differences between the quantified responses in Q5 of the survey (Which of the following values are important for you in the process of choosing food products and to what extent?) and the quantified responses in Q7 (What values do Bonduelle brand and products represent for you?) were calculated for each value and each respondent respectively. Subsequently, these absolute differences were aggregated for each respondent and thus a characteristic value indicating the overall congruency for each respondent was established. It is assumed that the smaller this characteristic value, the higher is the degree of congruency between the consumer value and the value being associated with the Bonduelle brand.

The chosen method allows one to calculate the differences for each respective value and thus to find out to what extent the values that are important to consumers are associated with the values identified in the advertisement. The method is able to explore to what degree the importance of values for consumers overlaps with the degree of association with the brand. The method, however, does not show whether the differences (the degree of congruency) refer to the values that are both very important/highly identified or least important/not at all identified, i.e. values 1 and 2 correspond to the same difference as values 4 and 5: the difference is 1. Nevertheless, given the fact that there is no established way of value measurement, this way seems to reflect the general picture/general degree of congruency for all values.

The minimum characteristic value measuring the absolute differences for each respondent, respectively, was 0 (no difference between numeric values in Q5 and Q7, which implies the highest degree of congruency), while the maximum number was 47, which implies a high difference among the respective differences between Q5 and Q7 of the

survey and thus a low degree of congruency. In this respect the range between the lowest and the highest numeric value is 47.

The average value (mean) is 17, and median is 16. The mode (the most frequent value) is 14. The standard deviation is 8,171.

Statistics

sum

N	Valid	105
	Missing	0
Mean		17.00
Median		16.00
Mode		14
Std. Deviation		8.171
Variance		66.769
Range		47
Minimum		0
Maximum		47
Sum		1785

Table 14: Descriptive statistics for the data showing the general degree of congruency

The analysis shows that the most frequent characteristic values are 14 (found in the answers of 11 respondents) and 18 (found in the answers of 10 respondents). These groups constitute 20% of the respondents. Taking into account these data and the mean which equals 17 (for all 13 values), it can be calculated that the average difference between consumer values and the respective values being associated with the Bonduelle brand, equals 1,3. With a response range of 4 and the average difference equaling 1,3 it can be assumed that the congruency between consumer values and values associated with the brand exists and its level is relatively significant. However, it would be subjective to say whether the degree of congruency is high or low given the fact that there is no benchmark on which the author could rely.

To check whether the data collected is statistically significant, the 3-sigma rule was applied. According to this rule (68-95-99.7), if data is significant, the absolute majority of

the values (99.7 %) must lie within the range from -3 standard deviations from the mean to +3 standard deviations to the mean (Verma 2009).

The quantified results in the present data are distributed in the following way: 76 responses are lying within the scale from -1 standard deviation from the mean to +1 standard deviation from the mean. This constitutes around 72 % of all values and is therefore close to the 68% established in the rule; around 95 % of values are within the scale from -2 standard deviations from the mean to +2 standard deviations from the mean, which is the same number as the one in the rule. There is no value in the collected data which is behind the scale of +/- 3 standard deviations, which can be explained by the fact that the number of responses is relatively low.

Also the correlation between the level of congruency and the holistic question about the correspondence of brand values to consumers' values (To what extent do Bonduelle products generally correspond to your values/goals?) was measured. The answers to the question were equally quantified (from 1 to 5). The analysis between these two variables in SPSS shows that there is a slightly negative Pearson correlation (-.075) between the degree of value congruency and the opinion about the general correspondence of Bonduelle values to consumer values. However, the correlation is not significant.

<i>Regression Statistics</i>	
Multiple R	0,07513
R Square	0,005644
Adjusted R Square	-0,00401
Standard Error	8,187609
Observations	105

Table 15. Relationship between value congruency and general correspondence of values (Q8)

The regression statistics shows that only 0,5 % of the data is in line with the regression line. This value shows that the percentage of the independent variable influencing the dependent variable is very low. In this respect, the regression analysis supports the findings of the correlation analysis. Based on this, one can conclude that there is no relationship between value congruency and general correspondence of brand and consumer values. The single-factor ANOVA analysis is not reasonable in this case, as value congruency and brand attitude are different constructs referring to the same group of people.

It seems interesting to test the correlation between the level of congruency and the degree of familiarity with the Bonduelle brand. The structure of the respective question (How familiar are you with brand Bonduelle?) is the same as the one discussed above. Thus the measurement of the relation between the congruency and the degree of familiarity with the brand has been conducted in a same way.

The analysis shows that there exists is a slight positive Pearson correlation (.024) which is not significant.

To test the **H2** and **H3**, the correlation between the degree of congruency (measured in the way described above) and general attitude towards the brand (Q9) is examined.

To measure the general attitude towards the brand, the respondents were suggested to choose from five options (from Fully Disagree (1) to Fully Agree (5)) for three different statements concerning their attitude towards Bonduelle. During the analysis, the three quantified answers of each respondent were added. In this context it is presumed that the higher the final number, the more favorable is the general attitude towards the brand.

As seen in Table 14, the general attitude towards Bonduelle indicated by the respondents is relatively high with a mean of 11.23 and a maximum of 15 (the sum of the three quantified answers on the scale from 1 to 5 (Strongly Disagree – Strongly Agree)). With a median value of 12, it can be calculated that at least 50 % of the respondents had an average answer equaling 4 for each statement, respectively, which means that they agree with the following statements:

- My attitude towards the Bonduelle brand and products is generally favorable
- Bonduelle Products are products of high quality
- I think that the Bonduelle brand offers good value for money

Brand att		
N	Valid	105
	Missing	0
Mean		11.23
Median		12.00
Mode		12
Std. Deviation		2.053
Variance		4.216
Range		12
Minimum		3
Maximum		15
Sum		1179

Table 16: Descriptive statistics analyzing brand attitude

Given the assumption that the higher the characteristic value describing brand attitude, the more favorable is the brand attitude, and the higher the characteristic value referring to value congruency, the lower is the degree of congruency, one can expect a negative correlation between the two characteristic values.

In this respect, **H2** and **H3** are tested:

Hypothesis 2: The higher the level of the congruency between consumer and brand values, the more favorable is the general attitude towards the brand;

Hypothesis 3: The lower the level of the congruency between consumer and brand values, the less favorable the general attitude towards the brand.

The analysis shows that a slight positive Pearson correlation (.059) exists between the two characteristic values, relating to the degree of congruency and the brand attitude, however, this correlation is not significant. In this context, **H2** and **H3** are not supported by the current analysis.

<i>Regression Statistics</i>	
Multiple R	0,059026
R Square	0,003484
Adjusted R Square	-0,00619
Standard Error	8,196499
Observations	105

Table 17: The relationship between value congruency and brand attitude

The results of the regression analysis show that a very low percentage of the data is located around the regression line. The correlation is slightly positive but not significant. The rate of the independent variable influencing the dependent variable is equally low. **H2** and **H3** are thus not supported by this method of analysis.

Finally, it is important to examine whether there is a correlation between the degree of congruency and various demographic data.

The Pearson correlation measure shows that there is an insignificant or no correlation between the age and the degree of value congruency (.008), between the level of education and the congruency (.096), the level of income and the degree of congruency (.003) and the gender and the congruency level (-.146).

Given this analysis of the empirical data so far, there has not been found a significant correlation between the degree of congruency, the general attitude towards the Bonduelle brand and other variables. This can partially explained by the fact that Bonduelle is a very well-known brand with a very strong position in Russia thanks to its long history on the market and products with a good reputation among Russians. The same phenomenon was already addressed by existing research. According to Fazio & Zanna (1981), the attitude of a person towards a brand he is familiar with will most likely not be strongly affected by the brand's advertisement he sees, since the attitude is already formed. In addition, Bonduelle stands for a specific category of products, which are healthy and of high quality. All these factors taken together may lead to a good general attitude towards the brand, which cannot be changed by the advertisement.

There was no correlation found between value congruency and demographic variables either. An explanation could be, apart from the strong position of the brand on the Russian market, that the demographic data are not normally distributed, as it was reviewed above.

However, it can be observed given the results that there exists a certain degree of congruency between consumer values and values being associated with Bonduelle.

After all, another attempt was undertaken by the author to measure the degree of congruency between consumer values and values being associated to the brand in order to examine the correlation in a different way.

For this purpose, the answers of each respondent on Q5 and Q7 were quantified in the same scale. From the obtained characteristic values, only the values that got a response of 4 or 5 in both Q5 and Q7 were enumerated. The resulting aggregated characteristic value represents thus the amount of values that have a characteristic value of at least 4 in either question.

The decision to focus only on the values which have shown both a high importance and a high degree of association with the Bonduelle brand is explained by **Hypothesis 1**, according to which the higher the degree of the importance of the value for the consumer, the higher is the degree of identification with the brand advertisement. Besides, the measurement of the values which are highly important for consumers and which are strongly associated with the brand at the same time seem to indicate the congruency in the clearest way, compared to the first congruency measurement, which is more general by nature, since it takes into account all values (including those which are not important to the consumer and/or which are not associated with the brand). In this context, the information about highly important and highly associated values seems more functional relevant than the one about values which are not important for consumers and which are not associated with the brand. However, it would be interesting from a business point of view to examine the values which are highly important for consumers and which are not associated with the brand.

The second method of measuring congruency is more specific compared to the first one. While the first one indicates a general picture of all values, the current method focuses only on values that are both important and highly recognized in the Bonduelle advertisement. The method is not capable to show the significant differences between values, i.e. it does not focus on values that are important to consumers but that are not associated with the advertisement and vice versa. Given the absence of a proven way of measuring values the method tends to be a way to see whether the number of congruent values is related to brand attitude.

The descriptive SPSS statistics showed that 32 responses (around 33%) have 0 values, which are both important to consumers and are strongly associated with the Bonduelle brand. This is the most frequent characteristic value, which attributable to this procedure of selecting the congruent values.

Statistics

N	Valid	105
	Missing	0
Mean		2.96
Median		3.00
Mode		0
Std. Deviation		2.671
Variance		7.133
Range		10
Minimum		0
Maximum		10
Sum		311

Table 18: Descriptive statistics analyzing the congruency between the most important and the most associated values

Table 18 shows the key descriptive data with a mean of 2,96, and a median of 3. The range is 10, which implies in this case that the highest degree of congruent values is 10 out of 13. Logically, the higher the number of congruent values, the higher is the degree of congruency.

Apart from the most frequent number being 0, the descriptive analysis shows that the four characteristic values following the most frequent one represent around 45,7 % of all answers. These groups include the characteristic values being 3, 4, 5 and 6 out of 13.

Based on these data it can be assumed that, regardless of 0 being the most frequent value, *a high number of responses show a certain degree of congruency* (from 23 (3 values out of 13) to 46 (6 values our of 13) %).

The statistical analysis of the correlation between the degree of congruency and the general brand attitude shows that a significant positive Pearson correlation is identified (.237). In this context, **H2** and **H3** are supported by current analysis.

<i>Regression Statistics</i>	
Multiple R	0,236542
R Square	0,055952
Adjusted R Square	0,046787
Standard Error	2,607568
Observations	105

Table 19: Regression analysis between value congruency and brand attitude

The regression statistics shows that around 6 % of the data is located around the regression line. This value shows that the percentage of the independent variable influencing the dependent variable is low. In this respect, the regression analysis supports the findings of the correlation analysis that indicated a significant positive correlation.

The Pearson correlation between the degree of congruency and the opinion of consumers about the general correspondence of Bonduelle values is positive but not significant (.160). However, it seems to be stronger than the same correlation measured using the first technique of congruency measurement, in which the author aggregated the absolute differences between the corresponding values of Q5 and Q7 for each respondent, respectively (-.075).

<i>Regression Statistics</i>	
Multiple R	0,160317
R Square	0,025702
Adjusted R Square	0,016242
Standard Error	2,649017
Observations	105

+

Table 20: Relationship between the degree of congruency and general correspondence of brand values (Q8)

The regression statistics shows that around 2 % of the data is located around the regression line. This value shows that the percentage of the independent variable influencing the dependent variable is low. In this respect, the regression analysis supports the findings of the correlation analysis that indicated a slightly positive correlation which is not significant, however.

The analysis of the correlation between the congruency and the degree of familiarity with the brand has identified a significant positive Pearson correlation (.249).

As seen in the results of the analysis of the second type of congruency (which takes only the values that got a response of 4 or 5 in both Q5 and Q7) with different variables there is definitely a stronger correlation than in the first congruency type (which the author aggregated the absolute differences between the corresponding values of Q5 and Q7 for each respondent, respectively).

Regarding the correlations between the congruency and demographic information, the correlations are not significant either when measuring congruency in the second way: the correlation between gender and congruency is .189, between age and congruency 0.049, education and congruency -.114 and the income/congruency correlation is -.119.

Furthermore, it seems interesting to measure the correlation between the values associated with the brand and the brand attitude. For this purpose, the answers of each respondent on Q7 related to the association of values with the brand, were quantified and added.

The correlation between the degree of association of values with the brand and the general brand attitude has proved to be strong (.292). At the same time, there exists a significant correlation between the degree of association of values with the brand and the degree of correspondence of brand values to consumer values (.212).

The following correlations can be explained by the assumption that people who generally reveal higher identification with a brand are more likely to have a favorable attitude towards the brand.

5.3 Summary of empirical findings

In order to measure the congruency between consumer values and values being associated with the brand, as well as the correlation between value congruency and the general brand attitude, the author of the paper has applied two different techniques.

The results of the empirical data analyses differ depending on the method used to measure value congruency.

If the congruency is measured in a general way, i.e. the sum of the differences between the respective values (Q5 and Q7) are added for each individual response, the analysis shows that there is no significant correlation between the degree of congruency and the general attitude of Russian consumers towards Bonduelle. However, if measuring the congruency in a more specific way by only focusing on values which are highly important for Russians and which are highly identified by the consumers in the brand advertisement, a significant correlation can be traced between the degree of value congruency and brand attitude.

In this context it can be said that **H2** and **H3** are refuted if the congruency is measured on a general level, when all values are taken into account, and are confirmed for those values which are important for consumers and which are strongly associated with the Bonduelle brand.

H1 was confirmed by the SPSS analysis.

After all, the descriptive statistics and the discussion about the congruency and specific values testified that there is indeed a certain degree of congruency between consumer values and values that are associated with the Bonduelle brand. Among the 6 values which are, according to the calculations, the most important ones for Russian consumers, 4 of these values were also among the values that Russian consumers could most identify themselves with in the Bonduelle advertisement.

6. DISCUSSION AND CONCLUSIONS

The last chapter of the paper aims to discuss the empirical findings and the results of the study. Besides, the potential practical as well as theoretical contribution will be discussed in this chapter. At the end of chapter 6 the limitations of the current paper will be presented together with the suggestions for further research.

6.1 Discussion of findings

A theoretical framework of principal value concepts and the general concept of brand-consumer congruency has been built in accordance with the initial goal of the current Master thesis (which referred to studying the concept of consumer and brand-associated values congruency and the relation between the degree of the congruency and general brand attitude).

Based on the literature review and a critical analysis it was concluded that the subject is new since relatively poor research has been conducted even though the concept of consumer values has been widely studied by numerous scholars and several principal value systems have been created (Rokeach Values Survey, Schwartz Theory of Basic Human Values, Hofstede model of cultural dimensions and others, discussed in the literature review). In order to tie consumer behavior with a brand, some studies (Dolich 1969; Fournier 1998; Park et al. 2005; Aggarwall et al. 2007; Achouri et al. 2010) refer to the concept of congruency through the lens of brand image, self-image, brand personality or the self-concept. However, only one article by Polegato et al. (2006), aiming to trace the brand-consumer relationship through the concept of value congruency, was identified by the author.

In this context the aim of the current study was to fill the research gap in this field and to investigate whether value congruency exists between Russian consumer values and values that are associated with Bonduelle, a well-known brand in Russia. The paper equally intended to test whether there is a relation between the degree of congruency and general brand attitude. The study focused on Russian consumers only for the reason, discussed above.

The paper by Polegato et al. (2006) seems to be the only work that presents the research similar to the current one. In this respect, it seems interesting to compare the methodologies and the results of the two.

Regarding the choice of the value construct, Polegato et al. (2006) chose values of Schwartz' model, while the author of the current paper decided to include the values developed by Rokeach. The current paper applies a model that has not been used before by this type of research. Both papers, however, use the Likert scale in the questionnaires that has proven to be an effective measurement tool for this type of research.

Interestingly, both studies demonstrated a similar methodological approach. Polegato et al. (2006) include in the analysis the values that received 5 or higher evaluations on the 7 points Likert scale. In of the methods used to measure value congruence, the author of the present paper focused only on values that received 4 or higher evaluation on the scale from 1 to 5. However, Polegato et al. (2006) apply the split-sample approach, while the current research is conducted using a correlation analysis, a regression analysis and ANOVA.

The findings by Polegato et al. (2006) suggest that consumers not only identify the presence of values that are important to them in a brand, but also the absence of the values which they expect to see in the advertisement. This is one of the limitations of the current research, since the techniques applied to measure congruency do not provide any insight regarding the values that are important but are not associated with the brand.

The findings by Polegato et al. (2006) indicate that there is a clear relationship between the presence of values in the advertising and favorable attitude towards advertising. Based on the empirical results, the author of the current paper concludes that, when focusing only on values that are both important and are highly identified in the advertisement, there exists a relationship between value congruency and brand attitude. However, deeper and narrower research is needed to specify the causal nature of this relationship.

Hypothesis 1 served as a basis for measuring congruency by the number of congruent values.

The hypothesis has been formulated based on the papers by Klipfel et al. (2014) and Polegato et al. (2006) that people who tend to indicate importance of values for them in the process of food choice, are more likely to identify them in advertisement.

According to **H1**:

Consumers who indicate high value importance also reveal more value identification of the respective value in Bonduelle advertising.

The hypothesis was confirmed by a significant Pearson correlation. Given the fact that the correlation analysis only provides one with an insight regarding whether a relationship between two variables exists or not, the findings explain that the values that are important to consumer and those identified in the brand advertisement are related to each other. The regression and the ANOVA analyses prove that the data is reliable and that a considerable percentage of the independent variable has an impact on the dependent variable. This enables the author assume that a causal relationship exist, i.e. the degree of importance of values affects the degree of identification of values in the advertising.

Further, the congruency has been measured generally, based on the sum of differences between the respective values for each response. The results of the statistical analysis showed that **Hypotheses 2** and **3**, according to which:

Hypothesis 2: The higher the level of the congruency between consumer and brand values, the more favorable is the general attitude towards the brand;

Hypothesis 3: The lower the level of the congruency between consumer and brand values, the less favorable is the general attitude towards the brand

were neither supported nor refuted, because no significant positive or negative Pearson correlation has been found. The finding is also supported by the regression analysis, which means that there is no relationship between general degree of value congruency and brand attitude.

The fact that **H2** and **H3** did not find empirical proof can be possibly explained by the generally high attitude towards the brand Bonduelle (11.23 out of 15, according to the

SPSS analysis). The assumption is based on the suggestion by Fazio et al. (1981), according to which it might be quite difficult to impact the attitude of consumer towards a brand with a long history and strong presence through advertising, because the attitude is most likely already formed. Given the long history of the company on the Russian market, relatively few competitors and a very good reputation of Bonduelle products, it seems possible that consumers already have a good attitude towards the brand subconsciously and cannot be easily influenced by advertising.

However, **H2** and **H3** have found support when the congruency has been measured by numerical values of only those values, which are both important to consumers and which are identified in the Bonduelle video advertisement. Here a significant strong correlation has been found between the number of congruent values and general values. The regression analysis showed, however, that the percentage of the independent variable influencing the dependent variable is low. The selection of the values made it possible to identify the numerical value of only those values which are both important for consumers and are associated with the brand. The findings testify the existence of relationship between the number of congruent values and brand attitude. However, there is no proof of causal relationship between the two variables.

A possible explanation of the finding might be that the current technique took into account only values that are highly important to consumers and are highly associated with the brand. However, as it was stated earlier, the technique does not take into account the values that are important to consumers but are not indicated in the brand (similar problem was found by Polegato et al. (2006)) or the values that are not important to consumers but that are found in the brand advertisement. The current findings have only allowed to testify the existence of the relationship, but not the its nature, which could be subject to further research.

Talking about the correlation between value congruency and various demographic characteristics (gender, age, education and income), it should be mentioned that no significant correlation has been found between these variables.

The most possible explanation of this phenomenon could be the fact that the demographic data of the respondents are not normally distributed, i.e. 82% of all respondents were

women, 69% of respondents were between 18 and 30 years old and around 88% had a bachelor or master degree. However, the income data have been distributed more homogeneously. Furthermore, the finding might explain that Bonduelle does not aim to target any demography-wise specific group of consumers. The product seems to be relevant for people of different ages and gender.

Empirical findings and analyses have also indicated that the values which are most important for Russian consumers (in decreasing order: Family Security, Happiness, Freedom, followed by Self-Respect, Inner Harmony and Exciting Life), are to a big extent congruent with the values that are mostly identified in the Bonduelle advertisement (in decreasing order: Pleasure, Happiness, Exciting Life, Family Security, Sense of Accomplishment and Freedom).

It can be seen that 4 out of 6 values which are present in the current lists correspond. In this respect it can be concluded that the advertisement of Bonduelle managed to transfer some of the values that are important to Russian consumers, which means that the advertisement content is related to consumer values. At this stage of the existing theoretical and practical research of the topic it seems subjective to affirm whether such degree of overlap (when 4 values out of 13 values offered to assess) is high or low, but it can definitely be asserted that there is a congruency between Russian consumers' values and Bonduelle brand values.

An interesting finding here is that the value which is most important for consumers (Family Security) is generally the value with the lowest congruency (110 or 26,9 %), while the value which is mostly associated with the brand Bonduelle (Pleasure) demonstrated the strongest degree of congruency (2 or 0,5 %).

In case of Family Security an explanation can be that the value is by far the most important value for Russians, but it is not respectively highly identified in the advertisement and thus not associated with the brand. This might imply that the value is identified by Bonduelle as important to Russian consumers, but the degree of importance is to some extent underestimated.

Regarding the value Pleasure, an interesting observation is that it is the only value which has been more associated with the brand Bonduelle than it has been given importance by

consumers (the difference is not significant though). A possible reason is the strong association of the value with the advertisement and relatively low importance of it for Russians, which made the two numeric values measuring the Pleasure value almost the same.

Besides, a strong correlation has been found between the degree of identification of values in the brand and general brand attitude. The present result seems reasonable, since brands, carrying one or a few values, which are considered as guiding principles (Schwartz 2012), are more likely to be liked by consumers than those brands which do not transfer any value message.

Combined with each other, these findings show that there is a relationship between consumer values and value associated with the brand. The regression analysis testifies the existence of causal relationship between the two variables. Respondents tend to identify the values in the brand, in particular those values that are important for them.

Regarding the relation between the degree of congruency and brand attitude, the empirical testing has demonstrated that the various approaches applied in the practical part of the study show different results. Due to the lack of an established value congruency measurement system, the current paper attempted to test various techniques to measure the value congruency and the existence of relation to brand attitude.

6.2 Research implications

The theoretical literature review demonstrated a clear gap in the existing research of the subject of value congruency and highlighted the novelty of the topic. The paper has attempted to fill in the research gap.

Probably the principal theoretical contribution of the paper is that it proved the existence of relationship between consumer values and values associated with the brand (a similar finding was made by Polegato et al. (2006)). Different analyses have indicated the existence of causal relationship, which allows one to conclude that the values that are important to consumer are likely to be indicated in the brand advertisement (Klipfel et al. (2014) brought similar findings). In this respect the findings suggest that the congruency between consumer values and brand values exists.

The findings suggest that there is no relationship between the degree of value congruency and brand attitude when being measured in a general way. Nevertheless, the analyses showed that the relationship is significant based on only those values that are both important and identified. In this respect an important research implication of the study is to try to find out what kind of relationship exists between the two variables. Moreover, it is important to take into account not only values that are important to consumer and are highly associated with a brand, but also those that are missing in the advertisement or are not identified as important. This kind of research could contribute to obtain a more holistic picture regarding the different levels of congruency and their relation to brand attitude. The study could serve as a starting point in exploring the concept of congruency, since the existence of it has been testified by the research and the paper by Polegato et al. (2006), but more narrow and sophisticated research is needed to examine the nature of this relationship.

6.3 Managerial implications

The current research has equally certain practical implications.

As it was stated by Polegato et al. (2006), value-driven advertising can serve as an effective tool in a value-sensitive world. The current study has shown a clear importance of values for Russian consumers and has proven the existence relationship between this values and the degree of identification of the values in the Bonduelle advertising. In case of the Bonduelle advertising the study shows that there exists an overlap between consumer and brand values. In this context it is important for marketing managers to learn about value priorities of their target consumers in order to transfer them into marketing communication. If advertising is associated with values that are important to consumers, it is more likely that the consumers will identify them.

The findings explain that there is a relationship between the number of values that are important and identified in the brand and general brand attitude. Taking this into account, it could be recommended to marketing managers to focus especially on those values that are most important to consumers and try to emphasize them in the advertisement. Unfortunately, the study is not able to provide insights about other values, but the results are able to show that there is a correlation between the values the company transfers in its

marketing message that are important to consumers and are highly identified by them and a favorable attitude towards the brand.

Focusing on values as dimensions of consumer-brand relationship and congruency is a new, not explored enough way which marketing managers can use to attempt to explore the relationship between the brand and consumer. So far, the most common ways to do so through the lens of congruency were by measuring brand image, brand personality, self-image and the self-concept, as it was discussed above. Even though poor research has been conducted on the subject, it indicated the importance of the value construct if measuring CBR since values constitute an integral part of consumers' personalities.

6.4 Limitations and directions for further research

Apart from the implications, the study has certain limitations that need to be taken into account.

First of all, the study is of cultural nature, since only Russian consumers have been a focus of the study. This means that the results regarding the degree of congruency, its correlation with other variables, the most and the least congruent values and the most and the least identified values cannot be applied to other markets.

Besides, the economic crisis of the last years in Russia has probably changed the perception of Russian consumers and the importance of different values to them compared to the time before the crisis. In this respect, similar studies conducted before or after the crisis could bring different results.

Moreover, due to the fact that the brand chosen for the empirical research represents only one product category (food), it would be interesting to apply the same study to other product categories.

The Bonduelle brand is a well-known brand in Russia, and an interesting way to contribute to the topic would be to analyze a brand, which is less known on the Russian market.

Another limitation is the fact that the shortened version of Rokeach Value Survey was chosen among other value systems. Since the Rokeach Value Survey has been criticized

the application of another value system could be an interesting direction of further research on the topic. The application of the full Rokeach Value Survey could make the picture more complete as well.

Besides, product prices have not been taken into account. Since Bonduelle products are more expensive than other products from the same category, price perception could have an impact on the empirical results.

Regarding the ways to measure value congruency, the current research has focused either on general value congruency or on the values which are both very important and which are strongly associated with the brand. In this context a valuable way to continue the current research would be a focus on values with a low degree of congruency (those which are important for consumers but which are not identified in the brand and those which are not important to consumers but which are strongly associated with the brand).

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APPENDIX 1. QUESTIONNAIRE

1. What is your gender? Male Female
2. What is your age? 18-29 31-41 42-54
55 and more
3. What is your education? Primary school Secondary school
University degree PhD or equivalent

4. What is total household income?

less than 50000 roubles

50000-70000 roubles

70000-100000 roubles

more than 100000 roubles

prefer not to answer

5. Which of the following values are important for you in the process of choosing food products and to what extent?

Value	Not at all important	Not important	Cannot say	Important	Very Important
A comfortable life (a prosperous life)					
An exciting life (a stimulating active life)					

Equality (brotherhood, equal opportunity of all)					
Freedom (independence, free choice)					
Happiness (contentedness)					
Pleasure (an enjoyable leisurely life)					
Social recognition (respect, admiration)					
Wisdom (a mature understanding of life)					
A world of beauty (beauty of nature and the arts)					
Family Security (taking care of loved ones)					
Self-respect (self-esteem)					
A sense of accomplishment (a lasting contribution)					

Inner Harmony (freedom from inner conflict)					
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6. How familiar are you with brand Bonduelle?

Not at all familiar	Slightly familiar	Somewhat familiar	Moderately familiar	Very familiar

7. Please, watch two videos, following the links below (20 and 30 seconds each).

What values do Bonduelle brand and products represent for you?

<https://www.youtube.com/watch?v=mWg8zknsHII>

<https://www.youtube.com/watch?v=1ixj5fc4FRM>

Value	Strongly disagree	Disagree	Cannot say	Agree	Strongly agree
A comfortable life (a prosperous life)					
An exciting life (a stimulating active life)					
Equality (brotherhood, equal opportunity of all)					

Freedom (independence, free choice)					
Happiness (contentedness)					
Pleasure (an enjoyable leisurely life)					
Social recognition (respect, admiration)					
Wisdom (a mature understanding of life)					
A world of beauty (beauty of nature and the arts)					
Family Security (taking care of loved ones)					
Self-respect (self-esteem)					
A sense of accomplishment (a lasting contribution)					
Inner Harmony (freedom from inner conflict)					

8. To what extent do Bonduelle products generally correspond to your values/goals?

Not at all correspond	Slightly correspond	Cannot say	Moderately correspond	Completely correspond

9. Please, read the following statement and choose the answer that corresponds you best:

My attitude towards Bonduelle brand and products is generally favorable.

Strongly disagree	Disagree	Cannot say	Agree	Strongly agree

Bonduelle Products are products of high quality.

Strongly disagree	Disagree	Cannot say	Agree	Strongly agree

I think that the Bonduelle brand offers good value for money.

Strongly disagree	Disagree	Cannot say	Agree	Strongly agree