

Consumer Behaviour
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Lecture – 22
VALS – TM Typology

Welcome to the second session of VALS typology and in this session, me Srabanti Mukherjee will be presenting VALS TM typology to you.

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LEARNING OBJECTIVE

- **VALS™ Typology of Values and Lifestyle**

So as mentioned the learning objective is the VALS TM typology of values and lifestyle.

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THE VALS™ TYPOLOGY

- VALS™ segments US adults into eight distinct types—or mind-sets—using a specific set of psychological traits and key demographics that drive consumer behaviour.
- In the US Framework, a graphic representation of VALS, illustrates the eight types and two critical concepts for understanding consumers: primary motivation and resources.
- The combination of motivations and resources determines how a person expresses himself or herself in the marketplace as a consumer.
- While VALS research in other countries shows that basic psychological motivations such as self-expression and achievement are common across cultures, the way they are expressed in day-to-day life varies.
- For example, status symbols, expressions of achievement, often vary with countries.
- Other VALS frameworks include Japan VALS™, Venezuela VALS™, Nigeria VALS™

VALS™ typology is the most recent one and from SRI International this has been taken up by strategic business insights and they have divided the US adults into 8 distinct types or mind sets. Using the specific set of psychological traits and key demographics that drives the consumer behaviour.

Now in the US framework, a graphic representation of VALS illustrates 8 different types of behaviour based on 2 critical concepts of understanding consumer behaviour; one is primary motivation, another is the available resources to the customers. Now the combination of motivation and resources, this determines how a person expresses himself or herself in a market place as a consumer.

And this is the basic difference between the VALS initial original typology and VALS™ typology. Because in VALS™ typology the customer segments are as usually defined into a different segments based on their life values and life style but with that here they have incorporated into 2 important; you know the domains or determinant of consumer behaviour one is the motivation, another is the resource has 2 dimension of determining this segments.

The, now the VALS research in other countries also shows a basic psychological motivation such as self-expression and achievement which are common across the culture but the way they express the achievement or the way they show their status symbol, this might be different, may be in some society the status symbol may be defined by buying expensive cars and in the other society it may be defined by buy an expensive jewelleryes.

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VALS™ TYPOLOGY*

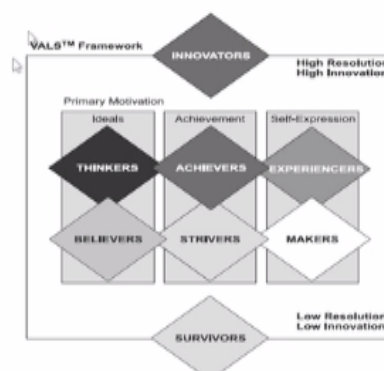


Figure 9.1 VALS™ typology

Source: Strategic Business Insights (SBI); <http://www.strategicbusinessinsights.com/vals/academics/permission.shtml>, published with permission.

This is just an example. So other VALS frame work other than US they have already developed it for Japan, Venezuela, Nigeria and some other nations. So in VALS TM typology, which had discussing from the strategic business as developed by strategic business insights and here we can see; one is the high motivation and high resource area, which they are writing as high resolution and high innovation.

And here also we are writing as low resolution and low innovation because these particular sight is basically of the low income and low motivation kind of segment and know they have talked about 3 primary motivations. These 3 primary motivations are ideals, achievement and self-expression. So very clear how many dimensions we are using here to segment the customers based on values and lifestyle.

But we are using some addition dimensions under which we will segment the customers on the basis of values and life style and what are these other peripheral determinant under which we are dividing the lifestyles. So these are basically one is the motivation, second is the resource and third is the you know the extent of innovation but mostly it is motivation and resource. So they have divided as we can divide as we can see here.

Eight different topologist and also motivation has been divided into 3 categories; one is ideals, achievement, self-expression. Now the first category which was seen here is towards more of idealistic, second here is achievers and strivers, which we see here they are more of achievement oriented and the other one is the self-expression oriented, these are the experiencers and the makers.

Innovators on other hand are very high resolution and high innovation, high resource and high motivation kind of customer, and survivors are at the bottom, those were very low resources. Therefore, very low motivation I mean therefore the consideration of this ideal, achievements, and self-expression is also not so clear for them because they are very low motivated.

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INNOVATORS

- Innovators are successful, sophisticated, charge-taking people with high self-esteem.
- Because they have such abundant resources, they exhibit all three primary motivations in varying degrees.
- They are change leaders and are most receptive to new ideas and technologies. Innovators are very active consumers and their purchases reflect cultivated tastes for upscale, niche products, and services. They are less receptive to promotion.
- They make highest number of financial transactions.
- Image is important to innovators, not as an evidence of status or power but as an expression of their taste, independence, and personality.
- Innovators are among the established and emerging leaders in business and government, yet they continue to seek challenges. Their lives are characterized by variety. Their possessions and recreations reflect a cultivated taste for the finer things in life.



So first coming to the first category, that is innovators. Innovators are very successful sophisticated charge taking people with very high self-esteem and they have abundant resources so they exhibit actually all 3 primary motivations, so that is why we put them in the middle because all these are very high for them. They are idealistic, they are achievement oriented and their self-expression is also very clear.

They are the change leaders and are most receptive to the new ideas and technologies. Innovators are very active consumers and that purchases reflect cultivated taste for upscale, niche products and services. They are less receptive to promotion rather they give preference to their own idea and choice because not only they are very much informed but also they have abundant of resources.

So they want the best from the society and best means see they want to go to a seven-star hotel, so like this they want boutique design and dresses and they may buy dresses from; you know the dress designer, Sabyasachi Mukherjee, Agnimitra Paul kind of people which might be very expensive but these are very standalone kind of designs and they make very high number of financial transactions

So banks of financial institutions, they may be considered as the priority customers. Image is very important to the innovators as not an evidence of status of power but an expression of a taste, independence, and personality that is why we were seeing Reid & Taylor which the height of 6 feet 2 inch, we are not talking exactly about the price of the thing but it shows that kind of elegance which Mr. Bachan is having that is how the advertisement has been made.

Innovators are among the established and emerged leaders in business and government and yet they continue to seek challenges, this may be like, people like Mukesh Ambani or may be Dhuruvai Ambani, kind of people those who are already the business leaders and say if they are making an house of 27 storage or very exclusive house and gifting it to the family member so which means you know.

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THINKERS

- Thinkers are motivated by ideals. They are mature, satisfied, comfortable, and reflective people who value order, knowledge, and responsibility.
- They tend to be well educated and actively seek out information in the decision-making process. They are well-informed about world and national events and are alert to opportunities to broaden their knowledge.
- Thinkers have a moderate respect for institutions of authority and social decorum but are open to consider new ideas.
- Although their incomes allow them many choices, thinkers are conservative, practical consumers; they look for durability, functionality, and value in the products they buy. They buy proven products. For examples, Given Galaxy S7 Active, the Galaxy S7 and S7 Edge are water resistant, they may like them.

So which may be are very costly but that might be very exclusive, is not only to show their status but also to show what kind of taste? What kind of asset is they have? What kind of ascetic architecture they are using to plan that kind of building. Now we move to the VALS typology the second one; that is the idealistic they are the thinkers, this side. Thinkers are also, they are very much motivated by the ideals, like what to do? What not to do? shoot hot to be like this.

They are very mature, satisfied comfortable and reflective people who value order, knowledge, and responsibility and they are very well educated and they seek out for active information for the decision making and very well informed. They read newspapers very frequently, they watch news may be and they take an informed decision and they may buy a house in a very high rise and exclusive apartment.

But they will buy it after searching some information about it and after judging its feet with their requirement and they have a moderate respect for a institutions of authority and social decorum much they are very open to new ideas as well and actually they are high income

people so their income allows them into make different kind of choices what as I have mentioned.

They are very very conservative thinkers and very practical thinkers. They do not go buy their impulses rather the give priority to the rationality of the purchase. They think of the evaluative criteria like functional ability, functionality, the durability of the products from which they are buying and usually they buy very proven products and very well-known brands.

For example, Galaxy S7 Active, Galaxy S7, S7 Edge of Samsung, these are water resistant and may be for this picture they are liking this mobile. Google is coming up with pixel which will give a very smart camera as well as some exclusive phone that is why they may be; and it can store unlimited photos and videos, so probably because of this criteria, the functional ability, functionality of that particular brand, they might refer this brand.

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BELIEVERS

- Like thinkers, believers are motivated by ideals.
- They are conservative and conventional people with concrete beliefs based on traditionally established codes: family, religion, community, and the nation.
- Many believers express moral codes that have deep roots and literal interpretation. They follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong.
- As consumers, believers are predictable; they choose familiar products and established brands. They are generally loyal customers. However, they find advertising a legitimate source of information.



Coming to the next one that is those who are ideal driven, but they are believers because as you can see here they are at the little lower end in terms of the resources, they do not have much resources, moderate resources, but they are ideal oriented. So like thinkers, they are ideal oriented but they are conservative and conventional people and or the people with concrete beliefs based on traditionally established course.

Like family, religion, community, the nation the way it performs like Tata salt kind of product we say, “Desh ki namak” or the salt of the nation may catch their attention, so this is; if you

remember very old Ad of a Bajaj scooters of, “Hamara Bajaj” that also used to show a very family kind of image, Cadburys is coming up with Diwali celebration which also shows how you enjoy with your family.

Flipkart shows, now on recent Ads, how you can gift in Diwali to different family members and specially Diwali crackers to the kids. So these are basically you know like family religion oriented people and they only will go buy established brands. They can go by Flipkart, but they will think twice if they want to buy from the shopping place dot com or any other non-shown popular websites.

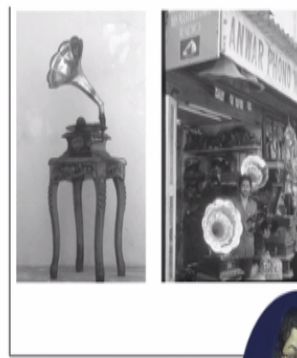
Believers express moral course that have deep routes and literal interpretation, they have established routines, organised large part around their home, community, social religious, organisation. They are very predictable and they will only choose the familiar brands and established brands right now I have already told you that they may buy from Flipkart, but they will be little hesitant to buy from a new shopping site.

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THE MEMORY MARKET FOR GRAMOPHONES THE MARKET OF BELIEVERS

The old artifacts are, these days, no more only the collector's item. Instead, they have dripped down to mass markets, tiptoeing into the lounges of art aficionado middle-class not just as a peculiar show-piece, but as a quality product that talks about a certain time, perchance even the lost epoch.

A street seller in Janpath, Delhi, as per a *The Times of India* report (The Memory Market, February 8, 2011), claimed gramophones sell a lot. He confidently asserted that he has sold a large amount of such rare objects to even strangers who are eager to pay handsome price for them. Pricing anywhere between INR 3000–10,000 a piece, based on the size and rarity, in flea markets such as those of Janpath in New Delhi, these oddballs are no



They are generally very loyal customers and although advertisement is legitimate source information for them. A very classic case for them I will discuss here is from the book of myself, that is the consumer behaviour book published on (()) (12:40). Here we have discussed a very specific case that is a memory market for a gramophones and this is a market of believers actually.

It shows that the old artifacts, these days are not only the collectors items they are dripped onto the mass market also those who do not have enough resources, sometimes they also have been seen to by some old assets, old artifacts are some old items which may not be so costly and sometimes even if it is costly but if they can, if that matches with their emotions. So this kind of product we are talking about a street seller in Janpath in Delhi.

And there he has claims that the gramophones are selling a lot this days. He said that you know he had so large amount of rare objects, even strangers like very old songs of say, Sachin Dermapen or Pankaj Mullick or this kind of very old songs which used to come in gramophone or K.L. Saigal or this kind of music, these are getting sold and prices are even from Indian rupees 3000 to 10,000 based on their size and rearity.

And this is the film market such as those in Janpath in Delhi, these oddballs are no longer the cartel of selected vendors. This kind of things are actually coming up that is why in the Doordarshan also sorry in the YouTube also sometimes we can see the old Mahabharata, the episodes of Mahabharata serial of the first one of BR Chopra or Ek Chidiya or those Dada Dadi ki Kahaniyan this kind of thing, sometimes we are finding in some of the websites, which believers still like to watch.

Because they are very conservative and they try to actually emotionally connect with their past. Then comes the other one here in the segment of achievement here; there are 2 kind of groups which we will talk about; one who have good amount of resource, they are the achievers but they also seek achievement and the other one is the strivers. They have limited resource but they are also very aspirational.

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ACHIEVERS

- Motivated by the desire for achievement, achievers have goal-oriented lifestyles and a deep commitment to career and family.
- Their social lives reflect this focus and are structured around family, their place of worship, and work.
- Achievers live conventional lives, are politically conservative, and respect authority and the status quo. They value consensus, predictable, and stable over risk, have an urge for intimacy, and self-discovery.
- With many wants and needs, achievers are active in the consumer marketplace.
- Image is important to achievers; they favour established, prestige products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices. Like Raymonds' Complete Man or J Hampstead's man who is in 'different league'.



So first we talk about achievers. They are motivated by the desire for achievement and they are goal oriented, they are goal oriented lifestyle they are having and they have a deep commitment to career and family. Their social lives reflects the focus and the structured around the family their place of worship and work. Achievers live conventional lives and politically very conservative and respect authority and status quo.

They are value consensus, they are predictable, they are stable over risk, they do not want to take risk actually, they have an urge for intimacy and self-discovery. With many wants and needs, achievers are active in the consumer market place. Now image is very important for them, they favour establish prestige products and services that demonstrate their success to the peers.

That is why they may buy a watch like Titan Raga, they may buy products like J Hampstead, which will show them as man in a different league or sometimes it could be like the complete man image of Raymond, in one particular Ad, I would like to talk we shows that the father is attaining the (()) (16:35) like kind of program of the or the fancy dress competition these days we will call it of the kids.

And there, where all other guardians are busy in you know; capturing selfie, he is just enjoying the show and paying attention to the kid instead of you know the; capturing photos. So we show that at the end when we stand up his attire and elegance and the way he has behaved shows him as altogether completely different manner in the society and a very complete man who cares for his family.

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STRIVERS

- Strivers are trendy and fun loving. Because they are motivated by achievement, strivers are concerned about the opinions and approval of others.
- Money defines success for strivers, but they do not have enough of it to meet their desires.
- They favour stylish products that emulate the purchases of people with greater material wealth.
- Many strivers are happy of just having a job rather than a career, and a lack of skills and focus often prevents them from moving ahead.
- Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy. As consumers, they are as impulsive as their financial circumstances will allow.

But at the same time he is demonstrating accomplishment in the society. Now I move to the other category who are achievement oriented but they do not have enough money, they are the strivers. They are trendy, they are fun loving but they also seek opinion, from opinion and approval from others. For them, money defined their success, they favour stylish products that emulates the purchases or people with greater material wealth.

So probably whenever the economy was liberalised and particularly the banking acts were reformed, so after that the bank loans are available to the middle class people those who used to aspire for a better car, those who used to aspire for a better apartment, this started taking loans and they used to buy, you know those kind of products and they will keep on in a high purchase scheme.

So these are this kind of people and also different smaller packs or pouch packs could be targeted to them because they would like to have different, buy different brands but they may not have enough resource to buy it, so this might this pouch packs of different brands might help them. Those strivers are very active consumer before shopping and they consider shopping as social activity.

And also as an opportunity to demonstrate to peers that they have the ability to buy, they will frequently go to the market and buy Dove or Sunsilk, but in pouch packs may be. So as consumers, they are very impulsive as their financial circumstances allows they will,

whenever they get a bonus or some incentives, they will try to buy some expensive clothes, some stylish clothes, some stylish shoes or some bags.

Or something which will demonstrate their status in the society but frequently they cannot do that, whenever they get some additional income so they may engage in conspicuous consumption. In VALS typology, the other part is the self-expression oriented people, here we have 2 classes; one is the experiences and the other is the makers. Experiences are having good amount of wealth and makers do not have so.

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EXPERIENCERS

- Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool.
- They seek variety and excitement, trendy, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities.
- They are more inclined towards peer pressure.
- Experiencers are avid consumers and spend a comparatively high proportion of their incomes on fashion, entertainment, and socializing. Their purchases reflect the emphasis that they place on looking good and having 'cool' stuff.

So experiences quickly become enthusiastic about the new possibilities but are equally quick to cool. They are basically the early adopters or the innovators in the diffusion process. They seek variety and excitement trendy or bit risky, their energy levels find an outlet in exercise, sports, outdoor recreation, social activity they get membership of different clubs, they may go for a cricket match which may have a costly tickets.

But you know the momentary for an excitement of half a day may be; may encourage them to buy a ticket and enjoy the game. The experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socialising. They were frequently call for parties or attain parties they can go for discotheque, clubs night clubs; may be.

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MAKERS

- Like experiencers, makers are motivated by self-expression. They express themselves and experience the world by working on it—building a house, raising children, fixing a car, or canning vegetables— and have enough skill and energy to carry out their projects successfully.
- They live within a traditional context of family, practical work, and physical recreation and have little interest in what lies outside that context.
- Makers are suspicious of new ideas and large institutions such as big business. They are respectful of government authority and organized labour but resentful of government intrusion on individual rights.
- They are unimpressed by material possessions other than those with a practical or functional purpose. Because they prefer value to luxury, they buy basic products.

And their purchase is also reflect the emphasis that they place on looking good and having cool kind of stuff. Now the next part is the makers. Makers, they are also looking for self-expression demonstrators but then they do not have enough resource so they are also motivated but they express themselves and experience the world by working on it. They actually work on rather than you know what we were seeing in this case for experiences.

That they spent more on fashion and entertainment socialising kind of thing but these people try to express them in building a house or raising their children may be they like to send their children to an expensive school or they try to fix up a car of medium range and may be you know putting some accessories in it and canning the vegetables and have enough skill and energy to carry out their projects successfully.

They live within very traditional context of family practical world and physical liberation have very little interest in what lies outside that context. So makers are very suspicious of new ideas because they have lack of resource, so they are worship risk for new adaption is also very high and the also suspicious about the large institutions such as big businesses. They actually they keep (()) (22:11) actually to the street culture or foot path sells of the hawkers.

Because from there they may buy different kind of glossy dresses or good looking dresses where they can have a good bargain and all these but at the same time they will not go to big shopping malls and all this because they perceived that could be little expensive and may be out of which for them. They are unimpressed by very much materialistic position but other than those with the practical or functional purpose.

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SURVIVORS*

- Survivors live narrowly focused lives. Because they have few resources with which to cope, they often believe that the world is changing too quickly.
- They are comfortable with the familiar products and are primarily concerned with safety and security.
- They focus on meeting needs rather than fulfilling desires, and being old people survivors do not show a strong primary motivation.
- Survivors are cautious consumers. They represent a very modest market for most products and services.
- They are loyal to favourite brands, especially if they can purchase them at a discount



Because they prefer the values of luxury but while buying, they were settled down in the basic products, which means they may like surf excel, but while their buying their will. In the VALS TM typology, the bottom part which we see is the very low motivation, very low resource, low resolution and very low innovation, they are the survivors. They live in a very narrowly focussed life because they have very few resource to cope up.

They often believe that the world is changing too quickly and they are comfortable with their familiar products and primarily concerned with safety and security. They focus on meeting needs rather than full filling desire, and being old people they do not show any much motivation to try out new things at all. The may have one land line connection, may not be too eager to buy an mobile phone.

Even a mobile phone, they want to buy a very basic mobile they will not like to buy a smart phone kind of thing, they will not so much internet survey and basically very cautious customer. They represent a very modest market for very most products and services but very loyal to whatever brands they are consuming especially the tooth paste or biscuit or whatever the basic brands they are buying they are keep on buying that.

They do not want to experiment as such. So this is how we talked about the VALS TM typology, we talked about mainly 8 different life styles of the customers and therefore we complete here and in the next session, we will discuss about the application of lifestyle in marketing.