

VALS Worksheet

Name_____

Introduction:

Corporations are primarily interested in making money. In order to make money, companies need to know their product, and invest in market research. Yearly corporate business plans often include market research, and new businesses have the task of convincing banks and private investors that a market exists for their particular product or service. In this exercise, you will analyze your own consumer behavior by completing an online VALS survey. Follow the steps below and turn in your finished work.

Directions:

1. Open a web browser and navigate to:
<http://www.sric-bi.com/VALS/presurvey.shtml>
2. Click "take the survey"
3. Answer the questions on the page.
4. After submitting your survey answers, the program should give you a primary and secondary group of consumer types to which you belong. The primary VALS type represents your dominant approach to life. The secondary classification represents a particular emphasis you give to your dominant approach.
5. On the website, read through the descriptions of your primary and secondary groups to which you belong, then answer the following questions:

Questions:

1. What is your primary and secondary group?
2. Do you agree with the description of the primary consumer group to which you belong? Why or why not? Give some examples of items you have purchased which either reinforce or negate the group description.
3. Do you agree with the description of the secondary consumer group to which you belong? Why or why not? Give some examples of items you have purchased which either reinforce or negate the group description.
4. If you had \$30,000 to spend any way you wanted, what would you spend it on, and why? Analyze your answer in relation to the primary and secondary group to which you belong.
5. As a consumer, what do you value in the products that you purchase and why? (Cost, value, usefulness, durability, feel, style, etc.) Provide a thorough answer.