AN ALTERNATIVE MODEL OF SCHWARTZ'S BASIC HUMAN VALUES IN CONSUMER RESEARCH

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ABSTRACT

Previous studies of Schwartz's theory of basic human values assessed whether the measurement part of the model is invariant across cultural groups by mainly considering the covariances between the values, modelled as first order latent variables in order to describe the structural relationship postulated in the theory. The proposed model is a second-order confirmatory factor analysis model which is more parsimonious and provides stronger support for the applicability and rigour of Schwartz' theory of basic human values. The proposed model specifies the structural relationships postulated in the theory as relationships between first-order latent variables representing the different basic human value constructs. The major advantage of the model lies in its simplicity – it provides an approach that is more parsimonious than the traditional confirmatory factor analysis and a few higher-order models used so far in the literature representing the relationships between opposing basic human values. Based on the sample, it seems that the model provides a more accurate reflection of what the theory postulates. In addition, our finding suggest that some aspects of the theory of basic human values may need to be revisited. The model was applied to a nationally representative sample of 2 566 consumers representative of major ethnic groups in South Africa.

References available upon request