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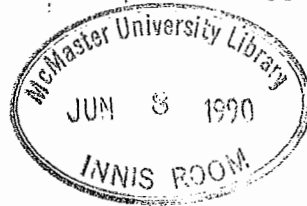
THE TWO NATIONS OF CANADA VS. THE NINE NATIONS OF NORTH AMERICA: A CROSS-CULTURAL ANALYSIS OF CONSUMERS' PERSONAL VALUES

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Abstract

Does the "Nine Nations of North America" scheme accurately reflect cross-subcultural differences among Canadians, or is the traditional French/English-Canada segmentation map more useful? This study of 1,205 urban Canadians living in three of the nine "nations"--Quebec, The Foundry, Ecotopia--measured their personal-value orientations in order to test the two segmentation schemes. The findings tentatively suggest that the French/English-Canada segmentation strategy is a better predictor of personal value differences than a three-nation approach. The growing interest in personal values for cross-cultural analyses of consumer markets demands more research to refine the values measures.

In a recent empirical study, Kahle (1986) set out to test a concept that appeared to have good prospects as a market segmentation tool based on regional differences in values and lifestyles--the Nine-Nations scheme for partitioning North Americans. The marketing community on this continent was quite stirred up by Joel Garreau's (1981) book <u>The Nine Nations of North America</u> and his theory that North America's traditional boundaries were becoming meaningless as geographic segmentation schemes and as tools for predicting peoples' reactions to the events taking place around them. Garreau's thesis was that neither conventional political entities--e.g., the 12 Canadian provinces and territories or the 50 United States--nor standard regional designations (e.g., the West, the Prairies, Atlantic Canada, Central Canada or, in the U.S., the Midwest, West, South, Middle Atlantic) were valid or useful as a means of identifying differences in the values, loyalties, interests and lifestyles of North America's inhabitants. Rather, such differences were caused by numerous economic, social, cultural, topographical, and natural-resource factors that defined "nations" with altogether different boundaries. It is these factors, Garreau argued, that shape the values of a nation's citizens, not the established political designations. Garreau's analysis--as participant-observer--of regional differences in values and lifestyles led him to posit that North America is actually a continent of nine distinct nations: Quebec, The Foundry, Ecotopia, New England, The Empty Quarter, The Breadbasket, Dixie, MexAmerica, and The Islands.

A map of the nine nations reveals a North America that is radically different from the familiar political one (Garreau, 1981, pp. 204-205). For example, the Foundry, stretching along a north-south axis from Sudbury, Ontario to Cincinnati, Ohio and Washington, D.C., includes Chicago at its western border and New Haven, Connecticut at its eastern extreme. The nation

of Ecotopia is a narrow strip along the Pacific coast, extending from southern Alaska to just south of San Francisco, and includes Vancouver, Victoria, Seattle, and Portland. Quebec is the only "nation" whose boundaries remain intact on his map. In terms of its citizens' values, Garreau claims, the Foundry city of Toronto, say, has a lot more in common with Detroit, Cleveland, Pittsburgh and Buffalo, than with other Canadian cities like Montreal in Quebec or Vancouver in Ecotopia.

In sum, Garreau's Nine-Nations typology is based on his conjecture that regions with disparate physical environments, socio-political power, and economic prospects have evolved into nine distinct cultures in North America. These cultures have shaped its peoples' values which are reflected in their priorities, lifestyles, attitudes, outlooks on life, and consumption behavior, suggesting that marketers have an alternate and, possibly, more relevant and timely method of segmenting North American consumers.

Competing Value-Based Segmentation Maps

From a Canadian marketing perspective, any new segmentation scheme would have to account for the fundamental duality of a French and English Canada. True, there are many minority and ethnic subcultures among the Canadian people that represent opportunities for narrower segmentation. Still, the two founding cultural groups whose influence dates back to 1608, when Champlain founded Quebec, are numerically the two largest markets in Canada: 15.7 million English Canadians and 6.3 million French Canadians. This division of the country into two major cultures is recognized in many studies that attempt to isolate differences in consumption behavior within Canada (see Kindra, Laroche & Muller, in press, chap. 8; Lawrence, Shapiro & Lalji, 1986; Schaninger, Bourgeois & Buss, 1985; Tamilia, 1980).

The overwhelming majority of French Canadians reside in the province of

Quebec--by mother tongue, 81.4% of Quebec's population of 6.5 million is French-speaking, 8.9% English-speaking (Statistics Canada, 1987). French Canada maintains a strong cultural identity stemming from religion, traditions and a dominant family orientation. French Canadians in Quebec have been depicted by their rural roots, minority status in Canada, North American orientation, Catholic mentality, Latin disposition and French outlook (Bouchard, 1980). In contrast to the French Canadian, the English Canadian of Anglo-Saxon, Protestant background is pragmatic rather than theoretical, more social than individualistic, conforming rather than innovative, frugal rather than spendthrift, conservative rather than liberal (Hénault, 1971). Again, in contrast to the English Canadian, the French Canadian has an outlook that tends to be more humanistic, introspective, emotional, and less materialistic (Kindra, Laroche & Muller, in press, chap. 8).

These kinds of differences suggest that the two cultures are exerting a strong influence on their inhabitants that would be reflected in personal value differences. Thus, one way to evaluate Garreau's Nine-Nation typology from a Canadian position is to look for value-orientation profiles among Canadian consumers which parallel the "nation" of Quebec and other "nations" that include Canadian territory. The same can be done with French/English Canada as a segmentation plan, in order to determine which typology has the better ability to predict value profiles and is, therefore, of greater use to marketers. The purpose of the present study was to make this determination.

Kahle's (1986) research pitted the Nine-Nation typology against U.S. Census Bureau regional designations in order to determine which geographic segmentation scheme better predicted differences in American consumers' personal values. Using data from a large-scale survey of mental health among American adults residing in the conterminous United States (Veroff, Douvan &

Kulka, 1981), he matched a respondent's geographic location with that person's single most important value, as chosen from a list of nine terminal values. With respondents assigned to their respective "nations" as per Garreau's Nine-Nation map, Kahle found that the proportion of people choosing various values did not change from nation to nation. On the other hand, the distribution of most important values among residents of a region did vary significantly across nine Census Bureau regions of the 48 conterminous United States. Kahle concluded that, as a value segmentation tool, the Census Bureau divisions were more useful than Garreau's Nine-Nations typology.

While Kahle's study relied on a huge amount of data collected in face-to-face interviews from a nationally representative U.S. sample, it remains incomplete in two respects. First, it did not include a Canadian sample, as called for by the Nine-Nations boundaries, thus making his conclusions about no value differences across nations somewhat tentative from a Canadian viewpoint. Second, people typically do not possess just one, all-important terminal value. As Rokeach (1973, p. 11) carefully points out, people have an organized system of values within which each acquired value is assigned a different priority. This total value system is stable enough to reflect an individual's distinct personality, yet sufficiently unstable to permit a reordering of value priorities when a person reacts to changes in society, culture and personal experience, as might occur, for instance, upon regional relocation.

The present study adds to Kahle's (1986) contribution by

1. Obtaining Canadian data for the purpose of detecting cultural differences in value orientations, across two rival value segmentation schemes--Garreau's Nine-Nations typology and the traditional English/French-Canada typology;

2.   Measuring several value orientations within a person's value

system;

Research on Consumer Values

Values are cognitive representations of various human needs, tempered by societal demands (Rokeach, 1979, p. 48). Values are guiding principles, and their relative importance to a person reveal what the person deems worthwhile in life--what is worth striving for, achieving, fostering, supporting and protecting. People have terminal values, i.e., desirable end-states of existence that could be labeled, for example, a sense of accomplishment, self-respect, security, an exciting life; people also have instrumental values--desirable modes of conduct conveyed by adjectives like ambitious, cheerful, courageous, honest, imaginative, polite, and so on, that enable people to achieve their terminal values. People typically possess a system of values, or value hierarchy, within which individual values have been prioritized or assigned a relative importance. Hence, the term value orientation denotes the importance attached to a generic value.

Ten years ago, in the first edition of the Review of Marketing, an overview of the current consumer behavior literature indicated that research on values was still in an embryonic phase--in the introduction stage of the research-topic life cycle (Bettman, Kassarjian & Lutz, 1978). The gradual gain in prominence of this topic in today's research literature hints that value research is approaching its growth stage (cf. Vinson, Scott & Lamont, 1977; Munson, 1984; Munson & McQuarrie, 1988), though some observers believe that the topic has not received the emphasis it deserves (Cook, 1988, p. 8). In either case, the proliferation of terms for the values concept betrays its multidisciplinary nature and its continuing interest to marketing scholars. Various marketing studies refer to them as consumer values (Scott & Lamont,

1973), cultural values (Henry, 1976), human values (Clawson & Vinson, 1978),
personal values (Vinson & Munson, 1976; Munson & McIntyre, 1978; Reynolds &
Jolly, 1980; Pitts & Woodside, 1984), social values (Robertson, Zielinski &
Ward, 1984, p. 354; Kahle, 1985), and psychological values (Gärling, Lindberg
& Montgomery, 1987).

This scope of academic activity points to several promising areas of
inquiry leading to a better grasp of the causes and effects of consumer values
and where marketing practitioners might put such knowledge to work. A review
of recent studies shows that empirical findings from value research can
ultimately serve marketing managers, planners, and policy makers in at least
five ways (see also Munson, 1984; Vinson, Scott & Lamont, 1977).

One aspect of this research that should prove valuable is its
application to cross-cultural market analysis. Since values are culturally
determined, this focus should yield insights into a market's prevailing values
and whether a contemplated marketing activity is compatible with core values.
This applies to subcultures within a domestic market as well as to
international marketing efforts. Though some headway has been made in this
direction (Beatty, Homer & Kahle, 1988; Munson & McIntyre, 1979; Powell &
Valencia, 1984; Tse, Wong & Tan, 1988), the state of the art is still far
short of a systematic, proven procedure for the cultural and value-
orientational analysis of a foreign market's potential. A second conceivably
fruitful aspect is the academic work being done on the value measures,
themselves. Several marketing scholars have turned to improving value-
measurement methodology and developing or adapting value inventories that are
relevant to consumption and feasible for survey research settings (Beatty et
al., 1985; Kahle, Beatty & Homer, 1986; Munson & McQuarrie, 1988; Reynolds &
Jolly, 1980). Standardized and validated procedures and instruments would be

immensely useful to both domestic and international marketers, and make findings and benchmarks much more comparable.

A third aspect of academic research with potential applications is the identification of correlates and antecedents of consumers' value orientations. Only recently have marketing scholars begun to identify classes of variables that contribute to the development and restructuring of peoples' value systems (e.g., Crosby, Gill & Lee, 1984), and that could be used as clustering variables in value-segmentation strategies. Aside from culture and subculture, mentioned earlier, Munson (1984, p. 18) calls attention to both micro (e.g., status in lifecycle, age, education, sex, IQ) and macro variables (e.g., race, religion, reference groups) that might govern the acquisition or realignment of value priorities. If several of these prove to be powerful antecedents (or correlates), then practitioners can achieve value segmentation simply by isolating clusters of consumers characterized by exact levels of just such micro/macro variables.

A fourth promising aspect of this empirical work is the monitoring of personal value orientations in the population and the detection of societal value shifts. Demand forecasting, market planning, strategic management, and public policy depend not only on population projections in various segments, but also on information about value changes over time. The only way to obtain the latter is through periodic value surveys of national probability samples, similar in design to annual lifestyle surveys (e.g., Horn & Wells, 1984). Though industry, not academics, took the initiative for monitoring values in the U.S. (Mitchell, 1983; Yankelovich, 1981), there are signs that academics will establish value monitors that are in the public domain (Kahle, Poulos & Sukhdial, 1988; Robin, 1984), although they are monstrously expensive and exact a long-term, programmatic research commitment.

Finally, a fifth aspect which has direct implications for marketing strategy is the impact of personal values on consumer preferences for products and brands. In search of value fulfillment, consumers seek out, identify with and consume products and services that can deliver attributes and "consequences" related to specific personal values (Perkins & Reynolds, 1988; Reynolds & Gutman, 1984, 1988). Similarly, certain everyday activities (Gärling, Lindberg & Montgomery, 1987) and leisure/recreational alternatives (Pitts & Woodside, 1986) are cherished or pursued by consumers trying to fulfill their value orientations. Thus, research findings which help identify segments possessing common value orientations allow the marketer to design products and promotional strategies that remain consistent with a segment's values. To illustrate this application, consider the following examples from a study which used personal values to segment an international tourism market.

Muller (1988) identified three principal segments of United States pleasure visitors to a Canadian city. Visitors in the largest of these segments placed a higher priority on the values security, a sense of belonging and being well respected (i.e., being highly thought of by others) than tourists in the other segments. Such findings imply that--to these people in particular--city attributes related to safety and security, such as low crime rates and clean, walkable streets are a strong attraction. It is important for them to feel welcome at a destination city; they want the feeling of familiarity and want to avoid the sense of being a stranger when they visit. Also important to members of this segment, in particular, is to avoid being embarrassed by cultural gaffes and looking foolish as foreign out-of-towners. Plenty of clear street signs, visitor information pamphlets, and guidance to points of interest in a city, would leave a greater impression on this segment than on others. Considering its value profile, this group offers the greatest

potential for repeat-visit behavior, and marketing efforts to stimulate this demand should have a reassuring tone and build upon the destination's familiarity and friendliness in these peoples' minds.

Contrast this segment with a second one whose members are typically less preoccupied with the values security, a sense of belonging, and being well respected. A visit to a foreign city by these tourists would not be dominated by the safety-familiarity-friendliness considerations that are paramount to the first group. Relative to other segments, visitors in this second group place the lowest priority on the personal values self-respect, warm relationships with others, a sense of accomplishment and self-fulfillment, and a greater importance on the values fun and enjoyment in life and excitement. Visitors in this segment are likely to be least concerned about establishing a rapport with local citizens and getting psychically or intellectually involved with the indigenous population. They do not mind being strangers in a foreign city. In fact, the strangeness of the city--and the anonymity it can offer-- probably add to the excitement of their experience. These people travel to a foreign destination to have fun, to let their hair down, to escape from the familiar. Sound efforts to develop tourism products for this segment will acknowledge these value orientations, then show how the foreign visit can spontaneously provide fun, enjoyment and sensory stimulation with a relatively low commitment or investment in effort, planning and familiarization on the visitor's part. This marketing approach is very different from the one required for the first segment.

In light of the foregoing literature review, the present study aims to contribute in the area of cross-cultural research on values and their application to segmentation. Based on the notion that personal values have cultural antecedents, this study evaluated two competing procedures for

segmenting urban Canadians by their value orientations. Canada, according to Garreau (1981), is not one nation, but six different nations, three of which were the focus of this study--Quebec, The Foundry, and Ecotopia. Hence, do the personal values of urban Canadians differ across Quebec, The Foundry, and Ecotopia? This study tested the proposition that the Garreau typology is a more useful means of segmenting the Canadian marketplace by geographic regions characterized by common values than the conventional, cultural division of English and French Canada.

In keeping with the purpose of this study, the following general hypothesis was tested:

H_1: A three-nation (Quebec-The Foundry-Ecotopia) classification based on the Nine-Nation typology is a better predictor of value orientation segments among urban Canadians than the traditional French/English-Canada segmentation scheme.

Method

Survey Design

Residents of Canada's three largest metropolitan areas, Montreal, Toronto and Vancouver, were surveyed to represent Quebec, The Foundry, and Ecotopia, respectively. During April/May of 1987, a probability sample of 1,205 adults (ca. 400 per city) was questioned via computer-assisted telephone interviewing from a central research facility in each city. Households were contacted by telephone, using an incremental random sampling technique which would include new listings and unlisted numbers in the sample frame. Within each household contacted, one respondent was selected randomly using a modification (Bryant, 1975) of the Troldahl and Carter (1964) procedure in order to balance sex and age among persons, 18 years and over, chosen for the

interview.

Value Measures

Respondents were asked to rate the importance they attached ("1" = "not important," to "10" = "extremely important") to each of nine personal values: self-respect, security, warm relationships with others, a sense of accomplishment, fun and enjoyment in life, self-fulfillment, being well respected, a sense of belonging, excitement. This List of Values, a typology of terminal values (desirable end-states) developed at the University of Michigan Survey Research Center (Veroff, Douvan & Kulka, 1981, pp. 142-146), is based on the theoretic contributions of Maslow (1954), Rokeach (1973) and Feather (1975). Its psychometric properties are detailed in Kahle (1983). Research has shown (Beatty et al., 1985; Kahle, Beatty & Homer, 1986, p. 406) that the List of Values--which can be systematized to closely correspond with the human need categories in Maslow's hierarchy--relates more closely to major roles in life and everyday activities (work, leisure, marriage, parenting, consumption) than do the more widely known Rokeach (1973) Value Survey's 18 terminal values that have also been employed in consumer research.

The nine-item List of Values was professionally translated into French, for use among those Montreal respondents who preferred to be interviewed in French, rather than in English. Citizens of Toronto and Vancouver were interviewed in English, only. A reliability analysis was performed to check whether both English and French versions of the List of Values were internally consistent and free from random measurement error. The alpha coefficients (Cronbach, 1951) for the English (.80) and French (.76) versions indicate a relatively high reliability for both instruments (Churchill & Peter, 1984). Finally, to negate any systematic response error due to order, the presentation order of the values was rotated from interview to interview.

Results

Table 1 shows the mean importance rating given to nine personal values by citizens of Quebec, The Foundry and Ecotopia. The higher the mean, the more important that value is to residents. To enhance their interpretation, the nine values have been blocked and ordered in the table to correspond with the five human need categories in Maslow's (1954) hierarchy (see Veroff, Douvan & Kulka, 1981, pp. 144-145). Thus, excitement and fun and enjoyment in life are values expressive of physiological needs; security is the value driven by safety needs; a sense of belonging and warm relationships with others are expressive of belongingness and love needs, and so forth, up the hierarchy. Though one-way ANOVAs reveal that value orientations differ, overall, at $p <$ .05 for four values and $p <$ .10 for two other values, an interesting pattern is revealed by multiple-comparison tests of differences at $p \leq$ .05. In six out of nine cases, it is Quebec that differs significantly from either Ecotopia or The Foundry. In one case, only, (security) do The Foundry and Ecotopia differ from each other in value orientation.

To check how well this set of value orientations predicts "nationhood," the data were submitted to a three-group discriminant analysis. The entire sample was randomly split in half. One half (602 cases) was used as an analysis sample to estimate the two discriminant functions. Then, the functions' ability to correctly classify citizens of the three nations was tested on the hold-out sample. Only one of the two functions was statistically significant and it accounted for virtually all of the variance attributable to differences among the groups (Wilks' lambda = .92; $\chi^2(18)$ = 51.9, $p <$ .001). The classification results appear in Table 2. Overall, the three-nation scheme results in 42.5% correct classifications (an improvement of 9.2% over the results expected by chance) and the proportion correctly

classified varies from 20% for The Foundry, to 64% for Ecotopia. Note that the majority of Foundrians have been misclassified as Ecotopians, even though the prior odds of being correctly classified are virtually the same for each nation ($\approx.33$). A clearer picture is obtained from the last two columns in Table 2. Of the 184 persons classified as Quebecois, 89 (or 48.4%) were actually Quebecois. That is a 14.7% improvement over the chance percentage of 33.7. However, the predictions for The Foundry and Ecotopia are worse, representing improvements over chance of 5.4 and 7.6, respectively.

Table 1 and Table 2 about here

The findings, thus far, do not bode well for the Three-Nation conception of urban Canada. Tables 1 and 2 imply, however, that Ecotopia and The Foundry are much closer to each other in personal value orientations--and that both differ from Quebec. Since the proportion of French Canadians in the populations of Toronto (The Foundry) and Vancouver (Ecotopia) are 1.5% and 1.6%, respectively, and the two cities are overwhelmingly English Canadian (Statistics Canada, 1984), the observed differences suggested a Quebec vs. English Canada dichotomy, i.e., more in alignment with the traditional French/ English-Canada division. In Montreal (Quebec), however, the proportion of English Canadians (at least by mother tongue) is about 18%--vs. 70% French Canadians. To correctly test the segmentation scheme of French vs. English Canada, the Quebec sample was partitioned into 320 French Canadians and 85 English Canadians, and the latter were pooled with the citizens of Toronto and Vancouver to represent a sample of 885 English Canadians.

Research done in Metropolitan Montreal has shown that the measure, language of returned bilingual mail questionnaire, correctly identifies French

and English Canadians in 90.4% of cases (Bergier, 1986). In the present study, Montrealers were given the option of being interviewed in French or English. Thus, language of interview was the basis for separating Montrealers into French and English Canadians.

Table 3 gives the results of a random, split-sample discriminant analysis of French vs. English Canada, where half the sample was used to derive the discriminant function and the remaining cases subsequently served as the hold-out validation sample. Correlations between personal-value importance scores and overall discriminant scores are also shown. These indicate which personal values best differentiate between French and English Canadians. The mean importance scores in the last two columns show in which direction the two cultures differ in their value orientations. In contrast to their anglophone countrymen, French Canadians collectively come across as more security minded, and more concerned about having the respect of others. Also, French Canadians put a lower priority on the values a sense of accomplishment, fun and enjoyment in life, and excitement. These results seem to underscore the strong French-Canadian orientation toward tradition, religion, the central role of the family unit in their lives, their rural roots and, historically, their minority status in Canada. The lower priority placed on a sense of belonging would support earlier research findings that French Canadians are more individualistic than English Canadians. The more pragmatic, conformist, establishmentarian and socially oriented (less individualistic) English Canadian is revealed through the higher priority that this cultural group gives to the values a sense of belonging, a sense of accomplishment, and values that are expressive of physiological needs, i.e., fun, enjoyment, excitement.

Table 4 shows how the estimated discriminant function classified the

hold-out sample. The earlier, Three-Nation discriminant functions had correctly classified 43% of citizens by their value orientations. The single, two-group function was able to correctly predict 72% of French and English Canadians. Evaluating these results with the appropriate chance models in mind, the overall rate of 72% correct classifications is a 12% improvement on chance ($C_{pro.}$ = 60%). Even though the correct prediction of French Canadians appears dismally low, one should remember that classifying a person as a French Canadian defies the prior odds, since only 28% of the sample (and, incidentally, about 24% of Canada's population) are actually French Canadian. The performance of this two-group discriminant function is most clearly seen in the last two columns. Of the 43 people classed as French Canadian, 21 or 48.8% were correct determinations--a 20.7% improvement on chance. Overall, these findings do not support H_1. Contrary to the hypothesis, the French/English-Canada dichotomy is a somewhat better predictor of value orientations than a Three-Nation typology based on Garreau's Nine Nations. Moreover, the specific value orientations that differentiate French and English Canadians are in line with findings reported in the literature dealing with these two major cultural groups in Canada.

Table 3 and Table 4 about here

Discussion

With the increased interest in personal values as a potent variable in marketing strategies aimed at consumers, the question arises as to how consumers can be effectively segmented by their value orientations. Garreau's (1981) Nine-Nations concept has been attractive for its possibility as one such segmentation tool. Applied to the Canadian marketplace, six of these

"nations" would be relevant, of which three were the focus of this study. Since culture is one of the determinants of values, an alternate value-segmentation tool is the French/English-Canada dichotomy that has long been in use among marketers catering to both cultural groups. A major purpose of this study was to determine which of two value-segmentation schemes was more valid and useful in the Canadian context.

The findings suggest that differences in consumers' value orientations are more apparent when one divides the population into French and English Canadians, rather than into Ecotopians, Foundrians and Quebecois, as per the Nine-Nations scheme. The findings also imply that marketers serving both French and English Canadians can continue to rely on this traditional cultural dichotomy in order to devise a successful marketing mix and avoid making marketing mistakes. These data support Kahle's (1986) findings when the same List of Values was applied to the United States population, segmented according to Garreau's map of the nine nations. The Nine-Nations typology failed to differentiate people by their principal value orientation.

On the other hand, these conclusions are tempered by the fact that the French/English-Canada cultural dichotomy does not explain all of the differences in value orientations among Canadians. Conversely, by relying on value orientations, alone, many French Canadians were misclassified as English Canadians, and the overall rate of correct predictions of cultural group membership is only 72%. Thus, from a practical standpoint, personal values cannot account for all the differences that separate English Canadians from French Canadians as distinct marketing entities. What this implies is that marketers serving both cultural groups in Canada will need to base their product design and promotional strategies on more than just information about personal value orientations. Of course, we need to recognize that factors

other than culture will influence a person's value orientations. Since a consumer's values stem from psychological needs that have been tempered by societal demands (Rokeach, 1973), culture is but one antecedent of personal values. This suggests an alternate scheme for segmenting consumer markets in Canada: by clusters of consumers with distinctive personal-value profiles, irrespective of, or in addition to, geographic location and cultural group membership. To date, research done on personal values by marketing academics indicates that value-segmentation can lead to valuable insights about consumption motives and patterns in the marketplace.

Study Limitations

In all fairness to Garreau's Nine-Nations-of-North-America theory, given the attention it has generated in U.S. and Canadian marketing circles (e.g., Major, 1983; Vredenburg & Thirkell, 1983; Whalen, 1983), this study represents a partial test of his regional typology among Canadians. First, it is based entirely on value orientations, and on only three of the six nations. The "nations" of New England, The Breadbasket and The Empty Quarter, making up the remainder of Canadian territory, were not examined for differences in values. Second, the conclusions about value differences are limited to populations living in major urban areas in the three nations examined. Only citizens of Montreal (Quebec), Toronto (Ontario) and Vancouver (British Columbia) were sampled--although it should be noted that about 80% of the populations of Quebec, Ontario and British Columbia live in urban centers. A more comprehensive test of the theory's utility as a value-based segmentation tool in Canada would include probability samples from both rural and urban areas in all six nations. Differences among nations would then be tested against alternate regional designations that have been used in Canada.

Another limitation of the study is its aggregation of Toronto and

Vancouver citizens into one sample representing English Canada. It is acknowledged that any detailed study of regional value orientations would have to isolate the relatively small but real presence of French Canadians outside Quebec, as well as ethnic minorities in each region (e.g., Italian, German, Chinese Canadians) who may not possess the value orientations of English Canadians. Additional refinements in research of this type should also include an examination of differences between Canadians of British origin and Canadians whose mother tongue is listed as English by Statistics Canada.

Future Research

From the viewpoint of marketing in Canada, future studies of consumer values will need to ponder the ethnic diversity of Canadians and the possibility that value-based segmentation can become more useful if fine-tuned to these differences. Unlike the United States, which is depicted as a melting pot that tends to assimilate ethnic groups, Canada is often described as a salad bowl whose ingredients remain relatively distinct while mixing with each other. Some of this distinctness will likely show up in culturally unique value orientations with consequent economic behaviors.

From the viewpoint of value research methodology, a study of this nature underscores some of the areas that need further work. One is the issue of which value inventory to use in market studies. The three most commonly used inventories have been the Rokeach Value Survey, the proprietary VALS (Values and Life Styles) items, and the newer and much shorter List of Values. Though some marketing researchers have proposed the need for very specific consumption-oriented value inventories, only further research can tell which approach yields value profiles that are reliable, complete and actionable for the marketer.

Another area is the actual measurement of value orientations, i.e.,

getting a grasp on how a given set of values have been prioritized by the consumer. In this study, the 10-point Likert scale with which value-importance measures were taken over the telephone tended to elicit importance ratings at the high end of the scale. Apparently, people are reluctant to assign a low importance to what are obviously supposed to be important things in life to many people. Research focusing on personal value measurement has shown that this "end-piling phenomenon" is not serious and therefore does not outweigh the usefulness of the rating-scale approach in marketing applications (Munson & McIntyre, 1979). However, if, as Rokeach (1973) points out, people distinctly align values in some sort of hierarchy of importance to them, then end-piling works against a clearly articulated system of values. A creative breakthrough for teasing out real (and at least interval-scaled) differences in value priorities, in a manner that is feasible in telephone and mail survey research, would be a very welcome contribution to value-based marketing research.

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Table 1

Mean Value-Importance Scores for Three Nations and One-Way ANOVA Results

Personal values (blocked & ordered to correspond with Maslow's need hierarchy)	QUEBEC (n = 405)	THE FOUNDRY (n = 398)	ECOTOPIA (n = 402)	Significance of overall differences[a]
(Self-actualization)				
Self-fulfillment	8.40	8.35	8.41	ns
A sense of accomplishment	8.14[A]	8.30	8.42[A]	.0754
(Esteem)				
Being well respected	8.53[AB]	8.23[B]	8.00[A]	.0001
Self-respect	9.06	9.08	8.93	ns
(Belongingness and love)				
A sense of belonging	7.33[B]	7.66[B]	7.54	.0699
Warm relationships w/others	8.42	8.43	8.33	ns
(Safety)				
Security	8.64[A]	8.42[C]	8.19[AC]	.0006
(Physiological)				
Fun and enjoyment in life	7.84[AB]	8.11[B]	8.20[A]	.0128
Excitement	6.05[AB]	6.75[B]	6.64[A]	.0000

[a]Group means with identical superscripts differ significantly at $p \leq$ .05 in Duncan multiple-range tests.

Table 2

Classification Results for Hold-Out Sample from Three-Group Discriminant

Analysis

	No. of cases (% of total)	Predicted group No. of cases (Percent of actual)			Correct predictions as a % of total predicted	Percent improvement over chance
Actual group		QUEBEC	THE FOUNDRY	ECOTOPIA		
QUEBEC	203 (33.7)	89 (43.8)	31 (15.3)	83 (40.9)	· 48.4	14.7
THE FOUNDRY	202 (33.6)	57 (28.2)	41 (20.3)	104 (51.5)	39.0	5.4
ECOTOPIA	197 (32.7)	38 (19.3)	33 (16.8)	126 (64.0)	40.3	7.6
Totals	602	184	105	313		

Proportional chance criterion, $C_{pro.}$, = .333

Overall rate of correct classifications: 42.5%   9.2

Table 3

Discriminating Power of Personal Values in a Two-Group Discriminant Analysis
and Differences in Value Orientations Between French and English Canadians

| | Correlation between value and discriminant function[b] | Mean ($\underline{SD}$) value-importance rating[c] | |
| | | French Canada ($\underline{n}$ = 320) | English Canada ($\underline{n}$ = 885) |
Personal value[a]			
Excitement	.57	5.87 (2.53)	6.70 (2.15)***
Fun and enjoyment in life	.42	7.79 (1.97)	8.14 (1.70)**
Being well respected	−.36	8.49 (1.67)	8.17 (1.83)**
A sense of accomplishment	.33	8.10 (2.00)	8.35 (1.58)*
Security	−.30	8.61 (1.74)	8.35 (1.66)*
A sense of belonging	.26	7.16 (2.27)	7.64 (2.00)***
Warm relationships with others	−.13	8.41 (1.83)	8.38 (1.69)
Self-respect	−.07	9.01 (1.46)	9.03 (1.35)
Self-fulfillment	.04	8.44 (1.71)	8.37 (1.57)

[a] Ordered in descending discriminating power.

[b] Based on the 602 cases in the split sample used for analysis, but not for classification.

[c] Two-tailed $\underline{t}$ tests reveal that differences in means are significant at ***$\underline{p} \leq .001$, **$\underline{p} \leq .005$, *$\underline{p} < .05$.

Table 4

Classification Results for Hold-Out Sample from Two-Group (French/English Canada) Discriminant Analysis

Actual group	No. of cases (% of total)	Predicted group No. of cases (Percent of actual) French Canada	English Canada	Correct predictions as a % of total predicted	Percent improve- ment over chance
French Canada	169 (28.1)	21 (12.4)	148 (87.6)	48.8	20.7
English Canada	433 (71.9)	22 (5.1)	411 (94.9)	73.5	1.6
Totals	602	43	559		

Proportional chance criterion, C_{pro}., = .596

Overall rate of correct classifications: 71.8%   12.2

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