



Collectivism and Individualism as Dimensions of Social Change: The Youth Perception and Values Orientation

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Abstract

This study aimed to determine the distribution of these values of collectivism and individualism orientation dimension of social change of students as a younger generation. The difference in social life is the role of the individual and the role in the group. The majority of people who live in a society more concerned with the group than the individual referred to as a collectivist society. Primary data obtained from as many as 297 students who were respondents in this study. This study uses confirmatory factor analysis approach to explain different dimensions of collectivism and individualism. Results of the two groups of samples test have shown that men are more individualist orientation than women, but women have more collectivist orientation than men. The conclusion results showed that the analysis of the factor collectivist and individualist orientation as social change identity construction that consists of two dimensions can be used as a research tool for testing hypotheses for further research.

Keywords: collectivism, individualism, gender, factor analysis

BACKGROUND

Attitudes formed based on the values that believed in a specific situation and used by consumers to solve problems and make decisions (Homer & Kahle, 1988). The consumer values are more stable but more abstract than a consumer's attitudes and actions. Attitude is a belief in an object or a particular action, in which the value of the criteria used to evaluate consumer behavior (Schwartz, 1994). Theoretically, the value can affect a person's behavior because the value is the most abstract cognition. Value will affect the behavior mediated by attitude.

Schwartz and Bilsky (1987) defines values are concepts or beliefs that are expected to determine the final behavior, in certain situations, selecting or evaluating behavior and events. Learned the value of being part of the value system, and the system is used to drive individual behavior.

One market segment that currently has a significant growth segment is the youth. Based on data from the population census conducted BPS Statistic Indonesia (2004), the number of Indonesian teenagers aged 15-24 has reached 60 million people, or nearly a quarter of the total Indonesian population of 267 million people.



Percentage of these age group were the highest in the entire Indonesian population. Many of them are teenagers who potentially become an active and aggressive consumers that deserve scrutiny by the marketers. Thus, it can be concluded that the youth market offers promising opportunities for marketers.

Young people as part of the potential market segments have a lifestyle that is not too difficult to be identified. The youth consumers in general they love music and international music trends. In addition, a selection of juvenile products is very tempting for marketers, because they are active consumers. Even money is often not a problem for them and their family social class. Another advantage is that it can be influencers for families.

Teens is important for marketers because in addition to having greater buying power also has the ability to directly influence the buying behavior of parents, friends and families (Schiffman & Kanuk, 2010). According to Zollo (1995), adolescents are the target market segment. It is very important for the reason that teens have strong purchasing power, teenagers spend time with their family. Youth people affect family expenditure, they are trendsetters, future consumer is teens, and they are a potential market that continues to be developed.

Based on these reasons, teenagers have a very wide impact on the overall market because teens tend to better understand the trends than other age groups. Teenagers are not only the trendsetter for each other, but also a trendsetter for the entire population (Martin, 2000). This study aims to analyze and assess the dimensions collectivist and individualist, also the youth people's social change values.

Business industry changing era of mass marketing to mass customization so that marketers should distinguish the segmentation strategy, in this context is the segmentation teens. Therefore, this study is expected to be used as a guide for marketers to better understand the consumer market adolescents in spending money. Thus, marketers can develop unique and innovative products as well as decide the appropriate marketing strategies to promote products that are consumed by teenagers. Moreover, from the standpoint of attitude and behavioral approaches, this research contributes to consumers' purchasing decisions relating to cognitive and affective processes.

CONSUMER VALUES ORIENTATION

Customer value in marketing studies are often used consists of three instruments. First, VALS/VALS2 (SRI International) is used for segmentation studies, but rarely used in academic research because of its complexity. Second, the List of Values or often abbreviated LOV (Kahle, 1983) was developed to measure the values of Americans, which consists of nine values that are used to investigate the concept of



segmentation to the ownership of a product. Studies conducted Homer and Kahle (1988) by using the LOV as an indicator of the value indicate a significant relationship between attitude (on nutrition) and behavioral (natural food shop). The third value is the measurement of Rokeach's Value Survey, in which a person was asked to sort the 30 values. Values influence consumers' attitudes and behaviors to be more effectively interpreted by using a value system that was developed as an instrument Rokeach's typological classification and value of the end consumer.

Values espoused a person will determine consumption. One's values and one's value system determines the behaviors in life, mass media consumption, tobacco consumption, and drug addiction (see Schwartz & Bilsky, 1987). In social psychology, the experts distinguish values with values. The values are the manifestation of the cognitive demands such as universal human biological needs, social interaction demands and the demands of social institutions to individuals. These values regarding individual relationships with institutions or habitat homes, while the value of the individual as something that someone believed in some ways more preferable than the opposite (Schwartz & Bilsky, 1987).

The values used in the culture in a certain period to determine the ethics of taking an action, facing others or rationalize the beliefs, attitudes and behaviors. Proponents of this concept believe that the individual values are more stable than lifestyle or other attributes in predicting buying behavior. According to Rokeach (1973), in Schwartz and Bilsky (1987), once the values learned man, he will be part of a system, the system of values, where each value that will command a priority relative to other values.

Growing segmentation based on individual values supported by the view that the individual values more directly related to behavior rather than personality elements. In addition, individual values are limited in number, more central, and more directly related to motivation rather than attitudes. According to Imbert *et al.* (2004), these attitude reflects the individualistic dimension and collectivistic which can be grouped into the open to change, self-enhancement, conservation, and self-transcendence.

INDIVIDUALISM VS COLLECTIVISM

Hofstede's studies (1980) found that there is a marked difference in the behavior and attitudes of individuals inter-culturally different. These findings identify four dimensions of Hofstede important differences among people with different cultures. The fourth orientation is a social orientation, power orientation, uncertainty orientation, goal orientation, and in a subsequent study added orientation time.



This study will focus on the differences in collectivist and individualist. Individualism on the one side versus its opposite, collectivism, as a societal, not an individual characteristic, is the degree to which people in society are integrate into groups. On the individualist side, cultures in which the ties between individuals are loose. Everyone is expected to look after him/herself and his/her immediate family. On the collectivist side, cultures in which people from birth onwards are integrated into strong, cohesive in groups, often extended families that continue protecting them in exchange for unquestioning loyalty, an oppose other in groups. The issue addressed by this dimension is an extremely fundamental one, regarding all societies in the world (Hofstede, 2011). In the Table 1 lists a selection of differences between societies that validation research showed to be associated with this dimension.

Table 1. Ten Differences Between Collectivist and Individualis Societies

Individualism	Collectivism
Everyone is upposed to take care of him-or herself and his or her immediate family only.	People are born into extended families or clans which protect them in exchange for loyalty
“I” – consciousness	“We” – conciousness
Right of privacy	Stress on belonging
Speaking one’s mind is healthy	Harmony should always be maintained
Others classified as individuals	Others classified as in group or out group
Personal opinion expected: one person one vote	Opinion and votes predetermined by in group
Transgression of norms leads to guilt feelings	Transgression of norms leads to shame feelings
Languages in which the word “I” is indispensable	Languages in which the world “I” is avoided
Purpose of education is learning how to learn	Purpose of education is learning how to do
Task prevails over relationship	Relationsip prevails over task

Source: Hofstede, G. (2011:11)

According to Hofstede, social orientation is a person's belief about the importance of the individual than the group in which the person is located. Individualist and collectivist social value orientation in the opposite orientation. Individualism is a cultural belief that one should take precedence. Hofstede's research says that the U.S., UK, Australia, Canada, New Zealand and the Netherlands tend to be individualistic. In contrast, collectivism is the belief that the group should take precedence. Hofstede found that the people in Mexico, Greece, Hong Kong, Taiwan,



Peru, Singapore, Colombia and Pakistan tend to be more collectivist on the values they profess.

The study of Jagodinski (2010) demonstrated that the individual level, respondents' national pride was an important predictor of happiness. At the country level, in Asia the decline in national pride was associated with dissatisfaction. Moreover, Inglehart et al. (2008) found, that happiness is related to collectivistic orientation, in particular in group solidarity, religiosity, and national pride – more strongly in less-developed countries than in more developed ones. In more developed countries, the importance of free choice surpasses that of solidarity in predicting happiness, which is consistent with Diener et al. (1995) findings.

Steele & Lynch (2012) found that while both individualist and collectivist factors predict subjective well-being in China. Individualist factors have become more important over time, and collectivist factors have become less important. Their results demonstrate that the Chinese are increasingly prioritizing individualist factors in assessment of their own happiness and life satisfaction. This substantiates descriptions of Chinese society as becoming increasingly individualistic (Moore 2005; Yan, 2010).

The differences in social life is the role of individual and group roles. The majority of people who live in a society more concerned with the group than the individual referred to as a collectivist society. In most collectivist societies, families with children and relatives who gathered in one house will teach them to think that they are a group of people who have a relationship that is naturally and mutually dependent (Hofstede & Hofstede, 2005). A number of other people who live in the values that emphasize individual referred to as individualists. Societies with individualistic values usually live with the nuclear family, which are the parents and their children. According to Hofstede, individualist and collectivist value orientation are two extremes that distinguish people of different intercultural. Individualist-collectivist orientation concept is still being debated among social scientists as to explain the values of individualism and collectivism in a social group depends on the combination anytime, in any relationship, area, situation, individual and time.

INSTRUMENTS INDIVIDUALIST VS COLLECTIVIST

In individualist and collectivist research is still a debate among social scientists in determining the definition of the characteristics of individualism and collectivism construct during this decade (Tripathi & Leviathan, 2003). The approach used in the study of individualist-collectivist more frequent use of abstracted systems approaches in which the construct is more meaningful for social scientists because it has more than a few meanings, depending on the need to explain complex social phenomena. Hofstede (1980) makes the issue of individualist-collectivist be popular, but it is still a



debate as to explain the values of individualism or collectivism in a social group depends on the combination anytime, in any relationship, area, situation, individual and time. Classification societies are collectivist groups and other civil society groups individualistic remains a big question. This is because of individualist-collectivist categorization inconsistencies, in which a collectivist society increased orientation toward individualistic.

According to Tripathi and Leviathan (2003) at the individual level of analysis, individualism and collectivism variables no longer be two opposing poles but rather orthogonal. So a group of people consisting of various individual will result in a combination of individualist-collectivist in two different dimensional reaction, personality and characteristics of the community. This finding is supported by Triandis (1993) have observed that individualism and collectivism can exist together within the individual depends on the circumstances surrounding each culture.

Based on studies conducted Schwartz and Bilsky (1987), the theory of universal psychological structure of a person's values can be tested in several cultures. Cross-cultural studies of individualism values collectivist have been done by Kinsky et al. (2002) uses the concept of values proposed 56 point scale Schwartz and Bilsky (1987) to distinguish the culture of students from American, Indian and Japanese. Values are divided into individualist cultural orientation and collectivist can be explained in more detail in Table 2.

Table 2. Values Orientation Instruments

Values Orientation	Development of Instruments
Individualist Values Power Social power, wealth, authority, public recognition, image surveillance in the community Achievement Ambition, success, ability, intelligent, very influential hedonism stimulation Pleasure, comfort, life is diverse, exciting and challenging life Self-direction Creativity, self-selection purposes, independence, curiosity,	I have the power in a social environment What I do is intended to increase the prosperity I have the authority to work I got recognition from the community Image in the community is important to me I am the type of person who has the ambition I am more successful than others I have a lot of ability My job requires intelligence I was a very influential person Everything I do for pleasure I enjoy this life I like the variety of life My life is exciting I love life's challenges Creativity is an important value for my life I define my own life destination choice I love the freedom of



independence, self-esteem	I have a great curiosity I was an independent person I always maintain self-esteem
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<p>Collectivist Values benevolence like to help, responsible, forgiving, honest, loyalty, affection mature, true friendship</p> <p>Tradition Respect for tradition, the acceptance of life, faith</p> <p>Conformity Humble, modest, obedient, self- discipline, courtesy, respect for the elderly and people who are older, maintaining social order</p>	<p>I love to help others I am a responsible person I tend to forgive the mistakes of others I appreciate the honesty Loyalty is an important value in my life I am a loving person. I appreciate the form of friendship</p> <p>I appreciate the tradition I am a person who receives destiny I am a sincere person</p> <p>I do not like to highlight the advantages of me My life is simple I am a person who abide by the rules I am a disciplined person I behave decently I respect those who are older I was able to maintain social norms</p>
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METHOD

The method used in this study is a survey method, the method of collecting primary data through written communication with the respondent as a representative sample of individuals. The survey was conducted to obtain the necessary information in a fast, inexpensive, efficient and accurate. The subjects were adolescents or young people aged between 17-24 years.

Sampling

Sampling methods used in this study is non probabilistic sampling (Cooper & Schindler, 2008). Technique is non-probability sampling used in this study is convenience sampling. In this study 300 questionnaires have been distributed copies to students. Primary data were collected by distributing questionnaires containing questions to the respondents is conducted in private. The response rate of this study is 98% (297 respondents).

Values Orientation

According to Schwartz (1994) in Laroche et al. (1999), consumer values are defined as values for achieving the desired goals, the values that drive this person's life. Individual values that affect consumer behavior is divided into individualism and collectivism.



1. Individualist Values Orientation

Individualist values orientation represents how much a person focuses and depends on itself (Triandis, 1993). This group will compete with other individuals to achieve a status and more concerned with their own interests rather than the interests of the group. Individualist values orientation by Laroche et al. (1999) consists of three dimensions of achievement, self-direction and self-fulfillment and independence. Dimension desires achieve goals according to Schwartz (1992) in Kinsky et al. (2002) indicated by ambition, success, ability, intelligence, ability to influence, while the dimension of self-direction is indicated by the creativity, and the selection of goals. Individualist values in this study operationalized a statement indicating compliance values of one's life with a 5-point Likert scale measuring from Strongly Disagree to Strongly Agree.

2. Collectivist Values Orientation

Collectivist values orientation reflects consumers who like to work together, happy to help others, and consider the group goals rather than individual goals. Kolektivistis consumer groups will support a sustainable program. Based on the studies that have been carried out by Laroche et al. (1999) influential collectivist orientation on environmental awareness consists of three dimensions, namely loving, helpful, and warm relationships with others. Construct measurement is adopted from a questionnaire developed by Kinsky et al. (2002) about collectivism typology based on the individualist-collectivist cultures are performed on three, namely American, Indian and Japanese. Dimensions indicated by the lovers love, respect for tradition, and sincerity while the indicated dimensions like help with disposal, responsible, working for someone else. Warmth dimension indicated a relationship with another person with friendship, togetherness, and a sense of family. Collectivist values in this study is operationalized into a number of statements that indicate the suitability of the values of one's life with a 5-point Likert scale measuring from Strongly Disagree (STS) to Strongly Agree (SS).

Reliability

According to Hair et al. (1998), to determine the reliability of an instrument is by using Cronbach alpha value 0.6 as the minimum standard. Research instrument called reliable when alpha testing showed more than 0.7 (Sekaran, 1992). Instrument reliability results of this study can be shown that individualistic values with a 15 item questionnaire ($\alpha = 0.8190$) and the collectivistic values questionnaire with 11 items ($\alpha = 0.7785$) is reliable.



FINDINGS AND DISCUSSION

Profile

All of the respondents in this study were all students by the number of women and men as much as 177, 120 people. Those between 19-25 years of age with an average age of 37.01 years

Variables of this study mean that having a relatively high average of more than 4.5 according to the respondents is honesty (4:57), loyalty (4.63), friendship (4.65). While construct variables that have a relatively low average of less than 3.5 is the power of social environment (3:47), success (3:05), ability (3:42), has no effect (3:03), pleasure (2.90), accepting her fate (2.65), comply with regulations (3:43) and discipline (3:46).

The 38 components of the values orientation as identity construction and students' perceptions of the most prominent and get responses from respondents. These components are used in the respondents' social change in lingkungannya. Adapun confidence level of respondents was measured by five-point Likert scale from Strongly Disagree (STS) to Strongly Agree (SS). Results of descriptive statistical tables complete shown in Table 3.

Table 3. Statistic Descriptive (N=297)

Values Orientation	Mean	Std. Deviation
Individualist Values		
Power		
I have the power in a social environment	3.47	.683
What I do is intended to increase the prosperity	3.70	.767
I have the authority to work	3.64	.703
I got recognition from the community	3.60	.701
Image in the community is important to me	4.12	.772
Achievement		
I am the type of person who has the ambition	3.75	.786
I am more successful than others	3.05	.661
I have a lot of ability	3.42	.689
My job requires intelligence	3.89	.764
I was a very influential person	3.03	.636
hedonism stimulation		
Everything I do for pleasure	2.90	1.043
I enjoy this life	4.24	.702
I like the variety of life	4.25	.668
My life is exciting	3.57	.680
I love life's challenges	3.87	.808



Self-direction		
Creativity is an important value for my life	4.14	.702
I define my own life destination choice	4.28	.730
I love the freedom of	4.30	.741
I have a great curiosity	4.18	.675
I was an independent person	3.79	.770
I always maintain self-esteem	4.15	.712
Collectivist Values		
benevolence		
I love to help others	4.11	.621
I am a responsible person	4.06	.675
I tend to forgive the mistakes of others	3.75	.907
I appreciate the honesty	4.57	.600
Loyalty is an important value in my life	4.63	.607
I am a loving person.	4.01	.693
I appreciate the form of friendship	4.65	.537
Tradition		
I appreciate the tradition	3.73	.789
I am a person who receives destiny	2.65	.996
I am a sincere person	3.64	.741
conformity		
I do not like to highlight the advantages of me	3.58	.874
My life is simple	3.80	.765
I am a person who abide by the rules	3.43	.812
I am a disciplined person	3.46	.775
I behave decently	3.83	.682
I respect those who are older	4.36	.654
I was able to maintain social norms	4.03	.716

Components of the value of youth orientation as identity construction indicates that there is a component individualistic values are relatively low compared with collectivist values. This is indicated by the relatively low mean component contained in individualist values. Individualism/collectivism scores were strongly correlated with national wealth which led some people to the conclusion that promoting individualism in other cultures would contribute to their economic development (Hofstede, 2011).

Factor Analysis

Factor analysis in this study is used to determine the underlying pattern or relationship variables individualist values and collectivist. In addition, factor analysis can be used to determine whether the information can be summarized in a smaller number of factors (Hair et al., 2006). In the factor analysis, each variable is considered



as an independent variable that is a function of a dimension or other factors that are not visible or latent variables.

In this study factor analysis is intended to simplify variable values freshman orientation as a construct their identity. The component of the value orientation consists of 38 statements for student respondents to be several factors. This study variable requires a minimum number of 38 using a sample of 190 observations (38x5), and from the results of the questionnaire data that can be processed as many as 297 observations, so that factor analysis can be done because the initial requirements analysis has been fulfilled.

Multicollinearity can be explained by the existence of correlation Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin Measure of Sampling Adequacy to test the correlation between variables as a whole. Value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.788. Bartlett's Test of Sphericity is used to show the correlation between variables as a whole. Test results show the coefficient Bartlett's Test of Sphericity is 2911.468 with 703 degree of freedom with Significantly 0,000. Testing Kaiser Meyer Olkin Measure of Sampling Adequacy generate 0.788 values indicating that there has been a sufficient sample is obtained as the value of MSA is acceptable and deemed appropriate was of 0.50 (Hair et al., 1998).

Results can be seen clustering factor rotation value orientation variables divided into individualist and collectivist dimensions as the social construction of identity change. Thus the variable orientation of individualist and collectivist values dimension as the social construction of identity changes can be grouped into 2 factors. Results of factor analysis can be described in detail in Table 4.

Table 4. The Result of Factor Analysis

Komponen	Variabel-variabel	Loading Factor
Individualist Values	• Fully challenge	.607
	• Creativity	.564
	• Ambitious	.539
	• Life passionate	.515
	• Curiosity	.502
	• Authority	.501
	• Influential	.500
	• The choice of life goals	.493
	• ability	.479
	• The power of social environment	.463
	• Recognition of the community	.430
	• success	.416
	• Variety of life	.400
Collectivist Values	• Social norms	.620
	• Respect for older people	.618
	• Helping others	.602



• Sincerity	.600
• Lovingly	.579
• Polite	.578
• Comply with regulations	.576
• Discipline	.517
• Responsible for	.488
• Appreciate the friendship	.480
• Faithfulness	.478
• Honesty	.462
• Simplicity	.452
• Humility	.451
• Forgiveness	.417

FINDINGS

Gender differences are variables that affect the values orientation as a social change student identity construction. Therefore it was examined gender differences on individualist and collectivist orientation. Average difference test sample group of men and women is beneficial to provide a snapshot comparison of differences in perception between men and women in the study variables, namely orientation individualist and collectivist orientation. These findings are presented in more detail in Table 5.

Table 5. Means Individualist Values dan Collectivist Values

Variables	Group	Mean	t Test	Sig
Individualist	Male (N=120)	3.9161	2.446	0.015**
	Female (N=177)	4.0501		
Collectivist	Male	3.7763	-2.822	0.005**
	Female	3.6680		

The test results man and woman group differences showed that men had more individualistic orientation values than women ($p = 0.012$), but women have more collectivist orientation values than men ($p = 0.005$). This finding could be interpreted that the male has a greater ambition, desire for success, self-direction, self-fulfillment and independence rather than female. On the other hand, more female has warm relationships with others, helpful, friendly, togetherness and more appreciative than the male tradition.



The findings of this study indicate that the number of young people who have a low individualist values (n = 156) more than the young people who have high individualist values (n = 141). This is explained by the median value of 3.69. Conversely, young people who have a high collectivist values (n = 165) more than the low collectivist values (n = 132). The median value of collectivist orientation variable is equal to 4.00.

Based on the difference between man and woman indicate that men tend to have a high individualistic values than women. Differences in test results with analytical tools Chi-Square tests showed significance value $X^2 = 11,038$ ($p = 0.001$). More detailed test results can be seen in Table 6.

Table 6. Low Individualist vs High Individualist

	Low Individualist	(%)	High Individualist	(%)	Sig.
Male	49	16.5%	71	23.9%	$X^2 = 11.038$ $P = 0.001$
Female	107	36.0%	70	23.6%	
Total	156	52.5%	141	47.5%	

The test results indicate that there is no difference between men and women towards collectivist values orientation. So it can be concluded that men and women have the same high collectivist values orientation. Differences in test results with analytical tools Chi-Square tests showed significance value $X^2 = 1,818$ ($p = 0.192$). This conclusion results that there is no difference of high and collectivist significantly lower. In general it can be explained that the young people in Indonesia, both men and women tend to have collectivist values orientation. More detailed test results can be seen in Table 6.

Table 6. Low Collectivist vs High Collectivist

	Low Collectivist	(%)	High Collectivist	(%)	Sig.
Male	59	19.9%	61	20.5%	$X^2 = 1.818$ $P = 0.192$ (ns)
Female	73	24.6%	104	35.0%	
Total	132	44.4%	165	55.6%	



The finding result indicate that many consider Indonesia to be a collectivist country. Several study have argued that collectivist factors would be important predictors of individual well-being in in such a context. The analysis demonstrates that men are increasingly individualist factors in assessment of their own happiness and life satisfaction thus substantiating descriptions of their society as increasingly individualistic.

CONCLUSION

This study contributes finding from the unique cultural context of Indonesia. The findings showed that the orientation variables collectivist values and individualist orientation as the social construction of identity change youth clustered into two separate components. The two of component is a confirmation of the results of collectivist and individualist values orientation. The conclusion results showed that the analysis of the collectivist and individualist values orientation as social change student identity construction can be used as a research tool for testing hypotheses for further research.

Results of the two groups of samples test the differences men and women have shown that men are more individualist orientation values than women, whereas women have a more collectivist orientation values than men. However, the overall results of this study indicate that youth in Indonesia tend to have a high collectivist orientation.

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