**阿斯斯尼**克克克



Figure 11.1 Means-End Levels of Abstraction

## **Level of Abstraction**

Terminal Values Preferred end states; internal values relating to how one views oneself; very abstract consequences of product use.

Instrumental Values

Preferred modes of conduct; an external orientation relating to how we are perceived by others; abstract consequences of product use.

Psycho-Social Consequences Psychological (How do I feel?) and social (How do others feel about me?) consequences of product use.

Functional Consequences

Physical outcomes of use; does the product do what it is supposed to do?

Abstract Attributes Abstract representation or chunk standing for several more concrete attributes; subjective, not directly measurable; can't perceive directly through the senses.

Concrete Attributes

Cognitive representation of a physical characteristic of the product; can be directly perceived; objective.

Source: Adapted from Peter, J. Paul and Jerry C. Olson, Consumer Behavlor, New York, NY: Irwin (1987): 120.

Figure 11.2 Examples of Means-End Chains

