EXTENDED MEANS- END- CHAIN (EMEC) CONSTELLATION

INFORMATIONAL REINFORCEMENTS

UTILITARIAN REINFORCEMENTS

CLOSED ENVIRONMENT / SETTING

OPEN ENVIRONMENT / SETTING

1st Dimension of MEC

Expression of symbolic, socially- determined and prestige functions within relatively closed settings

Consumer Typologies

Extrinsic Values	Self- Oriented Values	Active Values
Intrinsic Values	Other- Oriented Values	Reactive Values

2nd Dimension of MEC

Manifestation of value-in-use functions and feelings from owing the product in relatively closed settings

Consumer Typologies

Extrinsic Values	Self- Oriented Values	Active Values
Intrinsic Values	Other- Oriented Values	Reactive Values

3rd Dimension of MEC

Demonstration of symbolic, socially- determined and prestige functions within relatively open settings

Consumer Typologies

Extrinsic Values	Self- Oriented Values	Active Values
Intrinsic Values	Other- Oriented Values	Reactive Values

4th Dimension of MEC

Portrayal of value-in-use functions and mental states from owing the product in relatively open settings

Consumer Typologies

Extrinsic Values	Self- Oriented Values	Active Values
Intrinsic Values	Other- Oriented Values	Reactive Values