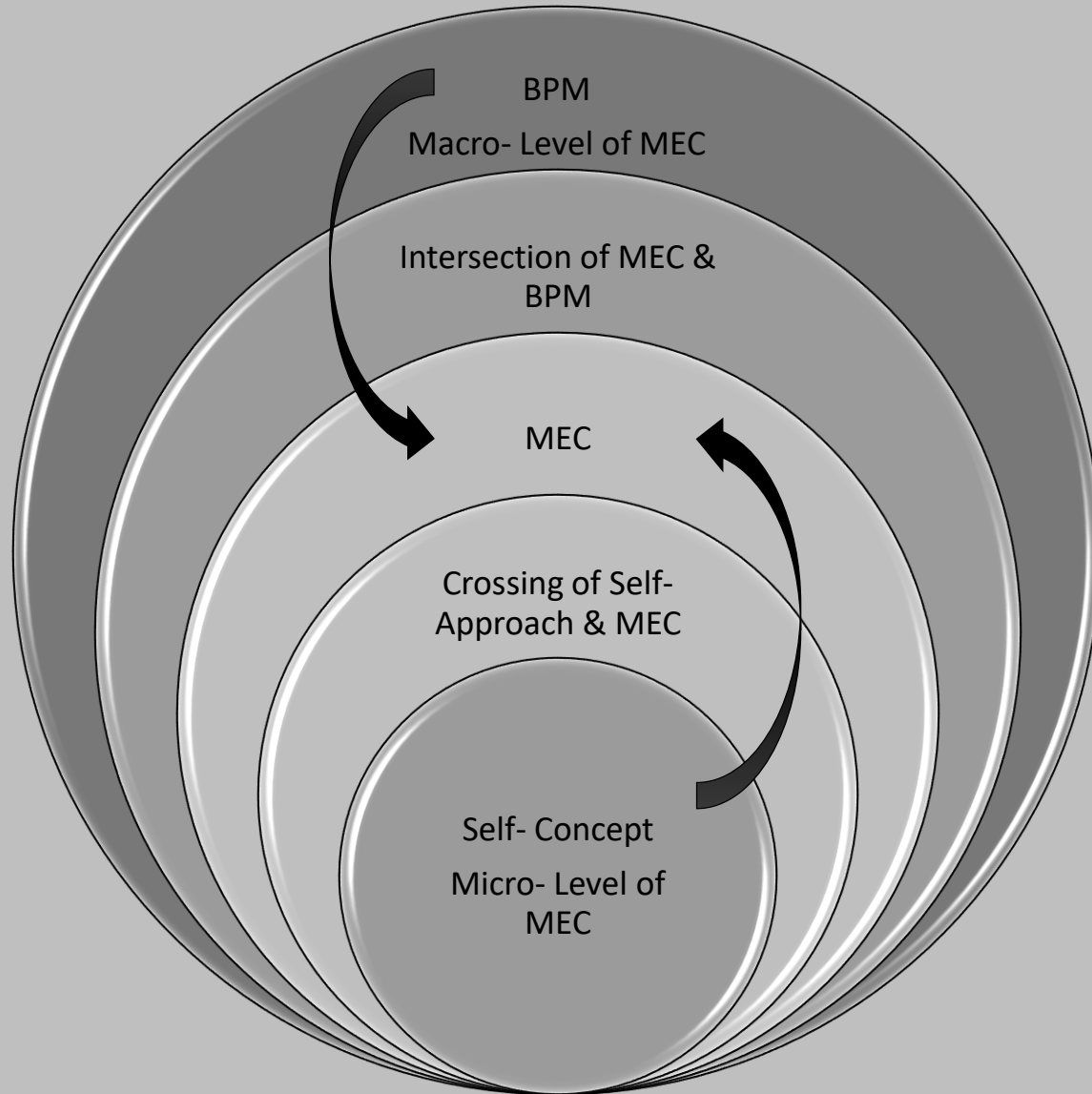


NEW METATHEORY



Stimulus- response,
behaviouristic
approach

BPM

Main body of the BPM, comprising consumer learning history, experiential parameters and reinforcement/aversive stimuli

Intersection of MEC & BPM

4 dimensions of MEC as a result of BPM modelling:
informational and utilitarian consequences opposed to
relatively closed and relatively open settings

Hierarchical, cognitively-
base approach

MEC

Core of the MEC Theory, reflecting consumer- product relationship, organized hierarchically and connecting product attributes (A), consequences of product use (C) and individual values (V)

Crossing of Self- Approach & MEC

4 dimensions of MEC incorporating 6 sub- dimensions:
extrinsic vs. intrinsic values; self- oriented vs. other-
oriented; active values vs. reactive values - coming to 24
sub- dimensions

Holistic, experiential
approach

Self- Approach

Values central at individual level, multidimensional, identity- forming, symbolic, experiential in nature