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# Means – End Chain Analysis

RITWICK KUNDU<sup>1</sup>

## ABSTRACT

*Motivation of consumers is an essential drive which makes them take a specific action on the buying process. Though there are large number of theories available to assist marketers to manage consumers' motivation, the Means-End-Chain Model goes a step further of linking product attributes with deep-rooted consumer values through rational and emotional benefits from the selected attribute. In fact, this approach is more comprehensive as it aligns consumers' buying actions with basic values and uses appeals to both heart and mind.*

## I. WHAT IS MEANS END CHAIN ANALYSIS?

It is the process where consumers *thought and feeling* about a particular *brand and consumers behavior regarding it*. Mean end chain theory is a marketing technique where the researcher tries to investigate the mind of the customer in order to see degree of variation in consumer behavior. It is a combination of both qualitative and quantitative method to unrevealed need of the customers.



It is used to *bring the underlying emotions, consequences, and personal values* that drive consumer choice into the lime light, so, that a marketer can understand the customers mind set better. The result is a value chain *linking a product attribute to its functional, psychosocial and emotional consequences* respectively, to the underlying personal value.

<sup>1</sup> Author is a Management Graduate, India.

Means – end analysis is to *deploy and employ* the marketing *strategy and tactics* in order to identify the consumers need and to provide him or her with the best product which will fulfill his or her need also *matching consumer's personality*.

It is associative network between concrete and abstract product attributes, functional as well as psychosocial consequences linked with products use and, finally, consumers' instrumental and terminal values.



**There are three parameters of Means – end chain analysis: -**

**(A) Attributes**

A feature which a product possesses can be thought of as being appealing to customers. Attributes can include properties like size, functionality, components that affect the product's acceptance in the market. Attributes can have only two possible ratings negative or positive that they can be acceptable or unacceptable, tangible or intangible, etc.

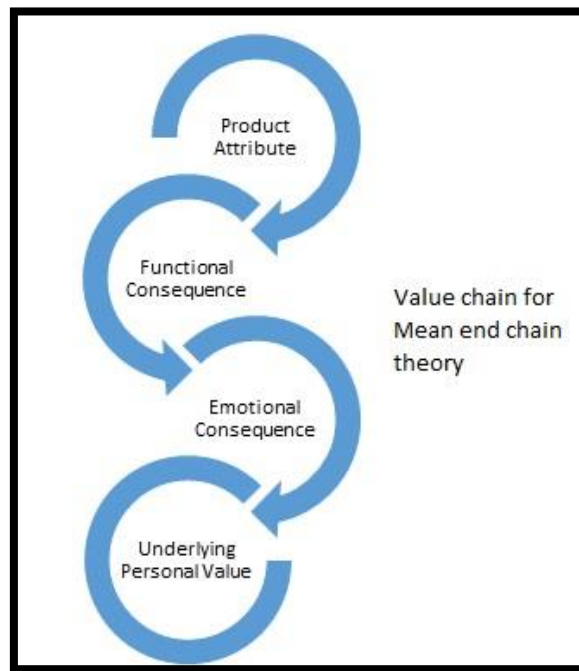
**(B) Consequence**

This is of two types –

- (i) Psychosocial – What the brand does for us or say about us, i.e., Benefits and liabilities.
- (ii) Functional – Product helps us to fulfill our need and accomplish a goal or in simple words the practical usage of a particular product.

**(C) Value**

It is the worth of the product in the eyes of the consumer. It leads to customer retention and reflects the company's worth, loyalty by their product to the consumer.



## II. LADDERING

Laddering means to connect product and brand attributes to the personal as well as social factors of customers. This can be done by directly interviewing the customer or the marketer can provide questionnaire to the customer, that he or she can fill the questionnaire, so, i.e., the marketer can understand the thought process and buying behavior of the customer or consumers as the case may be.

*It is to identify –*

- 1) What factors do you consider when you *decide* to purchase a product?
- 2) Why it is *important* to you?
- 3) What you *get* from it?

## III. CONCLUSION

At the end to explain the topic in few lines, in my opinion the marketer should *identify that what are the tangible and intangible benefits* associated with the product for which the consumer finally purchase the product and also the marketer should understand the *circumstances* which leads to the purchase and at last marketer should also consider the end points of value chain that from *where the consumer is actually purchasing* the product, so, that marketer can understand the *factors which influence and trigger* the purchase cycle and can read the mind of the consumer, therefore, the marketer can check the critical points in this

process. Marketer then could *reflect consumers thought, functions and emotions in the product, so, i.e., the consumer ultimately purchase product of that particular brand.*

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