

CORE VALUES OF AMERICAN CULTURE

Individualism

Progress

Material Comfort

Achievement & Success

Efficiency & Practicality

Activity (Involvement)

Freedom (of choice & speech)

Youthfulness

External Conformity

Fitness & Health

Humanitarianism

SOURCE: Schiffman & Kanuk (1997), *Consumer Behavior*, 6th ed., Prentice-Hall, pp. 422-433.