

Applying Quality of Life Research: Best Practices

Helena Alves

José Luis Vázquez *Editors*

Best Practices in Marketing and their Impact on Quality of Life

 Springer

Best Practices in Marketing and their Impact on Quality of Life

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Editors

Best Practices in Marketing and their Impact on Quality of Life

 Springer

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Foreword

It is a great pleasure to write the foreword of this book. This book is first in the ISQOLS/Springer Applying Quality of Life Research Book Series. Professor Dave Webb from the University of Western Australia is the book series editor. We hope that this book will set the stage for many Best Practices books that will follow. This particular volume focuses on best practices in social and public sector marketing with an eye on quality of life. The editors of this volume are Prof. Helena Alves (University of Beira Interior, Portugal) and Prof. Jose Luis Vazquez (University of Leon, Spain).

Many of the case studies in this volume are written guided by a quality-of-life (QOL) marketing philosophy. The first chapter written by the editors (Alves and Vázquez) introduces the reader to the QOL marketing concept. The authors do a very good job describing the concept in great detail and outline the stream of research that this concept has induced. This central tenet of the QOL marketing concept is that any organization, profit or nonprofit, can practice QOL marketing by enhancing marketing beneficence and reducing marketing non-maleficence. Marketing beneficence is about enhancing the “product” (consumer good, service, or program) benefits to the consumers in ways to enhance consumers’ QOL. This can be accomplished through better target marketing (targeting consumers who are most likely to benefit from the product the most), better product decisions (designing and developing the product in ways to significantly enhance the QOL of target consumers without jeopardizing their health and safety), better pricing decisions (pricing the product affordably for the target consumers), better distribution decisions (distributing the product to target consumers through channels that maximize product accessibility), and better promotion decisions (providing target consumers with quality and quantity information about the true benefits and costs). Marketing non-maleficence is about minimizing externalities. This can be accomplished by ethical target marketing (avoiding targeting consumers that are not likely to benefit from the product or possibly abusing the product), ethical product decisions (designing and developing a product that is safe to the nonconsuming public), ethical pricing decisions (minimizing financial loss to distributors, avoiding predatory pricing

practices, etc.), ethical distribution decisions (e.g., minimizing health and safety risks to logistics and transportation employees), and ethical promotion decisions (e.g., educating the nonconsuming public about the health and safety risks associated with the product).

As such, this book brings together varied cases dealing with a variety of topics. The first case (“The Alliance for Appalachia” by Walter Wymer) focuses on the marketing of community activism in the USA to improve the QOL of community residents. The second case (“Stakeholders’ Reactions to an Upstream Intervention to Improve Children’s Diets” by Simone Pettigrew and Melanie Pescud) focuses on childhood obesity in Australia and describes an intervention program (classroom rewards) designed to decrease children’s consumption of unhealthy food. The third case (“Marketing Strategy of Museums” by Rodoula H. Tsiotsou and Eleni P. Mavragani) describes the marketing of a new museum in Greece. The fourth case (“Communicating Town” by Anna Vaňová, Alica Božfková, and Miroslav Foret) presents a case describing how a town council and officials communicate with the town residents about town-related events and conditions. The fifth case (“Get Your Life into Gear” by Sinead Duane and Christine Domegan) describes an intervention program in Ireland designed to reduce obesity through the workplace. The sixth case (“Development of a Marketing Strategy for German Minority Association in Croatia” by Mirna Leko Šimić and Renata Trischler) analyzes the marketing program of an ethnic minority in Croatia designed to enhance the QOL of its members. The seventh case (“Place Marketing and Residents’ Perceptions of Improvements on QOL” by Helena Alves and José Luis Vázquez) presents a case related to event marketing—events organized by a Portuguese township to enhance the QOL of the town’s residents. Case 8 (“Relationship Marketing in the Local Authority” by Katarína Petrřková and Anna Vaňová) focuses on how local government in Slovak local municipalities reaches out to its citizens to improve their QOL. Case 9 (“The Role of Health Marketing in Educating the Demand for the Public Hospital Emergency Services” by Juan Miguel Rey-Pino) focuses on best practices related to hospital emergency services in Spain. Case 10 (“Hagar: From Darkness to Hope in Cambodia” by Coralie Nancarrow, Rebecca Larsen, Dave Webb, and Sean Wrigley) describes the best practices of Hagar—an organization located in Cambodia whose mission is to serve women, young adults, and children who have been rescued or escaped from sex and labor trafficking, domestic violence, acid burns, and torture. Case 11 (“Organ Donation in Ireland” by Maurice Murphy) analyzes the current state of organ donation in Ireland. Based on this analysis, the authors make key marketing recommendations to improve the system of organ donation. Case 12 (“How a Municipality Can Serve the Elderly Public” by Arminda do Paço) discusses the best practices of the marketing of a service organization devoted to improve the QOL of elderly residents in a town in Portugal. Case 13 (“Preventing Diabetes-Related Amputations” by Jessica Price) focuses on the health problems related to type 2 diabetes among Aboriginal Australians and the marketing campaign designed to educate this target population about specific health practices to prevent diabetes-related amputations. Case 14 (“Qimaavik Women’s Shelter” by Anne M. Lavack)

focuses on a women's shelter in Canada and its best marketing practices. The final case ("Improving Employees' QOL" by M. Isabel Sánchez-Hernández and María Purificación García-Miguélez) describes the service of employer branding in Spain and its impact on motivating employers to enhance the QOL of their employees.

These 15 cases cover a wide range of best practices in social marketing. The reader will learn much about how government and nonprofit organizations can market their "product" in ways to enhance the QOL of their target "consumers." Again, I am delighted to provide a stamp of approval to this Best Practices book, and I hope that the reader will significantly benefit from this repository of knowledge.

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Yours Truly,
M. Joseph Sirgy, Ph.D.

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Part I
Theoretical Note and Summaries

Chapter 1

Quality-of-Life Marketing: An Introduction to the Topic

Helena Alves and José Luis Vázquez

Quality-of-Life Marketing: What Is It?

The quality-of-life (QOL) concept is a concept that may be approached from different perspectives and, as such, gains a different meaning under each lens (Sirgy et al. 1982). To an economist, the concept may be understood as economic well-being; to a psychologist as life satisfaction or happiness in general; to an environmentalist as air quality, pure water, and wildlife; while to consumerists it may represent consumer satisfaction, consumer information, or consumer protection. The QOL concept is correspondingly not universally accepted and is perceived from several views (Sirgy 2001). One such view is the marketing approach.

The traditional view of the QOL marketing approach can be stated as “the business mechanism that plans, prices, promotes, and distributes economic consumer goods in ways to maximize consumer well-being” (Sirgy 2001:8). Hence, the concept provides a business philosophy that guides managers in the development and implementation of marketing strategies that act upon consumer well-being throughout the consumer/product life cycle: the acquisition, preparation, consumption, possession, maintenance, and disposal of consumer goods (Sirgy and Lee 2008). In this sense, consumer well-being is shaped by the feelings of satisfaction and dissatisfaction experienced during the acquisition, preparation, consumption, possession, maintenance, and disposal of consumer goods, thus leading to consumer QOL (Sirgy and Lee 2008). The QOL movement advocates that concerted efforts should

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be made by the marketing community in order to develop products and services that cause a huge impact on people's life, in this way, promoting peoples's QOL (Sirgy 1991).

Following Sirgy and Lee (1996:21), "QOL marketing holds that the organization's task is to develop goods, services, and market those products effectively and efficiently in ways that would minimize negative side effects to consumers as well as other publics, while generating long-term profit." Therefore, the QOL philosophy focuses on:

- (a) Improving the well-being of the consumers by means of the marketing and/or the consumption of goods and services
- (b) Reducing the negative side effects related with the marketing and/or the consumption of goods and services by target consumers
- (c) Reducing the negative side effects associated with marketing and/or the consumption of goods and services by other publics different than target consumers
- (d) Long-term profitability

According to Lee and Sirgy (2004), this philosophy is based on two aspects: (1) benefits to the customer and (2) the non-maleficence of marketing towards other potential stakeholders. Hence, QOL marketing is the practice of enhancing the well-being of customers while preserving that of other stakeholders.

In this sense, Samli (1992) states that QOL marketing philosophy is equivalent to proactive marketing when the latter is conceived as socially responsible. Kelley (1974) had already referred to QOL marketing as a kind of societal marketing where the business mission is defined in terms of social systems; the profit is seen in the long run through meeting needs by providing goods and services; and fulfilling societal and environmental concerns. Products thereby become more than economic goods and/or services and turn into more complex offers with a performance assessed through indicators reflecting the firm's commitment to society. In other words, companies acknowledge this way that their stakeholders will assess their marketing policies and responsibility towards society.

In Kotler's view (1986), the QOL marketing approach is simply a new step (or even expected consequence) in the historical evolution of the marketing concept, coming from a production orientation, a product orientation, a sales orientation, and later moving onto a QOL approach. From his perspective, QOL marketing should be considered as the organizational task of determining the needs, desires, and wants of target markets and providing satisfaction more efficiently and effectively than competitors in a way that preserves or enhances consumer and society well-being.

However, according to Sirgy and Lee (1996), although the QOL marketing philosophy is similar and consistent with the societal marketing philosophy advocated by Kotler (and then can even be considered as an extension of the societal marketing philosophy), the relevant concepts are actually different to each other. One of the main differences relates to the fact that the societal orientation ignores the long-run orientation and emphasizes only consumer and society's well-being. Another major

difference between the two approaches occurs with their respective visions of competitors: while the societal approach considers competitors as enemies, the QOL approach sees them as a strength that can help the company in promoting consumer well-being. Lastly, the QOL approach minimizes the negative side effects of marketing whether in product development, production, pricing, distribution, or promotion.

However, it is important to take in mind that when the consumer/product life cycle (acquisition, preparation, consumption, possession, maintenance, and disposal of consumer goods) is mentioned, QOL is only associated with the world of economic goods (Sirgy 2001). A more contemporary approach to QOL marketing is based on the view that any good, economic or noneconomic, consumer or industrial, and service or program, can be marketed to any target consumers guided by the QOL marketing concept (Sirgy 2001), which is totally in agreement with that advocated by Kotler and Levy (1969) regarding the generic concept of marketing. In this sense, marketing efforts are designed to enhance some specific dimensions of consumer well-being while not decreasing others. This contemporary view of QOL marketing includes not only economic well-being but also work, family, physical, leisure, social, spiritual, environmental, and political well-being (Sirgy 2001).

Why the Quality-of-Life Marketing Approach?

Quality-of-life studies began to emerge in the 1990s in social, behavioral, managing, and political sciences (Sirgy 1996), with marketing researchers among the first to emphasize the importance of social indicators as a means of measuring marketing performance (Sirgy 2001). When marketing is allocated the function of deciding what the company should make, then marketing becomes closely connect to QOL for the better and for the worse (Fennell 1991). The societal marketing orientation, within which green marketing and QOL marketing may be included, emerged out of the macromarketing school of thought, which is concerned with the way marketing affects society and vice versa (Shaw and Jones 2005). To Sheth and Gardner (1982), this school was the first to raise discussion on the maximization of profit in the short versus the long run. As Fennell (1991) states, firms would not exist as social institutions had human beings not decided to share work in order to solve their daily problems and needs. Therefore, it should be a duty for business to take care of society's well-being. According to Sirgy (2001), economic indicators are not enough for measuring societal development, and hence, measures for psychological satisfaction, happiness, or life fulfillment are also needed. When marketers focus only on financial results, they run the risk of getting involved in socially irresponsible behaviors (Sirgy and Lee 2008).

One way to improve socially responsible marketing is by establishing objectives based on QOL marketing, that is, marketing directed at the consumer's well-being without harming other company stakeholders (Sirgy and Lee 1996). Contrary to transactional and relational companies, well-being-focused companies establish objectives

that take into account financial and social goals. In these companies, the marketing performance is evaluated in terms of sales, profits, customer-life satisfaction, consumer safety, employee safety, and environmental safety (Sirgy and Lee 2008).

Nowadays companies therefore begin to consider that their responsibilities to society go beyond providing goods and generating jobs. They also tend to consider that it is their responsibility to enhance the quality of life of their employees, their consumers, and communities (Sirgy 1991). In this sense, the quality-of-life orientation is closer to Freeman's (1984) stakeholder theory, which holds companies are not self-sufficient and actually depend on their relationships with internal and external environments made up of interest groups both internal and external to the organization. The organization maintains relationships with many groups affecting or affected by the company, and the interests of all legitimate stakeholders hold intrinsic value, with no single interest prevailing over others (Clarkson 1995; Donaldson and Preston 1995).

The reason driving this paradigm change was the acknowledgement by marketing executives that their responsibility extends beyond their responsibility to shareholders, that exchanges are increasingly more complex, that a macro vision of business contingencies was urgent, and that a long-run orientation towards consumers and other stakeholders was needed (Sirgy 2001). Well-being companies invest in research and technology in order to understand human needs and desires and provide goods and services to satisfy them, simultaneously improving their quality of life while not harming that of other publics (Sirgy 1991; Sirgy and Lee 2008). Without doubt, for sustainable development and for keeping up with changing customer expectations, it is vital for companies to focus not only on customer satisfaction but also on a more holistic vision of its contribution to well-being and QOL (Niedermeier and Bartsch 2011).

Based on this philosophy, marketing objectives should be based on four key dimensions (Sirgy 1996):

- Improving one dimension of consumer well-being by offering an affordable product, which facilitates relevant and healthful behavior
- Meaningfully reducing the side effects of consumers caused by marketing and/or consumption of the company's product/service range
- Meaningfully reducing the side effects of other publics beyond the consumer related with marketing and/or consumption of the company's product/service range
- Increasing long-run profitability

In this sense, specific indicators of well-being should be included in the statement of objectives. As far as marketing strategy is concerned, the emphasis should be on identifying one or more healthful behaviors that contribute significantly to a particular dimension of consumer well-being and which the company can impact upon and match to certain groups. Within this strategy, the company should focus on the right people, those able to make best use of the product, and avoid selling it to the more vulnerable (Sirgy 1996).

Since marketing objectives and strategy are more and more expected to follow a QOL approach, then marketing tactics and tools also need to be designed and carried

out according to this philosophy. In terms of product decisions, the company is challenged to develop products, labels, and packaging that help the target segments engage in healthful behavior while simultaneously ensuring the safety of consumers themselves and other publics. To this end, it should do its utmost to release only safe products in terms of both the target segment of clients and the society in a broader sense. Regarding pricing decisions, the firm has to establish a price that is both affordable for the target consumer and able to generate a long-term profit. Distribution decisions are similarly carried out with the objective of facilitating product accessibility, without engaging in practices such as gray marketing, anti-competitive trade promotions, intrusive marketing, and direct marketing. Concerning promotion decisions, managers using a QOL marketing perspective are to make decisions that avoid practices of puffery and deception in advertising as well as others decisions that might lead to inaccurate beliefs about the benefits of the product. Table 1.1 below presents a summary of this kind of decisions.

The consequences of this QOL marketing approach will be long-term customer relationships, long-term profitability, and goodwill towards the organization (Sirgy 1996; Sirgy and Lee 1996). On the one hand, consumers tend to reward those companies that provide them with well-being, and on the other hand, when marketers provide goods at an affordable price to their target consumers, in the long run, the company increases its profits since the consumer will buy more of its products. As a consequence, the company will also improve its image as it will be seen as a company concerned with its impact on society.

Lee and Sirgy (2004) proposed a conceptual model of the antecedents and consequences of QOL marketing. Figure 1.1 illustrates their model.

As can be observed in Fig. 1.1, these authors suggest that the consequences of using a QOL marketing approach are threefold: customer trust and commitment, customer well-being, and company goodwill. To Wilkie and Moore (1999), marketing's contribution to consumer well-being can take several forms, specifically social or psychological benefits, such as achievement, success, growth, health, joy, excitement, and prestige. According to Lee and Sirgy (2004), when QOL marketing generates well-being, it is helping the firm establish and maintain long-term relationships with its stakeholders and may therefore be considered an extension of relationship marketing. Through the inclusion of ethical and social concerns in marketing programs, QOL marketing helps to enhance trust, and commitment, benevolence, and satisfaction, constructs vital to long-term relationships. When consumers trust a company that cares about their well-being, the firm's corporate image is likely to improve with corresponding positive consequences for goodwill.

Niedermeier and Bartsch (2011) sought to observe the occurrence of the consequences suggested by Lee and Sirgy's (2004) model within a case study approach and found that some other consequences of a QOL marketing approach can be identified, especially cross-selling and word of mouth.

However, Fig. 1.1 also portrays the antecedents to QOL marketing. Only firms that comply with these antecedents are likely to become well-being firms. Lee and Sirgy (2004) nominate environmental factors, such as social consciousness related to consumer well-being and the industry's ethical climate, as impacting on the level of QOL marketing practices. The existence of an ethical climate motivates firms to

Table 1.1 Dimensions of QOL marketing and marketing mix decisions

Market selection decisions		Product decisions	Price decisions	Distribution decisions	Promotion decisions
Marketing beneficence	Firm makes decisions to target consumers that can benefit most significantly from the product	Firm makes decisions to design and develop products that can significantly enhance the quality of life of target consumers without jeopardizing their health and safety	Firm makes decisions to price products affordably	Firm makes decisions to distribute products in channels of distribution that maximize accessibility to consumers	Firm makes decisions to engage in providing target consumers with quality and quantity information about product costs and benefits and engage in providing target consumers with quality and quantity information about how to use the product to derive maximum benefits and minimize health risks
Marketing non-maleficence	Firm makes decisions to avoid targeting consumers that are not likely to benefit significantly from the product	Firm makes decisions to design and develop products that are safe to nonconsuming publics, and manufacture products in ways that minimize health and safety risks to employees	Firm makes decisions to avoid hurting stockholders, minimize financial losses to distributors due to lower margins, avoid hurting competition unfairly that may be due to predatory pricing, and avoid hurting competition to the extent that business failure would result in significantly decreasing the quality of life in local communities	Firm makes decisions to minimize health and safety risks to logistics and transportation employees and minimize damage to local distributors, retailers, and community that may occur as a result of establishing the firm's own channel of distribution	Firm makes decisions to educate nonconsuming public about health and safety risks associated with consumption (assuming there are health and safety risk to certain nonconsuming publics) and communicate in a manner that does not reinforce negative stereotypes and materialism

Source: Lee and Sirgy (2004:3)

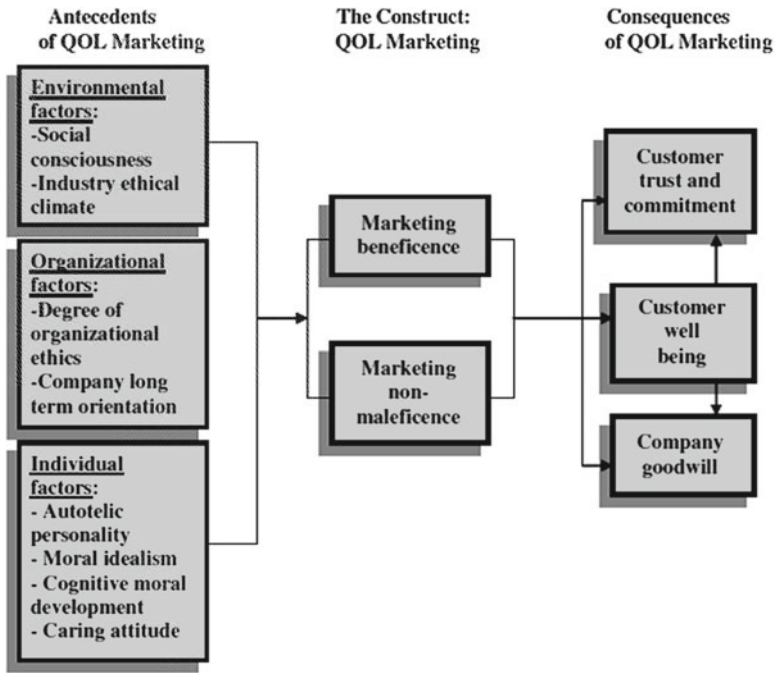


Fig. 1.1 Antecedents and consequences of QOL marketing (Source: Lee and Sirgy 2004:7)

conduct business in an ethical manner that influences the norms prevailing in the industry. Other antecedents proposed by the authors are organizational factors, where the degree of organizational ethics and the firm’s long-term orientation are variables influencing QOL marketing practices. According to the same authors, individual factors can also influence the level of QOL marketing. For instance, where a marketer tends to get involved in actions because of their intrinsic values (autotelic personality), then this marketer is likely to establish marketing programs that follow a QOL approach. In the same way, should the marketer tend to avoid actions with negative consequences for someone (moral idealism), then this marketer may be expected to follow a QOL marketing approach. The degree of cognitive moral development (not acting in self-interest) and a caring attitude for customer well-being (the desire to help beyond what is mandatory) also impact on the level of QOL marketing orientation.

Niedermeier and Bartsch (2011), in their case study approach, found some other QOL marketing antecedents. In the organizational factors, they found human-oriented self-conception (respect, individuality, and fairness), dialogue-centered philosophy (a bottom-up, solution-driven philosophy), and transparent structures (flat hierarchy and zero politics). Furthermore, among personal factors they found humbleness and emotional competence (empathy/cooperation and balance of emotion) as additional antecedents to QOL marketing approaches.

QOL Marketing: Measures and Indicators

In order to evaluate the performance effectiveness of QOL marketing, the gap between the current state and the potential state of well-being after marketing program implementation should be measured since higher levels of consumer well-being appear to be related with higher levels of quality of life, that is, higher levels of life satisfaction, overall happiness with life, absence of ill-being, and societal welfare (Sirgy et al. 1982). According to Sirgy et al. (1982), a significant reduction in these discrepancies after program implementation could indicate QOL marketing program success. They maintain this analysis feasible at the individual level, at the group level, at the societal level, as well as at a world level.

However, we should mention that consumer quality of life is formed by several dimensions related with the consumer’s life (Sirgy 1996). Some examples are provided in Table 1.2. Therefore, a consumer’s range of marketing QOL indicators is to be related with health, work, housing, education, transportation, and family, among others. In subjective terms, they reflect consumer satisfaction with those dimensions of life and, in objective terms, are measured through several indicators based on secondary data.

Table 1.2 Examples of consumer marketing-related quality-of-life dimensions

Examples of shared consumer marketing-related quality-of-life dimensions		
	Subjective indicators	Objective indicators
Global	<ul style="list-style-type: none"> • Life satisfaction 	<ul style="list-style-type: none"> • Standard of living measures
Health related	<ul style="list-style-type: none"> • Personal health satisfaction 	<ul style="list-style-type: none"> • Global physical well-being measures
Work related	<ul style="list-style-type: none"> • Job satisfaction 	<ul style="list-style-type: none"> • Absenteeism from work • Tenure at work
Family related	<ul style="list-style-type: none"> • Marital and family satisfaction 	<ul style="list-style-type: none"> • Tenure of marriage • Amount of leisure-time spent together
Community related	<ul style="list-style-type: none"> • Satisfaction with neighborhood and community 	<ul style="list-style-type: none"> • Composite of measures tapping crime, educational facilities, leisure and cultural activities, transportation facilities, environmental pollution, etc.
Housing related	<ul style="list-style-type: none"> • Satisfaction with one’s own housing conditions 	<ul style="list-style-type: none"> • Composite of measures tapping number of rooms per number in household, degree of furnishing, quality of furnishings, quality of utilities, etc.
Transportation related	<ul style="list-style-type: none"> • Satisfaction with one’s own means of transportation 	<ul style="list-style-type: none"> • Time spent in transport • Transportation expenses
Education related	<ul style="list-style-type: none"> • Satisfaction with one’s educational accomplishments • Satisfaction with the educational opportunities 	<ul style="list-style-type: none"> • Level of educational attainment • Number of quality educational programs available to a consumer segment

Source: Sirgy (1996:244)

Suranyi-Unger (1981) mentions that there are three distinct approaches to the definition and measurement of consumer well-being: the hedonic approach, the commodity-specific approach, and the income-specific approach. According to him, the hedonic approach is based on introspective consumer communications and results in subjective measures of satisfaction and accomplishment; the commodity-specific approach is based on consumer access to a given minimum or increasing quantities of commodities, and the income-specific approach is based on a certain level of income from which well-being is gauged.

In turn, Lee and Sirgy (2004), Sirgy and Lee (2007), and Sirgy and Lee (2008) relate consumer well-being with the consumer life cycle and distinguish between two kinds of well-being: subjective and objective. Subjective consumer well-being refers to the feelings of satisfaction/dissatisfaction the consumer experiences during the consumer life cycle in a manner that contributes to his quality of life. In turn, objective consumer well-being refers to an assessment by experts regarding costs and benefits as well as safety assessments of the consumer, others, and the environment. This categorization is set out in Table 1.3.

Taking all these definitions into consideration, the marketer needs to find indicators of the current state of consumer well-being and to estimate how his/her marketing program has contributed to raising it. Sirgy and Lee (2006) propose that an ideal consumer well-being measure should capture the diversity of consumer experiences with the marketplace, reflect both individual and societal welfare, and be highly diagnostic and practical to help decision makers identify causes and therefore take remedial action. By capturing the diversity of consumer marketplace experiences, the measure will capture consumer experiences with product acquisition, preparation, consumption, possession, maintenance, and disposal. By reflecting both individual and societal welfare, the measure will include individual assessments suitable for marketing managers' decision making, and society-based assessments suitable for government regulatory agency decision making.

Sirgy and Lee (2006), in their research on well-being indicators, analyzed the extant indicators¹ against these criteria and found that none of the current indicators reflect all the criteria (see Table 1.4).

Some of the measures analyzed were the Better Business Bureau complaint measure, which reflects the number of complaints against a company reported by consumers; the consumer price index, which measures changes in the cost of living over time; the expert-made consumer reports on a variety of products and services; the customer satisfaction index; the consumption expenditure index; the overall consumer satisfaction-composite developed by Meadow (1983); the consumer's overall satisfaction with their material possessions and standard of living developed by Nakano et al. (1995); the consumer satisfaction measure in conjunction with the acquisition and possession measure developed by Day (1978, 1987) and Leelakulthanit et al. (1991); and finally, Lee et al. (2002), Sirgy et al. (2000), and Sirgy and Cornwell's (2001) measures on the consumer life cycle and community resident satisfaction/dissatisfaction with consumer goods and services available in the area.

¹These measures refer to the USA.

Table 1.3 Distinction between subjective and objective well-being throughout the consumer life cycle

Consumer well-being		
	Subjective well-being (consumer satisfaction)	Objective well-being (Experts assessment of consumers' and societal costs and benefits)
Product acquisition	Consumer satisfaction with the shopping for and the purchase of the product in a manner contributing to the consumer's quality of life	Expert assessment that: The product is high quality and the price is fair and affordable The purchase experience is safe to the purchasers, the sales person/facility, the general public, and the environment
Product preparation	Consumer satisfaction with the preparation or assembly of the product for use in a manner contributing to the consumer's quality of life	Expert assessment that the product is: Easy (or convenient) Safe to prepare or assemble to the preparer, the general public, and the environment
Product consumption	Consumer satisfaction with use of the product in a manner contributing to the consumer's quality of life	Expert assessment that product consumption is: Significantly beneficial to consumers Safe to consumers, the general public, and the environment
Product ownership	Consumer satisfaction with ownership of the product in a manner contributing to the consumer's quality of life	Expert assessment that the ownership of the product: Has appreciable value Is safe to the owners, the general public, and the environment
Product maintenance	Consumer satisfaction with product maintenance and repair in a manner contributing to the consumer's quality of life	Expert assessment that the maintenance of the product is: Easy (or convenient) Not costly (affordable) Safe to the repair person/facility, the general public, and the environment
Product disposal	Consumer satisfaction with product disposal (or trade-in or reselling) in a manner contributing to the consumer's quality of life	Expert assessment that the disposal of the product is: Easy (or convenient) Not costly (affordable) Safe to the disposal person/facility, the general public, and the environment

Source: Sirgy and Lee (2008:382)

Sirgy and Lee (2006), in an attempt to bridge the drawbacks of most of the extant measures, have proposed a new approach to measuring consumer well-being. A measure based on the definition of consumer well-being as “a state in which consumers’ experiences with goods and services – experiences related to acquisition, preparation, consumption, ownership, maintenance, and disposal of specific categories of goods and services in the context of their local environment – are judged to be beneficial to both the consumers and society at large. The consumer

Table 1.4 Measures of well-being and their characteristics

Measure	Variety of experience coverage	Individual and societal level	Possibility of segmentation to help in decision making
Better Business Bureau	Only acquisition	Individual	Geographic segmentation Product/service segmentation
Consumer price index	Acquisition, possession, maintenance, and disposal	Society based	Geographic segmentation Demographic segmentation Product/service segmentation
Consumer reports	Only acquisition and consumption	Society based	Geographic segmentation Product/service segmentation
Customer satisfaction index	Consumption	Individual	Product/service segmentation
Consumption expenditure index	Consumption	Society based	Geographic segmentation Product/service segmentation
Meadow’s (1983) measure	Only acquisition	Individual	Geographic segmentation Demographic segmentation Product/service segmentation
Nakano et al.’s (1995) measure	Possession	Individual	Geographic segmentation
Day (1978, 1987) and Leelakulthanit et al.’s (1991) measure	Only acquisition and possession	Individual	Geographic segmentation Product/service segmentation
Lee et al. (2002)	Acquisition, consumption, possession, maintenance, and disposal	Individual	Geographic segmentation Product/service segmentation
Sirgy et al. (2000), Sirgy and Cornwell’s (2001) measure	Consumption and maintenance	Individual	Geographic segmentation Product/service segmentation

Source: Own elaboration based on Sirgy and Lee (2006)

population can be segmented by demographic and geographic characteristics” (Sirgy and Lee 2006:43).

Thus, a subjective measure of consumer well-being at the individual level should capture individual satisfaction with goods and services in the local area regarding the consumer life cycle. Examples of potential questions include the following: