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## **Personal Values and Sport Behaviour in Hungary**

### **ABSTRACT**

The objectives of this paper were to give an overview of personal values and sport behaviour in Hungary and to reveal how many individuals' values connect to their attitudes and behaviour toward physical activity. There is a difference between Hungary and the U.S. in terms of quantity of physical activity. We believe that the different value set of the two countries may explain this variation. In order to demonstrate the significance of culture we compared Hungarian research results to the outcome of a similar survey conducted in the USA.

*Key words:* personal values, consumer behaviour, sport behaviour

## INTRODUCTION

Today's society is more and more characterized by a sitting, sedentary lifestyle typically even in childhood and young adulthood. Sedentary lifestyle is one of the risk factors of the illnesses at the top of death and illness statistics, like cardiovascular diseases, obesity and chronic musculoskeletal diseases (Somhegyi, 2002). Based on self-reported results half of Hungarian adults have overweight or obese. The frequency of overweight or obesity increases with age for women, but not for men. Emaciation, on the other hand is five times more frequent among young women than among young men. It is a sad fact that even those in their early childhood are affected by obesity.

Our previous studies (on the materialism of Hungarian consumers and on health as a value) indicated that the materialism of Hungarian society does not reveal itself in terms of accepted values. While being rich/having money as a value is ranked consistently low, the claimed importance of health to consumers is high. Actual behaviour and objective health indices (like death rates), however, state something different. Accepted values are determined by social expectations; health consciousness is heavily influenced by the social environment of the individual: the family, friends and school (Hofmeister – Neulinger, 2003).<sup>1</sup>

In Neulinger (2001) value survey among university students the five most frequently listed values were inner harmony, good health, happiness, security of the family and material well-being. Inner harmony placed first among both males and females. They mentioned sports and thus health, recreation, self-expression and calmness as topics related to this value. Youth mentioned leisure time, entertainment and more specifically sport as the means of achieving inner harmony. The presence of the importance of health is noteworthy, which implies the recognition of the significance of life quality.

If personal values serve as a 'path to meaning' (Powell and Royce, 1978) a promising approach for studying sport behavior seems to investigate the linkage between personally held values and their contributions to physical activity. The study inquires into the relationship between personal values and sport behaviour.

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<sup>1</sup> The survey of managers from Budapest and Vienna by Hofmeister– Kainzbauer- Brück – Neulinger (2005) revealed interesting differences between the value orientations of the two groups. Out of the top ten values of Budapest residents, for example, five were related to conformity.

## THEORETICAL BACKGROUND

### The value concept

Research on personal values has been proved to be a beneficial tool in understanding consumer behaviour. Among consumer researchers there is a growing recognition that cultural meanings play a fundamental, but largely understudied role in mediating a relationship between abstract values and specific consumer attitudes, goals and behaviors (Aaker 2000, Kamakura and Novak 1992, Richins 1994). The contemporary marketers show continuing interest toward the nature and structure of values. Several studies attempted to find connection between consumers' behaviour and their values. (e.g. Gutman (1982) using the means-end chain model). Values provide potentially powerful explanation of human behaviour because they serve as the standards or criteria of conduct (William, 1968), tend to be limited in number, and are remarkably stable over time (Rokeach, 1973; Rokeach and Ball-Rokeach, 1989).

Values can be defined as shared beliefs or group norms that have been internalized by individuals (Engel-Blackwell, 1986). Values are learned during the purely human process of socialisation along with cultural classifications of reality and cultural code of behaviour.

The concept of value reflects a longstanding debate. One of the major line of thought on values is characterised by the effort to assess values at the individual level and to establish value structures and comparisons based on the finding. The most significant work of this line of thought is that of Milton Rokeach (1973) who designed the Value Survey that asks respondents to reflect on their own life and their own conduct (Füstös and Szakolczai 1998).

The most frequently used instrument for measuring values is the Rokeach value survey (Kamakura and Mazzon 1991) and the List of Values (LOV) developed by Kahle (1983). The writings of Milton Rokeach (1973, 1976) are a major theoretical foundation for psychological research on consumer value systems (Kahle, Rose and Shoham 2000). The Rokeach Value Survey (RVS) was developed by selecting 18 terminal and 18 instrumental values from a larger pool of several hundred values descriptors (Rokeach 1973). The List of Values (LOV) scale draws from a subset of Rokeach's instrumental values that are person-oriented and presumably most relevant to everyday consumption context (Beatty et al. 1985, Kahle et al. 1986).

## **Sport consumption**

Sport<sup>2</sup> is an organic part of our culture. Research into culture necessitates a comprehensive study of social parameters, including factors like values or consumption patterns. From a consumer behaviour approach, culture can be defined in the following way: „Culture is the totality of all the learned beliefs, values and habits which govern consumers’ behaviour in a given society” (Hofmeister, 2003). One of the most important aspects of any culture is the shared and learned values. Individuals, members of any society need to learn that physical activity is essential for healthy living. This need can be expressed by one’s terminal or instrumental values.

What concerns sport consumption, motivation primarily takes the following forms (based on Hoffmann, 2003 and Moore, 1987, in: Bojtor, 1995): (1) Success/victory motivate both spectators and athletes to participate. (2) The community, the drive of „being together” leads the sport consumer to take some time and participate in sport events together with their community. (3) Health and fitness more and more frequently provide the reason for sport participation in Hungary, too. (4) Recreation/entertainment and play are attractive to the „homo ludens” (the playing human) who knows to appreciate the joy of the game. At this point we emphasise the importance of community and its values which drive or hinder one’s to do any sport activity.

The factors influencing the demand for sport goods, of course, partly overlap with those determining demand in general (price, for example). Some other factors, however, are of particular significance to this very market. Based on the work of Petró (2000), the most important determinants of the demand for cultural goods are:

- Significance of leisure time, the joint effect of leisure time and income,
- Individual preferences, qualification, occupation,
- Interdependence of consumer preferences

Access to sport products – and cultural products, in general – is influenced by the fact that certain personal and organisational relationships are necessary for such consumption. The access to these markets is mediated by these relationships.

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<sup>2</sup> The paper only focuses on leisure sports requiring active physical exertion. Thus professional sports, mental sports and passive spectator sports are not part of the subject matter of this paper.

Furthermore, all this is heavily influenced by the individual's socialization. Individuals pick up their values, and thus their desire for the consumption of cultural products, from their family. This implies that cultural capital is reproduced – those not receiving such „heritage” during childhood are later heavily disadvantaged.

Product symbolism refers to what a product or brand means to the consumer. Work by Solomon (1983) and Holbrook - Hirschman (1982) found that some products possess symbolic features, and that consumption of these goods may depend more on their social and psychological meaning than on their functional values. Consumption bears an emblematic meaning, a kind of message to the consumer's environment, mostly conveyed by visible consumer goods, where the majority of cultural goods belong. People have a wide choice of products and brands to articulate their social affiliation. Among the choices are sport participation, and more specifically, the selection of a specific sport. Töröcsik (1998) argues that even though symbolic consumption might seem irrational, two primary motivations can be clearly identified:

- Self-reassurance, when the individual's activity is directed towards themselves, thus they become the „judge” of the product. In this case, purchasing the product provides emotional value for the consumer. The product recalls memories, bears a personal meaning for them. In this way, consumers reward, pamper, protect and reassure themselves through consumption.
- Self-expression, when the individual aspires to and looks for the reaction of the environment, in order to be ascertained of the soundness of their choice. The aim of consumption/purchase is to impress the individual's environment, and thus to positively influence the image others have of them and to express their personality.

Considering sports, this might be realized by consuming anything from this product category, thus doing any kind of sports at all. Additionally, there is the selection of the specific sport and the preference of certain brands (considering both service providers and sporting goods). This has both an internal, reinforcing effect and a strong message to the outer world. People tend to attribute positive associations (strength, vitality, self-confidence) and symbols to individuals do some sport.

Culture is a comprehensive framework, the values of which either support or discourage sport consumption. In a society where competition, hard work and rules have an important positive role, the significance of sports is also going to be larger, as in this case, the values of society and those of sports are in line with each other.

### **Value studies and physical activity in Hungary**

In Hungary the first value research had been carried out in 1992 in the framework of the ACE/EVE Project supported by the EU. In order to monitor the changes of consumer values the value survey of 1992 was repeated in Hungary three times: in 1997, 2001 and 2002 in the framework of the regular quarterly Consumer Sentiment Index Research Project. As Hofmeister Tóth – Simányi (2007) mention in their study a tendency from values directed towards others to values referring to the individual can be observed. Helpful, polite and responsible are values that are understood in the context of interaction with other people. These values became less important for the society during the examined period. In comparison, health, happiness and inner harmony relate to the physical and emotional state of the individual gain popularity and moved to the top of the list. Even the values that refer to other people - such as family security and true friendship – tend to be limited to a specific group of people considered as important for the individual.

{ Insert Table 1. here }

These results suggest a tendency in which the individual and his or her close circle of beloved ones are becoming more important as opposed to the people in general. The rational behind this finding is a substantial difference between the ideology of the socialism and that of the market economy: as opposed to the collectivist logic of the former, in the latter efforts as well as the happiness and security achieved by the efforts are intrinsically individual. It is also the new logic of the market economy that is reflected in the shift from instrumental to terminal values.

In the beginning of the 90's Hungarian population put more emphasis on the instrumental values, especially on those related to the traditional lifestyle and that forming a moral basis for the society. The moral values have a certain “must” feature so that any opinion or behaviour opposing them is judged negatively by the society. After the collapse of the socialism, the social control over the action weakened, and meeting the expectation of other members of the society has become less important. In addition, in the rapidly changing environment, people cannot rely on routines of behaviour in achieving the desired outcome – for example “if you are hard working, you will become rich” – but has to be innovative finding ways and conducts leading to them, which also contributes to the shift from instrumental to terminal values.

Looking at the time use in Hungary we can find some changes, as well. Since the mid-eighties, leisure time increased substantially; among the employed by 14% and among pensioners by 22%. The relative weight of physical recreation is still small. It makes up only 7% of the leisure time of the persons age 15 and above. Nevertheless a development can be observed: the time spent for physical recreation increased by 50% compared to the mid 1980's. In 1987 persons age 15 and above spent 8 minutes on sport and related activities on an average day while in 2000 they used up 12 minutes for these activities. In terms of share 6.2% of persons did physical activity in 1987 while 8.3% in 2000 (KSH, 2002). It means that despite of the positive tendency, the need for sports has not yet been properly recognized in Hungary. Only a marginal proportion of inhabitants do regular exercise, what is more, the very same holds true for the youth.

People's health status is determined by inherited and acquired individual characteristics, lifestyle, physical environment, psychosocial factors and health care. Part of the lifestyle is health risk behaviour, diet and exercise. According to Vitrai and Mihalicza (2006), responsible for the unfavourable health status of the population are our culture, our traditions, life conditions, education system, health care system and the economic situation of the country, and thus that of the families. Considering this very point, however, there is a difference by gender: females proved to be more health conscious, at least on the level of their claimed values.<sup>3</sup>

In Hungary only a small proportion of persons do regular physical activity. Based on Neulinger (2007) study the frequency of sport participation has not increased as compared to previous figures; 69 percent of the population reported that they never do any sports/physical exercise. The national representative survey showed that out of the remaining 31 percent, only 14 percent participates in sports on at least weekly bases. This very index has practically not changed during the last 10 years, as compared to a 1998 national representative survey (GfK Market Research Institute). At the time, 16 percent of the population reported sport participation on at least a weekly frequency.

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<sup>3</sup> Another survey of university students by Hofmeister – Neulinger (2002) did not confirm the differences between the two genders in the perception of the importance of health.



Sport participation is partly a question of emotions. Out of the entire population, 24 percent said that they liked to do sports, while 41 percent did not like physical activity at all. There is a statistically significant and strong relationship between the liking of sports and sport participation however a positive relationship to sports alone is not enough for the individual to actually participate. Only 48 percent of those who reported that they liked sports do actually engage in sports on weekly bases, while 20 percent never participate.

Moreover the population's low degree of physical activity is accompanied by a low level of interest in sport events and sport news. Findings of the study confirm that sport participation is in a close relationship with age, school qualification and the participation in school education. Among those participating in sports on at least a weekly frequency, there was no significant difference between males (15 percent) and females (13 percent). All in all, however, males are more active, as the proportion of non-sporting males is lower than that of non-sporting females (64 vs. 73 percent).

The majority of Hungarian population, 69 percent, never participates in any sport activity, and similarly, 69 percent never participate in sport events as spectators. Sport participation and sport spectatorship are both low, thus today, sport consumption in Hungary is weak. At the same time, 41 percent of the population does not even like this activity.<sup>4</sup> As compared to the total population, the following groups are in a more favourable position: those with a higher education qualification (the rate of „no sports” is lower, while the rate of those participating in sport on at least a weekly frequency is higher), males (the rate of „no sports” is 64 percent in contrast to 73 percent for women) and students (48 percent are weekly participants).

At the same time, the groups of those with a lower school qualification, women and the elderly are in a less favourable situation. The sport socialization of women tends to be somewhat different from that of men. Among women, it is less frequent that sport participation and leisure activities, like meeting one's friends, coincide. The motivations of women are different, too, they more frequently consider sport to be a means of achieving something (e.g. a good shape, stress release), while for men sport participation itself is the purpose. Moreover, it is more characteristic for males that they participate in sports because of their friends, because of the companionship. Men more easily encounter sports, physical activity enters their life in a more obvious way.

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<sup>4</sup> It is rather hard to be fond of sports in an environment where sport is not an integral part of people's everyday lives. E.g. from amongst the television channels available all over the country, state channels are the only ones with daily sport news

## EMPIRICAL STUDY

### Background

Schiffman – Kanuk (2000) identified a number of core values reflect and affect the character of the American society. During the selection they followed three criteria. The first one requires that the value must be pervasive. The second is the value must be enduring. And the third is that the value must be consumer-related. The selected core American values are the following: (1) achievement and success, (2) activity, (3) efficiency and practicality, (4) progress, (5) material comfort, (6) individualism, (7) freedom, (8) external conformity (process by which the individual adapts to society), (9) humanitarianism, (10) youthfulness, (11) fitness and health.

Sports are symbolic of many American values. For instance, the central or underlying inherent in all sports is achievement and success. Certain sports stress individualism and gives freedom. People participate in sports to feel young and to live healthy life. Sport is a social activity for both spectators and participants and gives the sense of belonging, ensures external conformity. (Shank, 2002).

According to the Bureau of Labour Statistics (2007) on an ‘average day’<sup>5</sup> in 2006, persons in the U.S. age 15 and over slept about 8.6 hours, spent 5.1 hours doing leisure and sport activity, work for 3.8 hours and spent 1.8 hours for doing household activities. (Only 45 percent of all persons age 15 and over worked on an average day, most employed persons did not work every day and some were not employed). Men were more likely than women to participate in sports, exercise or recreation on any given day, 20 vs. 15 percent. On the days that they participated, men also spent more time in these activities than women. 2.0 vs. 1.2 hours, respectively. The total population spent 0.28 hours on an average day doing sport activity; 17.1 percent engaged in the activity per day.

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<sup>5</sup> ‘Average day’ measures reflect the average distribution of time across all persons (age 15 and over) and days.

## **The recent study**

In our recent study we compared values of students from Hungary and the U.S. The test of 24 values (using a 5-point scale) was run with 237 university student in Budapest (Corvinus University Budapest). Importance of personal values and its realization in students' life was also measured. The U.S questionnaire had the same questions; we conducted back to back translations. There were 234 respondents from Connecticut State University.

Looking at the results we can conclude that there is both similarity and difference between the two countries. Table 2 and 3 shows how the two groups (Hungarian and U.S. students) evaluated the tested values according to their importance and their realization. We evaluated the ranking of the values instead of introducing its scores (means). Ranking indicated the relative position of a certain value among others. It is more informative than mentioning the scores simply. (You can find the means and std. deviations in the tables below).

{ Insert Table 2. here }

{ Insert Table 3. here }

Considering the importance of certain values, among the highest ranked items there are three principle ones - "happiness", "family" and "health" – which are common, popular values for both groups. At the bottom of the list we can find similar items, as well. These are prestige, thrift, modesty and order. There is only one exception, this is pep. Pep is one of the top values for Hungarian students (nr. 3) but got the penultimate position among U.S student. We assume that the different understanding of this value may cause the remarkable difference.

Comparing the top 10 values we can find six similar and four different items. Happiness, family, health, freedom, honesty and safety with different positions but are among top values of both groups. Beside these, U.S. students appreciated success, enjoyment, achievement, and self-sufficiency more while Hungarians rated pep, wisdom, contentedness and harmony better.

Considering the realization of the measured values there are more changes in the top 10 among Hungarian sample compared to the U.S. one. Only two values fell out from the list (success and self-sufficiency) and sincere and performance occurred as new ones.

In the Hungarian top 10 we can find four new items, namely qualification/training, sincere, charitable, enjoyment while happiness, health, contentedness and harmony were listed out. American students' answers in terms of real life are quite close to their importance. There are only minor moves. Family and honesty moved forward, whilst happiness and health went a bit backward.

The Hungarian list of values is less stable, we can observe apparent changes. There are four values which moved 10 or more places in the list (happiness: -10, health: -10, contentedness: -13 and harmony: -10). The former two leaders (happiness and health) are in the middle part in reality while contentedness and harmony moved to the last quarter. The qualification/ training value moved 13 places forward to gain the third position. Tend the Hungarian students to be pessimistic when they evaluate the realization of these values? For sure we can conclude that there is a gap between importance and realization of values among Hungarian students.

As we mentioned previously sports symbolize some values. We identified the following items relating to sport: success, health, freedom, achievement, enjoyment and performance. Evaluating the importance of these values in our two samples, we can find remarkable differences (see Table 4). Out of these six values there is only one (performance at the eleventh place), which is missing from the U.S. top 10 according to their importance. In the same time there are only two which are included into the Hungarian top list (health and freedom), all the others left out. Considering the realization of these values we can see almost the same result in both samples. In the U.S list only one item sorted out (success at the eleventh place), in the Hungarian ranking there are only two in the top 10 (freedom and enjoyment).

{ Insert Table 4. here }

Unfortunately we had no questions on sporting habits in the questionnaire, so we can only assume that the above values of the examined groups has influence on their sport consumption.

Determining if any significant differences exist between the Hungarian and the U.S samples we conducted ANOVA procedure. We can conclude that evaluation of values differ for the two groups in 14 cases considering the importance of values and in 10 cases considering the realization of values. (Table 5 shows the result of the ANOVA test.)

{ Insert Table 5. here }

Looking at the sport-related values we can find significant difference in 5 cases considering the importance and in 3 cases considering the realization of the values. This finding supports our previous conclusions.

## **DISCUSSIONS**

Understanding why people participate in sports and how they can be motivated to do so is of primary importance to both the private and the state sector, explained by business interest and by the need to ensure the healthy operation of the society, respectively.

Looking at the results of all the previous researches, it is absolutely obvious that social environment in Hungary is hardly supportive of physical activity and sport participation, even though sport policies recognize the importance of leisure time sports and their promotion is considered first priority. We believe that social environment in sport motivation is extraordinarily important. Sport participation can be influenced by the social environment, and more specifically, by personal values learned through the socialization process. Sport and active life is a significant topic in western societies, as well. However in these countries – including, for example, the USA, Canada, Australia, the Netherlands – regular sport participation is much more in common, it has been integrated into people's lives to a much larger extent than in Hungary.

One university student within a frame of a previous study (Neulinger, 2007) did some calculations comparing the number of physical education classes in Hungary with that in the United States. Though the educational structure of the two countries are totally different, and even though support of an extent comparable to that in the US is simply impossible, the example is still a very good demonstration that different cultural environments are characterised by different values, thus provide differing chances for the individual to get to like sports. The aforementioned student attended 2 physical education classes each week on average during their 11 school years in Hungary, while there were 5 physical education classes each week during their school year in the US. The student calculated how many physical education classes they should have attended if they were to spend all 12 years in Hungary or in the US.

The result was 960 hours spent on physical education classes for Hungary and 2400 hours for the U.S.<sup>6</sup> This is an impressive difference. By the introduction of obligatory physical education on a daily basis, Hungary could achieve a breakthrough, as well.

Limitation of our study is that although students are convenient subjects for academic researchers, they do not represent the general population. Moreover we didn't examine the values' influence on sporting habits directly but our indirect analysis supports the possible relationship between personal values and sport behaviour. A study which includes values and behaviour in the same time is a subject of our future research.

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<sup>6</sup> Calculations: Hungary= 12yrs \* 10 months \* 4 weeks \* 2 hrs = 960 hrs, USA= 12yrs \* 10 months \* 4 weeks \* 5 hrs = 2400 hrs.

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## APPENDIX

**1. Table: Values in Tranziton in Hungary**

<b>1992</b> <b>n=600 women</b>	<b>1997</b> <b>n=500</b>	<b>2001</b> <b>n= 500</b>	<b>2002</b> <b>n=500</b>
<b>Most important Values</b>			
Honest/sincere	Honest/sincere	Helpful	Health
Helpful	Helpful	Honest/sincere	Family security
Intelligent	Clean/neat	Economical/thrifty	Honest/sincere
Clean/neat	Economical/thrifty	Confident	Peace
Loving/tender	Responsible	Responsible	Happiness
Kind	Polite	Peaceful	True friendship
Confident	Kind	In control	Helpful
Polite	Loving/tender	Polite	Inner harmony
Protective	Peaceful	Kind	Freedom
Logical	In tune with nature	Loving/tender	Economical/thrifty
<b>Least important values</b>			
Supported 2 %	Successful 5 %	Inspired 1 %	Inspired 2 %
Inspired 1 %	Supported 6 %	Supported 6 %	Forgiving 4 %
Rich/have money 1%	Rich/ have money 2 %	Restored/uplifted 2 %	Obedient %
<b>Shift in Values</b>			
		Successful 15 %	Clean/neat 14 %
		Rich/have money 14 %	Religious 20 %
			Self-confidence 21 %
			Rich/have money 27%

**2. Table: Importance of Personal Values for Hungarian and U.S. students**

U.S.			HUN		
	Importance			Importance	
	Mean	Std Dev		Mean	Std Dev
<b>Happiness</b>	4,765	0,508	<b>Happiness</b>	4,810	0,440
<b>Family</b>	4,752	0,606	<b>Health</b>	4,780	0,530
<b>Health</b>	4,650	0,598	Pep	4,760	0,500
Freedom	4,628	0,574	<b>Family</b>	4,640	0,670
<b>Honesty</b>	4,624	0,625	<b>Wisdom</b>	4,620	0,590
<b>Success</b>	4,611	0,613	Contentedness	4,580	0,670
Enjoyment	4,479	0,616	Safety	4,500	0,690
Achievement	4,444	0,628	Freedom	4,480	0,740
Self-sufficiency	4,440	0,661	<b>Honesty</b>	4,370	0,770
Safety	4,425	0,779	Harmony	4,370	0,850
Performance	4,363	0,681	Self-sufficiency	4,340	0,670
<b>Wisdom</b>	4,325	0,697	Sincere	4,260	0,820
Sincere	4,316	0,820	Wealth	4,240	0,840
Wealth	4,245	0,823	Enjoyment	4,230	0,780
<b>Qualification/training</b>	4,189	0,730	Achievement	4,230	0,810
Contentedness	4,108	0,908	Charitable	4,220	0,820
Originality	3,957	0,944	<b>Success</b>	4,210	0,850
Harmony	3,944	0,891	Performance	4,190	0,800
Order	3,724	0,994	<b>Qualification/training</b>	4,170	0,820
Modesty	3,695	0,922	Originality	4,160	2,080
Charitable	3,684	0,932	Thrift	3,710	0,920
Prestige	3,657	0,966	Prestige	3,680	0,990
Pep	3,498	0,921	Order	3,520	1,020
Thrift	3,221	0,955	Modesty	3,410	0,910

**3. Table: Personal Values in Real for Hungarian and U.S. students**

U.S.			HUN		
	Real			Real	
	Mean	Std Dev		Mean	Std Dev
<b>Family</b>	4,408	0,988	<b>Honesty</b>	4,230	0,740
<b>Honesty</b>	4,379	0,740	<b>Wisdom</b>	4,230	0,690
<b>Happiness</b>	4,158	0,857	<b>Qualification/training</b>	4,140	0,760
<b>Health</b>	4,132	0,956	Sincere	4,070	0,890
Freedom	4,056	0,922	<b>Family</b>	4,040	1,010
Enjoyment	4,039	0,858	Charitable	4,030	0,790
Sincere	4,017	0,895	Enjoyment	4,030	3,410
Safety	3,991	0,947	Safety	3,980	0,800
Achievement	3,812	0,962	Pep	3,970	0,900
Performance	3,795	0,894	Freedom	3,960	0,880
<b>Success</b>	3,754	1,071	<b>Happiness</b>	3,840	0,840
Modesty	3,708	1,000	<b>Health</b>	3,780	0,850
Self-sufficiency	3,701	1,004	Performance	3,720	0,820
<b>Wisdom</b>	3,684	0,964	Self-sufficiency	3,670	0,940
Originality	3,624	1,025	Achievement	3,620	0,850
<b>Qualification/training</b>	3,588	0,925	Modesty	3,580	0,920
Contentedness	3,549	0,986	Wealth	3,580	0,870
Wealth	3,515	1,208	Originality	3,560	0,900
Harmony	3,511	1,047	Contentedness	3,510	0,910
Order	3,377	1,035	Harmony	3,480	0,900
Pep	3,339	1,048	<b>Success</b>	3,430	0,810
Prestige	3,197	0,996	Thrift	3,230	1,090
Charitable	3,177	1,046	Order	3,210	1,100
Thrift	3,177	1,031	Prestige	3,180	0,910

**4. Table: Values Related to Sport and its Evaluations by Students**

	U.S.			HUN		
	Importance	Real	Diff.	Importance	Real	Diff.
success	6	11	↓ 5	17	21	↓ 4
health	3	4	↓ 1	2	12	↓ 10
freedom	4	5	↓ 1	8	10	↓ 2
achievement	8	9	↓ 1	15	15	↔
enjoyment	7	6	↑ 1	14	7	↑ 7
performance	11	10	↑ 1	18	13	↑ 5

**5. Table: ANOVA analysis**

<b>ANOVA</b>	<b>Importance</b>			<b>Real</b>	
	F	Sig.		F	Sig.
Health	6,508	0,011	Health	17,332	<b>0,000</b>
Pep	332,119	<b>0,000</b>	Pep	48,205	<b>0,000</b>
Honesty	14,89	<b>0,000</b>	Honesty	4,486	<b>0,035</b>
Modesty	11,325	<b>0,001</b>	Modesty	1,974	0,161
Happiness	1,031	0,310	Happiness	16,002	<b>0,000</b>
Harmony	28,04	<b>0,000</b>	Harmony	0,111	0,739
Self-sufficiency	2,754	0,098	Self-sufficiency	0,143	0,706
Freedom	6,089	<b>0,014</b>	Freedom	1,408	0,236
Safety	1,137	0,287	Safety	0,012	0,914
Qualification/training	0,047	0,828	Qualification/training	49,987	<b>0,000</b>
Family	3,815	0,051	Family	15,313	<b>0,000</b>
Wisdom	23,583	<b>0,000</b>	Wisdom	49,218	<b>0,000</b>
Performance	6,332	<b>0,012</b>	Performance	0,918	0,338
Charitable	42,687	<b>0,000</b>	Charitable	97,947	<b>0,000</b>
Enjoyment	14,168	<b>0,000</b>	Enjoyment	0	0,986
Order	4,796	<b>0,029</b>	Order	2,9	0,089
Achievement	10,609	<b>0,001</b>	Achievement	5,269	<b>0,022</b>
Wealth	0,001	0,977	Wealth	0,441	0,507
Thrift	30,936	<b>0,000</b>	Thrift	0,296	0,587
Prestige	0,091	0,763	Prestige	0,028	0,868
Originality	1,76	0,185	Originality	0,494	0,483
Sincere	0,47	0,493	Sincere	0,399	0,528
Success	33,408	<b>0,000</b>	Success	13,26	<b>0,000</b>
Contentedness	40,412	<b>0,000</b>	Contentedness	0,192	0,662