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## [[EQUATION]] Sales Effects of Values Communication in Advertising: Providing Guidance for Successful Marketing with Pro-social Messages --Manuscript Draft--

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# **Sales Effects of Values Communication in Advertising: Providing Guidance for Successful Marketing with Pro-social messages.**

## **Abstract**

In recent years, environmental issues, equality and diversity have become prominent in advertising and brand positioning. Several studies have linked the inclusion of altruistic values to higher ad recall and purchase intentions. However, there is a lack of research on the actual sales effects of ads and other marketing efforts based on altruistic values and societal goals and there is an urgent need for empirically based evidence to guide advertisers' decisions about how to present values in advertising. This study provides a starting point, and a methodology, for understanding how to maximize positive sales effects while "doing the right thing." It finds that pro-social values in ads can have positive sales effects, but that the politicization of social issues suggests using them with subtlety and sensitivity. Also, to ensure positive sales effects, the brand's purpose of improving the lives of users should not be overshadowed by messages about social purpose.

## **Management Slant**

- Surveys on the inclusion of values and societal goals in advertising do not provide good evidence on the impact of the expressed opinions on consumers' behavior in the marketplace.
- To have a positive impact on sales and brand image, ad messaging needs to focus on how the brand helps the user in addition to establishing the brand is socially conscious.
- If values are controversial among some segments, they should be used in a targeted manner. Ads focused on social good are more effective when they are directed at those who embrace the values promoted in the ad.
- To help guide marketers' strategies, Marketing Mix Models should include creative variables.

## **Keywords**

ESG, DEI, brand purpose, pro-social, altruistic, branding, sales effects, ad creative, ad impact, marketing mix modeling, consumer behavior

## **Introduction**

During the last five years, we have seen an upswing and change in the inclusion of values in advertising. For decades, brands embraced mostly non-controversial 'pro-social' and altruistic causes, such as helping children and curing diseases. In recent years, however, cause-related marketing (CRM) often includes societal goals such as ESG (environmental, social and governance) and DEI (diversity, equality, and inclusion). As these issues have become prominent in advertising and brand positioning, researchers have explored consumer reactions to ads addressing these issues. Most of the studies are surveys asking consumers about their feelings regarding companies' involvement in these issues. As we will show in the literature review, most reports about these studies stress positive reactions to companies expressing support for ESG and DEI in advertising and several studies have linked the inclusion of altruistic and societal values to higher ad recall and purchase intentions.

Given marketers' interest in these issues, findings from surveys on consumer attitudes regarding advertisements with messages about social causes have been widely reported, usually with a focus on increased support for companies' involvement in social issues and for signaling that support in advertising. However, as we will show in the literature review, there is a growing awareness that not all consumers "do as they say" – that attitudes expressed in a survey may not be indicative of actual action in the marketplace. For example, a new study that found less than half of consumers, mostly Democrats, could name a brand whose ads support social causes, was prominently reported in the trade publication "Mediapost" (Mandese, 2023).

It is noteworthy that knowledge about brands' support for a cause - a prerequisite for a possible sales impact - has not been explored in most studies on this topic. Further, while some studies have measured ad recall, most draw conclusions based on attitudinal survey questions that are subject to socially desirable responses. Most importantly, though, there is a lack of research on the actual sales effects of ads and other marketing efforts based on altruistic values and societal goals. Marketers who want to signal values in their advertising and marketing need such research to give them empirically based guidance to help them make optimal decisions about how to incorporate values in ads.

This study provides a starting point, and a methodology, for understanding how to maximize positive sales effects while signaling support for social

issues and societal goals. The study explores the sales impact of ads containing a variety of values, including but not limited to altruistic and pro-social values. We pay special attention to possible negative effects based on the hypothesis that the politicization of many social issues is likely to cause different impacts based on the sensibilities of consumer segments.

We recognize that research on ads' sales impact can be expensive, and this has been a limiting factor in building up a larger body of cases relating to sales effects of values in advertising. There is also a need for a more holistic understanding of all human values. In order to gain a full picture of the pros and cons of choosing ad creative with pro-social messages, we need to know consumers' views regarding those values, but also their views about becoming wealthy, gaining higher status and other materialistic values that are often used in advertising. This further adds to the cost of research.

Because of these considerations, this study explored whether an affordable method of obtaining insights into advertising values' effects on sales would produce useful findings. The method chosen is an adaptation of marketing mix modeling, which is at the low end of the cost spectrum of methods for measuring sales effects and is already in widespread use by advertisers. Called "MMM" by marketers, it is based on the ad spend or gross rating points (GRPs) by media type. It is generally devoid of any consideration of the contents of the ads used. In this study, however, a creative content analysis by values is used instead of media types as the independent variables explaining the dependent variable, sales.

In summary, the goal of this study, then, was driven by these observations:

- Recent social and political developments have made research on the impact of advertising with messages on prosocial, altruistic and societal issues a priority.
- Most research in this field consists of surveys with attitudinal statements. However, a large body of research shows that such statements can be poor predictors of consumer behavior in the marketplace.
- The most important metric for marketers is the sales impact of an ad. Therefore, it is important to contribute to the existing research on this issue with sales effect data. At the same time, a methodology that provides valid insights on the sales impact of ads with pro-social messages should be affordable and, if possible, be familiar to practitioners.

## Literature

The issue of consumer reactions to corporate involvement in social causes (also referred to as ESG, environmental, social and governance; DEI Diversity, Equity, and Inclusion; and more general, CRM, cause-related marketing) and advertisements with pro-social and altruistic content has been studied for many years. (See, for example, Pino, 2022; Menon and Kahn, 2003; Verrochi, 2009).

However, given the political and social developments during recent years and the evidence that support for brands' involvement in social causes has increased (Lee, 2019; Nickerson, 2022; Luger, 2022; Bounfantino, 2022; ARF Stone, 2021; ARF, 2022), it is important to focus on very recent studies to assess consumer sentiment and reactions in the current environment.

While no precise numbers are available, it appears that there has been a remarkable increase in companies taking a stand on ESG issues and featuring such issues in ad campaigns. (Gilliland, 2021; Cardello, 2020; Diaz 2021). These reports indicate that two topics dominate: DEI (Diversity, Equity and Inclusion) and environmental issues.

**Research on DEI.** Surveys found that many, if not most consumers report that they value brands' involvement with DEI. One survey found that 65% of consumers said it is important that companies they buy from promote diversity and inclusion in their own business or society as a whole (Poole, 2021). ThinkNow (2022) research found that 47% of consumers said they are more likely to spend money on products and services from a company that makes a public commitment to diversity and equality initiatives. Another survey found that 76% of consumers said they will discontinue relations with companies that treat employees poorly (PwC, 2021).

Most researchers who conducted such surveys have concluded that social values are shaping purchase decisions more than ever and that this is especially true of younger, female and racial/ethnic and other minorities (Brown et al., 2022; CMO.com, 2019; Miller, 2022; ARF Cultural Effectiveness Council, 2022; Lang 2020).

Surveys have also found that many consumers expect to see more diverse and inclusive advertising. For example, 61% said they find diversity in advertising important (CMO.com, 2019). Another survey found that more than half of Gen Z consumers said they would like to see brands include more diverse casting and imagery in their advertising and branding (Sanchez, 2021). One survey, however, found that most consumers had no

opinion, or actually stated that they did not care about DEI in ads (Guttman, 2020).

DEI studies have also explored how to create ads that elicit positive consumer responses. For example, Enping et al. (2022) found that perceived “authenticity” is an important element in consumer evaluations of ads mixing Black and white actors. Several studies have examined the reactions of different consumer groups to portrayals of non-stereotypical gender roles, gay and androgynous characters in advertising (Liljedal et al, 2020; Sternadori, 2022; Cowart, 2021).

Are advertisements that live up to expectations of corporate and brand involvement in social causes by addressing diversity and inclusiveness effective, or maybe even more effective than others? Nearly all available data are based on surveys, and in those surveys, large consumer segments claim that such ads have influenced them positively: According to a 2019 Female Quotient study in partnership with Google and Ipsos, 64% of those surveyed said they took some sort of action (e.g., consider or purchase) after seeing an ad that they found to be diverse or inclusive (Zalis, 2019). Facebook IQ (2021) reported on an Ipsos study that found 59% of consumers said they are more loyal to brands that stand for diversity and inclusion in online advertising. Fifty-nine percent (59%) said that they prefer to buy from brands that stand for diversity and inclusion in online advertising.

Facebook also commissioned an actual impact analysis. Their brand lift studies found that online campaigns with more diverse representation had higher ad recall (Facebook IQ, 2021). However, another study measuring impact came to a different conclusion. The researchers found that boycotting often outweighs what they call “buycotting” - buying a product to support a brand’s stance. They conclude that political brand communication is a risky strategy, especially when it comes to controversial issues (Jungblut, 2021).

Another analysis also sheds doubt on the strong consumer support for ESG and DEI ads expressed in surveys – even though that analysis itself is based on a survey: A cluster analysis of survey data resulted in six consumer types with differing likelihoods of taking a brand’s stand on causes and political issues into consideration: Apolitical shoppers (10%), Disengaged shoppers (16%) and Practical shoppers (20%) pay no or hardly any attention to political and social issues when shopping. Reputation shoppers – the largest group (23%) - claim they want the brands they shop from to be a force for societal good, but their actual behavior does not match their attitudes. Only two groups in this study, Ethical shoppers (14%) and Experience shoppers

(16%), consider ESG and DEI when shopping (Tassin, 2022). Researchers from the University of Oregon also found that the majority of consumers are not affected by political content in ads (Canfield, J. see ARF December 2021) and an experimental study found that high levels of brand awareness were necessary for CRM (cause-related marketing) ads to increase positive attitudes (Nan, 2007).

**Research on environmental issues.** A similar picture emerges with regard to environmental issues: a large number of surveys found that most consumers support brands' involvement and advertising with pro-environment issues, and many consumers report actively supporting such goals and preferring brands that "do good" (Pino, 2022; Bar, 2023; Dahloff, 2022). Recent studies have also explored how to make such ads more appealing to consumers (Chang, 2022) and how to avoid negative reactions (Rademaker, 2020).

Studies that explored the business impact of advertisements with environmental messages suggest that most consumers do not do as they say and that survey responses in this area are often affected by social desirability.

A compelling study on this issue is an experiment conducted with Qantas, the Australian airline. In a survey, 75% of their customers expressed support for carbon offsets, but only 30% said they would pay to offset emissions. Then the researchers checked how many actually paid when they booked a flight. It was 10% (Qantas, 2020).

Two analyses based on sales data found that some ads with pro-environmental messages were effective, but many were not (Field, 2021; Nickerson, 2022)

In sum, then, recent studies have found support for brands' involvement in social causes and advertisements with such content among important consumer segments. Studies have explored sentiments among various consumer groups and provided new insights into how they react to ads that deal with such issues. The research suggests that there is a growing potential for positive impact from corporate involvement in social causes, but also that there are different opinions among consumer segments and that advertising should be targeted to groups that support such causes to maximize impact and avoid negative reactions.

However, the existing body of research has an important limitation: few studies have assessed the actual impact of ads with ESG, DEI and altruistic content, and those studies had mixed results. There is not enough research

to draw firm conclusions and, as Peter Field and others have pointed out, we don't have enough research on their sales impact to help marketers make such ads more effective (Field, 2021; Wang, 2021). If we agree that business support for pro-social goals and advertising with such content are desirable, research that helps marketers create effective advertisements with pro-social messages should be a priority.

**Methodology**

For this study, monthly store sales data for over 400,000 households in the U.S., as measured by the research company IRI (now Circana), were assembled over the six-year period 2016-2021 for more than 600 brands in three product categories: deodorants, salty snacks and pasta sauce as shown in Table 1. Kantar, a market research company, provided the actual television commercials used by the brands during this period. IRI and Kantar data were matched on brand and year resulting in creative components and sales data on 19 brands with 49 ads.

**Table 1**

Category	Number of Households	Number of Brands	Number of Stores
Salty Snacks	409,835	349	969
Sauces	290,135	46	866
Deodorants	212,656	219	745

The content of the ads, the values and messages they signaled, was coded by RMT. The company content coded each of the 49 ads "blind": RMT never accessed the IRI sales data, and executed a nondisclosure agreement as a precaution. The authors statistically compared the RMT content codes to the sales for the same brand.

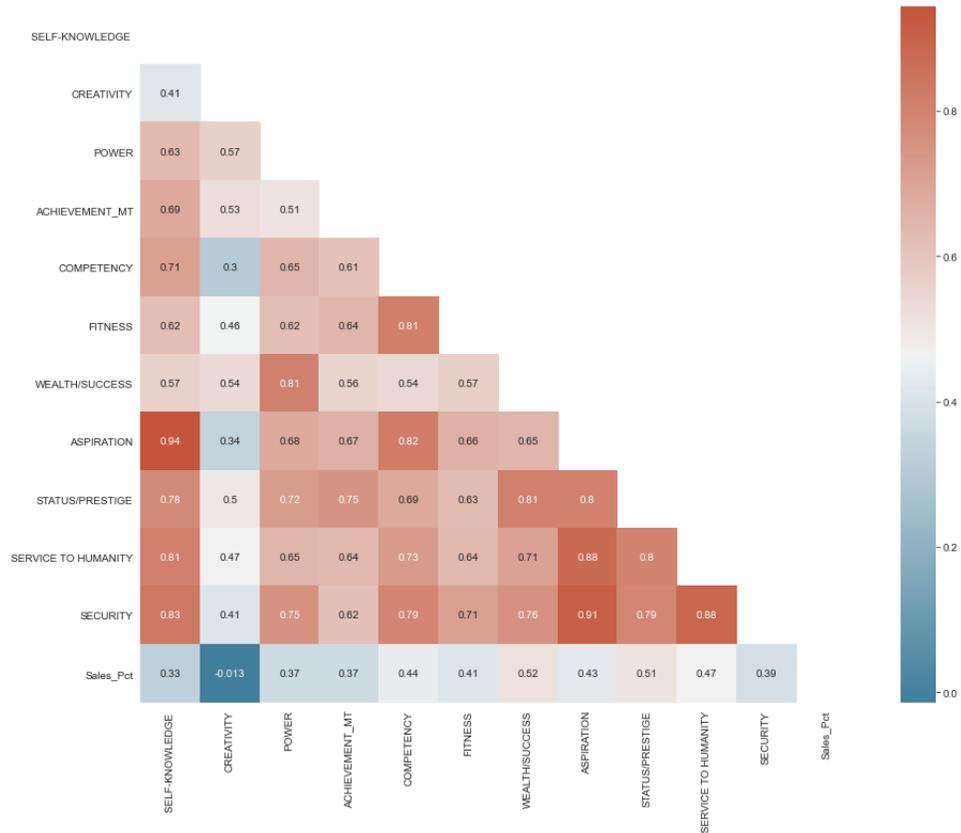
**Content coding:** RMT developed its content codes empirically by first conducting a census of every word in the Oxford Unabridged Dictionary to find over 13,000 words with psychological relevancy. (RMT, 2015) A U.S. national probability sample of 10,000 adults provided semantic differential responses which factor analysis clustered into 1562 clusters. The one word best representing each cluster was selected based on highest correlation with the cluster, yielding a list of 1562 content codes. All television programs with at least 0.1 Nielsen rating were coded by these codes. A program recommender linked to set top box data made its recommendations based on finding programs a set top box had never tuned to, which had the highest overlap of content codes with the programs that set top box *had* tuned to.

This system was deployed in hundreds of thousands of cable homes. Machine learning assigned weights to each content code based on that word's statistical relationship with the adoption vs. non-adoption of recommended programs, as measured by the set top box data. The adoption rate (conversion to watching at least 3 out of 4 episodes) of recommended programs started out with a 3% conversion to loyal viewership. As machine learning optimized the weighting of the content codes, the conversion rate rose to top out at 18%, when only 265 of the original content codes had survived with nonzero weights. RMT calls these 265 codes "DriverTags". The research company Simmons subsequently validated that the 265 DriverTags add significant explanatory power, on top of demographics and attitude statements, to brand choice for all 3,830 brands measured by Simmons in all product/service categories with a minimum sample size of 1000 users per brand. For insights, the DriverTags are semantically clustered into 86 RMT Need States, which are then semantically clustered into 15 RMT Motivational Values. In this study, six custom clusters of Driver Tags were specially created to capture positive-oriented characteristics of the ads -- named Trust, Helpful, Social Responsibility, Kindness, Friendliness, plus a total across these five characteristics. The authors therefore had 107 (86+15+6) content codes to work with. They are listed in Table 3 in the Appendix.

### **Statistical analysis:**

The target variable for the present study is the percentage of sales of a particular brand within that category in the year of the campaign. Correlations between this variable and each of the potential independent variables is shown in Table 3 (Appendix). Given the large number of potential independent variables (107) compared to the number of cases (49), it was necessary to limit the number of independent variables for the regression analysis. The authors therefore restricted the regression analysis to the 15 Motivational Values into which the Need States roll up and conducted a separate regression analysis of the six-custom positive-oriented characteristics.

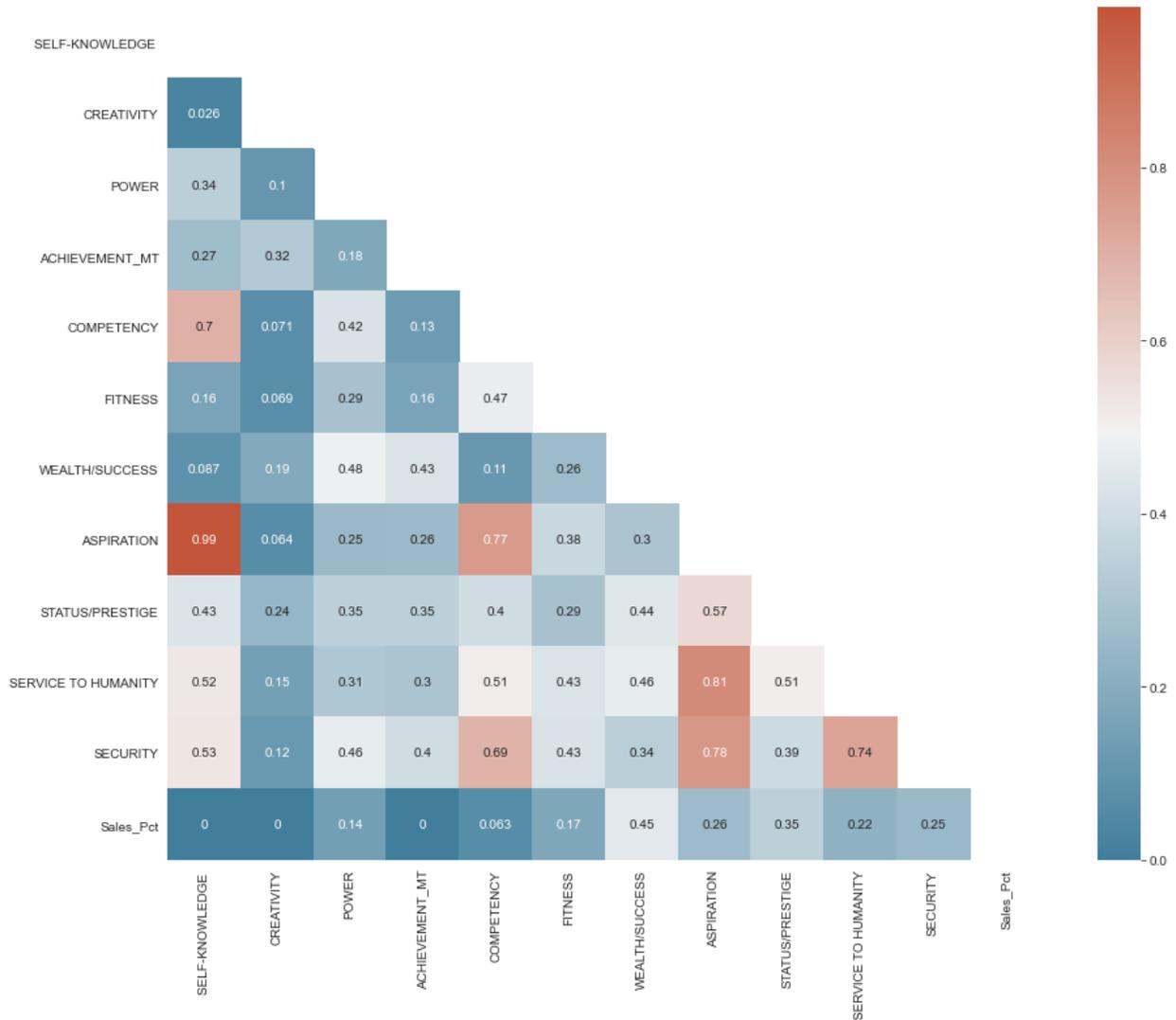
Of the 15 Motivational Values, 11 were found to be significantly correlated with sales ( $p < .05$ ). These 11 independent variables were included in the regression modeling. The heatmap below shows Pearson's correlation coefficients for the 11 selected variables used in the regression modeling.



**Figure 1: Pearson’s Correlation Coefficient**

Since Pearson’s correlation measures only linear relationships, any set of variables with non-linear relationships will not be captured by this metric. Hence, it becomes necessary to investigate the mutual information metric also.

The heatmap below shows Mutual Information (MI) coefficients for the selected variables used in the regression modeling. MI is a measure of the dependence between two random variables whose value lies between 0 and infinity. If the two variables are independent, then MI is 0 and, on the other hand, if they are strongly dependent, then the value is very large. The heatmap shows the normalized MI values.



**Figure 2: Mutual Information Coefficients**

The initial regression results with these 11 variables are shown in Figure 4, (Appendix). Since self-knowledge and aspiration are highly correlated, running another set of regression modeling after removing aspiration yields the following results:

	coef	std err	t	P> t	[0.025	0.975]
const	0.1034	0.016	6.443	0.000	0.071	0.136
SELF-KNOWLEDGE	0.0003	0.136	0.002	0.998	-0.275	0.275
CREATIVITY	-0.2987	0.072	-4.166	0.000	-0.444	-0.154
POWER	0.0619	0.134	0.462	0.647	-0.209	0.333
ACHIEVEMENT_MT	0.0825	0.119	0.696	0.491	-0.157	0.322
COMPETENCY	0.0874	0.163	0.535	0.596	-0.243	0.418
FITNESS	0.2089	0.147	1.425	0.162	-0.088	0.506
WEALTH/SUCCESS	0.5107	0.198	2.580	0.014	0.110	0.911
STATUS/PRESTIGE	0.0628	0.187	0.336	0.739	-0.316	0.442
SERVICE TO HUMANITY/SELF TRANSCENDENCE/ENLIGHTENMENT/SPIRITUAL AWAKENING	0.5142	0.205	2.513	0.016	0.100	0.928
SECURITY	-1.2931	0.427	-3.025	0.004	-2.159	-0.428

**Figure 3: OLS Regression with 10 Motivational Values  
(R<sup>2</sup> = 0.59 and Adj R<sup>2</sup> = 0.48)**

## Results

These 10 content codes explain nearly half of the variance in sales of these 19 brands in different years (Adjusted R-squared equals 0.49). Without including anything about consumers' attitudes towards the ads or the brands or any other market factors, it is possible to account for almost half of the variance in sales for these products in these categories simply by the meaning and content of the creative used to promote them.

Two of the codes exhibit significant positive relationships with share of sales, net of the other characteristics – wealth/status (p=.014) and service to humanity/self-transcendence (p=.016). Striving for success and status remain important drivers of advertising performance in our culture but so is the impulse of service to humanity. This analysis therefore suggests that creative that taps humanitarian, non-material impulses can also help to drive commercial success. Ads promoting DEI or environmental causes that can leverage this service/self-transcendent motivation can therefore achieve gains in sales.

A closer look at the correlations of individual content codes with sales is also revealing (Table 2):

Rank	Variable Name	Pearson Correlation Coefficient	p-value	Variable Type
1	Wealth/Success	0.521	0	Motivational Value
2	Laudatory Deference	0.516	0	Need State
3	Status/Prestige	0.51	0	Motivational Value
4	Support Group	0.471	0.001	Need State
5	Service To Humanity/Self Transcendence/Enlightenment/Spiritual Awakening	0.468	0.001	Motivational Value
12	Positive/Ethical Command/Boss/Ruler	0.445	0.001	Need State
15	Helpful	0.438	0.002	Pro-Social Custom Code
16	Good Role Model	0.43	0.002	Need State
17	Aspiration	0.428	0.002	Motivational Value
49	Total Prosocial	0.263	0.068	Pro-Social Custom Code

**Table 2: Correlations of individual content codes with sales**

Of all the content characteristics, the one with the strongest positive correlation with sales turned out to be Wealth/Success ( $\rho = 0.52$ ), which, as seen above, was one of the two strongest positive predictors in the regression model. The second and third-strongest predictors, Status/Prestige and Laudatory Deference (which is a Need State within Status/Prestige), go hand in hand with status and wealth in U.S. culture.

The fourth strongest predictor of sales is Support Group. Support Group is a Need State in which having people to lean on is essential, which would make it a “selfish” value. However, Support Group also implies that the support is potentially omni-directional, which could make it an unselfish value. This non-obvious Need State is also a clue to a pro-social theme which can be transmitted in ads, showing people taking care of each other.

Of the 107 creative attributes we tested, the one that ranks fifth in its ability to predict sales is Service to Humanity (aka Altruism). Its correlation with 0.47 suggests that it has 89.9% of the power of Wealth/Success in predicting sales. In other words, ads with such messages can be quite effective.

The data suggest that people hope for more altruism, enough to overcome present difficulties. But the cynicism regarding advertisers dictates that

altruism must come from the heart, be genuine, worthy of public trust. That means showing something in ads is not enough; there should be multiple real charitable efforts in support of whichever set of values you want your brand to embody. As pointed out by Enping et al. (2022), it is important that consumers regard the ad as “authentic”.

The depiction in ads of people in power who use it to do good (Positive/Ethical Boss) is also strongly correlated with higher sales ( $r=0.44$ ), ranking 12<sup>th</sup> among the 107 creative characteristics, with 85.4% of the bivariate sales effect of Wealth/Success. Ads that convey helpfulness rank 15<sup>th</sup> among the 107 variables, with 84.1% of the sales effect of Wealth/Success.

Despite the strong results for these values, the average of all pro-social (altruistic) motivators that were custom coded for this analysis ranks in the middle of the pack in its sales effect. The values of Trust, Social Responsibility, Kindness, and Friendliness which make up this attribute, along with Helpfulness, bring down its overall impact. So, while some pro-social components do help to boost sales, it appears that others, at least in the categories we analyzed, do not.

### **Theoretical Implications**

While this study has focused on a specific issue – the impact of pro-social messages in advertising in today’s social, political and business environment -- it has wider implications, both for the theory and praxis of advertising.

Within marketing, the concept of motivations has been reduced to meaning product benefits to the consumer - ignoring the motivations and values of human beings based on their nature, culture and experiences. Our research suggests that has created not only a theoretical gap, but also a disservice to marketing effectiveness.

The purpose of this research was to gain new insights on how to create successful ads with pro-social messages. It has shed a light on the central importance of human values and the need to understand both those values and those in advertising messages. The company RMT, which coded the ads for this study, found that many advertisers are surprised at the values and motivations expressed in their ads. Digging deeper, referring back to the creative briefs that drove the creation of those ads, RMT found that consumer values were rarely mentioned in those briefs. Instead, the messages found in the ads were based on the imaginations of the creative teams who created the “objective correlatives” (T.S. Eliot) of the brand images specified in the briefs. Typically, these did not prescribe consumer motivations, but only product benefits.

We think that adding “life motivations” to market research studies for creative development would result in a more complete understanding of the consumer as a human being. Going beyond product benefits, adding human values to ad briefs would not only help explain connections between human needs and product preferences, but also help marketers and their researchers to decide upon values to associate with their brands. Survey based measurements of motivations and values is not enough; research should also include measurement of respondents’ content consumption and meta tagging for needs/motivations/values as a more robust indicator of a person’s real goals and desires than attitude scaling, which can be influenced by socially desirable response tendency.

In sum, we think that this research has provided valuable insights and identified issues that require more research. As is true of all studies, this research has limitations and, therefore, we hope that both academic researchers and practitioners will conduct more studies on the sales impact of messages with pro-social and altruistic causes, such as CRM, ESG and DEI, as well as positive human values, and on how to optimize such messaging in order to promote pro-social goals without diminishing sales impact.

### **Managerial Implications**

In the polarized world of 2023, many values which used to be unifying are now divisive. Therefore, altruism in advertising needs to be executed very carefully to obtain upside effects - which are possible, especially among the oncoming generations. Practitioners must have a full understanding of their consumers’ motivations and values to be successful and to avoid negative reactions.

To maximize impact among the groups that support the causes, this suggests a number of strategies: “doing good” through one’s products and in parallel through charitable donations and using brand content to report the results of the charitable efforts. This may include educating people and giving them jobs, creating sustainable manufacturing processes, and inventing products which help people live better lives. For example, there has been progress in showing people of all backgrounds in ads, but arguably not enough emphasis on showing them in an authentic respectful light. (ARF Cultural Effectiveness Council, 2022) A simplistic “check the box” approach, according to our research, ignores the complexity of the issues.

However, in many instances, there are segments that do not support a cause or are indifferent. Further, as many consumers have developed cynical

reactions even to worthwhile causes, marketers need to find new more creative ways to use ads and brand content to achieve positive results without tripping political or cultural tripwires. Showing people acting intelligently, kindly, and bravely probably won't offend anyone, but for many issues, a careful approach directed at specific consumer segments is needed. In other words, carefully decide which values to identify your brand with and execute with equal care.

Finally, we have shown that research-based insights on sales effects can be achieved with reasonable investments, and the findings of our research suggest that creative briefs should pay more attention to human values and motivations, particularly around service to humanity, ethical authority figures, and helpfulness.

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## Appendix

	Pearson Correlation	p value	Variable Type
WEALTH/SUCCESS	0.521	0	Motivational Value
STATUS/PRESTIGE	0.51	0	Motivational Value
COMPETENCY	0.442	0.001	Motivational Value
SERVICE TO HUMANITY/SELF TRANSCENDENCE/ENLIGHTENMENT/SPIRITUAL AWAKENING	0.468	0.001	Motivational Value
ASPIRATION	0.428	0.002	Motivational Value
FITNESS	0.412	0.003	Motivational Value
SECURITY	0.387	0.006	Motivational Value
POWER	0.37	0.009	Motivational Value
ACHIEVEMENT_MT	0.371	0.009	Motivational Value
SELF-KNOWLEDGE	0.328	0.021	Motivational Value
THE GOOD LIFE/HEDONISM/EPICUREANISM	-0.15	0.302	Motivational Value
LOVE_MT	0.065	0.658	Motivational Value
HEROISM/LEADERSHIP	0.055	0.707	Motivational Value
BELONGING	0.035	0.813	Motivational Value
CREATIVITY	-0.013	0.927	Motivational Value
ESCAPISM	-0.527	0	Need State
LEVITY	-0.491	0	Need State
LAUDATORY DEFERENCE	0.516	0	Need State
POSITIVE/ETHICAL COMMAND/BOSS/RULER	0.445	0.001	Need State
PRAGMATISM	0.45	0.001	Need State
EFFECTIVE WORKER	0.465	0.001	Need State
SUPPORT GROUP	0.471	0.001	Need State
PROTECTIVE	0.465	0.001	Need State
OWN THINGS	0.45	0.001	Need State
NATIONALISM	0.446	0.001	Need State
SELF-TRANSCENDENCE	0.468	0.001	Need State
GOOD ROLE MODEL	0.43	0.002	Need State
WINNING ATTITUDE	0.439	0.002	Need State
THE WAY WE HAVE ALWAYS DONE IT	0.426	0.002	Need State
UPSCALE	0.421	0.003	Need State
SELF MASTERY	0.421	0.003	Need State
FRUGALITY	0.414	0.003	Need State
BOURGEOIS	0.413	0.003	Need State
TURN-OFFS	-0.4	0.004	Need State
LARGE CIRCLE	0.408	0.004	Need State
STEADINESS/PERIODS OF INVULNERABILITY	0.391	0.005	Need State
AGGRESSIVE/SUPERIOR	0.396	0.005	Need State
WOMANLINESS	0.373	0.008	Need State

LYING	0.369	0.009	Need State
DOWNSCALE	0.369	0.009	Need State
WRATH	0.369	0.009	Need State
DEVOUT	0.354	0.012	Need State
GOOD TIMES	-0.344	0.015	Need State
ACHIEVEMENT_NS	0.335	0.019	Need State
MANY SIDED	-0.324	0.023	Need State
TRANQUILITY/SERENITY	0.312	0.029	Need State
SENSORY OVERLOAD	-0.313	0.029	Need State
UPWARD MOBILITY	0.312	0.029	Need State
VIGOR	0.308	0.031	Need State
AT EASE	0.308	0.031	Need State
SELFISH	0.305	0.033	Need State
MINIMALISM	0.304	0.034	Need State
DISTRUST	0.303	0.034	Need State
POWERFULNESS	0.301	0.036	Need State
KEEPS YOUR MIND ENGAGED	0.294	0.04	Need State
POSITIVE ANTICIPATION	0.292	0.042	Need State
RELATABLE	0.288	0.045	Need State
INTELLIGENCE	-0.285	0.047	Need State
PERFECTLY MADE	0.284	0.048	Need State
COMFORTABLE WITH YOURSELF	0.261	0.07	Need State
SOCIABILITY/BUZZ	-0.247	0.087	Need State
WELLNESS	0.243	0.093	Need State
LOVE_NS	0.233	0.108	Need State
RESOURCEFULNESS	-0.229	0.113	Need State
TEAMWORK	0.221	0.127	Need State
IDYLLIC	0.219	0.13	Need State
WEIRDNESS	-0.218	0.133	Need State
I WISH THAT WERE ME	0.215	0.138	Need State
SPOIL YOURSELF/OTHERS	-0.194	0.183	Need State
LIBIDINOUS	-0.191	0.188	Need State
CAST/ROLES	-0.19	0.192	Need State
SAVOIR FAIRE	0.189	0.192	Need State
DID NOT SEE THAT COMING/UNPREDICTABILITY	-0.185	0.203	Need State
OPEN	-0.179	0.22	Need State
PUNISH SELF	0.177	0.225	Need State
UNIQUENESS	-0.175	0.228	Need State
INVOLVEMENT	0.175	0.23	Need State
YOUNG	-0.17	0.242	Need State
CREDIBILITY	0.165	0.256	Need State
DOWNER	-0.143	0.328	Need State
CANDOR	0.136	0.35	Need State

POSITIVE EMOTION	-0.125	0.391	Need State
ELECTRIFICATION/ANXIETY	-0.112	0.442	Need State
CRUELTY	-0.104	0.479	Need State
CHARGED UP	-0.102	0.483	Need State
BEAUTIFUL PEOPLE/"IN CROWD"	-0.101	0.488	Need State
FASHIONABLE	-0.097	0.506	Need State
NON-CONFORMITY	0.082	0.575	Need State
COMPASSION	-0.07	0.633	Need State
RMT_ID_NS	0.068	0.643	Need State
BRAVERY	0.065	0.656	Need State
TESTOSTERONE	0.062	0.672	Need State
NATURAL/OUTDOORSY	0.061	0.678	Need State
CAMARADERIE	-0.042	0.776	Need State
SENSORY ATTRACTIVENESS	0.042	0.776	Need State
INEXPERIENCED/CLUMSY/SOCIALLY INEPT	-0.041	0.78	Need State
HUMAN BONDING	0.037	0.802	Need State
LIBERTY	0.021	0.885	Need State
INVENTION	-0.013	0.927	Need State
DEFENSIVENESS/IMPASSIVENESS	-0.005	0.97	Need State
IMMERSIVENESS	-0.004	0.979	Need State
LONER	.a	.	Need State
HELPFUL	0.438	0.002	Pro-Social Custom Code
TOTAL PROSOCIAL	0.263	0.068	Pro-Social Custom Code
FRIEND	-0.259	0.072	Pro-Social Custom Code
TRUST	0.165	0.256	Pro-Social Custom Code
RESPONSIBILITY	0.096	0.513	Pro-Social Custom Code
KINDNESS	-0.088	0.549	Pro-Social Custom Code

**Table 3: List of all Motivational Value, Need States and Pro-Social Custom Codes**

	coef	std err	t	P> t	[0.025	0.975]
const	0.1021	0.017	6.151	0.000	0.068	0.136
SELF-KNOWLEDGE	0.0766	0.246	0.311	0.758	-0.423	0.576
CREATIVITY	-0.3116	0.080	-3.878	0.000	-0.474	-0.149
POWER	0.0641	0.136	0.472	0.640	-0.211	0.339
ACHIEVEMENT_MT	0.0862	0.120	0.716	0.478	-0.158	0.330
COMPETENCY	0.1280	0.198	0.647	0.522	-0.273	0.529
FITNESS	0.1908	0.156	1.222	0.229	-0.125	0.507
WEALTH/SUCCESS	0.5289	0.206	2.566	0.014	0.111	0.946
ASPIRATION	-0.1598	0.428	-0.373	0.711	-1.028	0.708
STATUS/PRESTIGE	0.0549	0.190	0.288	0.775	-0.331	0.441
SERVICE TO HUMANITY/SELF TRANSCENDENCE/ENLIGHTENMENT/SPIRITUAL AWAKENING	0.5437	0.222	2.454	0.019	0.095	0.993
SECURITY	-1.2544	0.445	-2.821	0.008	-2.155	-0.353

**Figure 4: OLS Regression with 11 Motivational Values**

**( $R^2 = 0.60$  and Adj  $R^2 = 0.48$ )**