



# Kohl's Cultural Values Continuum

1. highly identify
2. somewhat identify
3. identify equally with both

Values in the United States	1	2	3	2	1	Values in Some Other Cultures
Personal control over environment, responsibility	Blue	Cyan	Green	Light Green	Yellow	Fate, destiny
Change is natural and positive	Blue	Cyan	Green	Light Green	Yellow	Stability, tradition, continuity
Time and its control	Blue	Cyan	Green	Light Green	Yellow	Human interaction
Equality, fairness	Blue	Cyan	Green	Light Green	Yellow	Hierarchy, rank, status
Individualism, independence	Blue	Cyan	Green	Light Green	Yellow	Group's welfare, dependence
Self-help, initiative	Blue	Cyan	Green	Light Green	Yellow	Birthright, inheritance
Competition	Blue	Cyan	Green	Light Green	Yellow	Cooperation
Future orientation	Blue	Cyan	Green	Light Green	Yellow	Past orientation
Action, work orientation	Blue	Cyan	Green	Light Green	Yellow	"Being" orientation
Informality	Blue	Cyan	Green	Light Green	Yellow	Formality
Directness, openness, honesty	Blue	Cyan	Green	Light Green	Yellow	Indirectness, ritual, "face"
Practicality, efficiency	Blue	Cyan	Green	Light Green	Yellow	Idealism, theory
Materialism, acquisitiveness	Blue	Cyan	Green	Light Green	Yellow	Spiritualism, detachment