

Interviewer: Why do you buy this particular yogurt?

Consumer: Well, it's nonfat, and it's got all that calcium in it.

Interviewer: Why is nonfat important?

Consumer: I'm on a diet, and being nonfat is important because it helps me to control my weight. But I don't like the taste as much as the full fat kind.

Interviewer: Why is controlling your weight important to you?

Consumer: I think that when I control my weight other people respect me more.

Interviewer: You said earlier that the fact that this yogurt is nonfat means that you don't enjoy the taste as much as full fat yogurts. Is this important to you?

Consumer: Yes—very much!

Interviewer: Why?

Consumer: Well, I suppose because enjoyment leads to happiness, and happiness is pretty important to me!

Interviewer: Earlier you mentioned that one of the reasons that you purchase this yogurt is the calcium it contains. Why is this important to you?

Consumer: I've read that the calcium can help fight osteoporosis.

Interviewer: Why is this important to you?

Consumer: I want to be healthy—doesn't everyone?

Interviewer: I suppose so. Thank you very much for the interview.

After reviewing this interview, the researcher would “map” what are called “Means-End Chains” to illustrate the relationships uncovered by the laddering interview. The means-end chains derived from this interview would likely appear as follows:

