CHAPTER 2: LITERATURE REVIEW

2.1 OVERVIEW

With the rise in competition, and markets in India becoming more and more consumer oriented, marketers have been trying different strategies to attract consumers and increase their market share. For this, consumers have been studied and differentiated on the basis of various factors that affect their purchase intention and behavior. It is very difficult to understand consumers’ psychology as behavior of an individual is guided by numerous factors. With the result that consumer behavior is highly unpredictable. Marketers are trying their best to devise various techniques to understand this behavior. The factors that lead to a consumer behaving in a particular manner are highly uncontrollable. Therefore, marketers have to be careful while designing strategies to enhance the acceptability of their products in the market.

One of the factors that affects the buying behavior of a consumer is his involvement i.e. perceived personal relevance of the product. “It acts as an important directive factor, motivating consumer to act with deliberation to maximize benefits and minimize risk involved in the purchase and use of the product. The product is perceived to be personally relevant to the extent it is self related or instrumental in achieving one’s needs, values and goals to the consumer, higher becomes the involvement in product category as a need satisfier”.20 In other words, a consumer is more involved in a product which he feels is more relevant to his needs, personality and his purpose. The more is the perceived relevance, higher would be the consumer involvement. This concept of involvement emphasizes more on the need satisfaction aspect of the consumer. However, it has been seen many a times that a consumer shows very high involvement even for a product which is not primarily intended to satisfy a need. For example, people purchase a costly cell phone not because it satisfies the need for communication with others better than a cheaper phone.

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The concept of involvement was introduced in psychology in 1947 by Sherif and Cantril and was used in the beginning to explain the receptivity of individuals on communications. The definition of involvement used in the present study is: a person’s perceived relevance of the object based on inherent needs, values and interests (Zaichkowsky, 1985). The term “low and high involvement products” can be misleading in the sense that involvement is not a property of a product (Salmon, 1986). Involvement is recognized as the interaction between the product and the individual. Although involvement tends to be defined as the relevance of a product rather than the interest of an individual in a product, involvement can be interpreted to be more on the side of the stimulus than on the side of the viewer (Salmon, 1986). If involvement can be defined according to the stimulus, then products can be organized into different product involvement categories and ideally, markets can be segmented on the basis of product involvement (Grunig, 1989; Taylor & Joseph, 1984). One of the ways of identifying whether product involvement is high or low is to find out the perceived risk and return from the purchase. In case of high involvement products, consumer perceives high risk and also high levels of satisfactions are achieved if the purchase is as per his perceived benefits. On the other hand if a wrong purchasing decision is made, it involves huge amount of risks in terms of costs, time and satisfaction. Hence, for high involvement products, consumer spends lot of time gathering information about the product. He inquires about its price and compares it with its attributes in detail. He also asks for feedbacks and experiences of others who have used the same or a similar kind of product.

The concept of involvement and research on it is a relatively recent concept. Research on this area can be traced back to “Social Judgement Theory” developed by Sherif and his colleagues (Sherif and Cantril 1947; Sherif and Hovland 1961; Sherif et. Al. 1965). According to this theory, attitude is assumed to be reflected by latitudes of acceptance, rejection and non-commitment. The probability of attitude change as a result of persuasive communications depends upon the width of above mentioned three attitudes which is assumed to be affected by the individual’s level of ego involvement with the issue (Sharma Kavita, 2000).
Another researcher who applied the concept of involvement to the field of consumer behaviour was Herbert E. Krugman. Krugman and Hartley in 1970-71 provided a perspective of television as a low involvement medium which results in passive learning.

Every researcher has tried to introduce their own definition of the term. Accordingly, the term has evolved over time.

2.2.1 DEFINITION OF INVOLVEMENT: ITS EVOLUTION

Different authors have defined involvement differently. Also, with the change in time, the definition of involvement has changed. Further, within involvement one can see terms such as consumer involvement, product involvement, ego involvement, enduring involvement and response involvement. This adds to the confusion over the term. The definitions that have been proposed by different authors/researchers at different points of time are mentioned below.

- **Festinger (1957)**
  
  “Involvement as a concern with an issue.”

- **Freedman (1964)**
  
  “Involvement as a concern about, interest in, or commitment to a particular position on an issue.”

- **Krugman (1966)**
  
  “Personal involvement is the number of ‘connections’, conscious bridging experiences or personal references per minute that the subject makes between the content of the persuasive stimulus and the content of his own life.”

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21 Sharma Kavita, 2000*Impact of Consumer Involvement on Consumer Behaviour : A Case study of India*, New Delhi,
Day (1970)

“Involvement may be thought of as the general level of interest in the object, or the centrality of the object to the person’s ego structure.”

Hupfer and Gardner (1971)

“The degree of ego involvement can be determined by the relative importance of an attitude that the individual holds regarding the object or activity.”

Ray (1973)

“Information processing hierarchy is characterized by the sequence, cognitive-conative, affective development (low involvement hierarchy). Cognitive – affective – conative development (learning hierarchy) and conative – affective – cognitive development (dissonance attribution hierarchy).”

Rothschild (1975)

“In the case of no involvement – a consumer will not participate in the process at hand. For zero order involvement – an individual behaves without first developing an attitude. Higher-order loyal involvement occurs when behavior is the result of continued loyalty to a brand, i.e. a deeply rooted attitude. For higher-order information-seeking involvement behavior is a result of active information-seeking and evaluation.”

Robertson (1976)

“Involvement is the strength of the individual’s belief system with regard to a product or brand.”

Houston and Rothschild (1978)

i. Situational involvement – the ability of a situation to elicit from individuals concern for their behavior in that situation.
ii. Enduring involvement – reflects the strength of pre-existing relationship between an individual and the situation in which behavior will occur.

iii. Response involvement – the complexity of extensiveness of cognitive and behavioural processes characterizing the overall consumer decision process.

- Calder (1979)

  “Low involvement might best be described by the order; behavior, cognition, affect, behavior; where the initial behavior may be produced by a prior chain of cognition, affect or more likely, by other variables.”

- Mitchell (1979)

  “Involvement is an individual level, internal state variable that indicates the amount of arousal, interest or drive evoked by a particular stimulus or situation.”

- Lastovicka (1979)

  “A low involvement product class is one in which most consumers perceive little linkage to their important values and there is little consumer commitment to the brands.”

- Tyebjee (1979)

  “Involvement depends on the number of values engaged by a product, the centrality of these values, and the product’s relatedness to these values.”

- Bloch (1981)

  “Involvement is an unobservable state reflecting the amount of interest arousal, or emotional attachment evoked by a product in a particular individual.”
• Petty and Cacioppo (1981)

“In high involvement situation, the persuasive message under consideration has a high degree of personal relevance to the recipient. In low involvement situation, the personal relevance of the message is rather trivial.”

• Mittal (1982)

“Involvement is a motivational state of mind of a person with regard to an object or activity. It reveals itself as the level of interest in that object or activity.”

• Engel and Blackwell (1982)

“Involvement reflects the extent of personal relevance of the object based on one’s interest, needs or values.”

• Cohen (1983)

Involvement might fundamentally be viewed as state of activation, and since an essential aspect of involvement is its selectivity, the activation is directed to some portion of psychological field.

• Rothschild (1984)

Involvement is a state of interest, motivation or arousal.

• Greenwald and Leavitt (1984)

Audience involvement is the allocation of attentional capacity to a message source, as needed to analyse the message at one of a series of increasingly abstract representational levels.

• Stone (1984)

Behavioural involvement is the time and/or intensity of effort expanded in the undertaking of behaviours.
• Zaichkowsky (1984)

Involvement is a person’s perceived relevance of the object based on his/her interest, needs or values.

• Antil (1984)

Involvement is the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation.

• Park and Mittal (1985)

Involvement is a goal-directed arousal state.

• Slama and Tashchian (1985)

Purchasing involvement is the self relevance of purchasing activities to the individual.

• Peter and Olson (1987)

Involvement is the degree of personal relevance which is a function of the extent to which the product or brand is perceived to help achieve consequences and values of importance to the consumer. The more important and central these desired consequences and values, the higher the consumer’s level of personal involvement.

• Mittal (1989)

Involvement is motivational state that has been activated by a stimulus, situation or decision task.

From the above timeline of definitions of the concept of involvement, it is clear that different authors/researchers have modified the concept of involvement. Hence, there is a lot of heterogeneity among all the above definitions of involvement. In this research the definition conceptualized by Zaichkowsky has been adopted to study involvement in two selected product categories.
2.2.2 INVOLVEMENT: REVIEW OF LITERATURE

- Sherif and his colleagues (Sherif and Cantril 1947; Sherif and Hovland; Sherif et. al)

Muzafar Sherif (1947) has been concerned with involvement as a major component in his approach to attitudes and attitude change. He suggested that "ego" is an unstable constellation of attitudes which can be referred to as ego-attitudes. These attitudes, which are characteristic of the person and a part of him, form with respect to objects, persons, situations, and groups. The contents (objects, persons, etc.) of the ego provide a frame of reference for the individual so that he may adjust his social behavior. Ego-involvement exists, then, when any conscious of unconscious stimulus is related by the individual to the domain of the ego. Ego-involvement affects not only what will be learned and how it will be learned, but also how the individual behaves and makes judgments. Thus, judgments and behavior, which follow from the identification of oneself with certain values and attributes are, to that extent, ego-involved. Accordingly, the degree of ego-involvement can be determined by the relative importance of attitudes that the individual holds regarding the object or issue. This degree of ego-involvement can also be called the intensity with which an attitude is held. 22

- Freedman (1964)

Freedman (1964) proposed two definitions of involvement 23:

a. Involvement is an "interest in, concern about, or commitment to a particular position on an issue," and

b. Involvement is a "general level of interest in or concern about an issue without reference to a specific position."

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22 Nancy T. Hupfer, David M. Gardner (1971), "Differential Involvement With Products And Issues: An Exploratory Study
• Herbert E. Krugman (1965, 1967)

Krugman (1965, 1966) suggested that, based on his definition of involvement, the media used in advertising a product determines the resulting level of involvement during exposure. According to Krugman, television advertising results in low involvement conditions while print results in high involvement conditions.

In his original article, Krugman (1965) suggested that the cognitive processes that occur during exposure to television advertisements were similar to those that occur, during the learning nonsense syllables. As evidence of this similarity, Krugman mentioned that the recall of three consecutive television commercials displayed the same U shaped relationship as the recall of a series of nonsense syllables - strong primacy and recency effects. He further hypothesized that television advertising produces subtle shifts in our perceptions of brands which result in changes in the saliency of the different attributes of the product. In this article, and in a second article (Krugman 1967), he defined involvement as the number of "bridging experiences, connections or personnel references per minute that the viewer makes between his own life and stimulus", not as the "amount of attention, interest or excitement". 24

• Andrew Mitchell (1979)

In his research paper titled "Involvement: A Potentially Important Mediator of Consumer Behavior", he suggested that “although “involvement” has the potential of being an important mediator of consumer behavior, our current understanding of its effects are limited. The primary reason for this seems to be the general failure to develop a publicly acceptable conceptual definition of "involvement", valid measures of it and procedures for manipulating it in the laboratory”.

“The concept of "involvement" seems to be potentially an important mediator of consumer behavior. However, before its potential can be determined empirically we need a publicly acceptable conceptual definition of "involvement, a valid scale for measuring it and methods for manipulating "involvement" in laboratory settings”. In

this paper, it has been defined as “an individual level, state variable that measures the amount of arousal or interest in a stimulus object or situation. As such, "involvement" has two dimensions, intensity and direction. Consequently, we may talk about the amount of "involvement" with a product class, a brand or a purchase situation”. Different measures of "involvement" that have appeared in the literature were then examined using this definition. Problems were indicated with each method.

- John L. Lastovicka (1979)

In his research article titled “Questioning the Concept of Involvement Defined Product Classes" he studied that homogeneity of consumer acquisition behavior is examined within a set of diverse product classes. The degree to which different levels of involvement are related to levels of acquisition behavior were examined.

This study suggested that an involvement-based product, really product-in-consumption situation, classification has more than face validity. Across the products used in the research, consumers could generally be classified as more or less active in their acquisition behavior. Further, using correlation-based methods, involvement was shown to be strongly related to acquisition behavior.

Consumer acquisition of Low involvement products was done without, the commonly assumed, meticulous examination of available brands. Despite the efforts of marketers to differentiate their brands, the lack of commitment suggested that consumers perceive brands in low involvement classes as near perfect substitutes. The logic of low involvement theory offers the alternative explanation of a more passive consumer who at the point of first purchase is content to rely upon product information that was indirectly "caught" and not directly sought out. Information could be caught in several ways. This could include spectator-like observation of the prior purchase experience of other consumers as well as that information incidentally picked up from repetitive

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advertising. Such information "catching" is an alternative to the more commonly assumed information seeking.

- **Tyebjee (1979)**

Tyebjee noted that, "The most cursory examination of the research on involvement, however, immediately identifies that the concept seems to mean wholly different things to different researchers." Tyebjee employed Krugman's "conscious bridging experiences" to explain that involvement with advertisements was effected both by a viewer component and a mass communication component. Therefore, a conscious bridging experience, Krugman's definition for involvement, could be influenced by any of these. But Tyebjee introduced "low involvement products" and "involvement in the product class," ideas that marketers often think go naturally with Krugman's low involvement model, developed however, only for a form of learning due to repetitive advertising. Tyebjee stated, "Low involvement products can be expected to be susceptible to advertising pressure because such products are characterized by weak beliefs and low perceived brand differences." But just a short while later Tyebjee noted, "A product can be a low-involvement product for a particular consumer and high-involvement one for another."

Comment: Tyebjee's comment is important. it acknowledges that classifying products as to high or low in involvement probably will lead to unwarranted generalizations. Once again, it is the desire to apply Krugman, and his idea of involvement, that leads to viewing "product involvement" in some cognitive way. How more relevant it would indeed be, especially for marketing purposes, to view product involvement as the behaviors that accompanying product usage.

- **Harold Kassarjian (1981)**

Low involvement decision-making seriously challenges the cognitive orientation of present-day consumer research. However, product involvement may well be more

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complex than assumed thus far in that there may be an interaction effect with individual or personality characteristics. This paper proposes a six-fold classification of involvement including both high and low product involvement and also high and low involved personality types.\textsuperscript{28}

- **Peter H Bloch (1982)**

Enduring product involvement is discussed as a potentially useful concept in consumer behavior. This type of involvement is an inner state of the individual that reflects a long term product interest or attachment. Enduring involvement is independent of risk-based purchase demands and can range from near zero to the high levels exemplified by product enthusiasts. An empirical study which explores self-concept expression as a possible motivator of enduring involvement was put forward.\textsuperscript{29}

- **Sherrell and Shimp (1982)**

In an effort to bring more empirical research to involvement, these authors suggested studying cognitive activity and three indicators were developed to accomplish this. These indicators were: "subjective state," a self report of how much thought one put into a task, or how meaningful that task was; "self insight accuracy," a self report of how much insight one could claim for his or her cognitive operations; and, the amount of time that subjects required to complete a decision task. Both self-report measures failed to show significant differences between the groups (group involvement manipulated using a personalization technique). In fact, results had the low involvement group showing higher insights into their cognitive activities than the high involvement group, exactly contrary to what was hypothesized. Only the behavioral measure of "elapsed time spent on the "task" showed significance, being greater for the high involvement group, as hypothesized.


\textsuperscript{29} Peter H Bloch (1982), "Involvement Beyond The Purchase Process: Conceptual Issues And Empirical Investigation"
The authors factor analyzed the six item "subjective state' scale and came up with two factors. All items that would indicate behaviors loaded on one factor and those that were more "mental" loaded on the other. Interestingly enough, the item "Task was Very Involving" did not load on the same factor as the items, "Important to Me" or "Interesting to Me." The latter two have been understood to be surrogates for involvement and probably are in an attitudinal way. However, when asked about their own involvement, individuals treat the term as one related to behaviors, as the factors seem to indicate.

- Rajeev Batra, Michael L. Ray (1983)\(^\text{30}\)

This research paper conceptualized message response involvement as situational states characterized by the depth and quality of the cognitive responses evoked by the message. Data is presented to argue, however, that the inherent multidimensionality of such cognitive responses makes the operationalization of such a construct necessarily dependent on the nature of the theory and/or application in which such a construct is used. One theoretical framework was presented, and a potential method of researching such operationalizations was discussed.

A major reason why there continues to be a lack of consensus about the definition and measurement of involvement is simply that the term "involvement" is used interchangeably to describe two qualitatively different phenomena: involvement with a product class and involvement with a message.

"Product class involvement" usually refers to an individual's predisposition to, for example, make a brand choice (in that product category) with care and deliberation, perhaps due to high levels of perceived risk and the like. Such involvement should therefore endure across time, though there could clearly be temporal differences in the intensity of such involvement (Houston and Rothschild 1977; Rothschild 1979). It seems appropriate to ascribe a motivational character to such involvement. (To characterize such product class involvement in this fashion is not, of course,
equivalent to adducing evidence that it is a useful construct, or even that it exists. (Ray 1979).

"Message response involvement", on the other hand, can only exist as a very situational state, being specific to the processing of a particular message by a particular individual at a particular point of time. It is a term used to characterize the way in which that specific message gets processed; this manner of processing varies across product classes, brands within a produce class, messages for a given brand, message reception situations, and the individuals who receive that message.

Message response involvement, therefore, exists not as an enduring predisposition, but as an interactive outcome of many situational factors.

For that reason, such message response involvement is not merely motivational in origin; situational variations in such involvement could be due to differences in the situational opportunity to "get involved" (due to media mode effects) as well as the message recipient's ability to get involved (due to the existence or otherwise of prior knowledge structures, in the recipient, dealing with the content of the message). Note, importantly, that in defining message response involvement in this fashion we are drawing a distinction between the antecedent factors of involvement (the motivation, ability, and opportunity to respond) and the state that is a degree of "involvement.

This study was based on the area of advertising involvement and not product or purchase decision involvement.


Though involvement has recently become a central issue to consumer researchers, substantial confusion exist as to its nature. In order to help reduce this confusion, the present paper identifies and discusses five distinct concepts which have all been labeled "involvement". The concepts of ego involvement, commitment, communication involvement, purchase importance, and response involvement are discussed as they relate to this evolving body of knowledge.

Through this article, the author gave direction regarding research in the field of the construct of involvement. as to which concept they are investigating.
The purpose of the present paper was two-fold. First, it separated and discussed the various concepts which were labeled "involvement." The purpose here was not to provide an exhaustive literature review of involvement. Only those papers which best typified each concept were discussed. The purpose was to explain the fundamental nature of each.

Secondly, the present paper discussed those research areas which were particularly relevant to each type of involvement. Just as they are all distinctly different concepts, they all contribute to consumer behavior thought in different fashions. The purpose here was to point to potential research needs that each has fulfilled or can fulfill. Such a discussion was needed to add direction to this area which has been described as being a "bag of worms" (Lastovicka and Gardner 1979; p. 54). Five concepts were proposed which have all been studied under the topic of "involvement": ego involvement, commitment, communication involvement, purchase importance, and response involvement.  

Robertson, Zielinski and Ward (1984)

Stated high versus low involvement consumer decision process as follows:

Table 2.1: High Versus Low Involvement Consumer Decision Process

<table>
<thead>
<tr>
<th>Behavioral Dimension</th>
<th>High involvement view</th>
<th>Low involvement view</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Seeking</td>
<td>Consumers actively seek product and brand information.</td>
<td>Consumers seek limited product and brand information.</td>
</tr>
<tr>
<td>Cognitive Response</td>
<td>Consumers resist discrepant information and utilize counterarguments.</td>
<td>Consumers may passively receive discrepant information with limited counterarguments.</td>
</tr>
<tr>
<td>Information Processing</td>
<td>Consumers process information in a hierarchy-of effects decision sequence.</td>
<td>Consumers process information in a simplified awareness to trial-decision sequence.</td>
</tr>
<tr>
<td>Attitude Change</td>
<td>Attitude change is difficult and rare.</td>
<td>Attitude change is frequently but transient.</td>
</tr>
<tr>
<td>Repetition</td>
<td>Sheer number of messages will be less important than message content in achieving persuasion.</td>
<td>Sheer number of messages may result in persuasion.</td>
</tr>
</tbody>
</table>


A behavioral view of involvement has never been specifically suggested in consumer research. The purpose of this article is to present this new perspective and to discuss how both behavioral involvement and ego-involvement may be used to understand marketing phenomena. The exact functioning of consumer involvement is not understood. More fundamentally, there is confusion over precisely what involvement is.

What about involvement in a marketing context? If psychological (ego) involvement calls for one to take a stand on an issue, is there some equivalent to this for marketing involvement? The very posing of these questions seems long overdue and badly in need of resolution.  

This research was carried out to distinguish between attitudinal involvement and behavioural involvement.

- **Mark B. Traylor (1984)**

Although some researchers have assumed a positive relationship between consumers' involvement in products and their commitment to brands, there are times when just the opposite occurs. In some instances, involvement with a product can be high while commitment to brands is low, or product involvement can be low when commitment to a brand is high.

- **Michael L. Rothschild (1984)**

As involvement has become a very popular construct, the literature has become replete with papers that are overly concerned with defining this hypothetical construct, organizing concepts and reviewing past work. This paper discusses problems related to an abundance of such work and suggests some other directions for researchers to take.

- **John H Antil (1984)**

While there appears to be general agreement that involvement varies by individuals and circumstances and that it is somehow related to "importance" or "interest", there is by no means any agreement exactly what involvement is, its bounds, and in general a thorough conceptualization of the concept. This is evident when one considers where the concept has been applied: for example, there are high/low involvement products (Bowen and Chaffee 1974; Bloch 1981); high/low involvement issues (Petty and Cacioppo 1979, Swinyard and Coney 1978); high/low involvement consumers

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(Newman and Dolich 1979) high/low involvement media (Krugman 1966) high/low involvement learning (Smith and Swinyard 1982: Gardner Mitchell and Russo 1978 Finn 1982) high/low involvement situations (Belk 1981) and high/low involvement cognitive structures (Lastovicka and Gardner 1978). Is it possible that the same concept equally applies to all of these areas? When one speaks of high/low involvement learning is the underlying concept the same as when used to describe a high/low involvement product or issue? Such diverse use has continued most likely because of the lack of an agreed upon definition and method of operationalization. A review of the literature quickly reveals that one researcher's definition and use of "involvement" is very different from another's. And to complicate matters even further, several (perhaps most) studies never specifically define what they mean by involvement and simply use the term and assume the reader understands the concept. A review of these quickly indicates little consistency and in some cases one wonders whether these concepts are even closely related. In his review of the uses and definitions of involvement, Finn (1983) concluded such varied use was not possible and went so far as to question the continued use of the term.

- George M. Zinkhan, Aydin Muderrisoglu (1985),

Involvement, familiarity, and cognitive differentiation are three measures of individual difference which have been hypothesized to be related to consumers' ability to recall advertising messages. Here, these three relationships are examined, and an attempt is made to establish a purified measurement procedure for operationalizing each of these constructs. With this last purpose in mind, tests of convergent and discriminant validity are reported; and a group of indicators is tentatively proposed for measuring each construct in our hypothesized model.

• Gilles Laurent and Jean-Noel Kapferer (1985)³⁶

There is more than one kind of consumer involvement. Depending on the antecedents of involvement (e.g., the product's pleasure value, the product's sign or symbolic value, risk importance, and probability of purchase error), consequences on consumer behavior differ. The authors therefore recommend measuring an involvement profile, rather than a single involvement level. These conclusions are based on an empirical analysis of 14 product categories.

• Judith Lynne Zaichkowsky – Personal Involvement Inventory (PII) (1985)

Zaichkowsky (1985a) presented a 20-item Personal Involvement Inventory (PII) to measure consumer involvement. Some particularly appealing aspects of her work are: (a) a dissertation-level effort to design a scale of involvement when none existed before; (b) the refreshing simplicity of the proposed scale and its applicability across products, brand decisions, and advertisements as stimuli; and (c) attention to detail at the item screening stage and subsequent validation procedures. The objective of the present paper required, however, that our discussion be directed at a deficiency in PII. This deficiency concerns the dimensionality question.

Zaichkowsky (1985a) adopted a unidimensional conception of involvement defining it as "a person's perceived relevance of the object based on inherent needs, values and interests." However, the 20 items in her scale did not constitute a unidimensional construct, her rigorous item inclusion and screening procedures notwithstanding. This alleged absence of unidimensionality is apparent both on conceptual and empirical grounds.³⁷

• Banwari Mittal (1989)

Two scales of involvement have appeared recently in major marketing/consumer behavior journals. Of these, Laurent and Kapferer's (1985) scales assume multi-

³⁶ Gilles Laurent and Jean-Noel Kapferer,(1985), Measuring Consumer Involvement Profiles, Journal of Marketing Research
dimensionality in involvement; and Zaichkowsky's (1985) scale, while driven by a unidimensional view of involvement, is not unified. The sources of departure from unidimensionality are reviewed for each scale. Consistent with major, recent definitions, a unidimensional conception of involvement is utilized to develop a general model of involvement. The two scales are reconciled with this model, and subscales are identified in each which would measure involvement as a unified construct.38

- **Judith Lynne Zaichkowsky – Revised Personal Involvement Inventory (RPII) (1994)**

The conceptualization of the Personal Involvement Inventory was a context-free measure applicable to involvement with products, with advertisements, and with purchase situations. The empirical work to develop this measure was mainly validated with respect to product categories. This paper extends the construct validation of the PII to involvement with advertisements and also demonstrates that the PII may be reliably reduced from twenty items to ten items. There is some indication the revised PII may then be broken into two subscales representing a cognitive and affective grouping.39


Previous research has established that involvement has a negative relationship with evoked set size (Belonax and Javalgi 1989, Rothschild and Houston 1977). However this research only examined situational forms of involvement. This paper, citing motivational orientation research, makes the case that enduring involvement may actually have a positive effect on evoked set size. This hypothesized relationship is thought to be a result of the mediating effects that a previously neglected variable, shopping enthusiasm, has on the involvement/evoked-set size relationship. The

38 Banwari Mittal (1989), "A Theoretical Analysis Of Two Recent Measures Of Involvement", in Advances in Consumer Research
remainder of this paper will explain the conceptual reasoning underlying the hypothesized relationships between enduring involvement, shopping enthusiasm and evoked set size, and then present the results of a study that directly tests these hypothesized relationships.

- **Kenneth C. Schneider and William C. Rodgers (1996)**

After reviewing the structure (dimensionality) of two scales that have been proffered as measures of the involvement construct, Zaichkowsky's Personal Involvement Inventory (PII), and Laurent and Kapferer's Consumer Involvement Profile (CIP), the authors propose and provide initial support for a new subscale for the CIP; one designed to measure Importance, a construct not now encompassed by that scale. The relationship between Importance and the remaining CIP subscales designed to measure various involvement antecedents (i.e., Interest-Pleasure, Sign, Risk Probability and Risk Importance) is then discussed.41

- **Carmen García, Julio Olea, Vicente Ponsoda y Derek Scott (1996)**

A 21-item Likert-type 'Consequences of Involvement’ questionnaire (CIQ) was developed to measure the level of involvement with products. Unlike other scales, the CIQ attempts to measure involvement from its consequences, rather than requesting the subject to directly rate his or her state of involvement. It was applied to Spanish and English samples and in each sample the involvement with two products was measured. In all four cases the questionnaire met psychometric standards and provided essentially the same two-factor structure. The first factor was labelled ‘Cognitive Dimension’ and was inferred from consequences related to the increase of information on the product. The second factor was labelled ‘Affective Dimension’ and was related to the emotional aspects of using or owning the product. The results obtained were in agreement with the two-factor theory of involvement proposed by Park and Mittal (1985). In addition, the Personal Involvement Inventory (Zaichkowsky, 1985) was adapted to the Spanish

population and some problems relating to criterion validity and its dimensionality were noted. 42

- **Gil McWilliam (1997)**

States that poor brand management has been held responsible for brands with which consumers have low levels of involvement, that is, consumers do not consider them important in decision-making terms, and in consequence appear unthinking and even uncaring about their choices. Argues that if this is the case, then arguably the vast amounts of effort and expenditure invested in brands within many grocery and fast-moving consumer goods is potentially misplaced. Discusses the nature of high and low level involvement decision making for brands. Presents research which shows that the level of involvement is largely determined at the category level not the brand level. It is therefore beyond the scope of brand management to alter these involvement perceptions, unless they are able to create new categories or sub-categories for their brands. Argues that this is the real challenge of brand management 43

- **Utpal M. Dholakia (1997) 44**

The constructs of perceived risk and product involvement have been noted to share several similarities in the consumer behavior literature but diversity in the conceptualization and operationalization of these constructs has led to conflicting and confusing findings. Using consistent definitions of the two constructs, this article investigates the relationship between their components. Results support the multi-dimensional and product-specific nature of the perceived risk construct. Additionally, the perceived risk dimensions are found to explain a significant portion of the enduring importance component of product involvement.

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43 Gil McWilliam, (1997) "Low involvement brands: is the brand manager to blame?"
44 Utpal M. Dholakia (1997), "An Investigation Of The Relationship Between Perceived Risk And Product Involvement", in Advances in Consumer Research
• **Arjun Choudhuri (2000)**

The relationship of the importance and hedonic dimensions of product involvement to information search is analyzed. Four different models of the role of perceived risk in this relationship are compared and tested. It is expected that perceived risk will mediate the effect of the dimensions of product involvement on information search. Previous investigations have used individual consumers as the units of observation and have, therefore, limited the generalizability of their results to a few products at best. In contrast, the study reported in this paper attempts to determine the relationships of interest with products as the units of observation. It is found that perceived risk fully mediates the effect of the importance dimension of product involvement on information search but not of the hedonic dimension. The effect of hedonic involvement on information search is direct.  

• **Pascale G. Quester, Amal Karunaratna and Ai Lin Lim (2001)**

Product involvement (PI) and Brand Loyalty (BL) are two important concepts in consumer behaviour. Several studies have examined the relationship between PI and BL but few empirical investigations have been conducted to validate the notion emerging from the literature than PI precedes BL. In this empirical study, two products associated with either low or high involvement are used to examine this issue. We found support for a relationship between the two constructs. In addition, we found that the dimensions of involvement varied depending on the product category.

• **Natalie Lennox and Nicholas McClaren (2003)**

This study empirically investigated consumer involvement with a product class. Data was collected from 178 vehicle buyers. Reliability and factor analyses investigated the structure of the Bloch (1981) instrument and the dimensions underlying involvement.

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In terms of replication, the results suggest the reduced-item version of the instrument previously proposed by Shimp and Sharma (1983) is reliable and is a less excessive measurement instrument. Similar dimensions underlying involvement with the product class are reported here. The study extends previous work by obtaining similar results in a different cultural setting, producing findings from a more relevant sample, applying an additional method of data collection, and suggesting that the underlying dimensions may be temporally stable.

- Michel Laroche, Jasmin Bergeron, Christine Goutaland, (2003)\textsuperscript{47}

The marketing literature suggests that product intangibility is positively associated with perceived risk and the intangibility construct encompasses three dimensions: physical intangibility, mental intangibility, and generality. The purpose of this research is to test which dimension of the intangibility construct is the most correlated with perceived risk. A survey was conducted and structural equation modeling analyses were used to test the proposed model. Results show that the mental dimension of intangibility accounts for more variance in the perceived risk construct than the other two dimensions, even when knowledge and involvement are included as moderators. Hence, the challenge for marketers might not be so much to reduce risk by physically tangibilizing goods and services, as has been advised for the past two decades, as rather to mentally tangibilize their offerings.\textsuperscript{48}

- G Sridhar (2007)

In the past, consumer involvement has received, notable attention among academicians as it is considered to have paradigmatic implications on the consumer decision making. However, studies in this area have been mostly conducted in developed economies and more specifically in US. If the construct has to receive wider acknowledgement and generalisability, there is a need for studies on consumer involvement spanning over varied


cultures and contexts. Further, exclusive studies examining the relationship between demographics and consumer involvement are very few. Hence, this study was conducted to examine the relationship between consumer involvement and five key demographics family life cycle, age, sex, income and occupation. After reviewing relevant literature, a survey was conducted taking two products, namely, television and toothpaste. Zaichkowsky's Personal Involvement Inventory has been used to measure consumer involvement. Respondents from Hyderabad and Warangal towns were interviewed using structured questionnaire. Results indicate that demographics significantly influence high involved products of the consumers. In case of low involved products, influence of demographics on consumer involvement has been found to be moderate. Implications of the study for academicians and practitioners are also discussed in the paper. 49

- Ming-Chuan Pan (2007)

Study of effect of payment mechanism and shopping situation on purchasing intention is moderated by the product involvement. In the high product involvement, the purchasing intention of consumer’ using credit card is higher than paying cash and in the low product involvement, the purchasing intention of consumers’ paying cash is higher than using credit card. Further, in high product involvement, consumers’ purchasing intention on TV shopping is higher than online shopping and the purchasing on online shopping is higher than physical store shopping. In the low product involvement, consumers’ purchasing intention on physical store is higher than online shopping and the purchasing intention on online shopping is higher than TV shopping. 50

50 Ming-Chuan Pan, The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention - the Moderating Effect of Product Involvement, Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia, 2007, 1-10
• Michaelidou, Nina; Dibb, Sally (2008)

Involvement's importance in marketing and consumer research has been well established for twenty years. The concept has been linked to various consumer behaviour and marketing constructs and has been used to classify products and advertising messages according to the level of involvement they arouse. Apart from its academic and research value, involvement has implications for practitioners. Thus involvement can be used to segment consumers into low, moderate and high involvement groups which can then be targeted with different promotional strategies. There is a plethora of views on involvement which need to be integrated in order to provide a thorough account which will facilitate researchers. This paper provides a coherent and summarizing synthesis of the extant literature on involvement and presents a new perspective of involvement by linking purchase involvement to channel choice.

• Fei Xue (2008)

The purpose of this paper is to investigate the moderating role of product involvement in predicting the effects of self-concept and consumption situation on consumers' situational decision making.

Results suggested that, for consumers who were highly involved with the product, self-concept and consumption situation were both determinant factors in a situational brand choice. For consumers who were not highly involved with the product, however, their situational brand choice was based solely on the situational factor, not their self-concept.


51
• Jacob Hornik and Tali Te'eni-Harari (2010)

In light of the core role of product involvement as a variable in consumer behavior, the current study seeks to examine which variables influence product involvement among young people. This paper aims to explore five variables: age, subjective product knowledge, influence of parents, influence of peers, and product category.52

• Boudhayan Ganguly et al. (2010)

Lack of trust in online transactions has been cited as the main reason for the abhorrence of online shopping. We have tested the mediating role of trust in online transactions to provide empirical evidence that trust in the online store represents the generic mechanism through which the focal independent variables of website design are able to positively influence purchase intention and reduce the perceived risk. We have further demonstrated the moderating effect of the individual’s culture in e-commerce and thereby offered insights into the relative importance of website design factors contributing to trust for customers of different cultural values.53

• Plavini Punyatoya (2011)

Brand personality is seen as the set of human characteristics associated with a brand. It carries the symbolic meaning of the brand. Whether it is a low or high involvement product, brand personality will definitely improve the consumer brand preference and purchase intention. This article presents a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how

famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.\textsuperscript{54}

From the literature review and definitions given by different researchers, it can be said that there is absence of a universally accepted definition of involvement. The reason for this difference lies in the fact that involvement is somewhat relative to the consumer. A product may induce a very high level of involvement for one consumer. However, another consumer may have a very low involvement for purchasing the same product. Involvement initially appeared in the social psychological literature as an attitudinal issue (Houston and Rothschild, 1978). Involvement was associated with the ego, a concept understood to be comprised of a constellation of attitudes that was concerned with the very being of each individual, that is, with his or her unique combination of social and personal values. The champions of this position (Sherif and Cantril 1947) argued that highly involved individuals would be most likely to "take a stand" on an issue.

Consumer behavior researchers adopted the psychologist's orientation to involvement in the sense of involvement being related to attitudes, values, and cognitive activities. Consider the following examples:

Rothschild (1979) remarked that, "Management theory and folklore concerning consumer decision-making generally assume that the consumer is involved with the product under consideration." As Rothschild proceeded to develop his point about management theory and folklore, he defined involvement "as a construct related to attitude strength.

- DeBruicker (1979), in his insightful article on involvement, also leaned the mentalist way and said, "Understanding the prior cognitive structure or the network of contact points is a problem of defining the status of the individual's prior cognitive structure."
- Ray et al. (1973) presented the same orientation with three hierarchy-of-effects models, all of which were based on cognitive structures.

• Day (1970) claimed "involvement reflects the general level of interest in the object to the person's ego-structure."

• Sherrell and Shimp (1982) wanted "to investigate the process of involvement and to examine cognitive differences in experimental subjects...." The authors went on to note that "the amount of involvement influences the extensiveness of cognitive activity that consumers engage in."  

Though there are important differences in the above "involvements," in each case, it is apparent that the emphasis for involvement is on unobservable cognitive structures. A helpful summary to this cognitive approach to understanding involvement was suggested by Cohen (1983) where he suggested that it may be preferable to conceive of involvement as a person's activation level at a particular moment of time. The term "involvement" by itself, however, seems to refer to an actualized interaction with a stimulus rather than a mere potential to do so. So the suggestion offered was that the single term (i.e., involvement) not be used to refer to inherent properties of an individual, situation or object.  

Kassarjian (1981) was of the opinion that it is undeniable that independent of the product class, there are some persons that tend to be more involved in the consumer decision process. They may be the addicted reader of Consumer Reports, those who pay greater attention to advertising and personal influence, and to the business and consumer sections of the newspaper. Some individuals may well be more price conscious, more alert to brand differences, generally more capable of discriminating quality differences, the more alert, the more conscious, the more interested and involved consumer. What would cause one to think that some consumer was more involved in the consumer decision process? Intuitively, it would seem to be because of behaviors witnessed and not because of an inference about mental dispositions. By


considering involvement in the context presented in this article, however, the emphasis for studying involvement shifts. The greater import for marketers than mental connections, it is suggested, becomes one of knowing what is transpiring in the marketplace. That is really the place to study involvement, involvement in the sense of noting what consumers are doing because of the marketing efforts aimed at them.

“Although there does not seem to be a precise definition of involvement, there is an under-lying theme focusing on personal relevance found in the literature. In the advertising domain, involvement is manipulated by making the ad "relevant" to the receiver in terms of being personally affected and hence motivated to respond to the advertisement. In product class research, the concern is with the "relevance" of the product to the needs and values of the consumer and hence interest for product information. In purchase decision research, the concern is that the decision is "relevant," and hence the consumer will be motivated to make a careful purchase decision. Although each is a different domain of research, some parallelism is found between involvement and personal relevance.”

In a market driven by consumers, the key to success lies in studying target consumers’ behavior with a view to understand and influence it by developing appropriate marketing strategies. Marketers study consumers from psychological and non psychological view points. Consumers are studied and segmented on the basis of environmental and personal factors. these factors are non-controllable. However, these factors need to be studied carefully to make a product or service marketable.

Consumer involvement which is the perceived importance acts as an important factor motivating consumer to act in order to maximize satisfaction and minimize the risk involved in purchase and use of the product. The product is perceived to be personally relevant to the extent it is self related or instrumental in achieving ones’ needs and goals. More important are the needs, values and goals to the consumer, higher is the involvement of the consumer in that product. From the various studies

and researches conducted, it has been suggested that consumers differ in the levels and type of involvement.

Consumer involvement with the product which can be termed as product involvement or consumer involvement can be at any levels of the product, i.e. product class, form, brand, model, etc. Further, involvement can be enduring or situational as has been discussed earlier.

When consumers are involved they get engaged in number of behaviours concerning product purchase and information processing which is termed as behavioural consequences. They start collecting more information from different alternative sources.

The concept of involvement was put forward for the first time by Sherif et al. in the year 1947. According to them, attitude is assumed to be reflected by latitudes of acceptance, rejection and non commitment. The main concept of this theory was the ego involvement which refers to the relationship between an individual’s values and an issue or object under consideration.

Later, Herbert Krugman applied the concept of involvement to the field of consumer behavior. He provided the effects of television advertising through different media types, i.e. television and print media. He suggested that the messages through television were conceived have low involvement as compared to print media. He suggested that the level of personal involvement affects the nature of information processing and it differs under the conditions of low and high involvement.

Involvement has emerged as one of the most prominent concepts in consumer research59 (Sherrell and Shimp 1982). The primary reason for its importance is because it has been shown to be the main determinant of how much decision making effort an individual will exert when making a purchase (Assael 1984). Unfortunately involvement research has been hampered by a failure to establish a universally accepted definition of the construct (Houston and Rothschild 1978, Muncy and Hunt

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1984, Stone 1984). As a result different researchers have defined and operationalized the construct differently, and have in some cases obtained conflicting results. Consequently researchers have made conceptual distinctions between some of the different types of involvement that have been operationalized. The need for such distinctions was demonstrated by Johnson and Eagly (1989) who performed a Meta analysis on the effects of involvement on persuasion and found different results depending upon the type of involvement that was operationalized.

In the marketing literature the need to distinguish between different types of involvement has been advocated by a variety of researchers (Bloch and Bruce 1984, Hawkins, Best, and Coney 1992, Houston and Rothschild 1978, Park and Mittal 1985). While each has developed their own typology, they all essentially make the same basic conceptual distinctions between involvement types. Of these, the one most widely accepted is Houston and Rothschild's (1978) situational and enduring involvement classification. Situational involvement (SI) refers to the ability of the purchase situation to elicit concern from consumers about their responses. This is said to occur when consumers perceive adverse consequences will result if their decision making in the situation is sub-optimal. Perceived risk is the primary antecedent of SI, and it is the type of involvement most frequently addressed in marketing studies.

Houston and Rothschild's second type, enduring involvement (EI) refers to the strength of the pre-existing relationship between the individual and the product. The primary distinguishing feature of EI is that it is elicited by intrinsic interest in the product and not by situational concerns regarding the product's purchase. Thus, unlike situational involvement, it tends to be present even during those times in which the product is not being considered for purchase.

Since involvement is considered by many researchers to be a motivational state (Celsi and Olson 1988, Johnson and Eagly 1989, Park and Mittal 1985, Petty and Cacioppo 1986), another criterion that is considered appropriate for differentiating the two involvement conceptualizations is the type of motivational orientation they represent. There are two basic types of motivational orientation, intrinsic and extrinsic. Intrinsically motivated behavior is that which is performed solely for the interest and enjoyment inherent in the activity (Reeve 1992). Extrinsically motivated behavior on
the other hand is that which is performed in order to obtain some reward or avoid some punishment (Reeve 1992).

Since enduring involvement is elicited by intrinsic interest in a product, it is considered to be an intrinsically oriented motivational state. EI motivates people to perform product related tasks because such activities are found to be self-rewarding. Since situational involvement is induced by concerns about the consequences of one’s behavior and not by an intrinsic interest in the product (Arora 1982, Muncy and Hunt 1984), it is considered to be an extrinsically oriented motivational state. SI motivates people to perform product related tasks because they fear a mispurchase will result if they do not perform these tasks.

This distinction regarding the kind of motivational orientation underlying the two involvement types is important because empirical research on the consequences of intrinsic and extrinsic motivation has uncovered numerous differences in response tendencies. These findings have shown that an extrinsic motivational orientation leads to a reduction in the enjoyment of the activity (Condry 1977, Lepper, Greene, and Nisbitt 1973), a reduction in learning and task mastery (Condry 1977, 1987), more short cuts in the performance of the activity (Pittman, Boggiono, and Rubble 1983), more frustration with the activity (Garbarino 1975), a preference for simpler tasks (Pittman, Emery, and Boggiono 1982), and a faster termination of the activity when a satisfactory outcome is achieved (Kruglanski, Stein & Riter 1977). Essentially these findings show extrinsic motivation lessens the enjoyment one receives from performing an activity. Intrinsic motivation on the other hand increases enjoyment of the activity since by definition it is brought about by the inherent pleasure one feels when performing the activity (Reeve 1992). In a marketing context then, it is hypothesized that enduring involvement is positively related and situational involvement is negatively related to a consumer's enjoyment of or enthusiasm toward the purchasing task.

The implications of these hypothesized differences in shopping enthusiasm might mean that previous research findings regarding relationships between involvement and other consumer decision making constructs may not be valid for both types of involvement. Since the bulk of previous empirical research has only operationalized situational involvement (Bloch and Bruce 1984, Muncy and Hunt 1984) it is possible
that such findings are not applicable for enduring involvement. This is particularly relevant for the involvement-evoked set size relationship since evoked set size is likely to be affected by consumer enthusiasm toward the purchasing task.

In most of the researches, the most common object of involvement has been product. Therefore, consumer’s product involvement is recognition that certain product classes may be more or less central to an individual’s life, his attitudes, about himself, his sense of identity and his relationship with the rest of the world (Traylor, 1981).  

Because of the differences in the views of researchers regarding the definition of the term ‘involvement’, in 1983 Finn and in 1984 Muncy and Hunt proposed that these definitions need to be categorized so that the concept can be more clear. Muncy and Hunt classified involvement into five distinct categories, viz., ego involvement, commitment, communication involvement, purchase importance and response involvement. Ego involvement was defined as the degree to which an object or idea is centrally related to the value system of an individual. Factors such as the media in which the communication is present, the editorial content surrounding the communication, and certain demographic and socioeconomic characteristics of the individual have all been related to communication involvement (Krugman 1966). Importance of Purchase was classified as an exogenous variable affecting output variables through key hypothetical constructs.

Much of the recent conceptual and empirical work on involvement has centered on purchase importance. Hupfer and Gardner (1971) and Lastovicka and Gardner (1979) operationalized involvement by having subjects state the "importance" of the product class. Assael (1981) defined high and low involvement by stating: "High involvement purchases are purchases that are important to the consumer... Low involvement purchases represent purchases that are not important to the consumer. response involvement" was defined as "the complexity of cognitive and behavioral processes characterizing the overall consumer decision process".  

Thus, five types of


involvements were defined. On the other side, Finn(1983) classified involvement as either stimulus centered variable or as response centered variable. In the year 1994 Laaksonen distinguished three groups of definitional approaches, viz., cognitively – based approach, individual state approach and response – based approach. Cognitively based approach sees involvement as referring to perceived personal relevance of an object to the individual. Individual state definitions, on the other hand focuses on mental state of an individual evoked by a stimulus when determining the level of involvement. The third approach determines involvement by describing different static or dynamic responses of an individual created by a stimulus object or a stimuli.

However, is there a common thread that can possibly link the varied definitions of involvement? All of the definitions (except Houston and Rothschild's definition of response involvement) either directly or indirectly imply that "involvement" is somehow related to the individual, usually in terms of some measure of interest or importance to the person. On a purely intuitive level, this makes perfect sense and is likely related to the long time use of ego involvement in social psychology where it has assumed a meaning of personal importance to the individual (Sherif et al. 1973). While the "common thread" running through most uses of involvement is personal importance, differences arise from what else is included in the definition that is joined with or "causes" personal importance. That is, some define involvement in terms of "product" involvement and thus it is characteristics of the product which cause the individual to be "involved". Similarly, it may be the particulars of a message or situation which somehow influences the person to become "involved"62.

The key component of the definition of involvement proposed by John Antil (1984) was "perceived personal importance". The major problem then was how does one measure "importance"? This is particularly problematic when consumer involvement is a function of the interaction of several stimuli (e.g. product, situation, and communications). Ideally, we would like one way to measure involvement in all

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situations. That is, how nice it would be to have a single reliable and valid procedure that would apply when involvement was a function of the product, or situation or communication, or any combination of the three. At the present time, however, this does not appear possible.

2.2.3 THEORIES OF INVOLVEMENT

From time to time, different theories were also developed in which involvement played an important role. Even though, the concept of involvement is a recent concept, a lot work has been undertaken to study consumers’ behavior in terms of their involvement in purchasing. Some of the theories to study various forms of involvement are described below.

Elaboration Likelihood Model

One such theory was developed by Petty and Cacciopo in 1981. The theory was called elaboration likelihood model. The theory states that if a person is highly involved with a product, then that product will personally touch him and the motivation to process information about that product will be high. Consequently the central route of information processing will be taken. If, on the other hand, the product doesn’t personally touch the person, he has a low involvement with it and he will not be motivated to process the information.63

S-O-R Paradigm

In an effort to overcome the conceptual inconsistencies and thus realize the potential of involvement as a multidisciplinary construct, Houston and Rothschild (1977; 1978) posited different types of involvement which are identified and incorporated in a unifying research paradigm, the S-O-R paradigm.64

According to the paradigm, there are three types of involvement which are,


• Situational involvement,
• Enduring involvement and
• Response involvement.

**Situational Involvement:** it is the degree of involvement evoked by a particular situation such as a purchase occasion and is influenced by product attributes (cost, complexity and similarity among choice alternatives) and situational variables (whether product will be used in the presence of others) (Houston and Rothchild, 1978). Situational involvement appears to result from perceived risk (Houston and Rothchild, 1978).

**Enduring Involvement:** it is the ongoing concern with a product the individual brings into the purchase situation (Bloch and Richins, 1983). It is a function of past experience with the product and the strength of values to which the product is relevant. (Houston and Rothchild, 1978).

**Response Involvement:** it arises from the complex cognitive and behavioural processes characterizing the overall consumer decision process.

Purchase involvement leads a consumer to search for more information and spend more time searching for the right selection (Clarke and Belk, 1978). Certain product classes may be more or less central to an individual’s life, his attitudes about himself, his sense of identity and his relationship to the rest of the world (Traylor, 1981). In other words, it is the level of importance of the product for the consumer. The level of product involvement will influence the nature of consumers’ decision. In this research, this factor is considered as a moderator.

"Product class involvement" usually refers to an individual's predisposition to, for example, make a brand choice (in that product category) with care and deliberation, perhaps due to high levels of perceived risk and the like. Such involvement should therefore endure across time, though there could clearly be temporal differences in the intensity of such involvement (Houston and Rothschild 1977; Rothschild 1979)
Consumer Trait Theory

Another theory pertaining to involvement was developed by Kassarjian in 1981. According to Kassarjian, it is undeniable that there are differences between individuals which, regardless of the product or situation, make some people more interested, concerned, or involved in the consumer decision process. He proposed that consumer’ involvement with purchasing influences their purchase behaviour and that different consumer types (i.e. market segments) can be identified on the basis of their involvement. From the literature, it becomes clear that individuals have differing involvement levels with regards to products or services. This difference in the involvement levels are due to the fact that consumers differ in terms of their perceptions about different products, motivation levels to buy the product, the use of the product and their own demographic characteristics like income, life cycle, gender, personality, etc. This difference has been provided by Kassarjian in the table mention in table below.

### Table 2.2: Kassarjian's Consumer Trait Theory

<table>
<thead>
<tr>
<th>Consumer Type</th>
<th>Situation Effect or Product Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Involvement</td>
<td>Much of consumer knowledge as it exists today</td>
</tr>
<tr>
<td>Low Involvement</td>
<td>Minimal interest but narrowly and intensely focused</td>
</tr>
<tr>
<td>(&quot;Detached&quot; type)</td>
<td></td>
</tr>
<tr>
<td>Low Involvement</td>
<td>Choice determined by availability, packaging, affordability.</td>
</tr>
<tr>
<td>(&quot;Know nothing&quot;)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Advances in Consumer Research Volume 8, 1981)

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Classification of Involvement

The upper left hand cell - the high involvement personality, high involvement product group - consists of those people and behavior patterns that have been heavily studied in the past. Research on information processing, attitudes and consumer behavior models of decision making is discussing this sub-set of consumers. They are the ones that fill out questionnaires, allow researchers to examine their behavior, and sit still for the numerous inane tasks that are required of them in experimental and descriptive research.

The upper right hand corner - the high involved consumers with low involved products - refers to the field of low involvement research as it has evolved to this point. Interested, concerned, cooperative subjects that have been presented with products in which they simply are not involved. The low involvement products may include a variety of consumer goods, politicians, causes, or a host of other objects and issues about which the individual simply is not concerned.

The detached individual with a highly involved product perhaps causes the greatest conceptual difficulty. He or she generally is unconcerned about the practical affairs of marketing and yet from time to time a product or issue may emerge which is of great importance. In this case, it is hypothesized that the embryonic interest, although perhaps temporarily intense, would be extremely narrowly focused. Once the politician is elected (or defeated), the issue is resolved or the product purchase decision consummated, he returns to his basic state of apathy and detachment.

The lower left-hand cell consists of the "know-nothings" who from time to time may be placed in a position where they simply must become involved in a product decision. Under these conditions the decision process probably is not the analytic, cognitive approach of the high involvement or detached type, but choice is determined by what is most easily available or whether or not one simply has enough money to pay for the object. The influence of attractive packaging or a glib salesman may be far more significant than a cognitive analysis of the product characteristics. "But it looked so pretty, and the man was so nice," may better describe the decision process than compensatory or lexographic decision rules.
The final group in the lower tight hand corner can best be described by the terms, "don't know," "don't care," and "no opinion." This group is seldom, if ever, concerned about the affairs of the world - be it politics or canned spinach. Under a low involvement product condition, their contribution to consumer research primarily consists of filling the "no opinion" cells of a research design and contributing to the error term in any statistic.

Perhaps if research on low involvement is to be meaningful, the personality characteristic of involvement should be accounted for in research designs. Typically the "know-nothings" particularly in a low involvement product condition are naturally eliminated from research designs by their unavailability, but the differences between detached individuals with high involvement products and high involved persons with low involvement goods may be confounded in data analysis at present.

Space and time constraints do not allow for further elaboration, it this point but such a personality - product in-involvement interaction effect seems quite conceivable and researchable, once tools or instruments are available for the measurement of product involvement and personality types.

**Behavioural Involvement**

Involvement from a behavioral perspective may also assist and describe strategy-making. The marketing strategy of free samples and give-aways, say, is done to elicit involvement (behaviors) with the firm's fundamental goal of developing long run favorable attitudes (mental state involvement). One thing seems to be certain and that is that if any marketing manager asked, "What target markets may be most apt to initially get involved," that manager would hardly be talking about attitudes. He or she would, however be talking about involvement in the behavioral sense of purchasing activity in the marketplace.

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Table 2.3: Behavioural Involvement

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Brand Loyalty</td>
<td>Major</td>
</tr>
<tr>
<td></td>
<td>(Consumables)</td>
<td>Durables</td>
</tr>
<tr>
<td>Low</td>
<td>Habit</td>
<td>Novelty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seeking</td>
</tr>
</tbody>
</table>

(Source: Robert N. Stone, 1984)

Brand loyalty and habit were commented on earlier, but major durables and novelty seeking were not. These latter two may be represented in the "low behaviorally involved" portion of the matrix. Major durables are infrequently purchased by consumers and novelty seeking is to be taken as unplanned purchases. Brand loyalty very definitely may develop for major durables but that term was reserved in the matrix for frequently purchased items (consumables). For some target markets, major durables will appear in the low/low box.

2.3 PAYMENT MECHANISM: LITERATURE REVIEW

- Ming Chuan Pan

Payment mechanism is an important part of consumer buying behavior. It is the method of payment of price for the purchase of a product or availing of a service. It is has been seen that consumers are very sensitive to price in certain markets and for certain products. Not only that, they have different payment methods for different types of goods. For example, in India, normally, for purchasing a product whose price is high, people prefer to pay through cheques. For making purchases from a shopping mall, many consumers prefer a debit or a credit card. For online purchases or purchases through a TV shopping channel, normally credit or debit cards used.

The development of money history started with barter exchange, and seashell, silver, bronze, metal coins and paper bills have been used as money. The main spirit of different payment mechanisms is exchange equal value items, in order to make
fairness with each other. Nowadays, there are many mechanisms that offer consumers choice of payment methods.  

- **Drazen Prelec and George Loewenstein (2007)**

Price plays an important role in consumer decision making. Consumers normally compare the satisfaction they are likely to derive from the product or service before they decide to buy the product or service. After estimating the satisfaction levels from the product or service, they look at the price they would be paying to avail it. Not only that, they also consider the payment mechanism they would be adopting to pay for. A rational, economic evaluation of a purchase opportunity should depend on the sum of the utility offered by the product and negative disutility of the payment.  


Research suggests that individuals mentally track the costs and benefits of a consumer transaction for the purpose of reconciling those costs and benefits on completion of the transaction (Prelec and Loewenstein 1998; Thaler 1980,1985). In transactions where costs precede benefits, this can lead to a systematic and economically irrational attention to sunk costs (Arkes and Blumer 1985; Thaler 1980).  

- **Mohammad B. Naseri and Greg Elliott (2007)**

The likelihood of individuals’ assuming interest payments on credit card debt (in contrast to convenience use) and its determinants has not been thoroughly investigated. In this paper, the impact of socio-demographic and behavioural variables on consumers’ actual credit card borrowing behaviour is examined. The results demonstrate that variables such as age, employment, ethnical background and taking  

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67 Pan, M.C. (2007), The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention- The Moderating Effect of Product Involvement, Asia Pacific Management Conference, Melbourne, 1-10  
68 Prelec, D. and Loewenstein, G. (1998), The red and the black:mental accounting of savings and debt, Marketing Science, 17 (4), 4-28  
other interest-bearing products have a significant impact on assuming credit card debt.  

- **Lydia L. Gan, Ramin C. Maysami, Hian Chye Koh (2008)**

In this research carried out in Singapore, it was observed that the number of credit cards was found to be significantly influenced by income and gender as well as perceptions that include “credit card leads to overspending”, “savings as payment source”, “unreasonable interest rates”, “credit card as status symbol”. The number of credit cards was also affected by credit card-related variables such as missing payments sometimes, frequency of use, entertainment expenditures, and petrol purchase.  

### 2.4: SHOPPING SITUATION: LITERATURE REVIEW

- **Hsin-Hui Lin (2010)**

“With the proliferation of multi-channel retailing, developing a better understanding of the factors that affect customers’ purchase behaviors within a multi-channel retail context has become an important topic for practitioners and academics. While many studies have investigated the various customer behaviors associated with brick-and-mortar retailing, online retailing, and brick-and-click retailing, little research has explored how customer shopping value perceptions influence online purchase behaviors within the TV-and-online retail environment. The main purpose of this study is to investigate the influence of TV and online shopping values on online patronage intention. Data collected from 116 respondents in Taiwan are tested against the research model using the partial least squares (PLS) approach. The results indicate that utilitarian and hedonic TV shopping values have indirect, positive influences on online patronage intention through their online counterparts in the TV-and-online

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retail context. The findings of this study provide several important theoretical and practical implications for multi-channel retailing”.72

- **Mei-hui Chen, et al. (2008)**

Previous research indicates that consumers shop to pursue specific values. To attract more visitors to shop on the Internet, e-retailers have to deliver preferred value to their target customers. The two kinds of values investigated by most previous research are either utilitarian or hedonic. Both utilitarian and hedonic values are important determinants of consumers’ preference for online retailers as well as their purchase intentions. Furthermore, results of previous research imply that online shopping behavior might be moderated by product type. Products can be classified into search or experience categories based on the way consumers evaluate the goods or services. Results of this study indicate that product types have impacts on the perceived values and purchase intentions of online shoppers.73

- **August E. Grant, K. Kendall Guthrie And Sandra J. Ball-Rokeach (1991)**

The television shopping phenomenon is analyzed in terms of media system dependency theory. The analysis begins with a discussion of potential changes in structural relationships within the media system introduced by television shopping. We discuss how these structural changes imply changes in microlevel dependency relations. A hierarchy of dependency relations is proposed, with television dependency leading to dependency upon a genre of TV programming and, ultimately, to the development of parasocial relationships with the hosts of specific programs. Using measures of television dependency, parasocial interaction, demographic variables, and buying behavior, a model is proposed and tested upon a random sample of viewer-buyers from a major television shopping service to explain the relationships among the viewer-buyer, the television shopping program, and the television medium.


Results indicate that genre dependency plays a central role in the pattern of relationships. 

2.5: PURCHASING INTENTION: LITERATURE REVIEW

Normally, consumers follow series of steps before they buy a product or service. Researchers and marketers view consumers as rational, problem solving organism who pass through a series of steps while making product purchase decision, but the rigor and extent to which these steps are followed for different products differ depending upon the level of consumer involvement with the product. 

- Soyeon Shim, Mary Ann Eastlick, Sherry L. Lotz, Patricia Warrington (2001)

In this study, an Online Prepurchase Intentions Model is proposed and empirically tested in the context of search goods. The focus of this research is to determine whether intent to search the Internet for product information is a key element for marketing researchers to employ in predicting consumers’ Internet purchasing intentions. Data were collected through a mail survey to computer users who resided in 15 U.S. metropolitan areas. Two-stage structural equation modeling was employed to test hypotheses. The results show that intention to use the Internet to search for information was not only the strongest predictor of Internet purchase intention but also mediated relationships between purchasing intention and other predictors (i.e., attitude toward Internet shopping, perceived behavioral control, and previous Internet purchase experience). Direct and indirect relationships between two antecedents (attitude toward Internet shopping and previous Internet purchase experience) and Internet purchase intention were also found. Theoretical and managerial implications are discussed

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75 Sharma Kavita, (2000), Impact of Consumer Involvement on Consumer Behaviour : A Case study of India, New Delhi
• Hans van der Heijden, Tibert Verhagen and Marcel Creemers (2003)

“Study of purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. We summarise and review the antecedents of online purchase intention that have been developed within these two perspectives. An empirical study in which the contributions of both perspectives are investigated is reported. We study the perceptions of 228 potential online shoppers regarding trust and technology and their attitudes and intentions to shop online at particular websites. In terms of relative contributions, we found that the trust-antecedent ‘perceived risk’ and the technology-antecedent ‘perceived ease-of-use’ directly influenced the attitude towards purchasing online”.


“This study focuses on the effect of website visitors' degree of goal-oriented search mode on purchase intention in online environments. In a study of 874 respondents recruited from 13 online shops representing a diversity of product categories and customer segments, the effect of visitors' degree of goal-oriented search mode on purchase intention is found to be moderated by product risk. Furthermore, product involvement, product risk and Internet experience are found to have positive effects on the degree of goal-oriented search mode of the visitors. Also, product knowledge, product risk and Internet experience are reported to have direct effects on purchase intention. The results point to the importance of understanding the characteristics of website visitors, and to customize the support and search services offered on the website to the characteristics and preferences of the individual visitor to increase purchase intention, and eventually online sales”.


• **Vicki G. Morwitz, Joel H. Steckel and Alok Gupta (2007)**

“Marketing managers routinely use purchase intentions to predict sales. The purpose of this paper is to identify factors associated with an increased or decreased correlation between purchase intentions and actual purchasing. In two studies, we examine data collected from a wide range of different settings that reflect the real world diversity in how intentions studies are conducted. The results indicate that intentions are more correlated with purchase: 1) for existing products than for new ones, 2) for durable goods than for non-durable goods, 3) for short than for long time horizons, 4) when respondents are asked to provide intentions to purchase specific brands or models than when they are asked to provide intentions to buy at the product category level, 5) when purchase is measured in terms of trial rates than when it is measured in terms of total market sales, and 6) when purchase intentions are collected in a comparative mode than when they are collected monadically. “

• **Karina P. Rodriguez (2008)**

“This study explores the effects of endorser type (celebrity and anonymous) and endorser credibility on consumers’ attitudes and purchase intentions. It also explores the moderating effect of culture on the influences of spokesperson type and spokesperson credibility on attitude towards the advertisement of Filipino consumers. The research data indicate that the higher the celebrity status of the endorsers featured in an advertisement, the higher the purchase intentions of consumers. For spokesperson credibility, the only characteristics which have a significant influence on intentions to purchase are: Experienced, Knowledgeable, Qualified, and Trustworthy. In addition, power distance and collectivism seem to have a substantial moderating effect on the relationship between spokesperson type and credibility, and attitude towards the advertisement”. 

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• Mansour Samadi and Ali Yaghoob-Nejadi (2009)

“This research paper aims to compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. To achieve the research objectives and test hypotheses, paired sample t-test is used to analyze the mean differences of the individual and overall perceived risk levels in two buying situations. In addition, to analyze the relationships among shopping experiences, perceived risk, and purchase intention variables, Pearson correlation analysis and linear regression are used. The research revealed that consumers perceived more purchasing risk from the Internet than from the store. A more positive online shopping experience led to consumers’ less perceived purchasing risk level in the Internet. And a higher perceived risk led to less future purchasing intention from the Internet”.

• Iman Khalid A. Qader and Yuserrie Zainuddin (2010)

“This study intends to contribute to the body of knowledge in the area of green product purchase intention, within the domain of green marketing, where all activities are designed to generate and to facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs or wants occurs, with minimal detrimental impact on the natural environment. Therefore, this study intends to identify the influence of three independent variables including; perceived government legislations, media exposure, and safety and health concerns on the mediating variable of environmental attitude. The study will also investigate the mediating effect of environmental attitude and the dependent variable of the study purchase intention of lead-free electronic products. Through a self-administered questionnaire among 170 lecturers, from USM main campus and USM engineering campus the study found some revealing insights. Through the results of this study, perceived government legislation did influence neither environmental attitude nor purchase intention, while media exposure had a positive direct influence on purchase intention. As for safety and health concerns exhibited a significant positive influence on lecturers’

environmental attitude. Finally, environmental attitude the mediating variable of this study, did not act as a mediator between the independent variables and the dependent variable of purchase intention”.  

- Shahbaz Shabbir, Hans Ruediger Kaufmann, Israr Ahmad and Imran M. Qureshi (2010)

“The purpose of this research is to investigate the kind of relationship between Cause Related Marketing (CRM) campaigns, brand awareness and corporate image as possible antecedents of consumer purchase intentions in the less developed country of Pakistan. An initial conceptualization was developed from mainstream literature to be validated through empirical research. The conceptualization was then tested with primary quantitative survey data collected from 203 students studying in different universities of Rawalpindi and Islamabad. Correlation and regression analysis were used to test the key hypothesis derived from literature positing brand awareness and corporate image as mediating the relationship between CRM and consumer purchase intentions. The findings indicate that consumer purchase intentions are influenced by the cause related marketing campaigns. Furthermore it was observed that the brand awareness and corporate image partially mediate the impact of CRM campaigns on consumer purchase intentions. The data was gathered from universities situated in Rawalpindi and Islamabad only. Hence, future research could extend these findings to other cities in Pakistan to test their generalizability. Further research can be carried out through data collection from those people who actually participated in cause related marketing campaigns to identify the original behavior of customers instead of their purchase intentions. This research and the claims made are limited to the FMCG industry. The key implications cause related marketing of these findings for marketing managers lend support for the use of campaigns in Pakistan. The findings also suggest some measures which can be taken in to consideration in order to enhance brand awareness and to improve corporate image as both variables mediate the impact of CRM campaigns on consumer purchase intentions. The study contributes to cause related marketing literature by indicating a mediating role of brand awareness and

corporate image on CRM campaigns and consumer purchase intentions. This mediating role was ignored in previous studies. Moreover, it contributes to close the gap of empirical research in this field, which exists particularly due to the diverse attitude of customers in less developed countries such as Pakistan”.  

- **Baohong Sun and Vicki G. Morwitz (2010)**

“Intentions data often contain systematic biases; intentions change over time and may not accurately predict actual purchases. Ignoring the discrepancies between intentions and purchasing can produce biased estimates of variable coefficients and biased forecasts of future demand. This study proposes a unified model that takes into account various sources of discrepancies between intentions and purchasing and forecasts purchasing probability at the individual level by linking explanatory variables (e.g., socio-demographics, product attributes, and promotion variables) and intentions to actual purchasing. The proposed model provides an empirically better explanation of the relationship between stated intentions and purchasing and offers more accurate individual-level purchase predictions than do other existing intention models”.

- **Narges Delafrooz and Laily Hj. Paim (2011)**

“This study aims to explore the antecedents relating to the extent of both the attitude and the purchasing intention of online shopping. It examined the factors influencing consumers’ attitude toward online and purchase intention from the Malaysian perspectives. A total of 370 randomly selected respondents from the state of Selangor, Malaysia answered the questionnaire and the data was then analyzed using path analysis to identify the possible predictors. Result showed that the level of online shopping intention was relatively high and the attitude towards online shopping was positive. Moreover, the results identified that trust and attitude had stronger direct effect on online shopping intention, whereas utilitarian orientation, convenience,

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prices and wider selection, and income had stronger indirect effect on online shopping intention through the attitude towards online shopping as mediation”.


“This study aims to shed light on the antecedents relating to the extent of both the attitude toward online shopping and the purchase intention. This work is done from an integrated research framework based on the Attitude Model and the Theory of Planned Behavior (TPB). A total of 370 randomly selected respondents from the states of Selangor, Malaysia answered the questionnaire and the data was analyzed using path analysis to identify the possible predictors. The results support the use of the construct “attitude toward online shopping” as a bridge to connect the Attitude Model and the Behavioral Intention Model to establish an integrated research framework and to shed light on how consumers form their attitudes toward online shopping and make purchase intention. Online retailer should provide more benefits than ever before, with the consequence that consumers will hold a more positive attitude toward online shopping that leads to their purchase intentions. In summary, online retailers need to ensure that the online shopping process through their websites should be making as easy, simple and convenient as possible for consumers to shop online. The websites should also be designed in such a way that they are not too confusing for potential new buyers, particularly among consumers, who may not be familiar with this new form of shopping. In addition, online retailers need to provide a competitive price for products in order to attract online shoppers to their websites and encourage them to make purchase decisions. This study pioneers in building an integrated research framework to understand how consumers form their attitudes toward online shopping and make purchase intention”.

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• Hadi Moradi, Azim Zarei (2011)

“The main purpose of this study is to investigate the relationships among brand equity, purchase intention and brand preference from Iranian young consumers viewpoint. Moreover secondary aim of this research is examining the moderate role of country of origin image. To accomplish these, a conceptual framework was designed and relationships among its constructs (Brand equity, purchase intention, brand preference and country of origin image) were hypothesized. Data were collected from Iranian students’ who were the owners of selected brand of laptop and mobile phone. Hypotheses were tested using structural equation modeling (SEM) in LISREL and subgroup correlation analysis in SPSS. Results indicated that brand equity positively influences consumer’s brand preference and purchase intention. But results unsupported moderating role of country of origin image”.

• Dr. Hsinkuang Chi, Nanhua, Dr. Huery Ren Yeh, Shih C & Yi Ching Tsai (2011)

“Advertising endorser is one of the major marketing strategies for advertisers. Advertising endorser can fast build brand recognition and help consumers to understand functions and characteristics of a product or a service. In the end, consumers will memorize the product/service and produce purchase intention. The study aims to explore the effects of advertising endorser on perceived value and purchase intention. Totally, 450 copies of questionnaires were dispatched and the effective response rate was 90%. The results show that (1) perceived value is significantly affected to advertising endorser, (2) advertising endorser is significantly affected to purchase intention, (3) perceived value is significantly affected to purchase intention, and (4) advertising endorser has no moderation effect between perceived value and purchase intention”.

• Rajagopal (2011)

“This study examines the effectiveness of different fashion marketing strategies and analysis of consumer behavior in a cross-section of demographic settings in reference to fashion apparel retailing. The study examines the determinants of consumer behavior and their impact on purchase intentions toward fashion apparel in reference to brand image, promotions and external-market knowledge. The constructs of the study were measured using reflective indicators showing effects on the product-related, economic and cognitive variables. All variables were chosen following a focus group analysis of the potential respondents. The confirmatory factor analysis, scale reliability and regression method were used to analyze the data. The data were collected from 217 respondents within the age group of 18-45 years in reference to 35 variables on 11 fashion apparel brands in Mexico. The results reveal that socio-cultural and personality-related factors induce purchase intentions among consumers. One of the contributions that this research extends is the debate about the converging economic, cognitive and brand-related factors to induce purchase intentions. Fashion-loving consumers typically patronize multi-channel retail outlets and designer brands, and invest time and cost toward an advantageous product search. The results of the study show a positive effect of store and brand preferences on developing purchase intentions for fashion apparel among consumers”  

Simply put, purchasing intention means a plan to purchase a particular good or service in the future. Engel et al. (1990) defines purchasing intention as a psychological process of decision making. Consumers are motivated by the fulfillment of demands to search relevant information according to personal experience and the external environment. They begin to evaluate and consider after accumulating a certain amount of information. Finally, they make the decision on certain products after comparison and judgment. This is known as the purchasing decision process of consumers. Dodds et al. (1991) indicated that purchasing intention is the probability of customer’s willingness to purchase and higher the perceived value, the higher will be the purchasing intention.

In the past various researches have been conducted to study the purchasing intention of consumers for various types of products in terms of different shopping situations. In one of the researches conducted in 2001, it was found that intention to use the internet to search for information was not only the strongest predictor of internet purchase intention but also mediated relationships between purchasing intention and other predictors like attitude towards internet shopping, previous internet purchase experience. In yet another research, study was conducted to find purchase intention using two different perspectives: technology oriented and trust oriented. It was found in this research that the perceived risk of shopping online and along with that the perceived ease of use were the principal factors that influenced attitude towards online shopping.

In yet another study conducted in the year 2007 by Vicki Morwitz et al., the researchers tried to identify the factors associated with increased or decreased correlation between purchase intention and actual purchasing. It was found that purchase intentions are more correlated with purchase for existing products than for new ones. Purchase intentions are more correlated to actual purchase for durable goods as compared to non-durable goods. Thus, this study hinted that purchase intention is different to actual purchasing. This justifies the definition given above where it has been said that purchase intention is a plan to purchase in future.

Mansour Samadi et al. (2009) compared the perceived risk between internet and physical store shopping in order to study purchasing intention for internet. They found that more positive online shopping experience let to consumers’ less perceived purchasing risk level and higher perceived risk let to less future purchasing intention from the internet. Consumer purchase intentions are influenced by the cause related marketing (CRM) campaigns. Also, brand awareness and corporate image partially mediate the impact of CRM campaigns on consumer purchase intentions (Shahbaz Shabbir et al., 2010). In other words, purchase intention can be affected for a product through brand awareness and the image of the marketer in that market.

Intentions change over time and may not accurately predict actual purchases (Baohong Sun & Vicki Morwitz, 2010). This means that simply by studying the purchase intentions for various products, it would be difficult to accurately forecast the actual purchases since both, purchase intentions and actual purchases are
influenced by factors like socio-demographics, product attributes and promotion variables. Brand equity positively influences consumers’ brand preference and purchase intention (Hadi Moradi & Azim Zarei, 2011). The amount of brand loyalty, perceived quality, brand association and brand awareness indicate brand equity. Results show that brand equity influence consumer’s brand preference and purchase intentions and this finding was supported by past research (e.g. Cobb-Walgren et al., 1995; Prasad and Dav, 2000; Myers, 2003; de Chernaony et al., 2004; Chen and Chang, 2008; Chen and Liu, 2009).

Purchasing intention is also affected by advertising. This was found out by Dr. Hsinkuang Chi et al. (2011). The study concluded that perceived value of a product was significantly affected to advertising endorser and advertising endorser was significantly affected to purchase intention. They also found that perceived value is significantly affected to purchase intention.
PURCHASE PROCESS

Engel and Blackwell categorized this problem solving as either extended problem solving or limited problem solving behavior. Consumers normally undertake extended problem solving for high involvement products while for low involvement products, limited problem solving is adopted.

In case of extended problem solving, consumers follow a detailed and rigorous process to get detailed information about the products. They search for various alternatives and evaluate all the alternatives in detail keeping in mind their own requirements or needs. The general model of consumer decision process is given on the next page.


The first step in buying process the recognition of a need. Need can be defined as felt deprivation of some basic satisfaction. Once the consumer recognizes this need, he starts to search for information regarding the product or service he would require to
fulfill the need. Information can be obtained from different sources like friends and relatives, advertisements, notifications, demonstrations and trials, etc. Based on the information search, he makes himself aware of a number of alternatives to satisfy the need. From these alternatives, he evaluates and selects the best alternative. The method of evaluation of these alternatives is highly subjective. It depends on the prospective consumer. There is no standard method or process for this evaluation. Once he decides the product to be purchase to satisfy the need, he goes and implements this decision by actually buying the product. After evaluation of alternatives, the prospective consumer develops purchasing intention towards a particular brand. However, this purchasing intention is likely to get affected by two factors. Before actually purchasing the product, the intention will be affected by attitude of others about the brand he intends to purchase and also situational factors like changes in price, availability of the product, his income, etc. Based on the evaluation of alternatives and the factors affecting his purchasing intention, the consumer decides to buy the product. If the expected performance of the product is higher than the actual performance, the consumer is dissatisfied. If the expected performance is less than the actual performance, the consumer delighted, while if actual performance matches expected performance, the consumer is satisfied. Once, he has purchased the product, he is either satisfied or dissatisfied with the product performance. This is termed as the post purchase behavior.
For different levels of involvement, the consumer decision making process is different as is clear from the following figure.

<table>
<thead>
<tr>
<th>Low Purchase Involvement</th>
<th>High Purchase Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Habitual Decision Making</td>
<td>Limited decision making</td>
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<tr>
<td>Problem recognition</td>
<td>Problem recognition</td>
</tr>
<tr>
<td>Selective</td>
<td>Generic</td>
</tr>
<tr>
<td>Information Search</td>
<td>Information Search</td>
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<tr>
<td>Limited internal</td>
<td>Internal</td>
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<tr>
<td>Limited External</td>
<td>External</td>
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<tr>
<td>Purchase</td>
<td>Alternative Evaluation</td>
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<tr>
<td>Few attributes</td>
<td>Many attributes</td>
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<tr>
<td>Simple decision rules</td>
<td>Complex decision rules</td>
</tr>
<tr>
<td>Few alternatives</td>
<td>Many alternatives</td>
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<tr>
<td>Post-purchase</td>
<td>Post-purchase</td>
</tr>
<tr>
<td>No dissonance</td>
<td>Dissonance</td>
</tr>
<tr>
<td>Very limited evaluation</td>
<td>Limited evaluation</td>
</tr>
</tbody>
</table>

Source: Sharma Kavita (2000)
For high involvement products, the consumer follows the complex buying behavior. Habitual decision making either involves no decision process and reveals itself in the form of brand loyalty decisions or repeat purchase decisions. Brand loyalty – the repurchase of same brand without any further purchase deliberation is the result of extended problem solving process which at one time being carried out for the purchase decisions reveal themselves for not so highly involved product categories. The brands are repeated not because of commitment but out of convenience or habit\(^90\).

Extended decision making occurs at very high level of involvement. It involves detailed internal and external, both types of information search. This is followed by a rigorous evaluation of all the attributes. The purpose of doing this is to reduce the chances of dissonance in the post purchase stage.

The following table is a brief summary of the literature review in the field of consumer involvement over the previous years-

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Year</th>
<th>Author/Researcher</th>
<th>Title</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1947</td>
<td>Sherif and Cantril; Sherif &amp; Hovland; Sherif et.al</td>
<td>The psychology of ego-involvement</td>
<td>involvement as a major component in attitudes and attitude change</td>
</tr>
<tr>
<td>2</td>
<td>1964</td>
<td>Freedman</td>
<td>Involvement, Discrepancy and Change</td>
<td>Proposed two definitions of involvement. General and particular interest in an issue</td>
</tr>
<tr>
<td>3</td>
<td>1965</td>
<td>Herbert E. Krugman</td>
<td>The Impact of Television Advertising: Learning without Involvement</td>
<td>TV advertising results in low involvement conditions while print results in high involvement conditions</td>
</tr>
<tr>
<td>4</td>
<td>1979</td>
<td>Andrew Mitchell</td>
<td>Involvement: A Potentially Important Mediator Of Consumer Behavior</td>
<td>What is involvement? How do we measure it? How do we manipulate involvement in the laboratory? Until we can answer these questions, the quantity and quality of</td>
</tr>
</tbody>
</table>

\(^90\) Sharma Kavita, 2000, Impact of Consumer Involvement on Consumer Behaviour: A Case study of India, New Delhi
<table>
<thead>
<tr>
<th></th>
<th>Year</th>
<th>Author(s)</th>
<th>Title</th>
<th>Empirical Research Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1979</td>
<td>John L. Lastovicka</td>
<td>questioning the concept of involvement defined product classes</td>
<td>The degree to which different levels of involvement are related to levels of acquisition behavior is examined.</td>
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<tr>
<td>6</td>
<td>1981</td>
<td>Harold H. Kassarjian</td>
<td>Low Involvement: A Second Look</td>
<td>Six-fold classification of involvement including both high and low product involvement and also high and low involved personality types</td>
</tr>
<tr>
<td>7</td>
<td>1982</td>
<td>Peter H Bloch</td>
<td>Involvement Beyond The Purchase Process: Conceptual Issues And Empirical Investigation</td>
<td>An empirical study which explores self-concept expression as a possible motivator of enduring involvement was put forward</td>
</tr>
<tr>
<td>8</td>
<td>1982</td>
<td>Sherrell and Shimp</td>
<td>Consumer Involvement in a laboratory setting</td>
<td>In an effort to bring more empirical research to involvement, these authors suggested studying cognitive activity and three indicators were developed to accomplish this. These indicators were: &quot;subjective state,&quot; &quot;self insight accuracy,&quot; and, the amount of time that subjects required to complete a decision task</td>
</tr>
<tr>
<td>9</td>
<td>1983</td>
<td>Rajeev Batra, Michael L. Ray</td>
<td>Operationalizing Involvement As Depth And Quality Of Cognitive Response</td>
<td>Message response involvement as situational states characterized by the depth and quality of the cognitive responses evoked by the message</td>
</tr>
<tr>
<td>10</td>
<td>1984</td>
<td>James A. Muncy, Shelby D. Hunt</td>
<td>Consumer Involvement: Definitional Issues and Research Directions</td>
<td>paper identifies and discusses five distinct concepts which have all been labeled &quot;involvement&quot;. The concepts of ego involvement, commitment, communication involvement, purchase importance, and response involvement are discussed as they relate to this evolving body of knowledge</td>
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<tr>
<td>Page</td>
<td>Year</td>
<td>Author(s)</td>
<td>Title</td>
<td>Abstract</td>
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<tr>
<td>11</td>
<td>1984</td>
<td>Robert N. Stone</td>
<td>The Marketing Characteristics Of Involvement</td>
<td>How both behavioral involvement and ego-involvement may be used to understand marketing phenomena</td>
</tr>
<tr>
<td>12</td>
<td>1984</td>
<td>Mark B. Traylor</td>
<td>EGO Involvement and Brand Commitment: Not Necessarily the Same</td>
<td>involvement with a product can be high while commitment to brands is low, or product involvement can be low when commitment to a brand is high</td>
</tr>
<tr>
<td>13</td>
<td>1984</td>
<td>Michael L. Rothschild</td>
<td>Perspectives on Involvement: Current Problems and Future Directives</td>
<td>Literature has become replete with papers that are overly concerned with defining this hypothetical construct, organizing concepts and reviewing past work. This paper discusses problems related to an abundance of such work and suggests some other directions for researchers to take</td>
</tr>
<tr>
<td>14</td>
<td>1984</td>
<td>John H Antil</td>
<td>Conceptualisation and Operationalisation of Involvement</td>
<td>While there appears to be general agreement that involvement varies by individuals and circumstances and that it is somehow related to &quot;importance&quot; or &quot;interest&quot;, there is by no means any agreement exactly what involvement is, its bounds, and in general a thorough conceptualization of the concept</td>
</tr>
<tr>
<td>15</td>
<td>1985</td>
<td>George M. Zinkhan, Aydin Muderrisoglu</td>
<td>Involvement, Familiarity, Cognitive Differentiation, And Advertising Recall: A Test Of Convergent And Discriminant Validity</td>
<td>Involvement, familiarity, and cognitive differentiation are three measures of individual difference which were hypothesized to be related to consumers' ability to recall advertising messages</td>
</tr>
<tr>
<td>16</td>
<td>1985</td>
<td>Gilles Laurent and Jean-Noel Kapferer</td>
<td>Measuring Consumer Involvement Profiles</td>
<td>There is more than one kind of consumer involvement. Depending on the antecedents of involvement consequences on consumer behavior differ. The authors therefore recommend measuring an</td>
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<td>Year</td>
<td>Author(s)</td>
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<tr>
<td>17</td>
<td>Judith Lynne Zaichkowsky</td>
<td>Measuring the Involvement Construct</td>
<td>21 item bipolar adjective scale framed, the Personal Involvement Inventory (PII), was developed to capture the concept of involvement for products.</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Banwari Mittal</td>
<td>A Theoretical Analysis Of Two Recent Measures Of Involvement</td>
<td>a unidimensional conception of involvement is utilized to develop a general model of involvement. The two scales are reconciled with this model, and subscales are identified in each which would measure involvement as a unified construct.</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Judith Lynne Zaichkowsky</td>
<td>The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising</td>
<td>The conceptualization of the Personal Involvement Inventory was a context-free measure applicable to involvement with products, with advertisements, and with purchase situations. The empirical work to develop this measure was mainly validated with respect to product categories. PII was reduced to 10 items.</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Richard L. Divine, Thomas J. Page, Jr</td>
<td>The Effect of Enduring Involvement on Evoked Set Size</td>
<td>Enduring involvement may actually have a positive effect on evoked set size. Studies the conceptual reasoning underlying the hypothesized relationships between enduring involvement, shopping enthusiasm and evoked set size, and then present the results of a study that directly tests these hypothesized relationships.</td>
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<td>Year</td>
<td>Authors</td>
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<td>Summary</td>
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<td>1996</td>
<td>Carmen García, Julio Olea, Vicente Ponsoda y Derek Scott</td>
<td>Measuring Involvement From Its Consequences</td>
<td>A 21-item Likert-type ‘Consequences of Involvement’ questionnaire (CIQ) was developed to measure the level of involvement with products. Unlike other scales, the CIQ attempts to measure involvement from its consequences, rather than requesting the subject to directly rate his or her state of involvement.</td>
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<tr>
<td>1996</td>
<td>Kenneth C. Schneider and William C. Rodgers</td>
<td>An Importance Subscale for the Consumer Involvement Profile (CIP)</td>
<td>Proposed and provided initial support for a new subscale for the CIP; one designed to measure Importance, a construct not now encompassed by that scale. The relationship between Importance and the remaining CIP subscales designed to measure various involvement antecedents (i.e., Interest-Pleasure, Sign, Risk Probability and Risk Importance) is then discussed.</td>
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<td>1997</td>
<td>Gil McWilliam</td>
<td>Low Involvement Brands: is the Brand Manager to Blame?</td>
<td>Poor brand management has been held responsible for brands with which consumers have low levels of involvement, that is, consumers do not consider them important in decision-making terms, and in consequence appear unthinking and even uncaring about their choices.</td>
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<td>1997</td>
<td>Utpal M. Dholakia</td>
<td>An Investigation Of The Relationship Between Perceived Risk And Product Involvement</td>
<td>The constructs of perceived risk and product involvement have been noted to share several similarities in the consumer behavior literature but diversity in the conceptualization and operationalization of these constructs has led to conflicting and confusing findings. Using consistent definitions of the two</td>
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<tr>
<td>25</td>
<td>2001</td>
<td>Pascale G. Quester, Amal Karunaratna and Ai Lin Lim</td>
<td>The Product Involvement/Brand Loyalty Link: An Empirical Examination</td>
<td>Several studies have examined the relationship between PI and BL but few empirical investigations have been conducted to validate the notion emerging from the literature that PI precedes BL. In this empirical study, two products associated with either low or high involvement are used to examine this issue.</td>
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<tr>
<td>26</td>
<td>2003</td>
<td>Natalie Lennox and Nicholas McClaren</td>
<td>Measuring Consumer Involvement: A Test of the Automobile Involvement Scale</td>
<td>Empirically investigated consumer involvement with a product class.</td>
</tr>
<tr>
<td>27</td>
<td>2003</td>
<td>Michel Laroche, Jasmin Bergeron, Christine Goutaland</td>
<td>How intangibility affects perceived risk: the moderating role of knowledge and involvement</td>
<td>Product intangibility is positively associated with perceived risk and the intangibility construct encompasses three dimensions: physical intangibility, mental intangibility, and generality. The purpose of this research is to test which dimension of the intangibility construct is the most correlated with perceived risk.</td>
</tr>
<tr>
<td>28</td>
<td>2007</td>
<td>G Sridhar</td>
<td>Consumer Involvement in Product Choice – A Demographic Analysis</td>
<td>There is a need for studies on consumer involvement spanning over varied cultures and contexts. Further, exclusive studies examining the relationship between demographics and consumer involvement are very few. Study was conducted to examine the relationship between consumer involvement and five key demographics family life cycle, age, sex, income and occupation.</td>
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<td>29</td>
<td>2007</td>
<td>Ming-Chuan Pan</td>
<td>The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention - the Moderating Effect of Product Involvement</td>
<td>Study of effect of payment mechanism and shopping situation on purchasing intention is moderated by the product involvement</td>
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<tr>
<td>30</td>
<td>2008</td>
<td>Fei Xue</td>
<td>The moderating effects of product involvement on situational brand choice</td>
<td>investigate the moderating role of product involvement in predicting the effects of self-concept and consumption situation on consumers' situational decision making.</td>
</tr>
<tr>
<td>31</td>
<td>2009</td>
<td>Mansour Samadi and Ali Yaghoob-Nejadi</td>
<td>A survey of the effect of consumers', perceived risk on purchasing intention in E-shopping</td>
<td>compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment</td>
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<td>32</td>
<td>2010</td>
<td>Jacob Hornik, Tali Te'eni-Harari</td>
<td>Factors influencing product involvement among young consumers</td>
<td>examine which variables influence product involvement among young people. This paper aims to explore five variables: age, subjective product knowledge, influence of parents, influence of peers, and product category</td>
</tr>
<tr>
<td>33</td>
<td>2011</td>
<td>Plavini Punyatoya</td>
<td>How Brand Personality affects Products with different Involvement Levels</td>
<td>brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.</td>
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<td>Contribution</td>
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<td>1</td>
<td>2001</td>
<td>Soyeon Shim, Mary Ann Eastlick, Sherry L. Lotz, Patricia Warrington</td>
<td>An online pre-purchase intentions model: The role of intention to search</td>
<td>Online Prepurchase Intentions Model is proposed and empirically tested in the context of search goods. The focus of this research is to determine whether intent to search the Internet for product information is a key element for marketing researchers to employ in predicting consumers’ Internet purchasing intentions.</td>
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<td>2</td>
<td>2003</td>
<td>Hans van der Heijden, Tibert Verhagen and Marcel Creemers</td>
<td>Understanding Online Purchase Intentions: Contributions from Technology and Trust Perspectives</td>
<td>Study of purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. Review the antecedents of online purchase intention that have been developed within these two perspectives.</td>
</tr>
<tr>
<td>3</td>
<td>2005</td>
<td>Nysveen H. and Pedersen P.E.</td>
<td>Search Mode and Purchase Intention in Online Shopping Behavior</td>
<td>Effect of website visitors' degree of goal-oriented search mode on purchase intention in online environments</td>
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<tr>
<td>4</td>
<td>2007</td>
<td>Vicki G. Morwitz, Joel H. Steckel and Alok Gupta</td>
<td>When do purchase intentions predict sales?</td>
<td>Identify factors associated with an increased or decreased correlation between purchase intentions and actual purchasing.</td>
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<tr>
<td>5</td>
<td>2008</td>
<td>Karina P. Rodriguez</td>
<td>Apparel Brand Endorsers And Their Effects On Purchase Intentions: A Study Of Philippine Consumers</td>
<td>Effects of endorser type (celebrity and anonymous) and endorser credibility on consumers’ attitudes and purchase intentions. It also explores the moderating effect of culture on the influences of spokesperson type and spokesperson</td>
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<td>6</td>
<td>2010</td>
<td>Iman Khalid A. Qader and Yuserrie Zainuddin</td>
<td>Intention to Purchase Green Electronic Products: The Consequences of Perceived Government Legislation, Media Exposure and Safety &amp; Health Concern and the Role of Attitude as Mediator</td>
<td>Contribute to the body of knowledge in the area of green product purchase intention, within the domain of green marketing</td>
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<td>7</td>
<td>2010</td>
<td>Shahbaz Shabbir, Hans Ruediger Kaufmann, Israr Ahmad and Imran M. Qureshi</td>
<td>Cause related marketing campaigns and consumer purchase intentions: The mediating role of brand awareness and corporate image</td>
<td>Investigate the kind of relationship between Cause Related Marketing (CRM) campaigns, brand awareness and corporate image as possible antecedents of consumer purchase intentions in the less developed country of Pakistan</td>
</tr>
<tr>
<td>8</td>
<td>2010</td>
<td>Baohong Sun and Vicki G. Morwitz</td>
<td>Stated intentions and purchase behavior: A unified model</td>
<td>A unified model that takes into account various sources of discrepancies between intentions and purchasing and forecasts purchasing probability at the individual level by linking explanatory variables (e.g., socio-demographics, product attributes, and promotion variables) and intentions to actual purchasing.</td>
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<td>9</td>
<td>2011</td>
<td>Narges Delafrooz and Laily Hj. Paim</td>
<td>An Integrated Research Framework to Understand Consumer’s Internet Purchase Intention,</td>
<td>Explore the antecedents relating to the extent of both the attitude and the purchasing intention of online shopping. It examined the factors influencing consumers’ attitude toward online and purchase intention from the Malaysian perspectives</td>
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<td>10</td>
<td>2011</td>
<td>Narges Delafrooz, Laily H.J. Paim and Ali Khatibi</td>
<td>A Research Modeling to Understand Online Shopping Intention</td>
<td>Shed light on the antecedents relating to the extent of both the attitude toward online shopping</td>
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<td>Table of Contents</td>
<td>Page</td>
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<td>Title of Study</td>
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<td>11</td>
<td>Hadi Moradi, Azim Zarei (2011)</td>
<td>The Impact of Brand Equity on Purchase Intention and Brand Preference-the Moderating Effects of Country of Origin Image</td>
<td>This work is done from an integrated research framework based on the Attitude Model and the Theory of Planned Behavior (TPB). To investigate the relationships among brand equity, purchase intention and brand preference from Iranian young consumers view point. Moreover secondary aim of this research is examining the moderate role of country of origin image.</td>
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<td>12</td>
<td>Dr. Hsinkuang Chi, Nanhua, Dr. Huery Ren Yeh, Shih C &amp; Yi Ching Tsai</td>
<td>The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser</td>
<td>Explore the effects of advertising endorser on perceived value and purchase intention.</td>
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<td>13</td>
<td>Rajagopal</td>
<td>Consumer culture and purchase intentions toward fashion apparel in Mexico</td>
<td>Effectiveness of different fashion marketing strategies and analysis of consumer behavior in a cross-section of demographic settings in reference to fashion apparel retailing. The study examines the determinants of consumer behavior and their impact on purchase intentions toward fashion apparel in reference to brand image, promotions and external-market knowledge.</td>
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