Acquaintance with All Types of Involvement in Consumer Behavior

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Abstract
Conception and measurement of involvement infrastructure is a challenging subject in consumer behavior since 1960 up to now. Conception of involvement has a vital role in perception of information process and many subjects relates to consumer behaviors. This conception origin from social sciences at first and was used in marketing in 1965 for the first time. Involvement happen when consumer is aware of a product and degree of involvement in product class is an important and basic variable in advertising strategy. This article analyzes content and related concepts in learning and consumer and key concepts and current models are analyzed in this matter.

Key words: Product Involvement, Product Class, Consumer Involvement, Consumer Behavior

Introduction
The problem marketers always report is that how they can pursue consumers to perceive and remembers information related to products and services. Consumers receive and process information to use it when they need (in buying product and services). One of the effective elements in information processing is consumer involvement. The types of decision making process in involvement, affects on the method of selecting consumers. When consumers use high involvement instead of low involvement, selecting process is different (Moven & Minor 1998).

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Conception of involvement origins of social sciences. Crugman (1965) used involvement in marketing for the first time. He describes how low involvement affects on TV adv. Conception of low involvement not only affects on advertising, but also on marketing research about consumer behavior (Lin&Shuo, 2006). Thus, level of involvement can affect on information process, decision making and reaction to advertising.

Researchers of consumers’ behavior believe that, involvement is a moderate variable in decision making process of buying. Moreover, researches show that consumer involvement is under affect of related index of product, consumer, and situational elements such as buying decision making (Kinard&Capella; 2006).

**Definition of involvement**

It seems that involvement is a fuzzy concept, since it involves other different meanings (Solomon, 2002). And when it become more complex, it is used as an umbrella conception which many similar but different words was used in its definition and operation of it (Huang 2006). And this concept used in many other fields. For example in psychology, involvement is used in theories and perception views and their changes. Also, it is claim that peoples are more or less involved in social matters. In this field involvement related to psychological status provoked by two important approaches of a matter which consists of importance or significance and personal relevance. But in marketing, consumers consider as those people who involved in advertising and advertising media, products, product range, and purchase decisions. While there is no precise definition of involvement in marketing, but there is a common view that involvement is a personal level and internal variable that refer to personal dependency and purposes.

In this part, we point to presented definitions by researchers of consumer behavior. Kragman, define involvement as a matter which join experiences or personal references that peoples creates between content of persuading stimulus and their life’s(Shaffer&Sherrell 1997, 256).

In another definition, involvement means mental feeling of peoples about affection, importance, and personal dependency, about a conception and it is an exciting matter related to a subject or activity. Coulter & et al define involvement as importance and personal dependency to a product which is based on a kind of motivation in consuming that class of product.

Involvement deals with final consumer with purchase experiences and consuming the product. Zaichkowsky in among famous theorist about involvement and define involvement as visual dependency of a person from an object based on basic needs, values and interests. In this definition, object is used as a common concept and points to a product, brand, and advertising, or purchase situation.

Engeland others, define involvement as a factor provoking consumers in a special environment by recognition or personal interest to product.

Kapferer and Laurent 1985, consider this point that because involvement relates to level of provoking and statues of a person, thus, different measuring is done in every purchase decision which indicate the importance of elements such as the number of compared characteristics among products and different brands, duration of information processing and decision making, threshold of personal satisfaction, and perceptions, and advertising process.

Many presented definitions, relates involvement to spent efforts in decision making process or motivation of people. Petty & Cacioppo 1981, say high involvement cause persons to achieve motivation for information processing and comparing different items. Thus, in analyzing the relationship of motive and involvement, it is obvious that
Involvement is a determinant factor in motivation of a person. The more involvement exists, the more motivation of consumers will be.

Involvement is a multidimensional structure which is used in many researches. Kapferer and Laurent presented involvement in four approaches after many searches:

1. Importance of risk (perceived importance of product and wrong purchase massages)
2. Mental probability of mistake
3. Hedonic values in product class
4. Symbol values of product class (Laurent & Kapferer, 1985, 45)

Involvement from Costley (1988) points of view:

Conception approaches as involvement classified into different classes based on different approaches: Content, Object, Nature, and Intensity Dimensions.

**Content approach**

In this approach, there are three viewpoints: cognitive approaches, individual state approach, and response approach.

Cognitive approach: according to this approach, involvement is a permanent relation that can be considered as a criteria, thus it is not measurable. This approach explains involvement as an important factor in studies (Especially in relation to effectiveness of advertising). Of course in this approach more than a factor affects on involvement including product, media, and the person speaking about a product.

Individual state approach: it points to a special viewpoint in a special situation. Individual state separates involvement from prerequisite and its consequences. Involvement state is defined as an excitement, interest, motive or attention.

Response approach: in this approach, involvement investigates based on response patterns. Since response concepts doesn’t need to a new concept as involvement, thus this conceptualization of involvement is very weak. (Costely, 1988.556)

Objective approach: Michael considers the point that involvement cannot exist without intention. In fact, involvement doesn’t mean with a single concept. Objective approach of involvement can be a product, advertising, or a situation.

Product: properties of a product can affect on involvement of that product beside personal needs and experiences.

Advertising: characteristic of an advertisement, validity of advertising source, and its attractiveness can affect on level of involvement. In most studies in relation to cognitive response, involvement with advertising is commonly used.

Situation: situational involvement consisting situations such as media. For example, a paper of information needs more involvement in comparison to a picture file. (In processing)

Nature approach: Park (1986, 1983) states that involvement can be naturally stimulant or cognitive. Affective involvement is a kind of involvement.

Intensity approach: involvement intensity usually states high and low involvement. Of course, some researchers explain more than two classifications for this respect. In some cases, involvement is considered as a permanent variable.
Hierarchy of involvement presented by Costely in the following diagram:

Intensity perspective           Nature perspective           Objective perspective           Content perspective

Figure 1. Hierarchy of involvement

Source: Costely, 1988.558
Involvement in Fill and Laksonen point of view

A basic and essential framework to perceive consumer behavior is involvement theory. Decisions making of consumers are different considerably and level of involvement of consumer with product or purchasing process is a key in selecting a brand. Kapferer and Laurent (1985) reasoning that involvement has five different forms which consists of: interests, risk importance, sign value, hedonic value. (Bezancon et al, 2009)

Laksonen (1977), discuss about three theory of involvement: cognitive approach, predisposition to perspective, and response- based interpretation. In his opinion, the bases of cognitive approach are relationship of a product to the buyer and it is very important. This approach emphasize on cognitive structure and perception of people. In other worlds, psychological dependency between a person and outside stimulus is an intense determinant in involvement. Intensity of perception origin of judgment theory based on involvement as a variable which is under effect of purchase. It means, prior tendency of others in reaction to purchasing. (Ibid, 28)

Second approach: in this approach involvement is a personal state that affects on a variable. In this case, involvement emphases on mental status of a person under effect of a stimulus. Determinant factors consist of intensity of involvement, importance of perception, interest, level of affection, and motivation (in personal situation or any other situations). Thus, involvement is motivation of a person in a special situation. Importance and purposes of that, is define by people who determine high and low involvement. Thus involvement is an intermediate variable in information processing and prior tendency to work.

Third approach: is a response- based approach. In this approach, involvement is a reaction to a stimulus such as marketing relationships. This response origin of compounding cognitive process (learn-feel-do) with behavioral process which result in purchasing. Thus, response-based approach is based on reaction to a stimulus that happen according to hierarchy of learning, feeling, doing, and processing. In this approach, involvement is a cognitive response to marketing relationship massages. Also in this respect, involvement is not a mediating variable, but a real response. (Ibid, 208)

Among these mentioned perspective, we cannot consider it as a correct interpretation. For this reason, all approaches can be right or wrong at the same time. Among many researchers there is an agreement that involvement have three basic statuses: high involvement, low involvement, and noninvolvement. The last one is obvious and there is no need to explain it. It is believed that when purchase experiences of consumer’s increases, their perceived risk decrease and their general knowledge improved. During this spectrum, they move from high involvement to low involvement. (Fill, 2002, 108)

During decision making, involvement is high or low and involvement is a definite conception and its power is different among people. (Ibid, 108).

High involvement happens when a person anticipates the purchase, that have a personal relation to it and there is a high risk about it. Car, dish washing machine, insurance, and house are valuable items which purchase rarely and create many involvements. Mentioned risk is financial risk. But as we mentioned before, risks are in many forms. Thus, selecting perfume, clothe, or jewelry based on social risk which overcome purchase decision, may indicate high involvement. Also consumer spends much time to search for buying and the reason is to increase risk as much as possible and collect information about it.

Low involvement is low mental involvement in relation to purchasing a product. For items with low price such as washer powder, bean, cereals, which purchase repeatedly, there is no need to collect information or to put emphasis on it. Items such as alcoholic
liquors and nonalcoholic beverage, all types of cigarette, and chocolate, are among low involvement products. Although, they create strong sense of self gratification which results from product. (Ibid, 109)

**Decision making perspective in high involvement situation**

If a person has high involvement with a products in first purchase, EPS is a proper solution for it. Considering, information processing is in a logical order, those person with high involvement shall move through stages as the following diagram. When decision making is in the case of high involvement, people perceived high level of risk and are worry about their purchase. The basic factor in this chain is that before experimentation of a product, they shall search more information to form a perspective.

Searching for information is an important part of decision making process with high involvement. Since in this kind of decision making, people provoke in high level to search information actively and process it. Many resources investigated which consist of mass media, word of mouse, and advertising in the field of sale.

**Decision making perspective in low involvement situation**

If a person has low involvement with a product, LPS (limited problem solving) method is appropriate. In this method, information processed through an involuntary disturbed perspective. Since there is low personal relation and perceived risk with product. Those people with low involvement, while decide to purchase, don’t search much information about product. It seems that these people move during the process, which is indicate in 4-2 diagram (Laaksonen, 1997.219).

Marketing relationship can create awareness in decision making process with low involvement. Anyway, since people have a problem solving role in this respect, massages are briefer than other situations in high involvement and in this case, messages containing less information. Mass media sending the messages, cover many audiences are appropriate cases, since they completed learning situation of accepted by people. In this situation, repetition of massages is important, because receiver of the message filter some unimportant information. Although learning in this situation happens through exposure to massage. But perspective in this case doesn’t create. (Hariss, 208.1987).

When there is low involvement in purchase, every person has a short internal information search, which is provoke by luxury shops. By using non compensatory decision rules, (when weakness overcome strength), people decide to test a new registered brand. Price can be an important factor that can affect on people decision making with high involvement. In buying with low involvement, packaging, shops in sales points, and promotion are factors which affect on testing a product by a person. (Laaksonen, 1977.216).

As a direct result of test, some perspectives are created. Long term behavior is function of advertising massages, quality of product, and loyalty of customers to a product than can be preserved (Harris, 1987.210).

**Types of involvement:**
- Product involvement (low or high)
- Consumer involvement
- Time aspect involvement(situational and enduring involvement)
- Mind involvement

Types of product involvement:

Considering many books and paper in this regard, consumer experiences two types of involvement:
1- Situational involvement
2- Enduring involvement

Asael (2006), define situational involvement as temporary involvement with a product in a short term period and under special situations, such as replacing an old product. (Like a car)

A special situation affecton products which consumer had not any tendency to buy them before. Those products in special situation have more risk to purchase. In this case, having knowledge about a brand and loyalty to it can help us in decision making process. For example, a general purchase situation is in store purchase which consists of internal stimulus of shops such as the way of furnishing, and arranging product, and can be effective on decision making process. Asael (2004) point out that situational involvement can lead to unexpected decisions.

Olshavsky & Granbois (1979) found out that buying a gift is a special situation and has more risk. In such situation, purchaser seeking products with high quality.

Asael (2004), states that contrary to situational involvement, enduring involvement indicates stability and durability and commitment to a product. Richines and Belach (1976) believe that enduring involvement point to high level of involvement and indicate the interests of consumers to a product. This type of involvement is not dependant on situation of purchaser and the important point is meaningfulness of product to the purchaser and pleasure of buying the product. Enduring involvement require endurable interest to a product. This case is along with buying special products. (Shouli, 2007, 32-34).

Effective factors in product involvement

Asael (2004), states that in every purchase scenario, many characteristics exist which affect on decision making process and involvement.

- Physical surroundings, such as designing and shop decoration
- Social surrounding of persons in consuming a product
- Time of consuming the product
- Purchase intention, purchase for ourselves or purchasing a gift.
- Mental situation of persons, to purchase when they are tired. Mental situation which lead to impulse purchasing.

Ivasaki and Havitz (2004) believe that effective factors on involvement consist of:

1. Personal antecedents
2. Social-situational antecedents

Personal antecedent includes values, perspectives, motivations, needs or intentions, talents, personal interests (satisfaction, or mental health).

The more personal limited in relation to a product, the less involvement will be and the more interests to a product, the more involvement will be. Ivasaki and Havitz state golf as an example and prove effective factors on involvement.
Eslama & Tashchian (1985) compare product involvement and purchase involvement. Purchase involvement is a factor related to purchase activity of people when facing a product. On the other hand, product involvement relates to connection between product and person which has a more durable base. For example, one person may have high involvement with a product (car) or a brand (Volvo), but because of loyalty to special brands, his involvement with the mentioned product decreases. And in another situation, a person may have low involvement with a product (jean clothes), but has high involvement to purchase it. This person may have a tendency to introduce the product to a friend. (Quester & Lim, 2003, 24). According to the studies in this respect (product involvement), we can realize scale of Likert in measuring the method (O’Cass, 1996).

**Consumer Involvement**

It is realism that instead of looking into a product as low or high involvement, products, personal needs and situational needs, consider involvement as personal characteristic of consumer. Involvement of a product change when properties of stimulus change. Situation

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**Figure 2. Involvement Conceptions, Stimulus, and Different Results**

Source: Zaichkowsky, 1986
has many effects on involvement. For example, a camera has different usage. We may use in weekends, or photography of sport nonprofessional picture. Also, natural interests of consumer can affect on classifying the product with low and high involvement. Those product which used for professional intentions, affect more on perception vigilance and product.

**Affective Factors on Involvement**

In marketing research and consumer behavior, affective factors on involvement are discussed which includes:

1. **Type of product**
2. **Relationship characteristic perceived by consumer**
3. **Real characteristic which consumer act on**
4. **Personality of consumer**

For example, the more expensive the product, the more visible and risky the purchase will be. In this case, involvement increases. Situation can affect on involvement by presenting content definition of purchase. Moreover, consumers may respond to product with different level of involvement. (Moven & Minor, 2001, 39).

**Effective factors:**

1. Needs, intentions and personal traits
   - Intentions, values, and results
   - The self related degree considering intention
   - Personal dependency to intention
   - Importance of intention
   - Personal factors

2. **Decision making and situational factors**
   - Purchase situation
   - Risk of decision making
   - Result of decision
   - Returnable degree of decision
   - Personal responsibility related to decision

**Related Structures**

- Process time (out sensing, type of media)
- Ability of process (cognition, knowledge)

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**Results:**

1. **Searching behavior**
   - Increase in seeking and purchase behavior
   - Increase in complexity of decision making
   - Increase in spent time for testing solutions
   - Difference of perceived properties for products

2. **Information process**
   - Increase in cognitive and responsive activities
   - Increase in personal relations
   - Coding strategy with more details
   - Increase in reviewing and perceiving

3. **Persuasion**
   - If the reason is satisfying, change in basic perspective increases
   - Durable change in perspective and durable persuasion

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*Figure 3. Framework of conceptualization and measuring involvement*

Source: (Andrews, Durvasula&Akhter, 1990, 28-9)
In studies of 37 products on 7500 persons, it is revealed that involvement is not a single matter and is a multidimensional phenomenon which consists of the following approaches:

1. Tendency
2. Perceived risk (importance and probability)
3. Value nature of product (satisfaction value)
4. Ability in selecting a brand to express his personality

These 5 factors are mediating factors in product involvement. Consumer has experiences in daily purchase products and risk decreases. Thus, few difference between brands cause decreases in non-purchase process.

It is better to say that involvement is a stimulating situation which potentially causes the following factors:

1. Tendency
2. Satisfaction value
3. Perceived value of brand

**Involvement in Time Perspective**

Moven & Minor classified involvement into two groups:

1. Situational involvement: this involvement happens in a short period of time and relates to the situation of person. Such as buying a new car, because of oldness.
2. Enduring involvement: this involvement states a longer commitment and relates to product class. It is discussed when consumer spent most of his time to a single product such as a newspaper.

Studies indicate that there are two types of product involvement, which consist of enduring involvement, and situational involvement. Proper behavioral pattern for

**Role of Involvement in Advertising**

Researchers found out that high involvement lead to more motivation in order to collect information about a product, and involvement is a basic determinant in searching information. (Zaichkowsky). Also researchers perceive that involvement can help us in information processing of advertising by consumers and effectiveness of information. (Blech & Blech, 2001, 157)

Different models such as Richard Vaughn, Rositer Channel, and Persi, consider involvement in advertising. In this part, we describe Richard Vaughn model.

**Richard Van Model**

An interesting approach in analyzing relationship situation presented by Richard Vaughn from advertising association of FCB. Vaughn and his association expanded a model for advertisement planning based on conventional reaction theories such as Hierarchy of Effects Model and research on high and low involvement. They add thought approach in comparison to feelings in involvement based on brain hemisphere theory. Theory of brain hemispheres (right and left); suggest that left side of brain is intellectual and cognitive, while right side of the brain is illustration and sensation.

Based on this model, four strategies of advertisement planning form by compounding high and low involvement and the way of purchase decision making (based on thought, logic, and feelings):

1. First state: when involvement is high and people decide to purchase based on thought and logic. In this respect, buying product such as house, car, and furniture is considered. People first acquire awareness and then evaluate their feelings and finally purchase the products. Awareness strategy is appropriate in advertising.
2- Second state: when involvement is high and people decide based on feelings and affections, which apply for products such as jewelry, cosmetics, and clothing. In this case, people evaluate their feelings first and then buy the product. Affective strategy emphasis on motivation and feelings such as self-respect, or promotion of ego is appropriate in this case.

3- Third state: when involvement is low and people decide based on thought and logic, which apply to products such as foods and daily buying. In this case, people decide to purchase. Then collect some information about the product and finally evaluate their feelings about purchased products. Get used to strategy is appropriate in this case.

4- Forth state: when involvement is low and people decide based on feelings and affections to buy a product. Products such as cigarette, beverage, and chocolate are among these products. Then evaluate purchased product by their feelings and finally collect the information about that product. Satisfaction strategy with emphasis on pleasure attractions and social motivation is appropriate in this case (Vaughn, 197).

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*Figure 4. Richard Vaughn*
Source: (Vaughn, Richard, 1986, 57)
Conclusion

According to the studies regard involvement, it is an a time orgasm which explain any stimulus relates to ego central or other stimulus aware or not aware, but in marketing it is more challenging. Involvement of a product is enduring perception of consumer from product class based on intrinsic needs, interests and values and consumer behavior and purchase decisions shall be considered in order to perceive it. Involvement is determinant of decision maker behavior in purchase process. Probably, to indicate loyalty of customers, high involvement is important. Totally, involvement in information process and other related matter to consumers is vital. (Bennethe al .2007). Effective factors in involvement and selecting a product consists of time of consuming, selection experience or decision making process, interested in products, prior experience of consumer, risk taking, and finally difference between products and services.

Generally, if consumer purchases process of a product, have high and low involvements, some promotion strategies shall be presented based on consumer purchase in relation to product properties, and different methods such as cognitive learning, repeating a massage, and strength of a product.
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