

Consumer Behaviour
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Lecture - 16
Consumer Needs and Motivation Emotions and
Mood Consumer Involvement (Contd...)

(Refer Slide Time: 00:23)



MODULE 6:	
PSYCHOLOGICAL INFLUENCES ON CONSUMER	
DECISION MAKING (19 hours)	
6.1	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
6.2	Consumer Learning
6.3	Personality, Self-concept and Self-image
6.4	Consumer Perception, Risk and Imagery
6.5	Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
6.6	Consumer Communication

We will now continue with our module, on the psychological influences in consumer decision making, which is module 6, where have been actually discussing consumer needs and motivations, emotions, and moods and consumer involvement. This particularly module is 6.1, where we have already discussed in the previous few sessions, consumer needs and motivations as well as emotions and moods.

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MODULE 6.1:	
CONSUMERS NEEDS & MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)	
6.1.1	Definition and Meaning of Consumer Needs and Motivation
6.1.2	Nature and Diversity of Consumer Needs, Goals and Motivation
6.1.3	Motivational Theories and their Implication for Marketers
6.1.4	Motivational Research and its Applicability: Implications for marketers
6.1.5	Definition and Meaning of Consumer Emotions and Moods
6.1.6	Emotions and Moods and Implications for Marketers
6.1.7	Meaning, Nature and Types of Consumer Involvement
6.1.8	Mechanism underlying the Consumer Involvement Process
6.1.9	Consumer Behavior Models based on Involvement
6.1.10	Consumer Involvement and Implications for Marketers




3

Today, we will be discussing consumer involvement. And in consumer involvement, we shall be talking of the meaning nature and types of consumer involvement, as well as the mechanism underlying the consumer involvement process. So, these two topics we will be discussing today, and subsequently in the concluding section on module 6.1, which will be a next session, we will be discussing, the rest of the rest of our topics in involvement, which will be consumer behavioral models, based on the involvement, and consumer involvement and implications for the market.

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6.1.7 Meaning, Nature and Types of Consumer Involvement
6.1.8 Mechanism underlying the Consumer Involvement Process



4

So, let us today talk of topics 6.1.7, which is meaning nature and types of consumer involvement; and topic 6.1.8 which is mechanism underlying the consumer involvement process.

(Refer Slide Time: 01:39)



6.1.7 Meaning, Nature and types of Consumer Involvement :

An important component that closely relates to motivation is involvement.

Involvement is defined as a psychological state that motivates people to be more aware and careful about persons/objects/situations.

It also indicates a level of personal importance that the person attaches to such persons/objects/situations.

Thus, there are

- (a) high and low-involvement consumers;
- (b) high and low-involvement purchases.

 5

So, to begin with, involvement is another topic, or another very important component which relates to motivations. We have discuss motivation as an inner urge to move toward a particular goal, to satisfy a particular need, or at reach a goal state, which is satisfactions of a need. So, involvement has an impact on motivations in terms of the manner in which, person approach the market place, with respect to the level of intensity, in the interest and the purchase process as a whole; so based on that, we basically define consumer involvement. We will begin with defining involvement, and then we will see how we can related to consumer, and what is consumer involvement, and how it impacts the purchase decision process, but before we do that, I will just like to make point here, that when we talk of motivations, how strongly are we in an urge to satisfy particular need or want, basically gets related to our involvement levels.

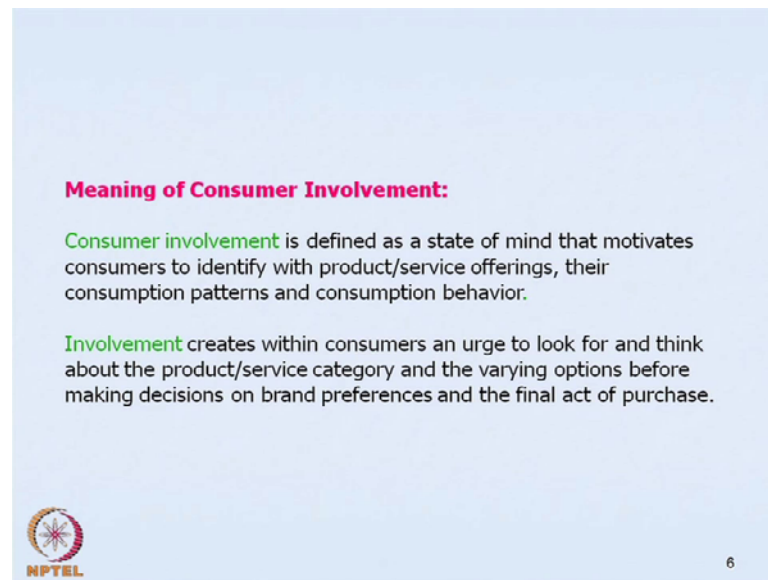
Whether, we are very strongly motivated, it will mean that the level of involvement with the purchase, or the purchase situation is going to be high. On the other hand, when the urge is lower, or we are on a lower sate of motivations, we do complete the purchase process, but the involvement level is little lower, it is somewhat weaker. So, the intensity, the level of intensity of interest, will basically determine or the involvement

level and it will be related to motivations, how strongly, or how you know moderately, or how lowly we are motivated, will have an impact, is impacted by, and will impact consumer involvement. So, involvement is basically defined as a psychological state, that motivated people to be more aware, and more careful about persons, objects, or situations.

So, it is a psychological state that basically motivates people to be more aware, to be more aware, and to be more conscious about persons, about situations, and about objects. So, it actually indicates a level of importance that the person attaches. So, that is why I just said a few minutes ago that, it is this importance which will actually have a role to play in the level of motivation, with which a person moves, to satisfy a particular need or want. Now, talking of involvement, we say that, in the context of a market place, when we talk of the personal importance at person attaches to person objects or situations. So, here person objects and situations get manifest in the form of companies, or brands, or the product situations, or purchase situations as a whole, so there are.

When we talk of motivations we said that there are high and low involvement of consumer, and their high and low involvement purchase. Now high and low involvement consumers, are with respect to characteristics of the consumer, but high and low involvement purchases are related to, or our characteristic of the product or service offering, or the purchase decision process, or the purchase situations. So, the level of involvement, may be either related to the consumer, and its characteristics of the consumer, or it may be related to purchase, and will be related to the product or service offering, or the purchase situations, or the occasion or the purchase the decision making, consumer decision making process.


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Meaning of Consumer Involvement:

Consumer involvement is defined as a state of mind that motivates consumers to identify with product/service offerings, their consumption patterns and consumption behavior.

Involvement creates within consumers an urge to look for and think about the product/service category and the varying options before making decisions on brand preferences and the final act of purchase.

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6

Now, let us come to the meaning of involvement, consumer involvement. So, consumer involvement is a state of mind that motivates consumers, to identify with product or service offering, with brands, with the consumptions patterns, and consumptions behavior. Involvement actually leads to a state of mind, where a consumer has an urge to look for, and think about the product, and service category, and look at the various options before a making decision, with respect to band preferences, and the final act of purchase. So, it is actually state of mind that motivates consumers, to identify with their product or service offering, their consumption patterns and consumptions behavior. It will have an impact on consumers in the sense that, it will affect the urge, with which consumer you know with which consumer posses the need or look for product or service offerings, to satisfy this particular need or want.

The manner in which they will evaluate they will collect information, gather information, evaluate information, form their brand preferences and make a final choice with respect to the act of purchase. So, it actually involvement crates in consumer and urge, to look around for product or service offering, for before actually making the final act of purchase. They will look around, they will gather information, they will evaluate varying options, varying alternative, and form preferences, and finally make an act of purchase.

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Now, with the person who is credited with the lot of work on consumer involvement, is very famous researcher called Krugman. Herbert Krugman is credited with his contributions to the concepts of involvement. And he said that consumer approach, the market place, or they approach the market place, and the product or service offering, or the store, or the mix as a whole, with varying levels of intensity of interest and personal importance, so this is what he defined as consumer involvement. Krugman assumed correctly that a consumer are different, because they are different, they will approach the market place in a different manner. The manner in which a person approaches the market place for a particular product or service, for purchase of a particular product or service offering, will be very different, from another person who approaches the market place for the same product or service offering.

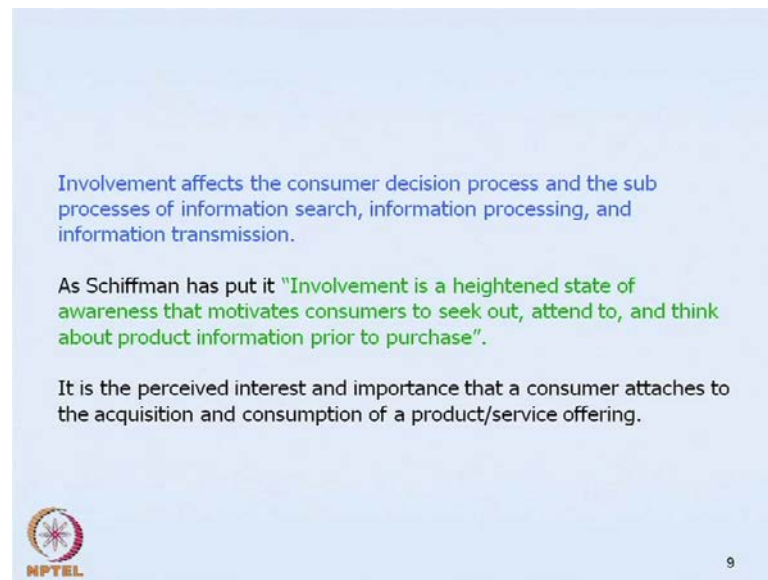
Also in certain cases, this first person or person A, who had earlier approach the market place with some level of interest and involvement, may not be in a position to approach the market place with the same level of interest and involvement in another situation. So, involvement will vary, across people; number one, across people, two across product and service categories, and three also across situations. So, level of interest and the personal importance that the persons will attach to a particular purchase situation, to the market place, to the product or service offering will vary, across people, across product and services, and across situations. So, this is what we actually refer to as, varying levels of consumer's involvement, which are categorized as high involvement, or low

involvement. I repeat that people approach the market place with varying levels of interest, and a personal importance.

So, the amount of interest the person shows, or the amount of involvement which he shows, will be different toward another shows. This will also vary across product or service categories, and this will also vary across situations. So, this is what, this is how Herbert Krugman actually defined involvement. So, involvement also indicates the amount of physical and mental effort that the person will put in, in a particular act of purchase. So, yes we agree that, it is the level of intensity of interest and personal importance that a person attaches to a purchase, situations, or to a product or service offering. We are clear on that, we are agree on that, but it also in it also basically manifest in the form of the physical and mental effort, which a person will put in a purchase situations.

The physical and cognitive effort that he will put in, while he is into the purchase decision making process, so the involvement also clearly indicates, the level of physical and mental efforts, that a person will put in a purchase situations. This will again vary across people, across product and service category, and across situations. Thus making you know purchases, high involvement purchase, or low involvement purchase, or high involving product and low involvement product. So, it basically creates within the person, or level of relevant or the importance that he attaches to the product or service offering, and it leads to in an urge in him, to collect information to interpret information, not only for his present usage, but also for future decision making and use. So, that is how we say, in involvement effects, consumer decision making, and sub processes of information search, information processing, and information transmission.


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Involvement affects the consumer decision process and the sub processes of information search, information processing, and information transmission.

As Schiffman has put it "Involvement is a heightened state of awareness that motivates consumers to seek out, attend to, and think about product information prior to purchase".

It is the perceived interest and importance that a consumer attaches to the acquisition and consumption of a product/service offering.




9

Schiffman has put it a very beautifully, and he says that involvement is the heightened state of awareness, that motivates consumer to seek out attend to, and think about product information prior to purchase. So, when we talk about information processing, information search, information processing, and information transmissions, if you related to Schiffman definitions we will see, how a person is in a heighten state of awareness, which motivates him to seeks information, which is searching for information. Attending to information means information processing, and you know also information transmission, and then thinking about the product information before making a final purchase. So, it is basically perceived that the interest and importance at a person attaches, to the accusation, and the consumptions of a product or service offering.

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Involvement of consumers while makes purchase decisions varies across persons, across product/service offerings in question as well as purchase situations and time at hand.

- Some consumers are more involved in purchase processes than others.
- For example, a person who has a high level of interest in a product category would expend a lot of time making a decision with regard to the product and the brand. He would compare brands across features, prices etc.
- Another example is a person who is risk averse; he would also take a longer time making a decision.



10

Now, as I just said a little while ago, a consumer, involvement of consumer who makes purchase decision will vary across people, across product and service offering, as well as the purchase situations and time in hand. Some people are more involved in purchase processes than others. For example, a person who has high level of interest in a product category, would spend a lot of time making decision, with regard to the product, with regard to the brand. He would compare with different brands, across different evaluative criteria, be it features, or be it attributes, or be it prices. He would also you know. He will try and put in a lot of effort, to basically collect information about these evaluative criteria, and then he will compare brands across various attributes. So, he will be more involved in the purchase process than other.

We could have another example, where we see a person who is, who does not like to take risk, who is a risk averse, he would also take a longer time making a purchase decision. So, the level of involvement, either physical or cognitive, will vary across people, will vary across purchase situations, and will depend upon also the product or service category and situations in hand. So, a person, some people will spend a lot money, sorry lot of time and effort before they take decision to spend money. On the other hand there will be other people, who will not be that involved in this information search evaluations, and transmissions. In other way to say, they will not be highly involved in the physical, or the cognitive process. They will not put in too much of effort, on the physical or cognitive effort that goes into purchase of a particular product or service offering.

People also, because people are different, people who are risk averse, again spend a lot of time, so they will be involved in the product in the purchase situations. So, that is how we say that, purchase decision will vary across people. Some people will be highly involved, they will collect information, evaluate information, make a lot of effort, you know physically and cognitively, before they will visit a lot of dealer, they will go to a lot of shop, they will enquire on lot of things, a lot of information, they get lot of information, they will talk to people, and finally take a decision with respect to the product, whether they have to buy, so such people will be highly involved. And again people who are do not like to take risks, will also be very involved, and they will take a lot of time, before they take a final decision.

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Now, this is where we say that involvement varies across people. Now let us come to how involvement varies across product and services offerings. So, here as I just said, involvement varies across product and service offerings. Some products are high involvement products, so what a high involvement product. We have also discussed how high involvement products in our earlier sessions. They are those products that are expensive, that have that are high in value they are expensive, they possess some amount of perceived risk, they are purchased irregularly, very infrequently. Once purchase action is irrevocable, they cannot be returned, they cannot be exchanged for. So, such goods and services are high involvement, of products, where I repeat they are they are high in value for money, they are expensive, they are irregularly purchased, very infrequently

purchase, the level of perceive risk is high, and once purchase they cannot be returned. The actions purchase actions is irrevocable, the product can neither be returned not they can be basically exchanged.

They may not be always be in you know exchange. So, that is they are high involvement products. On the other hand, we have low involvement products, which are moderately expensive or generally inexpensive, and the level of perceive risk associated with them, is very low or negligible, and these are purchase on our regular basis. So, if we see, when we compare a high involvement product with low involvement product, we will see how across the product categories, the level of involvement will vary, with product which are high involvement product people will spend a lot of mind, lot of time, collecting information, evaluating it, you know then finally making a purchase decision. On the other hand for a low involvement product, they generally become routinised purchase, and people become brand conscious, brand loyal with them, even if you know they are not hard core loyal, they may be soft loyal, or they may be even be switcher.

So, it hardly matter, if a particular product is not available, they will settle down for something else, and the person, because these products are available on a routine basis, purchase on a routine basis. The person will not put in lot of effort, either in terms of physical terms, or in terms of you know cognitive to collect information, or to evaluate them. It is going to be just repeat order or repeat purchase, and it become very habitual in nature. So, the level of involvement with respect to high expensive products, in frequently purchase, where level of perceive risk is high, will be high involvement. On the other hand, for the purchase where level of perceive risk is low, very infrequently purchase, and which are inexpensive, the level of involvement becomes low.

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Further, such consumer involvement based on their personal traits or on the nature of product/service offering are also impacted by the **buying situation and time in hand for making purchase decisions.**

Very often, due to time constraints or emergency situations, a consumer may expend very little time on the purchase decision and buying activity in spite of the fact that the consumer is highly involved or risk averse or the product is a high involvement one.

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14

Now, moving beyond we see that, consumer involvement, such consumer involvement based on personal traits, or on the nature of product or service offering, is also impacted by two other things; one is the situations, and the other is that time in hand. Sometime due to time constraints, or due to emergency situations, consumer may spend very little time on a purchase decision, and buying activity. In spite of the fact that is high, very high involving product, or very high his personality treats his very high involving, or as a characteristics of the product, they are high involvement products. So, in spite of the fact that the product is high involving, or the consumer is highly involved person by his nature, we see the amount of effort that they will spend will be very little.

For example, you know you have a case, where we may be particular about buying a medicine from a store, and checking out from a particular store, and also checking out the expiry date, so I may be a person who does not buy from and every medical store, but I am very particular about buying medicine from a particular chemist only. And I am very particular about checking the expiry date, and looking at other details on the package, but in times of emergence, I may not just have a time to visit that particular chemist, who is about say a five kilometer away, or even if I visited him I may not have time to check out on the expiry date, because I do not have a time in hand. There is an emergency situation, and patient needs, my mother or my brother, or anybody in my family needs a medicine immediately.

So, in such a case, the level of involvement, although I am very particular as a consumer. I am high involving by my personal characteristics, and the product is also high involvement product. Medicines are always very high involving, they may not be very expensive, but the level of perceive risk makes them high involving by nature. So, in spite of the fact that, involvements are high I do not have time to spend on the purchase process, neither do I have the time to check out on the, you know the expiry date, nor do I have a time to go and buy from that particular chemist. So, I buy the medicine from any counter, or any chemist which is nearest you know located to my, or nearest locations, or I just pay the money and take the tablet home, and I give the table to my mother, may be without checking the expiry date.

So, in such a case, although the product is high involvement product, and the I as a consumer I am having involving, but because of the buying situations, which is an emergency situations, and because of lesser time in hand, I may not be you now. The purchase situations may not involve or high involvement purchase, but it becomes by need, by situations or by you know, because of the time, I may end up making my decision very quickly, or making a purchase very quickly and, so level of physical or cognitive, which is put in will be very low. So, that is how we say that, in spite of a person, in spite of the personal traits, or in spite of the nature of the product or service offering, being high on involvement. The purchase are also impacted, or the consumer involvement is also impacted, by the buying situations and the time in hand.

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Nature of Consumer Involvement:

1. It is an inner urge that creates within an individual an interest/desire to hold certain product/service offerings in greater relevance/importance.
2. Involvement possesses certain properties:
 - *level of strength and intensity*
 - *level of persistence*
 - *directed towards any or all of the elements of the marketing mix.*



15

So, let us now come to the nature of consumer involvement. It is an inner urge that creates within an individual, an interest or a desire to hold certain product or service offering in greater relevant or importance. So, it is an inner urge, which basically, forces and compels an individual to hold some products and service offerings, with greater relevance with greater importance. So, it is an inner urge which actually comes up within, which says yes, I should be particular about this purchase, or I should be more particular about this purchase, or I should be less particular, and need not put in more effort with respect to the purchase. So, it is an inner urge, which makes feel, whether the involvement level will be high, or involvement levels will be low. Second; involvement possesses certain properties, we will discuss these properties. The first property which involvement possesses is, level of strength and intensity. So, this level of strength and intensity, basically determines the degree of involvement, which the person possesses.

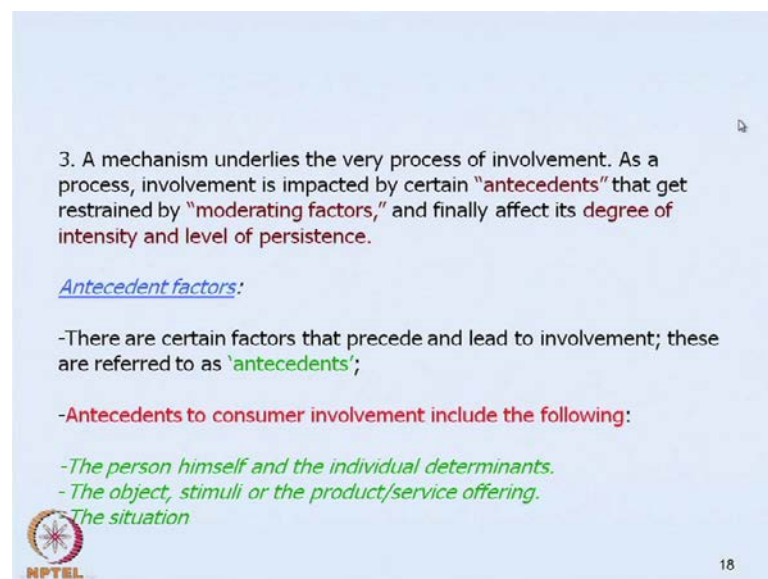
This could be high or low, a highly involved consumer searches for information, collects facts, compares the various brands, and based on the information, and finally he will try to look in for similarities or dissimilarities, across various alternatives, and he will finally, make a choice. So, the degree of involvement which he possesses will be, can be. In case of a highly involved customer will be high. So, in the words they will, thus consumer will collect information, process, and integrate information, very intense very, and finally, arrived at a decision with respect to the brand choice. On the other hand there is a person who is low in the involvement. He would not put in so much of effort, either collecting information or processing information, about varying alternatives, and he will not be very particular about, you know putting lot of physical or cognitive effort to take a decision. So, levels of intense strength and intensity, will determine basically the degree of involvement, whether it is going to be low, or whether it is going to be high.

The second property which involvement possesses is level of persistence, so persistence here means, the length of time that the consumer remains in this heightened state. This could be again short term and situational, or with respect to the product, or service category, or it could be long term and enduring. So, the lengths of time the consumer remains in the heightened state, will basically determine his level of persistence, and it could be something which could either be short term and situational, with respect to the product or service offering, and the purchase situations, or it could be something which is long term and persistence and enduring. The third property which we

see here, is that involvement can be directed to any and all of the elements of the marketing mix.

So, a person may show an involvement toward the products, in terms of the features, and attributes or benefits, or he could show involvement toward the price, or toward the dealer, or even towards the promotional mix or the communications mix. So, if you see, if you look at these properties, we will see that it is a level strength and intensity which will determine, whether the level of involvement will be high or low. The level of persistence will show, whether the involvement is going to be long term or short term, or it is going to be something which is enduring or situational. And also the level of involvement does not pretend to the product it could also relate to the price, it could relate to the store, or the place where it is being sold, or it could also relate to the marketing communication in the form of the advertisement, or sales promotion effort, and the like. So, these are some of the properties of involvement.


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3. A mechanism underlies the very process of involvement. As a process, involvement is impacted by certain "antecedents" that get restrained by "moderating factors," and finally affect its degree of intensity and level of persistence.

Antecedent factors:

- There are certain factors that precede and lead to involvement; these are referred to as 'antecedents';
- Antecedents to consumer involvement include the following:
 - The person himself and the individual determinants.
 - The object, stimuli or the product/service offering.
 - The situation

 18

Now, let us come to the mechanism underlying, the process of involvement. You know as a process involvement is impacted by certain antecedent, that get restrained by moderating factors, and finally effect the degree of intensity and level persistence. So, when we talk about the degree of intensity of interest, high or low, or we talk of level of persistence, long term and enduring, or short term and situational. We will see, that this is impacted by two things, one is antecedent, which gets restrained or which get

moderated by what we call as moderating factor. So, the both the antecedent factor and moderating factors, will affect the degree of intensity, and level of persistence that involvement holds, so let us come to the antecedent factors.

Now antecedent means something which proceeds, so there are certain factors, which proceeds and lead to involvement. So, these factors refer to as antecedent. Antecedent to consumer involvement can include, the person and his individual determinance, the object stimuli or the product or service offering, and the situation in hand, so let us discuss these antecedents in a little bit of detail. Now the person himself an individual determines, will include the person and his motive needs, his learning experiences, his attitudes, his interest, his personality, his lifestyle, his social class, his values, his interest, all of which will have a bearing on his level of involvement. Product which relates to his image, his self concepts, will lead to higher involvement.

Similarly those product which are related to social class, and have a bearing on his life style, will again have a varying, will have an impact on consume involvement. The second antecedent is the object stimuli or the product or service offering. So, when we talk of the object, stimuli, or the product or service offering, they could be basically means the it could they could relate to either to the product, or the services, or to the brand. The greater the product differentiation, the greater would be the level of involvement, varying yet or comparable alternatives impact then level of involvement. It can also be impacted by features, benefits, attributes, or associate value of brand offering, brand image, brand equity, and very importantly the level of risk, or the associated risk levels. Products and services which possess higher level of risk, involve higher levels of consumer involvement.

So, the what we are talking of here, is object stimuli or the products, which could mean alternative brands, the greater the product differentiations, the greater than brand differentiation, the greater will level of involvement. The high the level of risk associated with the product or the brand; again the high will be the level of involvement. So, involvement is impacted by attributes, benefits features, brand, brand image, brand equity and risk levels. Third antecedent to that third antecedent to involvement, consumer involvement is situation. So, the occasion or the situation, or the reason for purchase also has an consumer involvement. For example, while gifting to a person who is very special to you, we are very careful about the product or the brand.

Also while gifting to near, gifting to self or near and dear ones on special occasions, we are extremely conscious about the kind of product and services and the brand we buy, as a part to something which we buy on routine occasion, or on regular routine purchase. Also soft social pressure; social pressure impact consumer level of involvement, what do you mean by social pressure. Social pressure we mean, whether we are shopping alone, or we are shopping with friends. When alone we may eat at any place, we may buy from any place, but when we are with our friends, when we are with our peers, or when we are with any of our colleagues, we are very conscious about the kind of the product that we buy, or the kind of the brand that we use. So, situation here will also include social pressure, and social norms.

Another important you know element here in situation, is social visibility. The level of consumer involvement will increase, in case of social visibility of both the product category and brand. In case the product is going to be used in public, or is going to be viewed by many people, or the brand is going to be viewed by is, going to be used in public or viewed by many people, in on both these case the level of involvement will increase. So, social involvement impacts, social visibility impacts level of involvement. It will increase in case of social visibility of both product categories, as well as purchase activity. We will discuss this later, when we talk about certain models on consumer involvement in the next session. We will talk about product and brand involvement in little detail then.

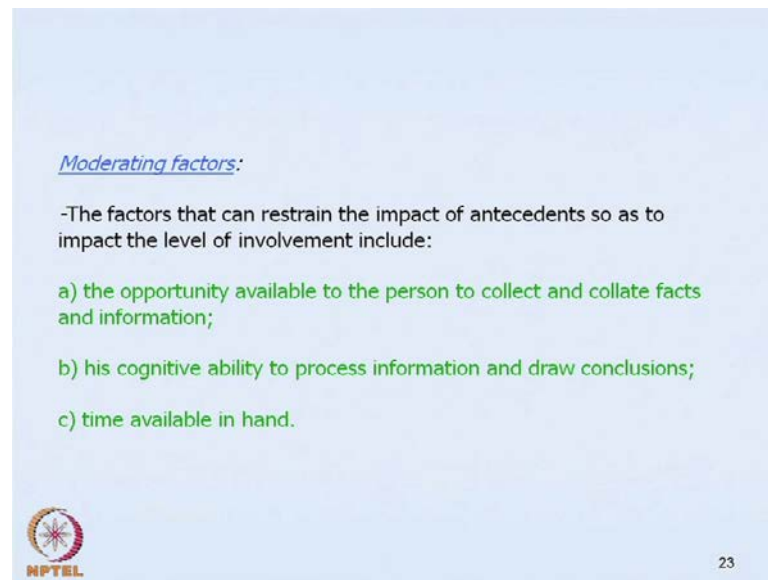
Another which impact involvement is time commitment to purchase, irrespective of the time that we irrespective of the product is high involvement product or a person, as I just said a person bears characteristics or personality traits, which make him high involvement person. He may not be able to take a decision with lot of time and effort, because of the emergency situations, or because of very little time in hand. So, the time commitment to purchase will also impact, the purchase, the level of consumer involvement, we called it decision immense. So, when people are to talk when people have very little time in hand, and they have to take very quick decisions, and have to act fast and act quickly, and those cases they may not be able to spend a lot of time, they may not be able to have put in a lot of physical effort or cognitive effort.

Although the product is high involving product, and the person himself bears characteristics, which relate to high involvement person, so we call this decision

eminence. So, all of these basically acts as antecedent factors to consume involvement. So, I repeat here, we talk of the person himself and his individual determinance, which will involve his motive, needs, learning, experiences, personality, self image, self concepts, social class values, and interest. So, people are very conscious about their personality, about their self concepts, about their social class, and keeping all these things in mind, they would have an impact on the level involvement with he approaches a particular product or service offering or a brand. The object stimuli or the product here refers to, the product, the benefits attributes features of the product.


It could also relate to product differentiation, brand differentiation, brand image, brand equity, and level of risk, and finally when we talk of situation, we are talking for about the purchase situation, the occasion, the reason for purchase, whether for self, whether it is for gifting and for others, whether it is on a regular occasion, or whether it is on a special occasion, whether it is whether it is whether it is, the product or something which is going to be viewed by others, or it is going to be used in private, whether you are shopping with alone or with peers and friends. So, things like social pressure, social influences, and the social visibility, will also have an impact on involvement. And yes the time available in hand definitely acts an antecedent, because you may not be having lot of time to make certain decisions, which are actually high involvement decisions, and you may have to act very quickly, so we called it decision imminence. So, these are the various factors, which basically are acct as antecedent, to the process of consumer involvement. Now, let us come to the moderating factors, which have an impact on consumer involvement, or on the degree of intensity, and the level of persistence.

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Moderating factors:

- The factors that can restrain the impact of antecedents so as to impact the level of involvement include:
- a) the opportunity available to the person to collect and collate facts and information;
- b) his cognitive ability to process information and draw conclusions;
- c) time available in hand.

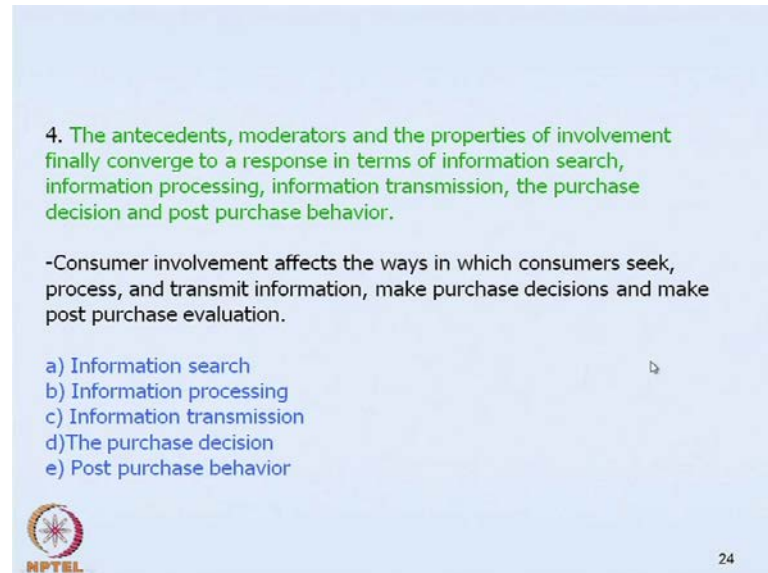
 23

So, what are these moderating factors. Now the factors that restrain the impact of antecedent, or they moderate the impact of antecedent, so finally influencing the level of involvement, with include one the opportunity available to a person to collect information, and to collect facts and information. Second is cognitive ability to process information, and store information, and draw conclusion, and third, again the time available in hand. So, if you look at this, we see that, if you look at the nature of involvement, and we see that you know, there are antecedent and moderating factor which has an impact on consumer involvement. We will see that these moderating factors include, things like whether a person has to opportunity to collect information, collated, and whether he has the ability to comprehend this information, to process it, to retain its storage, and to used it later on, or to even in the present use, as the ability to draw valid conclusions, and what is the time available in his hand.

So, all of these will basically act as moderating elements. They will have an impact on the antecedent, they will moderate the impact of antecedent, and while moderating the impact of antecedent, they will have an impact finally, on involvement, consumer involvement. So, while consumer involvement has certain antecedent. These are impact these are moderated by so called moderating factors. And finally, once the antecedents are moderated by these moderating factors, or restrain by these moderating forces, they will have a final impact on, the level of interest, and level of persistence, or the degree of

you know an interest, and personal importance a person attaches to the purchase process, and to the purchase decision.


(Refer Slide Time: 36:13)



4. The antecedents, moderators and the properties of involvement finally converge to a response in terms of information search, information processing, information transmission, the purchase decision and post purchase behavior.

-Consumer involvement affects the ways in which consumers seek, process, and transmit information, make purchase decisions and make post purchase evaluation.

- a) Information search
- b) Information processing
- c) Information transmission
- d) The purchase decision
- e) Post purchase behavior

 24

Now, moving beyond to discuss further, the other characteristics of consumer involvement. We say that the antecedent moderated in the properties of involvement, finally, converge to a response, in terms of information search processing transformation, purchase decision, and post purchase behavior. So, if you look at this, consumer involvement effects the manner in which people will seek information, or gather information, process information, transit information, and finally make purchase decision. So, if you look at the five phases of the decision making process, we will see that the antecedent moderator and properties of involvement, actually have an impact on each of these stages. Now let us speak first about information search. Highly involve consumer, or consumer with involved in a particular product category, will actively search for information, about the product category, about the various alternatives, in contrast to people who are lower in involvement.

So, while people who are high involvement will be active seek of information, those who are low in involvement will be passive recipients. And active seeker will basically look at various sources of information will put in deliberate efforts, towards information gathering, they will be more active, in comparison to people who are low on level of involvement. Second information processing, the information processing activity will

also vary across people, across high involvement consumer and low involvement consumer. High involvement consumer will process product information with greater depth, they will make conclusion about brand preferences, about alternatives, based on arguments, also based on counter arguments, and they will tend to get emotionally charged very quickly, either favorably, because of the likeability of the brand ,or unfavorably because of dislike ability of the brands.

So, not only will the process information very carefully, in greater depth, by through arguments and counter arguments, and it will also get emotionally very charged, either favorably or unfavorably, and they will also be in position to evaluate more and more alternatives. Coming to the third phase, which is information transmission highly involved consumer will basically talk about product or service category, and about the various brands. They will talk with great ease; they will talk in great level of interest in great length, as compare to consumer who are low on level of involvement. So, information transmission will also take place, by a word of mouth. Positive word of mouth when the brand seems favorable, and negative word of mouth when brand seems unfavorable.

And finally, the purchase process sorry I am sorry, the purchase decisions, the purchase decision also whether to buy or not to buy, or to buy brand X over by, is complex for high involvement consumer, than for a low involvement consumer. And finally, coming to the post purchase behavior, consumers who are high on level of involvement, makes post purchase evaluations about product usage more critically, than those who are low involvement. High involvement consumer are more difficult to please also, so marketer has to put in lot of effort to basically satisfy them, and this is because not only does this satisfaction have a bearing on the future purchase, but also purchase of other who are opinion seeker form such people, who are high involvement and may be opinion leaders.

So, if you look at the various the look at eh mechanism, or the process of involvement will see, that the antecedent the moderators and the properties of involvement, finally a converge in a forms of a response, with respect to information search, information processing, information transmission, purchase decision, and post purchase behavior. So, the level of involvement will affect, the manner in which the search for information, the process information, the transmitted information, they make a purchase decision and evaluate a post purchase outcomes. People who are high involvement will put in more

effort to search of information, they will be actively involved in the search for information. They will process information very rationally, through with arguments and counter arguments, and they also likely to be become emotionally charged, with respect to information transmission, they will be they will like talk about the product or service category to others, and this will result in word of mouth, this will also result in opinion leadership, or as opinion seeker.

People may go to these highly involved consumers, so may be also become opinion leaders, and the decision to buy or not buy, or to buy a particular brand over another, is also impacted by levels of involvements. And finally, the post purchase outcome, or evaluations in terms of satisfaction, or dissatisfaction will also be impacted by level of involvement. People who are highly involved, will look at product usage, product consumption, and usage, and evaluate them, or give feedback very rationally, very logically, they will also be hard to please and the marketer have to put in lot of effort, to basically please them. So, these are the various antecedent moderators. This is how the various antecedent moderator, and properties of involvement will finally converge toward response, in terms of information search, information processing, transmission purchase decision, and post purchase behavior.

(Refer Slide Time: 41:48)

High & Low Involvement Products: Consumer Decision Making			
	High Involvement	↔	Low Involvement
	EPS	LPS	RPS
1. Problem recognition	Actual State type to Desired State	Actual State type to Desired State	Actual state type
2. Information search	Extensive Internal and external sources	Limited Mostly internal sources	Minimum Restricted to internal sources only.
a) Number of brands considered	Many	Several	One
b) Number of sellers considered	Many	Several	One/Few

Now, let us actually see, or talk about high and low involvement products, and consumer decision making, or the. We will talk of high and low involvement products, we will

look at them in the context of a continuum, which speaks from high involvement to low involvement, and includes EPS LPS and RPS. We have discussed EPS LPS and RPS in our previous session. We talk of extensive problem solving, limited problem solving, and routinized problem solving. So, extensive problem solving is toward the higher continuum on higher involvement, and RPS on a continuum towards lower involvement. And then we have the consumer decision making stages, right from problem recognition information search, evaluation of alternatives purchase and post purchase. So, let us see, when we talk of problem recognition, in case of high involvement, or in case of EPS. It is actually moving from an actual state to a desire state. In LPS again moving from an actual state to a desire state, but in a routinized purchase, a situation it is an actual state problem. Information search in EPS will be extensive, in LPS will be limited, in RPS will be minimum.

Information sources will be restricted to internal and external sources for EPS, internal sources to EPS, and very restricted to internal sources only in the case of RPS. So, EPS in the both internal and external sources will be referred to, for LPS it is mostly internal sources, and for RPS it is going to be internal sources only. Number of brand considered, in case of EPS will be many, LPS will be several, and RPS will be one. So, you can see, number of seller consider also in case of EPS will be many, for LPS several, and for RPS one or few. So, if you can see here, very clearly, because it considering number brand, and because you are considering number of seller. In EPS it's very highly involving, they are it is putting a lot of effort, physical effort, and cognitive effort, to search for information, and to look around for information. So, level of involvement in EPS is very high.

(Refer Slide Time: 43:59)

High & Low Involvement Products: Consumer Decision Making			
	High Involvement	↔	Low Involvement
	EPS	LPS	RPS
3. Evaluation of alternatives	Complex	Moderate	Simple (if at all)
Number of product/service attributes evaluated	Many	Moderate	One/None
4. Purchase	Gradual after a cognitive process	Not so gradual	Immediate
5. Post purchase processes	Cognitive dissonance is high. Brand loyalty if satisfied	Cognitive dissonance would be rare	Brand loyalty. Repeat purchase.
6. Time spent in purchase	Large	Moderate/Little	Small/Minimal
Types of goods	Specialty goods	Mixed	Convenience

Coming to evaluation of alternatives, for high involvement it is complex, for LPS it is moderate, for RPS simple. Number of product or service evaluated, is going to be many for EPS, LPS will be moderate, RPS will be one or none at all. So, again if here we see the level of effort, or the level of involvement is going to be high. Purchase in the case of EPS will be gradual after a cognitive process, in the case of LPS will not be so gradual; in the case of RPS it will be immediate. Post purchase a cognitive resonance in the case of EPS, its highly involvement product, so the cognitive resonance will be very high, and it will lead to brand loyalty with the person is satisfied. In the case of LPS he cognitive resonance will be very rare, in the case of RPS there will be a brand loyalty, and repeat purchase.

So, a post purchase processes for EPS will be high involving, as compare to RPS where there is hardly any activity at all. Time spend in purchase is going to be large, so level of involvement physical, cognitive, and time involvement in the case of EPS is large. In the case of RPS, it is going to be very small, very minimal. Type of goods, specialty goods, and a very expensive goods, for which are high involvement of EPS, and convenient goods low involvement for RPS. So, that is how we can basically compare the various products, high involvement or low involvement, on a continuum and relate it to consumer decisions making or the various steps in consumer decision making.


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Noteworthy here is the fact that depending on the level of involvement, *high or low*, the process varies in terms of the sequence of how the three components of *cognition, attitude and behavior* are arranged (Hierarchies of effects for low and high involvement decisions, Assael, 1992).

a) *Cognition*:
-this refers to the knowledge, information and resulting beliefs about brands.

b) *Attitude*:
-this is the positive/negative feeling about the brands desirability/undesirability that results from evaluation of beliefs.

c) *Behavior*:
-this is the overt reaction in terms of purchasing or not purchasing, or purchasing brand X over Y as it seems more desirable.



31

Now, something here which we will talk of, is again very significant; that depending upon the level of involvement, whether it is high or low, the process will vary in terms of the sequence, of how the three components cognition effect, and behavior are arranged. This is Assail in 1992, he spoke about the hierarchy of effects for high and low involvement decision. So, he said in the case of, you know you already discussed cognition attitude and behavioral earlier. Cognition refers to knowledge information and belief, attitude is how positive or negative or favorable or unfavorable you feel, or about from evaluation of beliefs. And behavior is the overt action in the form of a purchase, or a postponement of purchase, or not purchasing at all, or purchasing brand X over brand Y.


(Refer Slide Time: 46:23)

In terms of **high involvement**:

- there is cognition (knowledge component: information gathering and processing), followed by
- attitude (feeling component: like or dislike), followed by
- behavior (conative component: buy or not to buy);

Cognition → Attitude → Behavior.

For **example**, while purchasing a refrigerator, a consumer would first collect information about the various brands and evaluate them, he would then prioritize his preferences and finally go in for purchase of brand X over Y.



32

So, Assail said that in the case of high involvement, there is cognition followed by attitude, followed by behavior, so the sequence is, cognition attitude and behavior. So, if you see, if you buy a refrigerator, consumer will first collect information about brand, so that is cognition. He will evaluate them. Priorities his preferences, so form an attitude, and then going for the purchase of the a particular brand X over Y. So, we see the sequence here is cognition attitude and behavior. Again on the same, if you just look at the same three components as Assail said, that you know the sequence will vary.

The sequence of the three components here varies all together. In case of low involvement product it will be cognition followed by behavior followed by attitude. For example, while trying out a flavor of chips or chocolates, the consumer may first collect the information on the brand, purchase it, consume it and finally form an attitude about it. So, what he does is, he comes to know about the brand, acts out in form a purchase, buys it, consume it, and then forms an attitude. So, this is going to have a varying his purchase of prefers in future, whether he continues with it or he changes it, for in future.

(Refer Slide Time: 47:39)



Types of Consumer Involvement:

Depending on whether the involvement is short term or long term, consumer involvement could be of two types, viz.,

- a) Situational involvement**
- b) Enduring involvement.**

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34

Now, let us come to the types of consumer involvement, as we just said little while ago, depending upon the level of persistence, we can define involvement, as situational involvement, or enduring involvement. So, depending upon whether the involvement is short term or long term, consumer involvement can be classified either as situational involvement or enduring involvement. In situational involvement, there is a state of arousal, which is directed toward attaching relevance to a particular product situation, or person or object for a short term. So, as an effect state, it creates a level of involvement, where a person actually thinks about a particular product, person, object, or situations. Very specific to a purchase situation, it is very temporary in nature, and will vary from low to high, depending upon the situational factors.

For example, middle aged woman wants to give a laptop to her son for her birthday, she is neither techno savvy, nor does she have any interest in the product category, she just goes to the electronics store or the mall and visits the various stores that sell electronic, and they sell laptops and computers. So, she collects information on product features, prices, and finally takes the help of her neighbor, and did her final decision. So, involvement with the purchase activity, is very situational, it is very specific to the purchase situations, and it is very temporary in nature, and is something which we call situational involvement. On the other hand, when the level of involvement toward a particular product or services category, extends over a long period of time, across situations it is referred to as, a long term and it is enduring involvement. So, the person

shows high level of interest with the product category, will spent lot of time collecting process information, and integrating it into his memory, or into his memory, or into his data based, or his memory bank.

For example, a person desires to buy a laptop for his son to be gifted to him when he goes to college, may be three years later. So, the father plans well in advance, he tries to collect information through advertisement, though brochures, through journals, through visitors to dealer, through word of mouth form peers and colleagues, and this way he collects information and keeps collecting information, collates it and by the time three years over he is in position to make a decision, with respect to the product or service category. So, he has developed an interest, which is being a long for a period over three years, and finally ends up making a purchase. So, the level of persistence has been long, level of persistence with respect to the product category has been long enough. So, we called this as enduring involvement.


(Refer Slide Time: 50:17)

Enduring involvement with a product category often gives birth to an opinion leader.

An opinion leader is a person who holds interest in a particular product/service category, and becomes a specialist; he makes efforts to gather all information about the category, the brand offering etc.; he talks about and spreads the information and the knowledge that he possesses.

When a person wants to make a purchase, he seeks the advice and guidance of such an opinion leader who helps him make a decision.

Opinion leaders are product specific. In the example above, if the lady approaches her neighbour and takes his advice/guidance because the neighbour is young, techno savvy and knows a lot about electronics and in particular laptops, she would actually be taking help of what is known as an "opinion leader".



39

Now, enduring involvement with the product category, often leads to the birth of a opinion leader. So, we will discuss about opinion leaders in later on, but at the moment we will just say that these are peoples, who are experts in product category, and because they hold a level of interest in a particular category, and they are expert, people come to them for opinion, so they are called opinion leaders. So, opinion leaders are person who holds interest in a particular product or services category, and become the specialist; he


gathers information, he knows about the product, and he spread information and knowledge that he has. So, opinion leader are product specific.

So, in the example above a lady approaches her neighbor and takes advice, because the neighbor is young or very techno savvy, and knows about lot of computers, and laptop, she would actually be taking help from an opinion leaders. So, depending upon the level of persistence, involvement can be long drawn when it is enduring, or it could be short term when it is purchase specific or product specific, related to purchase situations, which is going to be very soon and very short. So, depending upon this, we say involvement can be enduring or it can be situational. This brings us to end of this session on consumer involvement. We have discussed the involvement, the nature of involvement, the types of involvement. We have also discussed the mechanism underlying involvement, now we will conclude with this session.

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References for Further Reading:

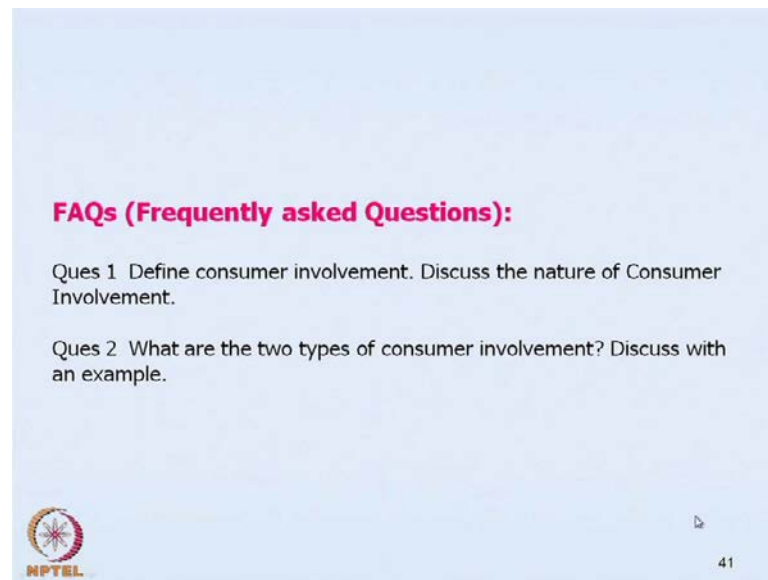
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FAQs (Frequently asked Questions):

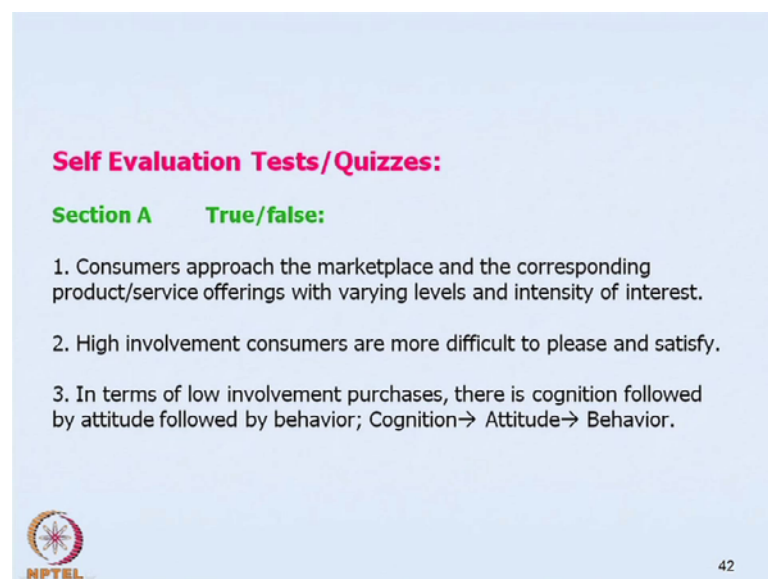
Ques 1 Define consumer involvement. Discuss the nature of Consumer Involvement.

Ques 2 What are the two types of consumer involvement? Discuss with an example.

 41

Frequently asked questions; a question number one define consumer involvement; discuss the nature of consumer involvement. So, you will first define involvement, then say what is consumer, how it can related to consumer behavior, and what is consumer involvement. Then you will talk about the nature of consumer involvement, by giving all due characteristics of consumer involvement. Question number two; what are the two types of consumer involvement, discuss with an example. So, we have already discussed this example, you can say involvement is of types; situational and enduring.


(Refer Slide Time: 52:51)



Self Evaluation Tests/Quizzes:

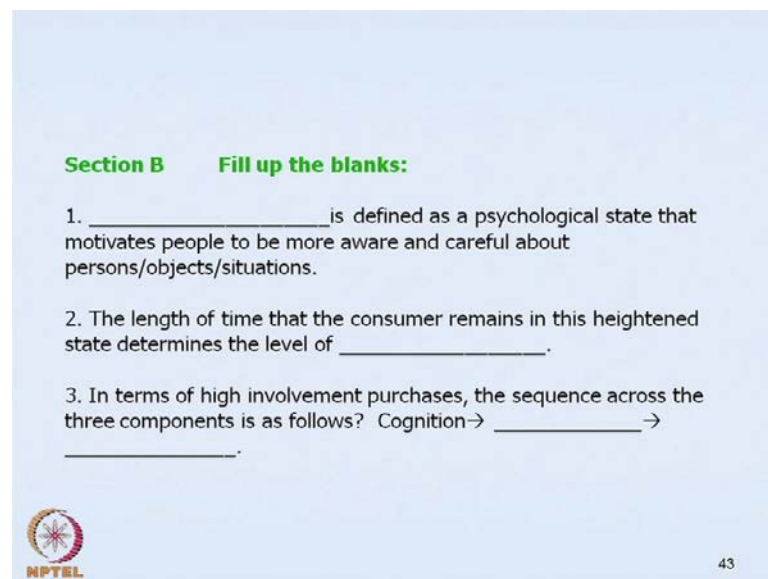
Section A True/false:

1. Consumers approach the marketplace and the corresponding product/service offerings with varying levels and intensity of interest.
2. High involvement consumers are more difficult to please and satisfy.
3. In terms of low involvement purchases, there is cognition followed by attitude followed by behavior; Cognition→ Attitude→ Behavior.

 42


Self evaluation test and quiz; section a, true and false. Consumer approach the market place and the corresponding product or service offering with varying levels of, and intensity of interest, is this true or is this false. Well this is the true statement. Two, high involvement consumer are more difficult to please and satisfy, this again a true statement. Three, in terms of low involvement there is cognition followed by attitude followed by behavior CAB. Well this is wrong, it is not cognition attitude and behavior, but in low involvement, it is cognition behavior and attitude.

(Refer Slide Time: 53:25)



Section B Fill up the blanks:

1. _____ is defined as a psychological state that motivates people to be more aware and careful about persons/objects/situations.
2. The length of time that the consumer remains in this heightened state determines the level of _____.
3. In terms of high involvement purchases, the sequence across the three components is as follows? Cognition→ _____→ _____.


 43

Fill in the blanks dash is defined as a psychological state that motivates people to be more aware and careful about products, about person, situation, and objects. So, what is the answer, the answer is involvement is defined as the psychological state that motivates people to be aware about person, objects, and situations. The length of time that the consumer remains in this heightened state determines the level of. It determines the level of persistence. Question number three, in terms of high involvement purchases, the sequence across the three components is cognition dash and dash. It is cognition, attitude, and behavior.

(Refer Slide Time: 54:00)

Section C Multiple choice questions:

1. The antecedents, moderators and the properties of involvement finally converge to a response in terms of:
a) information search
b) information transmission
c) Only "a"
d) Both "a" and "b"
2. The properties of involvement include all but one of the following. Identify.
a) Intensity
b) Direction
c) Unipolar
d) Persistence




44

Multiple choice question; the antecedent moderator and properties of involvement, finally converge to a response in the form of, information search, information transmission, only a, information a, both a and b. So, the answer is both a and b. The question number two the properties of involvement include all, but one of the following identify; intensity, direction, unipolar, and persistence. Well the answer is c, or the characteristic are intensity, direction, and persistence, unipolar is not a characteristics.

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Section D Short answers:

1. Define the term Consumer Involvement.
2. What is situational involvement?
3. What do you mean by "antecedent factors" and "moderating factors" in involvement?



45

Finally coming to short answers; so, define consumer involvement. So, you can define what defined consumer involvement is; level of interest level of intensity of interest, and personal importance the people approach the market place with, is involvement, consumer involvement. So, what is situational involvement, which is short term arousal, directed toward relevance to a person object or situation, and purchase situation as such situational involvement. And finally, what do you mean by antecedent factors and moderating factors in involvement. So, antecedent factors are those, which preceded and lead to involvement, and moderating those which restrain the impact of antecedent factors. So, these are the various. This brings us to an end of the session on consumer involvement; today's session. We shall continue with the session tomorrow, and talk more about the consumer behavioral model, based on involvement. So, I hope you benefited from this session.

Thank you.