

Consumer Behaviour
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Module No. #02
Lecture No. #07
Consumer Involvement

So, welcome, to the Seven Module, of this Course of Consumer Behaviour. And, I, Dr Srabanti Mukherjee, is now going to present the, Module of Consumer Involvement to you.

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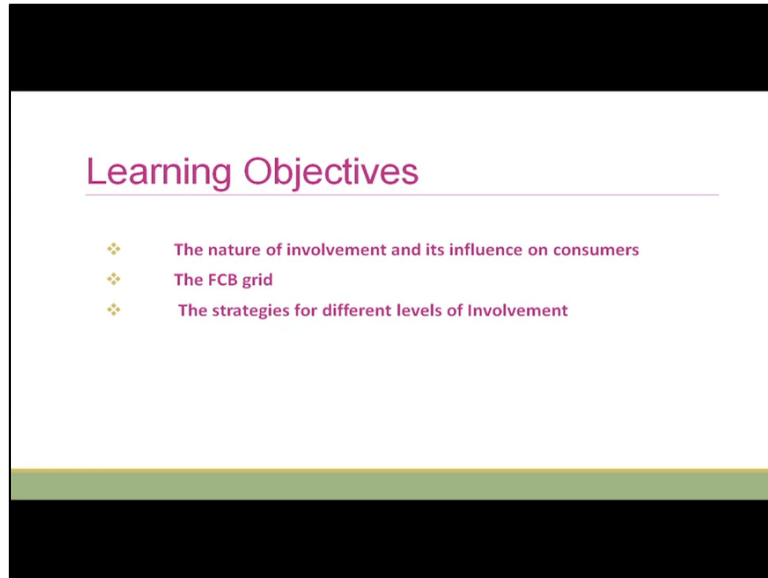


What do this term, Involvement means? Involvement means, how the Customer are involved with the Purchase, in terms of their Money, their Time, and their effort of Searching Information, or Purchase. So, sometimes, the Involvement of the Customer, could be very high. For example, when I am going to purchase a house, my Involvement may be very high. Because, may be that, I am making a one-time purchase, in my entire Lifetime.

Whereas, when I am going to buy a packet of Biscuit, I know, that this will be depleted, in just one week. So, my Involvement in this purchase, could be quite less. So, this Involvement matters to the marketer, because my span of Involvement is more. The marketer will have a scope to provide me, more information about their Product. And, they will have a scope to track me, or appeal me more towards, for their Products.

On the other hand, if my Involvement is less, it is from the Distributor side. Which means,

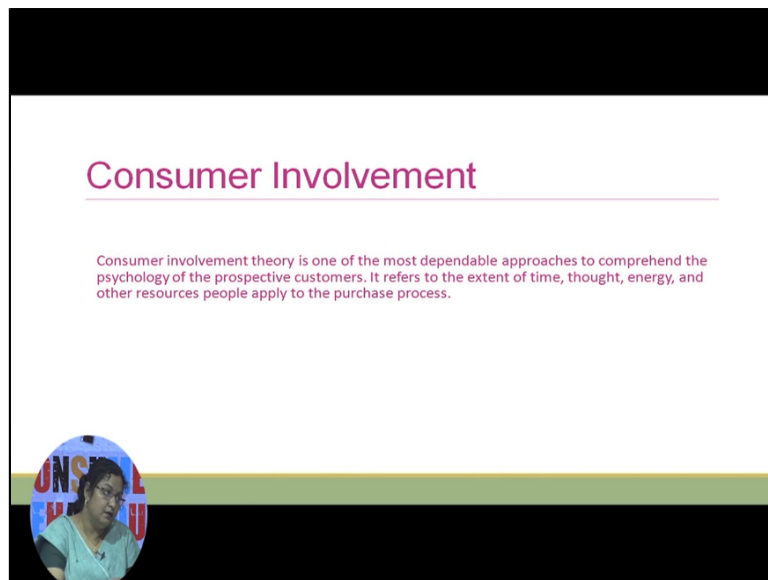
the distribution of the Product, has to be adequate. So that, the Product is always available in my vicinity. And, it is in my, top of the mind, recall. So, these are the things in which, the strategies might be very different, depending on the different level of Involvements of the Customer, for different category of Products.



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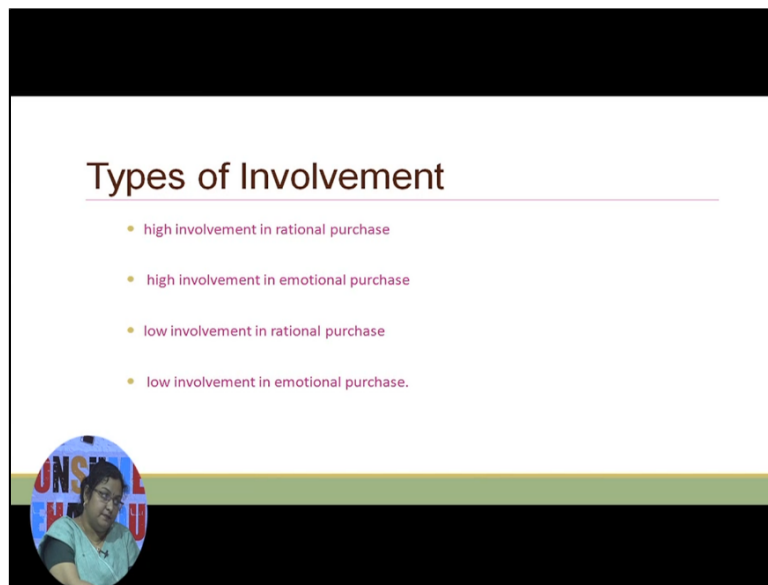
So, the overview of today's Lecture, is the Nature of Involvement and its influence on Customers, FCB grid, and the strategies for different levels of Involvement.

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So, to start with, we say that, Consumer Involvement Theory, is the one of the most dependable approach, to comprehend the Psychology of the prospective Customers. As I told, it refers to the Time, Thought, Energy, and many other resource, which the individual has applied, in the Purchase process.

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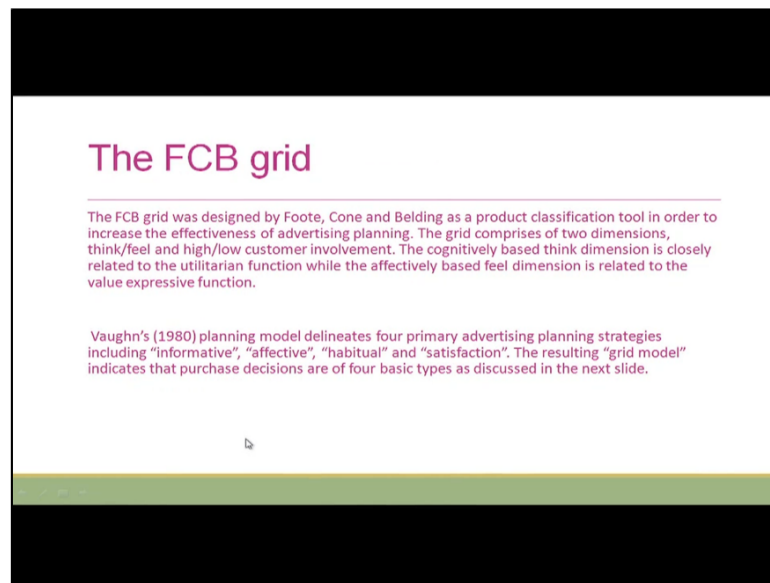
So, there are basically, Four types of Involvement. High Involvement in Rational Purchase. For example, when I am going to buy a House. It is not only my Emotion, it is more of my huge amount of Money, is involved in it. And also, it is probably, my Lifetime purchase. And therefore, we search lot of information, for this particular purchase. So, that is how, it is a Rational Purchase, we take an informed decision.

And, it is always a very High Involvement decision. Because, it involves a lot of information search. It involves, huge amount of Money. Then comes, High Involvement, but Emotional Purchase. For example, as we see in the Ad of Tanishq, where the Husband Amitabh Bachchan, is buying Diamond Jewellery. This is for Tanishq Diamond. Buying this Jewellery, for Anniversary. And, he is gifting it to his Wife, Jaya Bachchan. That was the theme of that, Tanishq Advertisement

Now here, though it is on High Involvement purchase, because it again, is a pricey purchase, and the Involvement of the Customer, is more. Because, the Emotion of the Customer is involved, in this case. But, it is more of, an Emotional Purchase. The Person, may overspend in this case also, just to satisfy his Wife, in the Occasion of Anniversary. The third one, is the Low Involvement in Rational Purchase. Which means, it may be like, I am going to buy a detergent.

This is a much Low Involvement, Low-Priced Product, but it is a Rational Purchase. Because, I want more Value for Money, from this Product. Last one is this, Low Involvement

Emotional Purchase. Like, say, it is a Chocolate. Like, I am just passing through some Shop. And, I found a Jar of Chocolates. And, that may catch my attention. And, I want to buy that, Chocolate.



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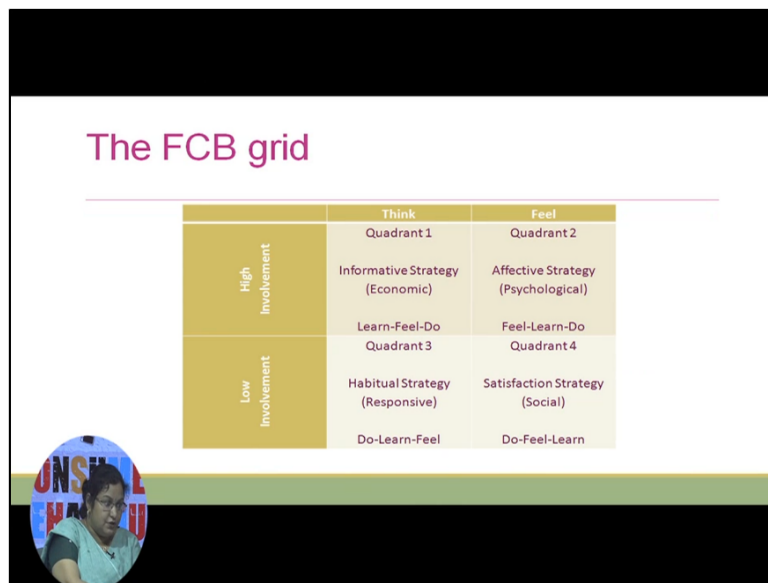
So earlier, Foote, Cone and Belding, they have described this, in a very nice format. And, they have actually used this Customer Involvement, as a Product Classification Tool. And, they have used it, for increasing the effectiveness of Advertising Planning. So, the Grid here, comprises of Four Dimensions. I mean, Four Quadrants. Two Dimensions, but Four Quadrants. This Two Dimensions are, Think and Feel. And, the other one is, Low and High, Customer Involvement.

So, it has Four Quadrants. Which means, Think and High Involvement, that is a High Involvement Rational Purchase. Then, we have Think Low Involvement, which means that, Low Involvement Rational Purchase. The other one is, High Involvement Feel, which means, High Involvement and Emotional Purchase. And, the other one is the, Low Involvement Emotional Purchase. So, the cognitively based Think Dimension, is closely related to the Utilitarian function, that is the Rational Function.

While, affectively based Feel Dimension, is more related, to the Value Expressive function. Now, Vaughn in 1980, has Planning Model, which has described Four Primary Advertising Planning Strategies, based on this Four Dimension. And, I will discuss it. Like, for the First Quadrant, they have gone for informative, Second Affective, Third Habitual, and Fourth Satisfaction. These are the different Planning Strategies, they have mentioned. The resulting

Grid Model indicates that, Purchase Decisions are based on Four types, which I am discussing now.

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This is the FCB grid. That is, you can see here, Foote, Cone, Belding. And, this is further elaborated, by Vaughn, in 1980. So, this model, which the Picture, which I have drawn here, is basically the trying, which has made by, Vaughn in 1980. Here, you can clearly see, that in one side, one access: we are measuring the Level of Involvement. And, the other side: we are measuring the Affective and Cognitive component.

The Quadrant one, if you look carefully, it is talking about the Information Strategy, which Vaughn has said. But, this Quadrant, if you see, this is High Involvement and Think. So, High Involvement Rational Purchase. Okay. And, these are the Products like, when I am going to buy a House, when I am going to buy a Laptop, when I am going to buy a, you know, Desktop Computer, or, so this kind of thing. Or, when I am going to choose a School, for my Children. So, this kind of things.

And here, the Customers, you know, the Involvement processes like, Learn, Feel, and then, Do. Learn means, you acquire lot of information, from different sources, from your off-line and online sources. And then, you start developing, a kind of affection towards, a particular Brand. For example, I have taken information about DLF, I have taken information about Greenwood Apartments, and I have taken the information about Eden Apartments, and so on and so forth.

And then, after collecting different kind of information, based on several criteria, like proximity to the Schools, proximity to the Hospital, proximity to the Bus-stand, proximity to the Railway station. So, based on all this, I have started liking, certain projects. Okay. So, that Liking, comes to the, my affective component, that is the Feel part. And, after Feel, then once I formed a very positive attitude towards it, then I go and purchase it.

So First, the Marketer's job, is related to the Learn part. That is, providing more and more information, to the Customer, on several selective criteria. Then, in the Feeling stage, they have to actually persuade the Customer more towards, the use of their particular Product. So, for example, I may talk about, the particular aspect of the Eden City. Eden City, usually the Real Estate Company.

They, one time, they came as a Teaser Advertisement. Which has used the, you know, feature of gimmick kind of campaign, or Teaser campaign. After, Seventh or Eighth day, when the Teaser campaign was open. The first thing, was to create an attention of the Customer. And then, they started talking about different criteria, on which, the Housing Estate could be favoured. The Second Quadrant, if you see here, is the Quadrant of Feel.

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High Involvement in Rational Purchase or High involvement/think (Quadrant 1)

The informative strategy is for highly involving products/services where thinking and economic considerations prevail. This is also called high involvement – thinking quadrant where decisions are characterized by a high level of involvement in product and service purchase and rational decision criteria, suggesting a need for informative advertising. The quadrant is also known as “learn-feel-do” in this model. This means that customers learn about the product/service, then have certain feelings about the offering followed by purchasing (do) the offering.

This class involves pricey industrial procurement of something related to the hi-tech infrastructure, the office setting, cars or the employee's benefit insurance plans. At the consumer's end, high involvement in rational purchases also refers to pricey decisions. Nonetheless, the purchase items in industry and household are not identical. On consumer's side, this category is related to the purchase of financial services such as mutual funds, bonds, shares, home, car, expensive jewelry, major household electronic appliances, furniture, etc.

High involvement consumer purchases might diverge considerably on the basis of rational or emotional scale wise deviation from person to person. For example, Mr. Grover wants a mobile phone which is highly durable and therefore has chosen iPhone 5. His son Andy wants a very stylish and cheap set and has chosen Xiaomi. It is the task of the marketer to find out how an average customer reacts to the firm's offerings. For consumer and business markets, promotion for these kinds of purchases is more conventional, with emphasis on merging the features and benefits of the products that consumers look for.

So, just to summarise the Quadrant one, before going to Quadrant Two is like, this is the Informative Strategy for, highly involved Products and services, where thinking and economic consideration, are in priority. This is called, the High Involvement and Thinking Quadrant, where decisions are characterised, by high level of Involvement in Product and Service, Purchase and Rational Decision criteria, suggesting a need, for more informative

Advertisement.

As I told, Learn, Feel, Do. This means, that the Customers, learn about the Product and service, then they develop the Feelings, and then they go for Purchase. And this, as I have already mentioned this, as either by Real estate, Expensive Jewellery, Shares, Mutual Funds, major House-Hold Electronic Appliances, Furniture, and all this.

So, now again, I was mean to say, that there could be some Products, which could be High Involvement Product. A High Involvement Rational Purchase, from one individual. But, High Involvement, you know, Emotional Purchase, for another individual. For example, when Mr Grover is buying a mobile handset, which is highly durable. He is looking for Apple iPhone 5, which is very durable, and which is classy, and but it is not handy. He wants very stylish one.

So, in that case, but he wants a cheaper set. Because, he wants to frequently change the handsets, as his Friends are also changing, very frequently. So, for him, Mobile, is more often Emotional, or more of it is having an Affective component, rather than Cognitive component. So, the same product Mobile may have, may be of High Involvement Rational Purchase, for somebody, it may be High Involvement Emotional Purchase, for somebody else.


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High Involvement in Emotional Purchase or High involvement/feel (Quadrant 2)

This affective strategy is for highly involving and feeling purchases, like more psychological products which fulfill self-esteem and ego related impulses. A variant hierarchy considering "feel" before "learn" and "do" is the priority for such products. This is also called high involvement-feeling quadrant characterized by a high level of involvement and affective decision criteria.

High involvement in emotional purchases of any individual normally includes expensive diamond jewelry, wedding dresses, and vacation tours or movie tickets. It can also be the purchase of a home, a car, or even choosing a mobile service provider.

In B2B world, this type of purchase might include things such as office decors, spending on advertising, or hiring of certain top-level employees. For the consumer market, the companies often resort to emotional appeals to promote their products. Some examples are the advertisements of Titan watches, De Beers, or Vodafone network connection.



Then, moving to Quadrant Two. Quadrant Two, as we see here is, we go back here, that is the Feel, Learn, Do. So here, the Customer, first, start liking a Brand. For example, I start liking the Brand, Raga. I mean, the Model of Titan Raga. And then, I start collecting more

information about, different Models of Raga, different Designs, different Prices. And then, I boil down, to my choice.

So, once I start liking a Brand, then I am going to collect, more and more information, about it. So here, first I Feel. And then, I Learn. And then, I go and Purchase. So here, you know, the Affective Strategy could be used, which is more of Psychological in nature. So, if you go in details, it is the Affective Strategy, for Highly Involved, but where Feelings is more important.

May be, I am going to Purchase a Product, for my Self-esteem, sometime. I may buy it for, ego related impulses. So, in this case, it is mostly like, Diamond Jewellery, Wedding Dresses, Vacation Tours, Movie Tickets. So, here actually, a lot of emotion is actually involved, in this particular case. And, some Companies, they actually resort to use this emotional appeals like, Titan watches, De Beers, Vodafone Network Connection, so on and so forth.

Moving to the Third Quadrant, which shows the Low Involvement, but you are Rational. So, these Products are mainly, the Habitual Purchases. This is, here the strategy is like, Do, Learn, and then Feel. Which means, First, you Purchase the Product. You use it. And then, learn the attributes of the Product, how it is. For example, you have bought a packet of Biscuit, say Parle Marigold.

You have bought, some Marie Biscuit from Parle. And, what happens, after consumption of that Biscuit, about the taste of that Biscuit, you develop certain idea. Then, you start learning like, what are the other competing brands. Is it good. Is, the other brands, little better, or something? So therefore, you're learning starts, after you have already consume the Product, or bought the Product.

And then, you start, after you know, in a permutation combination, buying several Brands of Biscuits, might be, you start liking one particular Brand of Biscuit, and you fix up your choice, there. So, these are mostly, the Routine Response Behaviour.

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Low Involvement in Rational Purchase or Low involvement/ think (Quadrant 3)

The habitual strategy is applicable for low involvement and thinking products where consumer act on the basis of their prior learning and opt for routine purchase. This implies a responsive, behavioral learning by doing. The purchase is follows some minimal level of awareness and does not require any deeper learning. This type of purchase relates to our routine response behaviour. Examples are first time purchase of magazines etc. where customers have to purchase and read and learn about the magazine, before feeling any emotions about it. These purchases are functionally made out of habit, without much thought and involvement.

In this low involvement purchase, the information search stage is hardly found. Normally, after recognizing the need, customers decide to purchase. So the time taken in this decision-making is quite less as compared to the extensive problem-solving behaviour resulting in high involvement and visibility of all five stages of buying decision-making. This category includes most of the fast-moving consumer goods in the daily consumption basket of consumers.

Here the role of the marketers is to ensure the availability of products at stores so that customers do not switch to competing brands. To break the automatic habit of spending their money on the competitor, the marketer may think of continuous advertisement to ensure the top of the mind recall by consumers. The marketers might also think of strategic product differentiation, for example,

Horlicks: Horlicks Lite, Women's Horlicks, Junior Horlicks, etc. Sunsilk of Hindustan Unilever Ltd has also adopted this strategy by differentiating into seven possible combinations of shampoos, which may be used for different types of hair conditions. Hindustan Unilever Ltd used seven different hair experts to endorse each of these variants of Sunsilk shampoos.

So, we come here. And, this you know, when we talk about different purchasing situations, we call it, Routine Response Behaviour. Where usually, the Product is Purchased, when the Stock is depleted. So, we call it a Habitual Strategy. It is a Low Involvement Product. So ideally, we do not search information, early. So, normally after recognising the Needs, the Customer decide to Purchase. So, the time taken in this Decision- Making, is quite less.

And, as we have talked about, the Five Stage Consumer Decision- Making model, in the first Module. Here, we can see, that the stage of Information Processing, and Evaluation of Alternative, is very less. It is only the need for the Product, where their stock is depleted. And then, directly people go and Purchase. After, Purchase has start feeling, Satisfaction or Dissatisfaction, and that get registered in their mind, for the next Purchase.

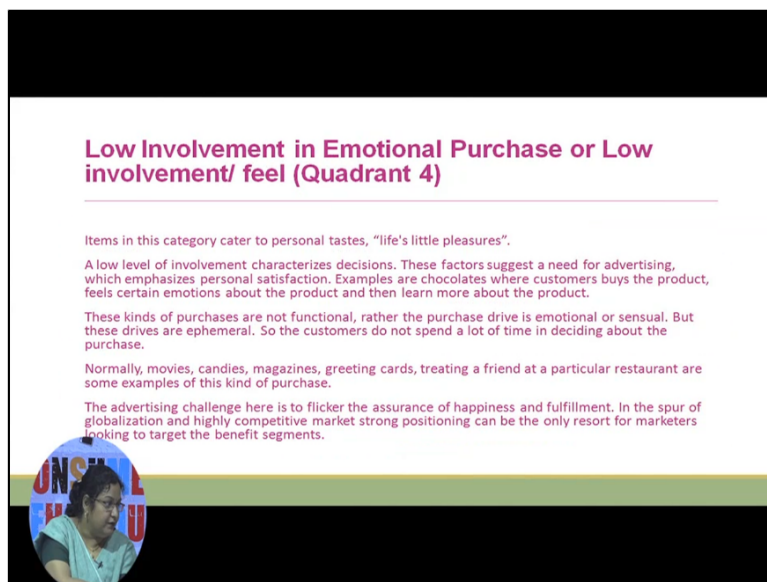
So similarly, so this kind of Products, again the Marketers, actually their task is to ensure the availability of this kind of Products, so that the Customers do not switch the Brands, in the Shopping point, because the Product was not available. So, that has to be there. And then, there has to be top of the mind recall by the Customers, about the brand. So, for that reason, we can see, this Horlicks is. And, you can use, huge Product differentiation also.

So, Products like Coca Cola, Pepsi, they advertise a lot. Because, they know that, you know,

these are very Habitual Purchases. And, the Perceive Differentiation across the Brands, are also quite less. So, it is mostly, based on the availability, the Product would be chosen. So, they mostly focus on, Intensiveness of the Distribution Channel. Similarly, sometimes, just to create a perceive difference in the mind of the Customer, brands like Horlicks, they come up with several variants.

Brands like Sunsilk, they come up with several variants of Shampoos, which may cater to different needs of the Customer. Now, coming to Quadrant Number Four. So, this is a social kind of Need, which we can see here. This is a Quadrant Four, where Low Involvement, but Affective Component is more stronger. So, here again, this is, Do, Feel, Learn. When, I first Purchase the Product, then you will like it, and then, you may start learning about the Product.

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Low Involvement in Emotional Purchase or Low involvement/ feel (Quadrant 4)

Items in this category cater to personal tastes, "life's little pleasures".

A low level of involvement characterizes decisions. These factors suggest a need for advertising, which emphasizes personal satisfaction. Examples are chocolates where customers buy the product, feel certain emotions about the product and then learn more about the product.

These kinds of purchases are not functional, rather the purchase drive is emotional or sensual. But these drives are ephemeral. So the customers do not spend a lot of time in deciding about the purchase.

Normally, movies, candies, magazines, greeting cards, treating a friend at a particular restaurant are some examples of this kind of purchase.

The advertising challenge here is to flicker the assurance of happiness and fulfillment. In the spur of globalization and highly competitive market strong positioning can be the only resort for marketers looking to target the benefit segments.

To be, going in more details, we can say that, this is the items in this category, cater to the personal taste of the Customer. That is, life's little pleasures. We see a low level of Involvement, is characterising, this kind of Decision. And here, there is a need of Advertising, which can emphasise the Personal Satisfaction. We see the Ad of Snickers, which shows that, you know, that Snickers Chocolate, when the Person is hungry. And, it is a very humorous appeal, which shows that, when the three Friends are there.

One Friend is very hungry. And, that time, you know, he or she, behaves like a Heroine, and his attitude gets changed. So, when they will have the Snickers, or some that wafer. And then, they feel good. So, that is the kind of image, either by humorous image, or humorous appeal,

or any other interesting emotional appeals, you can use, for this kind of Products.

And, this kind of Purchases, are not usually Functional. Rather, a purchase drive is, more of Emotional, or Sensual, sometimes Ephemeral also. So, the Customers do not spend, lot of time in Deciding. This are mostly Impulse Buying. Candies, Movies, Magazines, Greetings Cards, Treating a friend, suddenly in a particular Restaurant. So, these are, this kind of Purchases. So, the Advertising challenge here, is to figure the assurance, of Happiness and Fulfilment.

And, in the spur of Globalisation, as we can say that, in a highly competitive Market, a strong positioning, can only resort for the Marketers, who want to benefit, this kind of segments. So, this is how, we talk about the concept of Involvement. And, in a nutshell, we have covered here, the Concept of Involvement, different kinds of Involvement, like High Involvement Rational Purchase, High Involvement Emotional Purchase, Low Involvement Rational Purchase, Low Involvement Emotional Purchase.

And then, we have talked about the Foote, Cone, Belding matrix. And, how Vaughn has also devise, different kind of Advertising Planning Strategies, for that. Where, for the First Quadrant, the focus of the Marketers should be towards, more of Information and Economic. And, Second Quadrant, should be more on Psychological. Third, should be more of Responsiveness. And Fourth, should be more on, the Social appeal of the Products.

So, this was in short, what we wanted to cover as, Consumer's Involvement, and its Implication, in Consumer Decision-Making. Thank you. And, we will meet, in the Next Module, with some small Caselets.