



The Role of Consumer Involvement in Organizations for Crafting Strong Relationships with Consumers

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Abstract: The idea that consumers differ in the amount and type of effort they put into shopping is not new to marketing. Consumer Involvement is a need-based motivational attitude toward information systems and their development. The Means-Ends Chain (MEC) approach is used to identify the consequences and values that consumers attach to product attributes. Attributes differentiate competing products from each other in the mind of the consumers. Consumers' involvement with purchasing influences their purchase behavior and that different consumer types (market segments) can be identified on the basis of their involvement. Purchasing involvement is a promising variable in marketing for three reasons. First, it may be combined with products and situation involvement to better explain buying behavior. Second, it is possible that purchasing involvement may be significantly related to personality variables. Third, and perhaps of most immediate practical significance, purchasing involvement may be related to a number of purchasing activities which are not product specific and significantly impact marketing strategy.

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1. Introduction

Consumer Involvement is a need-based motivational attitude toward information systems and their development. As such, it has important implications for the successful creation and deployment of information systems in organizations. For firms to be able to differentiate their market offerings from those of competitors, knowledge about the consumer is essential. The Means-Ends Chain (MEC) approach is used to identify the consequences and values that consumers attach to product attributes. Attributes differentiate competing products from each other in the mind of the consumers. It is important to all firms in a value chain to identify which attributes are perceived self-relevant by their segment.

Some studies have been conducted on consumers' attitudes towards products. In order to satisfy the consumers and create their involvement towards the product, we as an organization have to develop the loyalty of the product in the minds of the consumers. To create and develop a loyalty in the consumers' minds is not too lasting as compared to the retaining of that loyalty in the consumers because

the value of a product is largely determined by the number of loyal customers. Once the customers are satisfied, only then they will be able to purchase the products.

Innovation diffusion theory (Rogers 1983) provides a general explanation for the manner in which new things and ideas disseminate through social systems over time. In the diffusion of innovation literature, an innovation is "an idea or behavior that is new to the organization adopting it" (Swanson, 1994). The theory has a communication-oriented view of innovation-based change with a focus at the individual level of the process. Information system (IS) studies utilizing the theory have therefore considered individual characteristics and perceptions, as well as other theory elements such as social norms, communication channels, opinion leaders, technology champions, the time factor, and the characteristics of the technology being implemented (Brancheau and Wetherbe, 1990; Moore and Benbasat, 1991; Hoffer and Alexander, 1992; Borton and Brancheau, 1993; Swanson). Roger's theory appears to be quite applicable to implantation

of information technologies in organizations, albeit imperfectly (Brancheau and Wetherbel; Attewell, 1992). An important consideration in studies that utilize innovation diffusion theory is how potential adopters' perceptions of the innovation influence the diffusion process (Moore and Benbasat, 1991).

The idea that consumers differ in the amount and type of effort they put into shopping is not new to marketing (Katona and Mueller 1955, Newman and Staelin 1972). Such differences are important to marketers because they influence consumers' reactions to marketing strategies. For example, Westbrook and Fornell (1979) found four distinctive styles of information search among durable goods buyers, ranging from the objective shopper, at one extreme, who makes extensive use of printed sources and in-store shopping guides, to the personal advice seeker, at the other extreme, who relies primarily on personal sources for making buying decisions. Westbrook and Fornell recommend a low-key approach featuring promotional techniques that provide a great deal of factual information for the objective shoppers. For the personal advice seeker, however, they recommend a more aggressive, personal, sales-oriented, approach. Certainly different strategies would apply to the objective shoppers and the personal advice seekers. Thus, the amount and type of search effort expended by a market segment are an important determinant of the appropriate marketing strategy for that segment.

Kassarjian (1981) has recently related search effort to the notion of consumer involvement. He states that it is undeniable that there are differences between individuals which, regardless of the product or situation, make some people more interested, concerned, or involved in the consumer decision process. Kassarjian proposes that consumers' involvement with purchasing influences their purchase behavior and that different consumer types (market segments) can be identified on the basis of their involvement. Kassarjian combines the product and situation effects so that he can concentrate on differences between consumers with respect to their involvement in purchasing. He suggests that most of our consumer behavior research has been done with upper middle-class (often student) subjects who would tend to be more highly involved in purchasing than other groups. Furthermore, most of our consumer behavior models relate to highly involved consumers purchasing high involvement products. Kassarjian describes two low involvement consumers, the detached consumer who may be more involved in work or other activities than in purchasing, and the "low-low" involvement consumer who is apathetic about most things.

Purchasing involvement is a promising variable in marketing for three reasons. First, it may be combined with products and situation involvement to better explain buying behavior. This would mean that consumer segments could be identified in terms of their levels of purchasing involvement and that marketing strategy could be adjusted according to the combined effects of product, situation, and purchasing involvement on buyer behavior. Second, it is possible that purchasing involvement may be significantly related to personality variables as Kassarjian hypothesizes. This would provide one of the few meaningful links between personality and consumer behavior. Third, and perhaps of most immediate practical significance, purchasing involvement may be related to a number of purchasing activities which are not product specific and significantly impact marketing strategy. For example, the development of meaningful market segments regarding purchasing involvement could be of great assistance to companies that use direct mail advertising, send out catalogs, use coupons or stamps as sales incentives, or sponsor retail sales events. Thus, the concept of purchasing involvement should be useful for both understanding consumer behavior and developing a marketing strategy.

Traditional human factors heuristic evaluations as aimed by (Nielsen 1993) usually consider a hermetic system for analysis, i.e. avoid the influence of external variables from the human compute system, as environmental characteristics, user's motivation, and other media influences. However, while considering consumer behavior models in usability evaluation of commercial websites, the motivation of the user as a customer becomes a parameter of performance. For instance, it could give hypotheses about why sites that were completely "approved" using traditional checklists have low performance or consumer avoidance. The models of consumer behavior aim at understanding consumer motivations, or why some type of products and brands can induce great cognitive effort of the customers and others are completely ignored. This field regards the influence of media content and type of products advertised to an effective call to action, i.e., the power of communication to induce decision-making on the idea or the purchase that is being communicated.

The studies suggested that consumer decision-making was a long-term process composed of six steps: awareness, knowledge, linking, preference, conviction, and purchase. The model was called hierarchy of effects (Ray 1973) and was later simplified to the cognition-affect-conation or learning route model. It was observed that this sequence does not necessarily follow a hierarchical route, but can be influenced by consumer involvement with the

product. Involvement is linked to a wide range of causes that include personal characteristics, such as age and sex; social characteristics, such as groups of influence and cultural values; product characteristics, and media format. In this sense, some products are naturally more susceptible to instigate involvement in buying decision, as expensive products or goods linked with a social identification of status. For this reason, high involvement products instigate a natural need for seeking for information (Vaughn 1980). Consequently, buying decision is an exhaustive cognitive effort that involves the balance of psychological and social variables.

There has also been an effort underway to extend Fishbein and Ajzen's theory so that it might better accommodate consumers' motivations or the intentions expressed by their "goals", "trying" or "desires" to consume (Bagozzi & Edwards, 1998; Bagozzi & Warshaw, 1990). These variables have been used as mediators between attitude and behavior. One recent and fundamental approach or construct that tries to explain the structure of attitude and attitude-behavior relationships is the theory of attitude strengths (Petty & Krosnick, 1995). Intentions, goals, desire or other motivational constructs used as mediators between attitude and behavior have some counterparts in attitude strength theory. Involvement is controversial due to the many different proposals and ideas for conceptualizing and measuring the involvement construct (Thomsen et al., 1995).

Within an attitudinal strength perspective, attitude importance or involvement is defined as an individual's subjective sense of the concern, care, and significance he or she attaches to an attitude (Boninger et al., 1995). Bloch and Richins (1983) define enduring importance and involvement as a long-term, cross-situational perception of product or product class importance based on the strength of the product's relationship to central needs and values. Enduring involvement reflects a sustained level of care or concern with an issue, product or activity. The argument that involvement is related to goals and consumer behavior is also confirmed by a few studies testing the positive relationship between involvement and frequent buying behavior (Gainer, 1993; Mittal & Lee, 1989). Involvement is a motivational construct related to attitude and behavioral outcome as a mediator construct in the same way as other proposed mediators such as behavioral intention, desire, goals, planning, or intention to try (Bagozzi & Edwards, 1998).

As a social psychological construct, involvement is described by Koziey and Anderson (1989) as a part of a person's individual cognitive map that affects his or her model of reality and gives form to his or her behavior in everyday situations. In the

consumer behavior literature, this concept has been closely allied to the information-processing perspective on behavior and has been considered to be an individual difference variable, identified as a causal or motivating factor with direct consequences for consumers, purchase and communication behaviors (Sherif & Cantril, 1947; Krugman, 1965, 1967; Rothschild, 1979; Mitchell, 1981; Greenwald and Levitt, 1984; Batra, 1985; Kassarian, 1981).

In common with most marketing theory, however, the involvement construct has been developed, almost without exception, using physical products both in conceptualization and in empirical testing. Over the past decade, however, there has been an increasing recognition that services, as a distinctive product class, have characteristics that require special attention from marketing theorists. Day, Stafford, and Camacho (1995), in their review of current involvement research, highlight the need to investigate more fully the nature of service involvement and the way in which the characteristics of service-based products have different impacts on consumer responses. Because involvement has been shown to be a significant antecedent of purchase behavior in relation to physical products, it has been assumed that it should be equally applicable to the purchase of services. Zaichowsky (1985), for example, presented her Personal Involvement Inventory as one that was context free and applicable to all "Product" types. This view is based upon a belief that consumer behavior in services does not differ enough from that associated with physical goods for it to require separate consideration. However, there is considerable recent research to suggest that this is a naïve assumption. Murray and Schlacter (1990), Zeithaml (1981), and Gabbott & Hogg (1994), among others, point to differences in choice, evaluation criteria, and consumer response.

A number of variables have been shown to be integral to the service consumption decision. Although it is not possible to take account of all of these, four were identified as being particularly relevant in this context: perceived extensiveness of the choice set; the durability of the product benefit; familiarity with the service; and perceived expense (Wilson, 1972; Zeithaml, 1981; Gabbott & Hogg, 1994; Lovelock, 1996). The first of these, the perceived differences between alternatives, was suggested by Laurent and Kapferer in their original work in 1985. Assael (1981) had already shown that when consumers are involved in purchase decisions, the absolute number of alternatives available is not as important as the perceived differences between these alternatives. For example, one reason consumers don't change doctors unless they are extremely dissatisfied is not a lack of alternatives, but the fact

that they don't perceive a sufficient difference between alternate doctors. It is also extremely difficult to assess differences between service products before consumption. Equally, in the case of services, the perceived extensiveness of the choice set may also include the possibility of carrying out the service themselves. Zeithaml (1981) suggests that for a number of services, consumers have the option of employing a service provider to carry out tasks that consumers are capable of doing themselves. These services can be distinguished from services that are either too difficult or too technically complex for the consumer to carry out, or require specialized knowledge.

The second noninvolvement variable identified in this context is the duration of the benefits or the amount of time the consumer expects the benefits of the service to last (Wilson, 1972). In discussing hairdressing services, the benefit of a haircut lasts until the hair needs cutting again, possibly 6 weeks or more; whereas, the benefit of a meal lasts only until the consumer is hungry again, which is likely to be 6 hours. As Lovelock (1996) points out, some services theoretically last a lifetime; for example, higher education; whereas, others only last for as long as the delivery takes; for example, entertainment. Consumers' perception of the durability of the benefit is long term; consumers are likely to behave differently than they would for a relatively short-term benefit, where such a purchase can be made again in the future.

The final noninvolvement variable identified is price or the perceived expense of the service. Price has been shown to influence consumer behavior in a number of studies and can result in an extended information search activity (Domermuth & Cundiff, 1967; Keil & Layton, 1981). However, the price is a difficult concept to operationalize, because it is not absolute, but subjective and dependent upon an understanding of how the consumer perceives value. Dickson & Sawyer (1990) suggest that the importance of price is often over-rated, because consumers frequently are unaware of the price of individual items, and price only has meaning relative to income. The nature of services and the pricing policies of many service providers suggest that, in this context, the price is a source of considerable uncertainty (Murray & Schlacter, 1990).

There remains diversity of opinion on the nature of involvement and recognition of the failure to define it (Mitchell, 1979). Perceived personal relevance (Higie & Feik, 1989; Peter & Olsen, 1987; Zaickowsky, 1985) and a motivational state activated by a stimulus, situation or decision task (Mittal, 1989) appears to be central to many definitions and reflect the treatment of involvement as an individual trait.

The consumer has to be involved with something, hence the focus on product involvement and the interest in explaining differences between products or decision processes in terms of the involvement construct. Mittal (1982) argues that the level of involvement is related to needs and motives and always has direction in terms of the product within a choice context. According to Laaksonen (1994), Mittal recognizes the importance of the environmental and situational factors as well as the person-objective interaction. Most of this relate to the choice of brands and the purchasing/marketing context. There is an argument that the task environment should be viewed more comprehensively, and the conceptualization of the involvement using a response-based approach, as opposed to a cognitively based approach proposed by Laaksonen, treats involvement "as a mental or behavioral reaction of an individual facing a task to be accomplished" (1994: 61). In this respect, the task might be envisaged as comprising more than those activities associated with the purchase context. Laaksonen suggests "it (involvement) is a mediating variable, acting between stimulus object and response and depending on both the characteristics of a stimulus object and those of a consumer. Besides this, involvement has also been determined as a specific kind of reaction pattern, for example, as a specific kind of information processing hierarchy" (1994: 8-9).

The object of involvement can be not only the product (Kassarjian & Kassarjian, 1979) and the purchase decision (Engel & Blackwell, 1982), but it can relate to product advertising (O' Donohoe, 1992; O' Donohoe & Tynan, 1997) and be applied to areas such as consumer services (McCull-Kennedy & Fetter, 2001) or impulse purchasing (Rook & Fisher, 1995). In many consumer behavior studies, level of involvement is assigned either as a personality characteristic of the individual toward a product or to the product categories themselves and often relate to the time investment involved in the choice decision, and includes the social risk of using or not using a product, and the financial risk relative to one's ability to pay for the product. In that context, a product that is deemed to be a low-involvement choice is one for which the individual does not consider the choice decision to be important enough to his other belief system to warrant extensive effort in the decision-making process. For example, a product is labeled as being of "low involvement" if the process to search for information about it is minimal, if there are no distinct brand loyalties for the product, and if a lower price for a competing brand leads to a choice decision based solely on cost (e.g., copy paper, paper clips, and light bulbs). Conversely, a "high-involvement"

product is one for which the consumer invests substantial time and effort prior to making a choice decision (e.g., automobiles, homes, vacations). In this respect, involvement is examined within the behavioral process, incorporating the interaction of the cognitive set of the individual as well as the product under study and is not treated solely as a behavioral characteristic that is somewhat stable in a person's life, regardless of the situation and contextual variables presented.

Understanding the fundamental determinants of behavior has been a paramount goal for many theorists in the social and decision-making sciences. The underlying psychological assumption driving the linkage between intentions and behavior is that most human behavior is under volitional control (Ryan, 1970). Fishbein & Ajzen (1975) have defined intention as a "person's location on a subjective probability dimension involving a relation between himself some action". Intentions are the single best predictor of planned behavior and intentions are also an unbiased predictor of action (Bagozzi, Baumgartner, & Yi, 1989). The behavioral intention models have received robust support in numerous behavioral domains (Ajzen, 2001; Eagly & Chaiken, 1993) and are considered being some of the most widely applied theories in social psychology (Greve, 2001). The behavioral intention (i.e., purchase intention), based on the Theory of Planned Behavior (TPB) (Ajzen, 1991), is basically determined by three factors: the attitude that the person holds toward engaging in the behavior (i.e., subjective norm), and the degree of control that the person feels he or she has over performing the behavior (i.e., perceived behavioral control). The first two factors reflect the perceived desirability of performing the behavior is personally controllable or not. These three factors predict intention and the ensuing predicts behavior.

Common sense logic would suggest that all consumers should be able to estimate the regular from the other two pieces of information. However, there are some important caveats. Specifically, consumers must consider the price to be a relevant variable that is important enough to demand the attention and cognitive resources required for processing it. Furthermore, consumers must be willing, able and motivated to expend the cognitive resources (albeit a small amount) needed to estimate the implied regular price. Consumers' willingness to engage in such a process is likely to be a function of whether the additional information is central to the task at hand. If the available price information (particularly the additional and seemingly redundant comparative price information) is not deemed to be relevant, then consumers may not attend to this information. Therefore, consumers' choice of information

processing strategy is directly related to their motivations and perceived relevance, that is, involvement. This construct has been defined in the literature as consumers' interest in and perceived importance/relevance of the advertised product (Celsi & Olson, 1988; Petty, Cacioppo & Schumann, 1983; Zaichkowsky, 1985).

2. Methodology:

The study was focused on finding out the reasons of consumers' involvement during their purchase decisions and the due to this involvement, what intentions are emerging out in the consumers for a repeat purchase? In order to this, the focus was drawn to identify the important variables and extracting out the relationships among these found variables how they are playing an effect on the problem of the study? The emphasis was to conduct a consumer-based survey that would be yielding the knowledge, perceptions and attitudes of consumers while they are making purchase decisions.

3. Theoretical Framework:

For conducting such research, the emphases was to identify the important variables that would be playing a vital role in creating the brand loyalty in the consumers' minds and have a strong relationship with the company and product. During literature survey, many variables were identified and found as the important for the study that leads consumers to purchase the product again and again. While designing the linkages and relationships among these variables, a comprehensive theoretical framework was designed that would be eliciting the required appetite for the study.

The conceptual model suggests whenever consumers are provided some motivational elements to purchase a product they will be more intended to purchase the product. Similarly, when they are provided high convenience in the product purchase decision, they will be more involved in the purchase decision. The model also suggests that companies should work a lot in order to provide a handy awareness to the consumers so that they can be more involved in product adoption. The consumers feel happy and pleased if they are tended to provide information regarding product and company through hi-tech like the internet because they can be aware of the features and varieties provided by the company in the business portfolio they are offering. It helps the consumers to purchase the product either through the net or, at least, they can be aware of the product. Whenever a company is performing such activities, they are trying to develop a strong and healthy bond with consumers. Such activities through which a company can develop a strong bonding with

consumers are known as relationship marketing. So, these activities help the company to develop a strong relationship with consumers. This all leads to develop a brand loyalty in the consumers' minds. As they become loyal to the product and company, they become more willing to use and adopt the product again and again. This phenomenon helps the organizations to develop a trust and a level of satisfaction in consumers yielding them to make them the clients of the company. But in order to this, the company has to commodize the product as well as they would have to personalize the products as much as possible on the basis of consumers' needs. This will be leading to make consumers choosier and more involved in the product they are purchasing. This will be demanding more efforts put by the company so as to satisfy these differentiated and varied needs of consumers in the form of more product quality and more product differentiation.

Sometimes, companies don't focus on the consumers' needs identification; rather they work on the creation of the needs in the consumers' minds. In order to do this, the companies have to innovate new and emerging ideas in the market so as consumers would be feeling the product they are using is new and innovative. The elite (quality conscious) class of every society always demands unique and competitive brands because they are trend setters and they want to innovate the market. To satisfy such people in the market, the companies have to develop new, unique and qualitative products for them. Once an image of the product has been generated in the market, it works in the same fashion in the market during whole its life cycle. This model focuses on the same innovation, product inventions and due to these, purchase intentions developing in consumers towards the products.

The model also argues that the companies would have to train the consumers about the product usage so as they can get the maximum advantage and benefits of the product for which they are making this purchase decision. In other words, the model claims that the companies should design such programs so as they can be prepared for having the maximum advantage from the product they are manufacturing. Because once consumers would be prepared for product purchase, ultimately the company will be in the position to achieve their ultimate objective, profit maximization. Whenever, consumers are trained and educated about the innovations and new products launched in the market, obviously, it will be leading to make them (consumers) more socialized, well-mannered and well-developed people in the society. This will be helping in developing positive social norms in the society and there will be more development in the society. This will be leading to

make the individuals developed and courteous with their fellows, colleagues, life partners, and other society members. When consumers feel proud by using new and innovative products, they tend to be more positive to the society and feel more satisfied with their lives, yielding a positive attitude to the society. This all will be helpful in determining the strong, positive, and well-social culture in the society.

On the basis of above-mentioned discussion, the study is yielding a positive trend about consumers' involvement and their purchase intentions towards products in the context of relationships the companies are building with their consumers through providing them the highest level of satisfaction and with increasing the level of brand loyalty. The model contains three basic domains: Firstly, developing a positive and strong relationship with the consumers, secondly, increasing the level of brand loyalty in the minds of consumers through developing the level of satisfaction, trust, motivation to product purchase, brand commodization, product differentiation, product innovation, and product involvement, thirdly, development of society through making consumers learned, educated and socialized by usage of the products or services.

Ultimately, this model emphasizes on the societal development through developing such attitudes of consumers through which they can be well-off in the society and creating such culture that has a strong, positive and committed values that would be yielding positive social roles of the people in the society. This model focuses how the companies can play a role in developing a strong and positive culture and social norms by using the relationship marketing activities in that very society. Through this model, it is clear that the companies play a very dominant role in the society to make them well-off (Appendix A).

4. Research Design:

This study is hypothesis testing within which some hypotheses were designed and hypothetical means were used to prove these hypotheses statements. The settings for the study were considered as non-contrived within which a survey was conducted by consumers (households and employees). The unit of analysis for this study was individual in which every consumer had his/her own idea regarding the questions asked by them. Moreover, the data was collected on the longitudinal bases in which the data was collected once in the time span.

5. Data collection:

A questionnaire was designed to elicit the required information consisting of questions

pertaining to the important variables. Some questions were focused on the society development, cultural norms. Some questions of the questionnaire were asked to reveal information about the consumer learning about the product and company. Some questions were focusing the area of the relationship between company and consumers. The questionnaire was consisting of multiple choice and dichotomous questions mostly in order to make it plausible and feasible for consumers to answer accurately. A survey was conducted on a sample of 148 respondents and their responses were used for analysis to draw a valid conclusion. The sample was selected by the simple random sampling technique with every consumer was having the equal chances for occurring in the sample size.

6. Hypotheses Development:

On the basis of the relationships among the variables found in the literature survey important to the research problem, some hypotheses statements were conjectured and by using the data, the hypotheses were proved or rejected.

H1: If Buying motives are provided to the consumers then their behavior towards purchase will be strong.

During the literature survey, it was found when consumers are provided a set of benefits by the products, their intensity to purchase the products is increased. Obviously, we purchase the products for satisfying our needs and wants. These needs are basically the problems faced by individuals in their daily lives and in fact, they don't purchase the products for fun rather they purchase to solve these problems emerging out as their needs and wants. So, if companies try to increase their sales and market share, they would be tending to provide the satisfaction of needs of consumers through their products/services so as they can purchase them in abundance.

H2: If more convenience is provided to the consumers while purchase they will be more involved in the product purchase.

As technological development is emerging in the world, the people dislike wasting their time and resources for traveling to the product availability counter rather they consider product would be available on their doorstep where they can easily adopt and use it. It increases the efforts of companies to satisfy the kings (consumers) by performing supply chain management efficiently and would be providing the products at the place from where he/she can easily purchase it and satisfy its need.

H3: If consumers are well aware of the product and its functioning, then they will be more involved in the purchase decision of the product.

When consumers are going to adopt an innovative kind of product, they are not in the position to use that efficiently and can have the benefit in the best manner as could be taken if they are not aware of product's features and a good demonstration of the product is not provided to them. This would be yielding to clarify the importance of providing necessary and important information about the product to the consumers because if the product's features and its functioning is not made clear, the consumers don't feel it easier to use them in the best and efficient manner.

H4: If the behavior of the consumers is strong, then they will be more intended to purchase the product.

The hypothesis focuses on the fact that consumers will always feel happy and pleased whenever they feel positive about the product they are going to purchase. This reveals whenever consumers feel satisfaction and enjoyment from the product, they are more tended toward product purchase. This will be developing another important phenomenon that companies should work for developing the positive behavior of consumers toward their product through efficient and effective marketing campaign.

H5: If consumers are more emotionally attached to the product, then they will be more intended to purchase the product.

In order to make consumers convinced to the product purchase, the companies would have to design such marketing activities through which consumers would be feeling a higher level of attraction in that product and they would be tending to buy the same product. But this would be done only with the emphasis that the companies would be manufacturing the products as consumers need the product and according to their wants in the society. Once, consumers feel the satisfaction of their needs and want, they feel the product is good and at that time, the consumers feel that the product is satisfying their psychological needs as well as their physiological needs. This will be yielding the fact that consumers will be attached to the product psychologically and emotionally. Once, the consumers are emotionally attached to the product, they feel that the product is satisfying the best and they are more involved in purchasing that product.

H6: If consumers are well aware of the product, then they will feel more enjoyment while shopping the product.

Obviously, when consumers are clarified about the product and its usage, the consumers feel easier to purchase the product because they know each and every aspect of all features of the product they are going to purchase. This will be tending to make them more involved in the shopping of such products. This will be leading them to feel more easy, relaxed, confident, and cool while purchasing such products because whenever we purchase any product, we feel ourselves dizzy, confused and little bit ambiguous regarding that decision but by having a clear-cut information about the product and its usage, we feel easy and relaxed while purchasing the same product.

H7: If there will be more consumer relations proneness, then there will be strong effects of the relationship marketing by the company.

Whenever consumers purchase any product, they come in the position to have a strong bond or relationship with the company because whenever they will be feeling any problem with the problem, they will be contacting the company to get that problem solved. In such situations, the consumers are tending to make this relationship more and more strengthened. For that, they require company would be performing such activities through which they feel that company is with them whenever any problem arises and is trying to solve that problem without making consumers dizzy.

H8: If there is more interactivity between consumers and the company, then it will be leading towards strong effects of relationship marketing by the company.

The whole effort a company is performing creates no effect on the consumers except a strong and divergent kind of effect on consumers' attitude and perception regarding the product company is presenting to them. This may be in the form of product purchase repetition, brand loyalty, company preference etc. this all will be due to an interactivity created by a company with the consumers. This means how much intense this interactivity; the strong will be the relationship between company and consumers. This all is due to the relationship marketing activities performed by the company to attract the consumers towards it.

H9: If strong relationship marketing efforts performed by the company, then it will be leading to strong commitment owned by the company.

Whenever a company is focusing on the consumers' satisfaction and their needs' fulfillment, they would have to perform the highest level of relationship marketing campaign. Ultimately, the consumers will feel more pleased and satisfied with

the products offered by the company. But once consumers are provided the highest level of satisfaction, they will be having an image of the company in the same manner and will be thinking to perceive the product in the same fashion and company has to perform the same marketing campaign in the same fashion for ever so as to keep consumers with it. So, the company has to own a strong commitment for ever to satisfy its consumers in the same way as has been done the first time.

H10: If strong relationship commitment exists between company and consumers, then it will be causing to increase more brand loyalty of the consumers.

Obviously, when a company argues they will be playing in the same fashion forever in the market and will be satisfying their consumers whenever they will be purchasing the product of the company, the consumers tend to be brand loyal to the company and try to purchase the similar brand again and again. If one thing is working, there is no need to change that and to switch to others. So, consumers always tend to purchase the product whenever they need that one.

H11: If there will be more brand loyalty in the consumers, then consumers will be more willing to use the product.

Consequently, when consumers become loyal to the product or a specific brand, they seldom try to shift to some other product because when they feel the product is satisfying their needs in the best manner, they don't even think of switching to some other product and they will be intended to purchase the product more frequently and repeatedly.

H12: If high E-Commerce tactics are adopted by the company, then it will be leading to develop strong Electronic Customer Relations Management.

The companies are making it easier and easier for the consumers to make them committed to their products and try to provide them more and more convenience during their purchase decision. In this, consumers demand that they have no time to go for window shopping and they don't want to spend even a single moment for the product inspection physically and they want that the address and place which they are mentioning to the company, the product would be made available at that place in the shorter span of time. The companies seldom try to make their consumers furious and angry. So, they try to provide the most of the company and product information online via internet and try to convince the consumers if they order via the net, the product would be made available at their doorstep in a very shorter span of time. The consumers have to move nowhere even not

for physically inspecting the product. The companies' exhibit their products in the catalogs provided at their websites established for such consumers. This all is known as customer relations management electronically or electronic customer relations management.

H13: If companies want to provide more commodization among brands to the consumers, then they would have to create high segmentation for the brands.

The companies try to make commodized products as much as possible because the needs of the consumers vary on the basis of their characteristics they possess. This demands the companies to make the company vulnerable and to be in a try of satisfying the varying needs of almost every group of consumers. This would be yielding the companies to make the clear and distinct groups of the consumers on the basis of their needs and wants, physiological and psychological characteristics they possess, along with the cultural and social elements within which society they live. So, when the companies are trying to commodize the products, they would have to segment the market with full extent.

H14: If companies provide more extrinsic benefits to the consumers, then it will be leading to create more intrinsic motivation among consumers for purchasing the product.

Every consumer contains his/her own set of needs, characteristics, and norms according to which they tend to make the purchase decision. The companies try to influence their purchase decisions by providing them more and more benefits. Sometimes, these influences are in the shape of the best features provided to them in the product, sometimes in the form of monetary discounts, and sometimes, in the form of unitary allowances. In short, the major emphasis behind this all scene is to influence the purchase decision of consumers and try to switch their purchase intentions towards company's products. These all tactics create a permanent and positive place in the consumers' minds and consumers feel intended to consider the company's products even he/she is purchasing some other brand.

H15: If consumers will be more involved in the products, then they show high cognition for the purchase decision of the product.

Whenever the companies put such efforts to create motivation in the consumers' minds, they are tended to purchase the products. Similarly, when they are more intended for a specific product, they feel more loyalty and commitment to that product. Consequently, they feel more involved in that product

and concentrate that one while making a purchase decision of such product category. This concentration leads them to have high cognition in the product itself, its features, its functioning, and its competitiveness in the market. This makes the consumers more learned and trained for that product category and they tend to be more concentrated and involved. This high learning, concentration and cognition of consumers regarding some product category make them more educated, socialized and civilized.

H16: If consumers are more learned about the product, then they create a positive image of the product in their minds.

Whenever consumers get a level of information and education about a product, this would help develop a positive/negative reputation of the product in their minds. Every company wants to develop such position in their minds that would help the organization move towards the objective achievement (profit maximization) and this image/position can only be achieved with the help of strong efforts exerted by the company to develop this positive image in consumers' minds. So, ultimately, whenever consumers get more and more information about the product, they can clearly discriminate the good and poor products and can be in the position to accept/reject the product of the company. In order to attain this positive image in the consumers' minds, the companies would provide the products of the best quality that would be having a lasting impact on the consumers' minds and they can feel easy, relaxed and confident while purchasing that product.

7. Data Analysis & Data Interpretation:

In order to analyze the data that were collected from 148 respondents as a sample of the population drawn from the probability sampling via simple random sample method, we used the statistical program SPSS. The data was tabulated and this tabulated data was put in the SPSS program and the bivariate correlation (Pearson Correlation) analysis was conducted for all hypotheses statements mentioned above. The program enabled us to draw the valid conclusion there from the data collected from the respondents.

For hypothesis 1, the data analysis exhibited if consumers are provided some motivational elements, then there are chances of the positive and strong behavior of the consumers towards the product purchase and they will be tending to purchase the product. The following correlation matrix exhibits the results drawn from the computerized program and this reveals that hypothesis 1 is a valid statement during development an involvement level of the consumers towards a product.

Table 1: *Pearson correlation for H1*

		basic motivating element	consumer behavior
basic motivating element	Pearson Correlation	1	.119
	Sig. (2-tailed)		.149
	N	148	148
consumer behavior	Pearson Correlation	.119	1
	Sig. (2-tailed)	.149	
	N	148	148

For hypothesis 2, the results show that the people don't consider convenience as a very important factor while purchasing the product.

As in the following correlation matrix exhibits the afore-mentioned statement in a way that the Pearson Correlation is 0.005 which is not too large. This reveals that people consider convenience while shopping but don't put too much importance that they would be accepting/rejecting the product on this criterion. This depicts that consumers want convenience while shopping but for most instances if they would have to search for a specific product, they may do and would be purchasing the product that would be satisfying them the best.

Table 2: *Pearson correlation for H2*

		convenience shopping	consumer involvement
convenience shopping	Pearson Correlation	1	.005
	Sig. (2-tailed)		.956
	N	148	148
consumer involvement	Pearson Correlation	.005	1
	Sig. (2-tailed)	.956	
	N	148	148

For hypothesis 3, the results provide us the fact that customer awareness plays a negative role in the consumer involvement process. The results depict when consumers become aware of the product, they tend to leave the important and they become reluctant to the product purchase. This reveals the fact that consumers become aware of the product's features and drawbacks which lead them to adopt some other product that is error free and can satisfy their needs efficiently without leaving any problem. So, this hypothesis may not be accepted to our research problem.

Table 3: *Pearson correlation for H3*

		customer awareness	consumer involvement
customer awareness	Pearson Correlation	1	-.004
	Sig. (2-tailed)		.966
	N	148	148
consumer involvement	Pearson Correlation	-.004	1
	Sig. (2-tailed)	.966	
	N	148	148

For hypothesis 4, the results indicate that consumer behavior is linked with the motivation towards a product they are willing to purchase. This means when their behavior is positive to the product, they feel motivated and committed to the product purchase and their intentions are directed to the product leaving all other products of the industry a side. The companies would try to develop the strong behavior of the people to the product. By this, we mean that the companies would try their best efforts to develop the best image of the product in the consumers' minds in order to make them think positively about the product they are adopting.

Table 4: *Pearson correlation for H4*

		consumer behavior	customer motivation
consumer behavior	Pearson Correlation	1	.095
	Sig. (2-tailed)		.250
	N	148	148
customer motivation	Pearson Correlation	.095	1
	Sig. (2-tailed)	.250	
	N	148	148

Moreover, the results for hypothesis 5 indicate that the relationship between emotional attachment of the consumers with a product and the motivation of the consumers to purchase the same product is positive. This depicts when consumers feel that product is affecting their psychological characteristics, they feel more intended to purchase the product. This hypothesis and its results indicate that the companies should focus on the psychological needs of the consumers along with their physiological needs. The product is a set of the features used by the company to satisfy the Physiological needs of the consumers over which companies put a lot of efforts. But this hypothesis reveals that consumers tend to purchase the product if that is satisfying their psychological needs along with physiological needs.

Table 5: Pearson correlation for H5

		emotional attachment	customer motivation
emotional attachment	Pearson Correlation	1	.145
	Sig. (2-tailed)		.079
	N	148	148
customer motivation	Pearson Correlation	.145	1
	Sig. (2-tailed)	.079	
	N	148	148

The following table indicates correlation matrix between the awareness consumers have about a specific product and the fun, enjoyment and entertainment they feel while purchasing that product (hypothesis 6). The matrix shows a positive relationship between these two variables. This indicates when consumers know each and every aspect/feature of the product; they feel easier, relaxed and confident while making a purchase decision. Whenever consumers make a purchase decision, they make it under their cognitive process they use during this decision. The results indicate the same phenomenon that consumers feel happier, relaxed and confident during making such decision. So, the companies would try to make them more and more aware of the product features and their functioning because once they would be knowing all the features, they would be more in the position to decide what they need or what they don't need?

Table 6: Pearson correlation for H6

		customer awareness	shopping as entertainment
customer awareness	Pearson Correlation	1	.153
	Sig. (2-tailed)		.064
	N	148	148
shopping as entertainment	Pearson Correlation	.153	1
	Sig. (2-tailed)	.064	
	N	148	148

From the result of correlation matrix explaining the hypothesis 7, it is clear that the relationship between customer interactivity and relationship marketing is positive and strong. This depicts whenever customers purchase the products, in fact, they are developing a bond/relationship with the company which has been established only when they purchase the products. This relationship becomes strengthened when consumers purchase the product and feel satisfaction from that very product. So, the

companies would try to perform such activities through which consumers feel that the purchase decision has enabled them to have a strong relationship with the company.

Table 7: Pearson correlation for H7

		customer interactivity	strong relationship
customer interactivity	Pearson Correlation	1	.099
	Sig. (2-tailed)		.230
	N	148	148
strong relationship	Pearson Correlation	.099	1
	Sig. (2-tailed)	.230	
	N	148	148

The following matrix reveals the facts drawn from hypothesis 8 whenever consumers interact with the company whether in the shape of information gathering, advertisement watching, product purchasing product etc., only then they become in the position to have a strong relationship with the company because whenever they come to know about the product and company, only then, they feel themselves in the position to interact with company positively in the shape of product purchasing. The correlation matrix between customer interactivity and strong relationship depicts that there exists a positive relationship between these two variables. This means whenever consumers will be interacting with the company, only then the relationship between company and consumers will be strong. This means that companies would definitely focus on to make the consumers interacted with the company through any means whether in the shape of product awareness, product visibility, product service or product purchase. Once, they will be interacted with the company through effective relationship marketing activities, only then, they will be motivated to purchase the product again and again and will be loyal to the company and product.

The correlation matrix for H9 depicts that relationship between company and consumers and commitment owned by the company to develop that relationship is positive. This result indicates that the company would have to be committed to establishing a strong relationship between company and consumers so as consumers would be fully satisfied and would be becoming loyal to the product purchase and adoption. This also depicts when a company wants to have the highest level of market share, they would have to develop a strong and positive relationship between company and consumers. Once, this relationship is established, and then consumers

will be more and more satisfied to the product and company leading to make them loyal and involved to the purchase decision again and again. So, H9 is accepted.

Table 9: Pearson correlation for H9

		company-customer relationship	customer commitment
company-customer relationship	Pearson Correlation	1	.018
	Sig. (2-tailed)		.825
	N	148	148
Customer commitment	Pearson Correlation	.018	1
	Sig. (2-tailed)	.825	
	N	148	148

The following correlation matrix exhibits the results of H10 and depicts that the relationship between company-customer relationships and the brand loyalty is positive. This means whenever company focuses on establishing strong relationships with their customers, the customers feel it more attracted and they become loyal and committed to the company as well as the product they are purchasing. Their intentions towards product purchase increase with the positive relationship established by the company. This means whenever a company wants its customers as repeat purchasers, the company would have to develop positive relations with them and would provide them lots of incentives to make them loyal and committed to the company and product. This means H10 of the model is acceptable.

Table 10: Pearson correlation for H10

		company-customer relationship	brand loyalty
company-customer relationship	Pearson Correlation	1	.078
	Sig. (2-tailed)		.345
	N	148	148
brand loyalty	Pearson Correlation	.078	1
	Sig. (2-tailed)	.345	
	N	148	148

The following correlation matrix exhibits the results drawn from H11 that show the positive relationship between the brand loyalty of the consumers and their willingness to purchase and

adopt the product. These results indicate when consumers become more loyal to the product and company, they tend to be more willing to purchase and adopt the same product frequently and repeatedly. They don't want to switch to other products whatever the situation would be; they would be in the search of that same product whenever they would be feeling them in the need of that product. So, results suggest accepting H11.

Table 11: Pearson correlation for H11

		brand loyalty	product usage
brand loyalty	Pearson Correlation	1	.056
	Sig. (2-tailed)		.496
	N	148	148
product usage	Pearson Correlation	.056	1
	Sig. (2-tailed)	.496	
	N	148	148

The results of H12 indicate consumers get knowledge and awareness from the internet while they are in cognition for product purchase decision but they want to purchase the product physically because they don't consider the internet a reliable source for inspecting and checking the product. They consider when any product is to be purchased, it would be done after physically examining and inspecting the product because they feel the product's features would be examining first before purchasing the product. So, this indicates the negative relationship of internet and internet shopping. This means that consumers are reluctant to purchase the products via the internet. So, results suggest rejecting H12.

Table 12: Pearson correlation for H12

		the role of the internet in consumer involvement	internet shopping
Role of internet in consumer involvement	Pearson Correlation	1	-.064
	Sig. (2-tailed)		.443
	N	148	148
internet shopping	Pearson Correlation	-.064	1
	Sig. (2-tailed)	.443	
	N	148	148

The results of H13 depict whenever companies try to provide the highest level of satisfaction to almost every individual of the market, they would have to develop many features in the products and

They would have to divide the total market into many segments so as they could be easily distinguished and characterized. In order to provide them the highest level of satisfaction, the company has to focus on their needs and wants and as they need or want, the companies would produce the products in the same manner. In order to do so, the companies have to make a decision about the segments of the consumers they can easily satisfy. By doing the same, the companies can narrow down their work responsibilities through which they can efficiently achieve their target, the highest level of satisfaction of consumers.

The following correlation matrix exhibits there exists a positive relationship between product commodization and market segmentation

Table 13: *Pearson correlation for H13*

		product commodization	product personalization
product commodization	Pearson Correlation	1	.207(*)
	Sig. (2-tailed)		.012
	N	148	148
product personalization	Pearson Correlation	.207(*)	1
	Sig. (2-tailed)	.012	
	N	148	148

The results of hypothesis 14 indicate that every individual works here for the sake of his/her benefits he/she is attaining. So, when they are considering any product to purchase, that would also be basing over benefits provided by the company through their product/service. This means how much efficient the product and its features will be, the more chances there would be for the product to be accepted by the majority of the market. This suggests that companies would work a lot to provide lots of extrinsic benefits to consumers when they purchase the product in order to make them attracted and committed to the product and company.

The following correlation matrix indicates the results of hypothesis 15 showing the fact whenever consumers are widely involved in the product and it's functioning, they tend to know a lot about the features of the product, the services provided by the product, and functioning of product features. This means there is a strong positive relationship between consumers' involvement and their learning about the product.

This means the companies would tend to make their consumers more and more involved to the product and its features while producing that very product so as they would be knowing a lot about product and its features' functioning

Table 15: *Pearson correlation for H15*

		consumer involvement	product learning
consumer involvement	Pearson Correlation	1	.155
	Sig. (2-tailed)		.060
	N	148	148
product learning	Pearson Correlation	.155	1
	Sig. (2-tailed)	.060	
	N	148	148

The results of hypothesis 16 are exhibited by the following correlation matrix that indicates when consumers become more learned about product, its features, and their functioning, the position of the product in their minds takes place at a reasonable place from where they think that product is valuable and the value of the product in consumers' minds increases after their learning about the product whatever the source of that learning would be whether through word of mouth, advertisements, articles in journals and magazines etc.

		product learning	product repute
product learning	Pearson Correlation	1	.346(**)
	Sig. (2-tailed)		.000
	N	148	148
product repute	Pearson Correlation	.346(**)	1
	Sig. (2-tailed)	.000	
	N	148	148

8. Findings & Conclusions:

From all the research the done and on the basis of analysis and evaluation of the data, we reached the conclusion that the companies would have to work a lot for creating the involvement in the minds of the consumers if they want that the sales of the companies would be reaching at the top in the industry. For that, the companies would have to create and develop the brand loyalty in the consumers so as to make them the repeat customers. If the customers try to be the repeat customers, they would have to have a prior knowledge about the company and its developed products because if and only if customers would have been given awareness and knowledge, only then they

would be brand loyal to the company, otherwise it is very difficult for the company. The results and findings narrate that there exists a positive and strong relationship between the company and customers if the customers are well aware and educated about the company and its products.

So, the companies would try to focus on the relationship building with the customers to the highest extent

they want that their market share and sales would be increased in the industry. For that, they would have to design such marketing campaigns and such marketing efforts would be performed that would be yielding the companies to get the highest market share and making them the best in the universe and market.

The companies would be enabling the customers to clearly differentiate the products in the stores so as they can easily assess the best product and can easily judge that whether the product can satisfy their needs and wants at the best or not. This can be done through developing the society and socialization in the market and let the customers be socialized through their learning and education in the market and consider them the difference between the best-in-class product and other remaining products of the industry. The results suggest that the companies would make it sure that the customers would be having the best awareness and would be having a positive relationship with the company so as they can become the brand and company loyal and can purchase the products repeatedly.

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Appendix A Conceptual Framework

