



**LOW-INVOLVEMENT CONSUMER
DECISION MAKING**

A low involvement purchase

- One in which consumers do not consider the product important and do not strongly identify with it

The Nature of Involvement

- The level of involvement with product varies by individual
- Some individuals may be highly involved with the personal appearance and social acceptance

What kind of product that consumer is more likely to be involved?

- Is important to the customer (products importance)
- Has emotional appeal (emotion)
- Is continually of interest to the customer (interest)
- Entails significant risks (risks)
- Is identified with the norms of a group (badge value)

Types of Involvement

- Situational involvement
 - Specific & temporary
- Enduring involvement
 - Continuous & more permanent

Variable which influence involvement

- The multidimensional nature
- The medium
- The cross-cultural nature

The multidimensional nature

- Product importance
- Interest
- Risk
- Emotion
- Badge value

Involvement and the hierarchy of effects

- Because marketers are highly involved with their products, they easily assume consumers are highly involved
- Easier to understand and influence consumers if they assume consumers employ a cognitive brand evaluation

Low Involvement Hierarchy

Low-involvement Hierarchy	High Involvement Hierarchy
Brand beliefs are formed first by passive learning	Brand beliefs are formed first by active learning
A purchase decision is made	Brands are evaluated
The brand may or may not be evaluated afterward	A purchase decision is made

Types of Consumer Behavior

Decision Making	Complex Decision Making	Limited Decision Making
Habit	Brand Loyalty	Inertia
	High Involvement	Low Involvement

Inertia

- Consumer does not make a subsequent brand evaluation until after the first few purchases
- Consumer has found a reasonably satisfactory brand (minimum level) and will stick with it
- Referred as spurious loyalty: repetitive purchases may make it appear that the consumer is loyal to the brand when actually no such loyalty exists
- The learning theory describing inertia is classical conditioning

Limited Decision Making

- The introduction of a new product, a change in the existing brand, or a desire for variety might cause a consumer to switch from routinized to limited decision making
- Important form of limited decision making is variety seeking

Unplanned Decision Making

- Made by inertia or by limited decision making
- Make a purchase inside the store
- Can be influenced by in-store stimuli such as displays, shelf positions, packaging, and price

Theories of Low-Involvement Consumer Behavior

1. Passive learning by Krugman
2. Social Judgement by Sherif
3. Elaboration likelihood by Petty and Cacioppo

Krugman's Theory of Passive Learning

- Hypotized that:
 - television is a low-involvement medium that result in passive learning
 - Print media is a high-involvement medium

Implication of passive learning:

- Consumers learn information at random
- Consumer are information catchers
- Consumer represent a passive audience for advertising
- Consumer evaluate brands after buying
- Consumers seek an acceptable rather than optimal level of satisfaction
- Personality and lifestyle characteristics are not related to consumer behavior
- Reference groups exert little influence on consumers in low-involvement conditions

Sherif's Theory of Social Judgement

- An individual involvement's position on an issue according to his or her involvement with the issue

Elaboration Likelihood

- Presents a continuum from elaborate (central) processing to nonelaborate (peripheral) processing
- The degree of elaboration depends on consumer's motivation to process information
- If consumers are more involved, they are more motivated to process information, leading to more elaborate (central) processing

Strategic Implication of Low-Involvement Decision Making

Marketing Strategy:

- Advertising
- Product Positioning
- Price
- In-Store Stimuli
- Distribution
- Product Trial

Strategic Implication of Low-Involvement Decision Making

Strategic Issues:

- Shifting Consumer from Low to High Involvement
- Shifting Consumers from Inertia to Variety Seeking
- Segmenting Markets by Degree of Consumer Involvement

Research Assignment

- Find web sites for a high-involvement (expensive product) and a low-involvement (inexpensive product). Compare the two sites.
 - How is the different involvement level represented in site development
 - Is there any reason for you to visit these sites more than once
 - Do you think the sites are consistent with the type of decision making the consumer employs?