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

<table>
<thead>
<tr>
<th>Low-involvement Hierarchy</th>
<th>High Involvement Hierarchy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand belief are formed first by passive learning</td>
<td>Brand beliefs are formed first by active learning</td>
</tr>
<tr>
<td>A purchase decision is made</td>
<td>Brands are evaluated</td>
</tr>
<tr>
<td>The brand may or may not be evaluated afterward</td>
<td>A purchase decision are made</td>
</tr>
</tbody>
</table>
### Types of Consumer Behavior

<table>
<thead>
<tr>
<th>Decision Making</th>
<th>Complex Decision Making</th>
<th>Limited Decision Making</th>
</tr>
</thead>
<tbody>
<tr>
<td>Habit</td>
<td></td>
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<tr>
<td>Brand Loyalty</td>
<td></td>
<td>Inertia</td>
</tr>
<tr>
<td>High Involvement</td>
<td></td>
<td>Low Involvement</td>
</tr>
</tbody>
</table>
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
- Consumers are information catchers
- Consumers represent a passive audience for advertising
- Consumers 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
Ellaboration 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?