Youth's Involvement in Purchasing Clothes West of Tehran

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ABSTRACT

In today's meta-competitive era, all marketers are on the way to put information in the mind of their customer that affects their purchase decisions. Consumer's motivation to achieve a specific purpose is affected by the effort he spends on the achieving goods and services. Involvement is a means of understanding consumer behavior that depends on consumers' impression in response to advertising and it evolves with the impetus given to the driver and the task of deciding. Investigating the effects of consumer involvement on consumer purchasing decisions and behavior is the most familiar issue with the concept of involvement in advertising. The precise understanding of involvement and ability to measure it provides the possibility for researchers and companies to have appropriate strategies in their marketing and provide better insight. This paper attempts to provide definitions, research background and theoretical literature, as well as statistical data on the involvement of youth shopping in Tehran and the findings clearly suggest that one of the ten most influential models is the effective model of Kapferer and Laurent. We tested it and found that the claimed aspects of this model are acceptable and the correlation is significant.

INTRODUCTION

In today's competitive era, all the communicators of companies seek to put some information in the consumer's mind and influence their purchasing decisions. Consumer's motivation to achieve a specific purpose is affected by the effort that he spends on achieving the good or service. The more the consumers believe that a specific good or service is more appropriate to satisfy their needs, they will be more motivated to achieve it. Involvement means the importance that a person gives to a product and its benefits in a particular situation. Involvement is a function of the person, the product and the situation and the combination of these at different times can affect consumers' motivation to receive relevant information about the product differently. When consumers are going to do something that will satisfy their needs, they have the incentive to receive and process any information that enables them to achieve the goal. While another person may don't bother himself to gain access to the same information, for he thinks there is no connection between his needs and this information. The primary reason for the importance of this issue is that involvement is the main determinant of a person's effort to decide on the purchase.

Involvement is a means of understanding consumer behavior that depends on consumers' impression in response to advertising and it evolves with the impetus given to the driver and the task of deciding [11]. In other words, one of the issues that affect the decision-making process of the product by the customer is the product's mental involvement or complexity. Consumer involvement is defined as the perceived personal importance or interest related to the acquisition, use and withdrawal of a good, service or idea [14]. The concept of involvement is an argument about which many ideas have been presented and it is a long time that its application is used in different advertisement in different media.

Investigating the effects of consumer involvement on consumer purchasing decisions and behavior is the most familiar issue with the concept of involvement in advertising. The precise understanding of involvement and ability to measure it provides the possibility for researchers and companies to have appropriate strategies in their marketing mix and provide better insight. This paper attempts to provide definitions, research background
and theoretical literature on the involvement so as to investigate the involvement of youth's buying clothes in West of Tehran using a standard questionnaire approved by apparel marketers; it was distributed randomly among apparel retailers in the West of Tehran and they gave it to young buyers to fill it and then the data were studied.

Research background:

The concept of involvement originated in social psychology. Involvement was first proposed by Sherif and Cantril in 1947 with the discussion of ego involvement which means that a stimulus consciously or unconsciously affects a person because of its nature and creates involvement in his purchasing behavior. Involvement in the marketing concept was first used in 1965 by Krugman. He described that how the concept of low involvement affects television advertising. Low involvement not only has a major impact on advertising, but also affects the marketing research about the theory of consumer behavior. After that, the issue of involvement became an important part of the study of consumer behavior. However, the involvement proposed by Krugman in with a focus on advertising, is the first known theory in the involvement literature and the concept of involvement and this discussion was just used in advertising for a long time. Krugman proposed the effect of priorities for broadcasting commercials. (When a series of television ads are aired, the ads aired first and last stay in the mind of the viewer.)

Taylor defines involvement as customer's understanding of the product. The high degree of consumer's attention to the good is called high involvement and the lower degree of involvement is called low involvement.

Jerajers and Schefer both came to an opinion that when customers are more involved they may want to learn more about the brand than just having a picture of it. Product involvement is definitely associated with the knowledge or information about the characteristics of the product a product, understanding the product importance, brand perceptions and its preferences, the understanding of advertising and consumer risks [11].

The product involvement also includes an ongoing commitment of consumer considering the thoughts, emotions and behavioral responses to a product category [15]. Festinger has defined involvement as a psychological interaction, with respect to a particular object [7].

Consumer involvement is defined as the perceived personal importance or interest related to the use and withdrawal of a good. As the level of involvement increases, consumers are more motivated to pay attention and understand the information that is important to buy a good. One of the most important topics in consumer behavior is the information processing by customers. This information processing by consumers is a process, through which consumers encounter information, pay attention to it, understand it, keep it in their mind and then retrieve it for future use. One of the problems that is frequently reported and marketers encounter is persuading consumers to receive, understand and remember information about a product or service. One of the most important factors in information processing is consumer involvement [14].

Using Krugman's theory of learning, it was found that people remember better the ads that are displayed at the beginning and end. Krugman said that ads have low levels of involvement. Since his main claims about television advertising, the structure of involvement became an important factor in the study ads' effectiveness [4]. After measuring involvement with ads by Krugman, this concept was implanted to marketing and consumer behavior. Since then, and especially during increase in research activities on consumer behavior in the 1980s, more attention was diverted to this concept and measurement of involvement in relation to objects, such as a product, message, shopping, advertising or activity [13].

The main theoretical principles:

The concept of involvement means a psychological state of mind that reflects the degree of importance and the personal relationship of a subject or an advertisement or a product. Thus, the concept of involvement expresses a belief or feeling about a subject or its message. In fact, involvement emerges as an outstanding concept in search of a customer. Researchers have already made significant efforts to define and describe and understand the implications of involvement. A summary of their theoretical principles is uttered here. In this paper we describe the theoretical foundations in four parts.

A) The types of involvement
B) Involvement with different objectives
C) Types of consumer purchase decisions and involvement
D) Involvement in marketing

A) The types of involvement:

Although the structure of involvement for the first time is attributed to Krugman, who noted the difference of advertising effects between magazines and television; in recent years, researchers have proposed different definitions of this concept and a common theme that emerged is a personal relationship. There are two important issues related to involvement. First is the intensity of the involvement experienced by consumers. This intensity

...
is often described by researchers as high or low involvement. The second is a distinction made between types of involvement (i.e. sustained involvement and situational involvement).

**Situational involvement:**
That happens in a short period of time and is relevant to individual situation, such as the need to replace a faulty item (e.g. a car) [14]. Situational involvement may be temporary and disappears when the purchase is completed [5].

**Enduring (stable) involvement:**
A type of involvement is called enduring involvement. Enduring involvement refers to continuing interest in a product or service, such as (car enthusiasts, musicians) [17]. Enduring involvement expresses a longer commitment and is related to the good's category [14].

**Products with high and low involvement**

**Low involvement:**
Products that are frequently purchased with as little thought and effort because they are not vital and do not have much impact on the lifestyle of the buyer. Hart and Stapleton stated that the products with low involvement are instantaneous goods and are products that are purchased without prior review and required by time. This view somehow corresponds to the view proposed for most of the consumers. Early fill-in products are of low value and lack involvement both in the decision required for purchasing and the personal affairs related to purchase. Buyers with little involvement tend to the point that has less importance and relevance to the customer, because both its costs and benefits are lower as compared to the purchases with high involvement [2].

**Products with high involvement:**
Products that are purchased only after careful consideration and are motivated purchase. For example, items with capital value. Thorne and Bruner have argued that "consumers with high involvement focus their time, energy and resources with diligence on a specific area of interest" [16]. They are products that are valuable and less fill-in and have high involvement in the decisions needed to purchase and personal affairs related to purchase. In conditions of high involvement, the consumer is sparked to evaluate different brands and this incentive for information processing is the reason for the development of brand belief in active state. And it tends to the point that has more importance and relevance to the customer, because both its costs and benefits are more as compared to the purchases with low involvement [2].

B) Involvement with different objectives:

Involvement with different objectives can be divided into: advertising involvement, product involvement, and purchase involvement.

**Advertising involvement:**
Krugman (1985) stated that the advertising involvement is the perception of the consumer's level of involvement or his reaction after receiving advertisement information according to his attention to the advertisement information [13]. Another definition called consumer's interest in involvement in the marketing communications as advertising involvement [10]. Researchers have found that high involvement leads to greater incentives to collect information about the product. And the involvement is an essential determinant in continuous search of information [19]. The researchers also believe that involvement can help in explaining the way information is processed by the consumer and the way information affects receiver [3].

**Product involvement:**
The concept of product involvement has been studied by many researchers in consumer behavior and has been proposed as a useful way to understand the characteristics of consumers. Products involvement refers to emotions and interest of consumers in different products' class. High importance has been given to product involvement. Studies have shown that this type of involvement can affect decision-making process in relation to the product, the amount that consumers seek information about the product, consumer's attitudes and preferences in relation to the product, consumer understanding about alternatives in the same product category and brand loyalty [8].

Product involvement can be considered as the perceived interest or importance to a particular class of product [10]. Also Taibedi describes product involvement as the durability of belief in relation to the product. Kashing and Daggles - Tit define product involvement as a way of life proposition to product. They believe that product involvement indicates the importance of the product for individual [4].
**Purchase involvement:**

Purchase involvement is conceptualized and developed with work (Park and Mittal) and is generally classified as situational involvement. Purchase involvement indicates an individual's mental state in the passage and attention to stimulus [18]. Purchase involvement is the level of interest in and attention to purchase process that is triggered by the need of the individual to a specific purchase [9].

Nice and Taylor (1994) in their research on comparative advertising of cars indicated that under different levels of awareness of the ad, the high involvement of a product leads to a positive purchase intent. Customers who purchased a product with high involvement, they generally need to do basic research for their initial purchase to obtain a good understanding of the product. When a product with low involvement arises, the customer has a good understanding of the product, so probably he buys at the lower limit of the product purchase guarantee.

**C) Types of consumer purchase decisions and involvement:**

Types of consumer purchase decisions and involvement can be placed in the following three categories. Complex, limited and habitual or routine decision-making

**Complex decision-making:**

Decisions that are made to solve complex problems are more consistent with the traditional view of decision-making. Decision-making process to solve complex problems often begins with the motivation to achieve a good product. Decisions that are made are always associated with a lot of risk. Consumer tries to collect the available information including what is in his memory (internal search) and external sources (external search) as much as possible. Each product is carefully evaluated based on the importance of decision and the selection often takes place due to the characteristics of a particular brand and observing the performance of a brand that fits the ideal situation. Consumers face a complex decision-making when they want to purchase an expensive product that they do not know much about it. This process is the most complex type of decision-making on a purchase. In this decision-making, consumers are largely involved in the product.

Complex decision-making process involves identifying the problem, gathering information, evaluating options, purchasing and post-purchase behavior. This requires that consumers make the right decision. So, they should gather and evaluate much information about available products and brands. Several criteria are used to assess the options available to buyers, as well as a lot of time is devoted to collect information.

**Limited decision-making:**

Limited decision-making is usually easier and more intuitive. Buyers do not have much incentive to gather information and are not strict in assessing the options. They use simple rules to choose one of the options. Such cognitive techniques makes consumers use a general guide for their decisions instead of beginning their decision from the first in the future.

**Routine decision-making:**

Both in the limited and complex decision-making, some information measurement and collection takes place. Many buying decisions are made routinely and when the goods are seen in the store shelf. Selection of these goods is done with minimal effort and without the knowledge of the characteristics of the product and is usually done automatically. Purchasing by habit and repeating purchase behavior gives consumers the opportunity to spend a minimum energy on making decision to buy these goods.

**D) Involvement in marketing:**

Involvement seems a vague concept; because it is overlapped with different concepts and meanings. With its complexity, it is used as an umbrella term and many similar but different terms have been used to define and operationalize it and it is used in other fields, for example, in psychology, marketing and etc.

In the field of marketing: consumers are considered as people involved in different advertisements and advertising media, product and product range and purchasing decisions. Although there isn't any precise definition of involvement in marketing, but there is a consensus on it that involvement is an internal factor in individual level that goes back to personal importance and affinity with the goals and events [1].

And in other researches [12]. Believe that involvement should be considered as a multidimensional concept. The structure presented by them includes five different dimensions that are as follows:

- Interest in the product, pleasure-based value, symbolic value of the likelihood of risk, the importance of risk; each of these dimensions have different effects on certain aspects of consumer behavior in purchase [15].
This study and research model investigates different effects of these five dimensions on young consumers' behavior when purchasing clothes based on the stated theoretical framework and the five dimensions. The following conceptual model is proposed based on the documents of Laurent and Kapferer [12].

Research Methodology and Findings:
The present research is a descriptive-survey study in terms of its method and it is an applied research in terms of its objective and expected results, because the expected results can be used in marketers’ program. According to the statistical documentation, since the number of population is indefinite and unspecified and 385 samples were determined according to the table of Cochran. 385 questionnaires were distributed among the youth.

Based on data collected from five Likert scale (rating), and the form and content (models and theories) and the two population (male and female) and the number of variables based on statistical laws and requirements of the research for evidence, the findings are such that

The reliability coefficient of questionnaire:
Since Cronbach's alpha value is greater than 0.7 (0.985), the questionnaire has good reliability.

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<td>Cronbach's Alpha</td>
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Mann-Whitney U test (U) Since the (sing) values are greater than 5%, all possibilities of H0 is acceptable
Spearman correlation coefficient:

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**. Correlation is significant at the 0.01 level (2-tailed).

Sing shows the number (since sing> 0.05) the hypothesis is acceptable.

Note: Mark ** shows the significance of correlation

Conclusion:

Statistical Results: According to the results of research findings, the statistical results of the survey can be found, so we refrain from repeating. But the practical result of research can be stated as such that by knowing the dimensions of consumer involvement, whether old or young, the way of consumers decision-making for purchasing can be found. And by knowing how they decide, marketers can move the work toward a clear path to achieve higher goals of company or organization.

REFERENCES


