

APPENDIX I

A. Components of Involvement (Lastovicka & Gardner 1979).

The scale is composed of 22 Likert Statements, all on 7 point scale. The items are:

1. This is a product that I could talk about for a long time.
2. I understand the features well enough to evaluate the brands.
3. This is a product that interests me.
4. I have a preference for one or more brands in this product class.
5. This is a product for which I have no need whatsoever.
6. I am not at all familiar with this product.*
7. I usually purchase the same brand within this product class.
8. If I had made a brand choice in this product class before actually making the purchase, I might easily change my intended choice upon receiving discrepant information.*
9. If received information that was contrary to my choice in this product class, I would - at all costs - keep my choice.
10. I can protect myself from acknowledging some basic truths about myself by using this product.*
11. If my preferred brand in this product class is not available at the store, it makes little difference to me if I must choose another brand.*
12. My use of this product allows others to see me as I would ideally like them to see me.
13. This product helps me attain the type of life I strive for.
14. I can make many connections or associations between experiences in my life and this product.
15. I definitely have a "wanting" for this product.
16. If evaluating brands in this class, I would examine a very long list of features.
17. I use this product to define and express the "I" and "me" within myself.
18. I rate this product as being of the highest importance to me personally.
19. Because of my personal values, I feel that this is a product that ought to be important to me.
20. Use of this product helps me behave in the manner that I would like to behave.
21. Because of what others think, I feel that this is a product that should be important to me.
22. Most of the brands in this product class are all alike.*

NOTES : * denotes items that are reversed scored.

Items 1 through 7 comprise the familiarity factor, items 8 through 11 comprise the commitment factor, and items 12 through 22 comprise the normative importance factor.

B. Traylor and Joseph's (1984) Involvement Scale.

The General scale of Traylor and Joseph to measure involvement with products is a six item scale composed of the following items :

1. When other people see me using this product, they form an opinion of me.
2. You can tell a lot about a person by seeing what brand of this product he uses.
3. This product helps me express who I am.
4. This product is "me"
5. Seeing somebody else use this product tells me a lot about that person.
6. When I use this product, others see me the way I want them to see me.

C. Personal Involvement Inventory : PII Zaichkowsky 1985.

This scale is composed of 20 semantic differential items scored on a seven point scale. The items of the scale are as below :

1. important - unimportant*
2. of no concern - of concern to me
3. irrelevant - relevant
4. means a lot to me - means nothing to me *
5. useless - useful
6. valuable - worthless *
7. trivial - fundamental
8. beneficial - not beneficial *
9. matters to me - doesn't matter
10. uninterested - interested
11. significant - insignificant *
12. vital - superfluous *
13. boring - interesting
14. unexciting - exciting
15. appealing - unappealing *
16. mundane - fascinating
17. essential - nonessential *
18. undesirable - desirable
19. wanted - unwanted *
20. not needed - needed

NOTE : * denotes items that are reversed scored.

D. Laurent & Kapferers (1985)

Consumer Involvement Profiles : CIP

This scale is composed of 16 Likert type statements all scored on a five point basis. The scale is as under.

1. When you choose _____, it is not a big deal if you make a mistake.*
2. It is really annoying to purchase _____, that are not suitable.
3. If, after I bought _____, my choice (s) prove to be poor, I would be really upset.
4. Whenever one buys _____, one never really knows whether they are the ones that should have been bought.
5. When I face a shelf of _____, I always feel a bit at a loss to make my choice.
6. Choosing _____, is rather complicated.
7. When one purchases _____, one is never certain of one's choice.
8. You can tell a lot about a person by the _____ he or she chooses.
9. The _____ you buy gives a glimpse of the type of man/woman I am.
10. The _____ you buy tells a little bit about you.
11. It gives me pleasure to purchase _____.
12. Buying _____, is like buying a gift for myself.
13. _____ is somewhat of a pleasure to me.
14. I attach great importance to _____.
15. One can say _____ interests me a lot.
16. _____ is a topic which leaves me totally indifferent.*

NOTES : * denotes items reverse scored.

E. Higie and Feick's (1988) Enduring Involvement Scale : EIS

The enduring involvement scale of Higie and Feick (1988) is a 10 item semantic differential pairs. The scale items are :

1. not fun - fun
2. unappealing - appealing
3. boring - interesting
4. unexciting - exciting
5. dull - fascinating
6. shows nothing - tells me about a person
7. others won't use to judge me - others use to judge me
8. not part of my self - image - part of my self - image
9. doesn't tell others about me - tells others about me
10. does not portray an image of me to others - portrays an image of me to others

NOTES : Items 1 through 5 comprise the hedonic factor, and items 6 through 10 comprise the self-expression factor.

APPENDIX II QUESTIONNAIRE

Hello, we are conducting a survey on individual's level of involvement with different product categories. We need you to judge (product category) against a series of descriptive scales.

Here, we are interested to know your opinions about (Product category).

Which brand of (Product category) you normally use? _____ Price (Rs.) _____

We are now going to ask you a few questions about your involvement with advertisement, decision extensiveness, brand commitment etc. on the scale shown below. Kindly read instructions before you enter your response on these scales.

Instructions

If you feel that the (product) is very closely related to one end of the scale, you should enter your response as follows.

Unimportant Important

or

Unimportant Important.

If you feel that the (product) is quite closely related to one or the other end of the scale, you should place your check mark as follows :

Appealing Unappealing

or

Appealing Unappealing

Section I

I feel bit at a loss in choosing _____ I do not feel bit at a loss in choosing _____

Choosing _____ is not very complicated Choosing _____ is very complicated

When one buys _____, one is never certain of one's choice When one buys _____, one is certain of one's choice

I enjoy buying _____ for myself I do not enjoy buying _____ for myself

It gives me pleasure to buy _____ It does not give me pleasure to buy _____

Buying _____ is a fun to me Buying _____ is not a fun to me

It is a big deal if I make mistake in choosing _____ It is not a big deal if I make mistake in choosing _____

A Poor choice of _____ would upset me

A Poor choice of _____ would not upset me

It is irritating to buy _____ that does not meet my need.

It is not irritating to buy _____ that does not meet my need.

You can tell a lot about a person by seeing what _____ he buys

You can not tell a lot about a person by seeing what _____ he buys

The _____ you buy does not portray an image of you to others

The _____ you buy portrays an image of you to others

My status can be judged from what _____ I buy

My status can not be judged from what _____ I buy

Section II

In evaluating different brands of _____ I consider many attributes

In evaluating different brands of I do not consider many attributes _____

Decision to buy _____ does not require a lot of thought

Decision to buy _____ requires a lot of thought

I spend a lot of time and energy while buying _____

I do not spend a lot of time and energy while buying _____

It makes little difference if my brand of _____ is not available.

It makes a lot of difference if my brand of _____ is not available.

I get bored with buying the same _____ even if it is good.

I do not get bored with buying the same _____ even if it is good.

If I like a brand of _____, I do not switch from it just to try something different

If I like a brand of _____, I switch from it just to try something different

Different brands of _____ available in the market are very alike

Different brands of _____ available in the market are not very alike

For most type of _____ brands, the differences among competing brands are significant and important to me.

For most type of _____ brands, the differences among competing brands are insignificant and unimportant to me.

The wide variety of competing _____ brands makes intelligent buying decisions difficult

The wide variety of competing _____ brands do not make intelligent buying decisions difficult

To me _____ advertising is very irrelevant

To me _____ advertising is not very irrelevant

_____ advertising attracts me

_____ advertising does not attract me.

_____ advertising interests me a lot. _____ advertising does not interest me at all.

When I buy a brand of _____, I collect information from retailers When I buy a brand of _____, I do not collect information from retailers

Before I buy a brand of _____, I pay attention to advertisement for that brand Before I buy a brand of _____, I do not pay attention to advertisement for that brand

While making a decisions to buy a brand of _____ I do not discuss about it with my friends and relatives While making a decisions to buy a brand of _____ I discuss about it with my friends and relatives

While buying a brand of _____, I examine a long list of features While buying a brand of _____, I do not examine a long list of features

Section III

	Strongly Agree	Agree	Do not know	Disagree	Strongly disagree
_____ is very important to me	<input type="checkbox"/>				
For me _____ do not matter	<input type="checkbox"/>				
_____ is an important part of my life	<input type="checkbox"/>				

Your Personal Data

Please check your age category.

- (i) Below 30 Years
- (ii) 30 Years - 40 Years
- (iii) 41 Years - 50 Years
- (iv) 51 Years and More

Kindly check your level of education.

- (i) Below 10th standard
- (ii) Below 12th standard
- (iii) Attended College but not Graduate
- (iv) Graduate/PostGraduate/Professional

Your Occupation : _____

Your Name _____

Address _____

THANK YOU FOR YOUR CO-OPERATION.