

# Chapter One

## INVOLVEMENT THEORY : A REVIEW OF THE CONSTRUCT

### 1.1 Introduction

One of the most enduring sequences of research effort in consumer behaviour is the study of consumer involvement. The concept of involvement has received much attention in social psychology and, more recently, in marketing to study consumer behaviour. Involvement theory, as it has come to be known, is based on hemispherical lateralisation<sup>1</sup>, or right-and-left brain information processing. Based on the notion of hemispherical lateralisation, Krugman (1965) theorised that individuals passively process and store 'right brain' (i.e. non-verbal, pictorial, holistic) information without active involvement. Since T.V. is primarily a visual medium, T.V. viewing was regarded a right brain activity and T.V. itself was therefore considered as a low involvement medium. Cognitive information, on the other hand, is processed by the left side of the brain and as such, print media are considered as high involvement media.

Once high and low involvement media was conceptualised on the notion of hemispherical lateralisation, the involvement theorists then focused on the consumer's involvement with different product categories and purchase situations. It was postulated that since there were high and low involvement buyers; there are high and low involvement purchase situations as well. High involvement purchases are those that are very important to the consumers in terms of perceived risk and urge the consumer to engage in extensive problem solving. When consumers have no established criteria for evaluating a product category or specific brands in that category, their decision efforts can be termed as extensive problem solving. At this level, the buyer needs a great deal of information to establish a set of criteria on which the competing brands are evaluated.

For example, an automobile and a shampoo (though financial stake is very low) may both represent high involvement purchase situations, the automobile because of greater perceived financial commitment, the shampoo because of high perceived social risk. Low involvement purchases, on the other side, are purchases that are not very important to the consumer because of very little perceived risk and buyers generally do not pass through all the stages of the buying decision process.

In theory, involvement is regarded as a motivating variable with a number of consequences on the consumers' purchase and communication behaviour. Krugman (1965, 1967) had stated that depending on the level of involvement, consumers would

differ greatly in the extensiveness of their purchase decision process or in their processing of communications. After Krugman's seminal work, Rothschild (1979), Vaughn (1980), Ray (1982) and others have also observed that the degree of consumer involvement in a product category is a very relevant input variable that is required to be assessed to determine the appropriate advertising strategy. Thus, depending on the level of involvement, advertisers may consider a number of variables such as the type of media, the repetition of the message, the length of the message and the volume of information (Tyebee, 1979).

## 1.2 Review of Literature

Research on consumer involvement started with the pioneering work of Sherif and Cantril (1947). They introduced the concept of 'ego involvement' in their early work and opined that there is involvement when there is identification of oneself with a decision or a brand choice. However, it is now recognised that much of the credit for marketers interest in involvement is due to Krugman's (1965, 1967, 1971 & 1982) seminal work on television advertising and low involvement learning. Krugman drew attention to the effect of media on involvement and observed that advertising on television is typically not highly involving. After Krugman's fascinating work, though the involvement concept has been researched extensively over the past three decades, substantial contradiction as to its nature still exists. The researchers now have gone beyond media behaviour and have examined low commitment as a particular consumer behaviour syndrome associated with various types of products (Robertson, 1976). Houston and Rothschild (1977) offered the concept of situational involvement as a covering term for the role of situational variables in determining involvement.

Houston and Rothschild, however, make a distinction between enduring and situational involvement. The former stemming from the individual, reflects a general and permanent concern with the product class. The latter reflects concern with a specific situation such as a purchase occasion. In an effort to resolve apparently conflicting research findings in this field, Houston and Rothschild posit a paradigm which classifies involvement as situational, enduring and response. Response involvement arises from the complex cognitive and behavioural processes characterising the overall consumer decision process. Arora (1982) assessed the reliability and validity of this tripartite classification of involvement by using a multi-trait multi-method matrix approach and a linear structural relations analysis approach. However, the study could not provide answers to different questions regarding the assessment of the degree of involvement.

A more specific theme that appears prominently in several treatments, traceable in part to Howard and Sheth's (1969) concept of importance of purchase, is the role of product characteristics in determining involvement. The hypothesis that involvement increases to the extent that products have salient distinguishing attributes appears also in the works of Hupfer & Gerdner (1971), Ray (1973) and Robertson (1973).

The involvement construct has received considerable attention from consumer researchers in recent years. Rooted in the early work of Sherif and Cantril (1947), involvement has since been subjected to extensive definitional, conceptual, theoretical,

and empirical examination. The literature is now so voluminous that a full review is virtually impossible. Instead, we would rather concentrate on various works that are directly related to our studies i.e., the literature defining and measuring the term involvement.

Festinger (1957) defines involvement simply as concern with an issue. Freedman (1964) defined involvement as concern about, interest in, or commitment to a particular position on an issue. Others have related the construct to communication and information processing variables such as "personal connection" with an advertisement (Krugman, 1971), the cognitive responses evoked by an advertisement (Wright, 1974).

Taylor and Joseph (1984) conceptualize involvement as a consumer response to a product, message/medium or situation. They have considered the concept as unidimensional and developed a scaling procedure to measure consumer involvement which is applicable to a wide range of products. In a study investigating the antecedents and consequences of search, Bloch, Sherrel and Ridgway (1986) viewed involvement, as enduring in character, representing a continuing interest rather than a temporary product interest resulting from purchase requirements. Zaichkowsky<sup>2</sup> (1985, 1986 & 1994) defines involvement as a persons perceived relevance of the object based on inherent needs, values and interests. Another distinction is postulated by the practitioners tendency to speak of emotional involvement (Vaughn, 1980). Vaughn<sup>3</sup> suggested a new FCB approach and developed a matrix to classify products and services using thinking/feeling and high/low involvement as two dimensions for this new FCB strategy model.

It is now evident from the above discussion that the measurement of involvement varied greatly. Researchers who believe involvement as a cognitive state are concerned with the measurement of ego involvement, risk perception and importance of the purchase. On the other hands, researchers who focus on the behavioural aspects of involvement measure such factors as the search for and evaluation of product information.

Kapferer and Laurent (1985a, 1985b, 1993) stressed that since there are so many kinds of consumer involvement, efforts should be undertaken to measure an involvement profile rather than a single involvement index. They have suggested five important facets to measure involvement profile of an individual. These facets are interest in the product, the perceived pleasure, the risk associated with the purchase, the probability of making a poor choice and the sign or symbolic value associated with the product. Their findings are consistent with the previous studies which argue that involvement should be measured on a continuum rather than as a dichotomy consisting of two mutually exclusive categories of high and low involvement.

In an effort to compare a number of scales designed to measure involvement, and assess whether involvement is a multifaceted or multidimensional construct, Jain and Srinivasan (1990) developed a scale that includes five facets viz., relevance, pleasure, sign, risk importance and risk probability. These facets are consistent with the studies reported by Laurent & Kapferer (1985b).

In a study, Mittal (1995) presented a comparative assessment of four important scale of consumer involvement. These scales are first scrutinised, and, where necessary, modified by the author on a priori grounds. The modified scales are then empirically compared in terms of unidimensionality, convergent and discriminant validity, and nomological validity. Houston and Walker (1996) introduced a cognitive mapping methodology designed to explore the goal structure that are activated by a consumer's experienced feelings of involvement with a product or service. In particular, the authors studied how a consumer's enduring involvement with a product class and specific decision situations affect the content and structure of the activated purchase goals in a consumer's decision map.

Schmidt and Spreng (1996) presented a summary of the external information search literature and developed a more parsimonious model of information search. They hypothesised that higher enduring involvement increases one's motivation to engage in external search for information and higher situational involvement increases the perceived benefits of external information search.

It is evident from the foregoing discussion that involvement theory is an on going area of consumer research. The lack of agreement as to the definition of involvement is discernible from the studies already reported. No systematic attempt has been made in India so far to describe the construct involvement. No effort has also been made to test various theories of involvement empirically. However, a few articles appeared in marketing magazines and journals in India. For instance, Pillai (1990) studied, inter-alia, the effect of involvement and clutter on advertisement recall covering nine major cities in India. The study revealed that respondents who are highly involved with advertisement could recall more of the test advertisements than the uninvolved group. The major drawback of the study is that involvement with advertisement was measured by a single, five point item ranging from 'very high interest in the ads' to 'very low interest in the ads'. Kawatra (1997) in his article briefly analysed the campaign used to launch Hindusthan Levers Surf Excel and how its agency (Lintas) provoked customer involvement with the advertisement.

The studies reported above mainly conducted in developed markets (mostly in the U.S.A.) where the consumers are, in general, educated and well informed. Moreover, the media habits, consumption pattern, life-style and other psychographic variables are totally different from the consumers of our country. India is still far from the concept, 'Consumer is King'. The practice of marketing concept is still in its infancy. The socio-economic scenario in India, is however, a far cry from that in an affluent society. In view of this, the findings reported above may not be equally applicable for the consumers of our country. Considering the disparities in consumer typologies, a need is felt to undertake a comprehensive study to examine the involvement profiles of Indian consumers and study behavioural consequences of involvement. The present study is a modest attempt to fill in this gap.

### **1.3 Objectives of the Study**

There is general agreement in the field of consumer behaviour that involvement is an important construct in explaining behaviour. However, there is little agreement on

what exactly the construct is, or how to use it.

The concept involvement has been researched extensively over the past three decades but till now substantial ambiguity as to its nature and its influence on consumer behaviour still exists. The concept appears to be both multi-dimensional and multifaceted where the definition and method of operationalising often varies from one application to another. The lack of consensus as to the definition of involvement places any researcher attempting to work empirically with this concept in a very delicate position. No matter what definition is used, it is open to challenge and the accusation that any empirical work based on that particular definition is not relevant.

Much of the research work conducted on consumer involvement to date indicates that it is a multidimensional concept and it exerts a strong influence on consumers' decision process and search for information. Assael (1981, p.84) viewed that highly involved consumers are, inter-alia, information seekers and compare various brands, are likely to express their life-style and personality characteristics in their brand choice and generally follow an extensive choice process.

Keisler, Collins and Miller (1969) in their extensive review concluded that the concept of involvement is a multifaceted concept which may include several independent elements. Rothschild (1979) also mentioned that no single indicator of involvement could satisfactorily describe, explain or predict involvement. Laurent and Kapferer (1985a, 1985b, 1993)<sup>4</sup> and Jain and Srinivasan (1990) also pointed out that involvement is a complex concept having different dimensions.

The Consumer Involvement Profile Scale (hereafter CIP) proposed by Laurent and Kapferer (1985b) to capture various antecedents of involvement is subsequently found to be culturally dependent (Rodgers and Schneider, 1993). They observed that Interest and Pleasure dimensions continued to fuse into a single factor in repeated studies of American consumers.<sup>5</sup> The measure is contaminated with elements from the domain of other construct. Similar findings were also reported in a different study (Jain and Srinivasan, 1990). Using aggregated results only, Jain and Srinivasan uncovered only four factors; the CIP Scale items designed to measure Interest clubbed with those designed to capture Pleasure to form a single factor. It is, therefore, quite logical to establish the scale dimensionality by providing an alternate measure of the construct.

The major contribution of Laurent & Kapferer was the advancement of the notion that involvement could evolve from multiple sources. Accordingly, when researchers are interested in investigating the theoretical effects of the sources or reasons for involvement then it would be worthwhile to employ the entire profile (Mittal, 1995). Again, when researchers are interested in employing involvement as a mediator of relationships among other consumer behaviour variables (Celsi & Olsen, 1988), then it is only necessary to measure overall involvement. If both these approaches are employed in a single study, it would provide clues to assess convergent validity and enable researcher to establish which approach is superior in predicting behaviour.

Empirical studies (Traylor, 1981, Kapferer & Laurent, 1985b) have revealed that in each market there are segments of consumers widely differing in involvement profile. No attempt has yet been made to unfold the nature and patterns of involvement of

consumers having different socio-economic background.

Keeping in view the issues discussed above, the purpose of the present study can be summarised as below:

- (i) To provide marketing and advertising managers with a scale which is reliable and valid. In doing so, our objective of the study is to establish that each of the measurement items relate to the characteristics of the constructs and each item is free from contamination by elements of other construct.
- (ii) To establish convergent validity by employing an alternate measure of the construct.
- (iii) To determine which measure (unidimensional or multidimensional) is superior in predicting consumer behaviour.
- (iv) To unfold how involvement profiles of consumers with different socio-economic background vary across different categories of product.
- (v) To investigate whether consumers can be categorised into different socio-economic group on the basis of their level of involvement.

The study is restricted to identify antecedents of product class involvement and measurement of involvement profiles of consumers drawn from two different social classes. The issue consumer involvement is selected for investigation since it has been and continues to be a controversial topic among academicians and practitioners. To find appropriate explanations to the issues raised above, it becomes imperative to test the following hypotheses:

- I. The construct involvement is a multidimensional concept and it should be measured on a continuum rather than a dichotomy consisting of two categories of involvement viz, high involvement and low involvement.
- II. The involvement profiles of consumers would vary across different socio-economic group for a particular product category.
- III. For any given product, involvement would stem particularly from one or two facets and mean scores on different facets would differ significantly.
- IV. Various facets<sup>6</sup> of involvement would influence consumer decision process, information search behaviour in a different way.
- V. A multi-dimensional measure of involvement would predict behaviour better than a unidimensional (or composite) measure of the same construct.
- VI. It would be possible to categorise consumers belonging to different social classes on the basis of scores on different facets of involvement.

#### **1.4 Methodology**

Keeping in view the objectives of the study and research hypothesis, we conducted a two phase study to obtain the data from different consumer populations

over a variety of products. While testing the dimensionality of the CIP scale and developing an alternate measure of the construct involvement, various univariate and multivariate statistical techniques have been employed. In this section we present a brief discussion on the methodological issues relevant for our study.

## **Procedure**

### **Phase I**

The objective of Phase I was to test the dimensionality of the involvement scale proposed by Laurent and Kapferer (1985b). Students enrolled in a hotel management course were employed as subjects ( $n=69$ ) in the study. Based on a preliminary study designed to identify products with which students populations have extensive familiarity and purchasing experience, the four product categories selected were (a) Shampoo, (b) Jeans, (c) Chocolate and (d) Wristwatch.

An exploratory factor analysis was employed to identify underlying factor structure without prior specification of number of factors and their loadings. To extract the initial factors the Principal Component Analysis was used. From the initial stage, oblique (Direct Oblimin Method) rotations were used to extract the factors for qualitative examination. An oblique rotation was preferred since the goal of the factor analysis was to obtain several theoretically meaningful factors or constructs. After rotation, main factors are extracted using the eigen value for each factor. The eigen value measured sequentially the variance among measured variables accounted for by a factor. Factors having an eigen value of approximately one or greater (Kaiser-criterion) are considered important and included in further analysis. A scree-test is also used to confirm inclusion or exclusion of a factor.

### **Phase II**

In Phase II, we have developed an alternative measure to tap different dimensions of involvement. The development of the scale closely adhered to recommended psychometric procedures found in the scaling literature.

Three samples were used throughout the scale development process. The first was a student sample of post-graduate MBA students for initial purification purposes. The second student sample was used to assess scale reliability and validity. The third and final sample was used to assess the mean involvement level of consumers drawn from two different social classes for a cross section of products.

Different objective versions of socioeconomic status scales are available in India to classify individuals into different social classes. Scales developed under Indian context make use of a number of variables viz. occupation and education of father, material possession, family and social participation etc. There are many other clues available to determine to which class a particular individual belongs viz, size or type of residence, organizational affiliations etc. The more evidence we consider, the better the classification. Most of these scales are difficult to administer in practice since inclusion of additional scale items increases the length of the questionnaire which may deter the respondent from giving correct responses because of maturation effect. Moreover, all these scales heavily relied on income data to classify households into different social

classes. It is true that individual's income does discriminate but many individuals consider it to be a 'sensitive issue' and simply either refuse to disclose the actual figure and escape the interview or may understate or overstate their incomes. The most vital problem with income data is obsolescence and comparison across time is very difficult, if not impossible.

To overcome these problems, we have administered in our study, the scale developed by the Market Research Society of India (MRSI)<sup>7</sup> which does not require income data of the respondent and rely only on the educational qualification and occupation of the chief wage earner. Another important practical aspect behind selecting this scale is that it is very easy to administer the scale since stratification is readily possible just by comparing the educational background vis-a-vis occupation of the respondent.

The predictive and convergent validity of the scale were also assessed using the third sample. In order to establish nomological validity multiple regression analysis was employed using a few behavioural variables. Convergent validity was assessed by employing an alternate measure of the construct (discussed in detail in chapter four).

In addition to the methods discussed above, we have also employed a few parametric and non-parametric statistical techniques to compare the pattern of involvement of consumers drawn from two distinct social classes. A brief note on the methods employed is also presented at the end of each chapter.

### **1.5 Data and Sample Demographics:**

Data for the survey are obtained from a convenience sample of individuals drawn from the two adjacent districts of West Bengal viz., Jalpaiguri and Darjeeling. In addition to meeting the socio-demographic criteria of the quotas, the choice of the convenience sample was made so that the individual had to be a buyer of the product on which his responses was sought. For an individual researcher convenience sample is suitable for some reasons discussed below.

With the limited resources of time and financial constraint, it was not feasible for us to adopt a probability sampling technique. Another problem very unique to our country is that people do not seriously co-operate with the researcher and either try to escape interview or give very casual response, Convenience sample, though not very scientific, helps in getting over this limitation. Moreover, since our objective was to determine the degree and direction of relationship between various facets of involvement and their influence on the consumers' behavioural aspect and no generalizations about the sample households were envisaged, a convenience sample was considered adequate for this study.

It should be reiterated that since our objective of the study was to unveil the involvement profiles of consumers across different social classes, we had to collect data separately from respondents belonging to upper and lower classes. The selection of the two extreme social classes (hereafter USC and LSC) was made deliberately to investigate whether it is possible to discriminate these groups on the basis of their involvement with some specific product categories. Marketing researchers have noted

the existence of shared values, attitudes, and behavioural patterns among members within each social class, and differing values, attitudes and behaviour between social classes. The sample was restricted to literate (for LSC) individuals since the questionnaire included variables responses on which required a minimum level of intelligence to comprehend somewhat difficult construct involvement and provide responses on multiple item categories. Though our intention was to collect responses from social classes designated  $A_1A_2$  (USC) and  $E_1E_2$  (LSC) categories of the socio-economic classification. Since majority of the members belonging to Category  $E_1E_2$  are illiterate, we had to include members belonging to category C and D, who are mostly literate to represent the LSC.

The data were collected by investigators who were present throughout the administration phase and ensured that the various involvement facets, different attitude scales, and meaning of the variables measured were understood clearly by the respondent before giving his responses. A profile of respondents considered in our study is presented in table 1.

It should be made clear that the results reported in subsequent chapters are based on the third data collection wave in which a sample of 72 respondents from the upper social class and 62 respondents from the lower social class were interviewed on two product categories (viz, T.V. and Wrist-Watch). They had to provide responses for all the items included in the questionnaire. In addition to this, 69 and 52 respondents belonging to USC and LSC respectively were interviewed on three product categories. The involvement profile scale was only administered to these groups to derive the average profile of the product categories on the four facets.

**Table 1**  
**Sample Demographics**  
**Lower Social Class**  
**(Percentages)**                      **Upper Social Class**  
**(Percentages)**

	<b>Lower Social Class (Percentages)</b>	<b>Upper Social Class (Percentages)</b>
<b>Age</b>		
Below 30 Years	19	17
30 Years - 40 years	40	38
41 years - 50 years	33	34
51 years and above	08	11
<b>Education</b>		
Below 10th standard	53	-
Below 12th standard	35	4
Attended College not graduate	12	7
Graduates/Post Graduates/Professionals	-	89
<b>Occupation</b>		
Skilled/Unskilled worker	23	-
Petty Traders/shop Owners	36	18
Clerical/Salesman	41	-
Officers/Supervisory Levels (Junior)	-	38
Managers/Executives (Middle to senior)	-	21
Self Employed Professional	-	23

## **1.6 Organization of the Study.**

The study spans over five chapters including the present one. Chapter II will contain an indepth discussion on the psychometric performance of the scale employed in this study. The discussion includes evaluation of the CIP scale, description of products chosen to measure the nature and degree of consumer involvement and estimation of reliability and validity of the scale.

Chapter III presents the mean-involvement profiles of product categories chosen for the study for different groups of consumers. Various products chosen for this study are also positioned in a two dimensional space, considering two facets at a time to visualise the full involvement profiles of consumers in a given product category. A univariate and bivariate analysis of involvement profiles of consumers with different socio-economic class is also presented in this chapter.

Chapter IV is mainly designed to investigate the influence of various antecedents of consumer behaviour. Theory predicts that involvement exerts a strong influence on consumers' decision process and information search. As such, in this chapter, the results of regression analysis are reported. An attempt is also made to isolate the groups of consumers with homogeneous involvement profiles using multiple discriminant analysis.

The last chapter presents a summary of the empirical results and conclusions of the study spanning over the earlier chapters. The limitations and scope for further research are also discussed in this chapter.

## Notes

1. Involvement theory has developed from a stream of research technically termed as hemispherical lateralisation or split-brain theory. The left hemisphere is mostly responsible for cognitive activities such as reading, speaking and information processing. The right hemisphere of the brain, on the other hand, is concerned with nonverbal, pictorial and holistic information. Advertisement encouraging right and left-brain processing is given in Exhibit -I & II.
2. Zaichkowsky (1985) developed a context- free 20 item scale called the personal involvement Inventory (PII), which measures the motivational state of involvement. Recently, Zaichkowsky (1994) showed that PII can be reduced by half without significantly reducing the internal consistency of the scale.
3. Richard Vaughn provided a structure (FCB model) that integrates the traditional theories and Learn-Feel-Do hierarchy models with consumer involvement and brain specialisation theories.
4. The scale presented by Laurent and Kapferer (1985b) is concerned primarily with product class involvement. The five antecedents of involvement include Interest, Pleasure, Sign, Risk Probability and Risk Importance. Factor analysis of the results implied that Interest (then labelled Importance) and Risk Importance were essentially one factor, where as other three factors emerged as expected.
5. Rodgers and Schneider concluded the CIP sub scales for Sign, Risk Importance and Risk Probability can be used to measure those dimensions but that Interest Pleasure may need to be conceptualised as a single factor while studying American consumers.
6. Empirical research suggests that the state of involvement may stem from different types of antecedents. These antecedents or dimensions are frequently termed as facets of involvement. The words facets, dimensions and antecedents are used interchangeably.
7. The Market Reserch society of India (MRSI) came up with an alternative to income : the socio - economic classification (SEC) system based on the occupation and education of the chief wage earner of each households. The scale is given below:

### SOCIO-ECONOMIC CLASSIFICATION

OCCUPATION	Code	Illiterate	Illiterate no formal Education	School upto 4 years	School upto 5 to 9 years	SSC/HSC	Some College but not Graduate	Graduate, Post Graduate, General	Graduate, Post Graduate, Professional	
		1	2	3	4	5	6	7	8	
Unskilled Workers	1	E2	E2	E2	E1	D	D	D	D	
Skilled Workers	2	E2	E1	E1	D	C	C	B2	B2	
Petty traders	3	E2	D	D	D	C	C	B2	B2	
Shop Owners	4	D	D	D	C	B2	B1	A2	A2	
Businessman/Industrialist	None	5	D	C	C	B2	B1	A2	A2	A1
With no. of Employees	1-9	6	C	B2	B2	B2	B1	A2	A1	A1
10+	7	B1	B1	B1	A2	A2	A1	A1	A1	
Self Employed	8	D	D	D	D	B2	B1	A2	A1	
Professionals										
Clerical/Salesman	9	D	D	D	D	C	B2	B1	B1	
Supervisory level	A	D	D	D	C	C	B2	B1	A2	
Officers/Executives-juniors	B	C	C	C	C	B2	B1	A2	A2	
Officer/Executives-Middle/Seniors	C	B1	B1	B1	B1	B1	A2	A1	A1	

## Exhibit I

## Advertisement Encouraging Right - and Left - Brain Processing.

• **Automatic transmission.** India's only car with this optional feature, which means unrivalled driving pleasure.

**D C M DAEWOO**  
 1995 1000 1000

• **Multi-point fuel injection system and tachometer to monitor the 80-HP engine's RPM** for unmatched fuel economy.

• **Power-steering.** For effortless manoeuvrability.

• **Power-windows.** Push-button opening and closing of windows.

• **Cage design, collapsible steering, side-impact bars, child-safety locks and seat belts** translate into unheard-of safety for your family and you.

• **Automatic fuel-flap and trunk-lid opening.** Just so that you don't have to step out while refuelling and loading or unloading.

• **530-litre boot space** means phenomenal appetite for luggage.

• **Rear-window defroster, front and rear fog lamps** enhance visibility during winters and monsoons.

• **Central-locking system** opens and closes all doors from one single point.

• **Multi-directional adjustment of driver's seat.** For forward, backward, upward and downward seat movement.

• **Deluxe music system and power-antenna.** For an exhilarating sound experience.

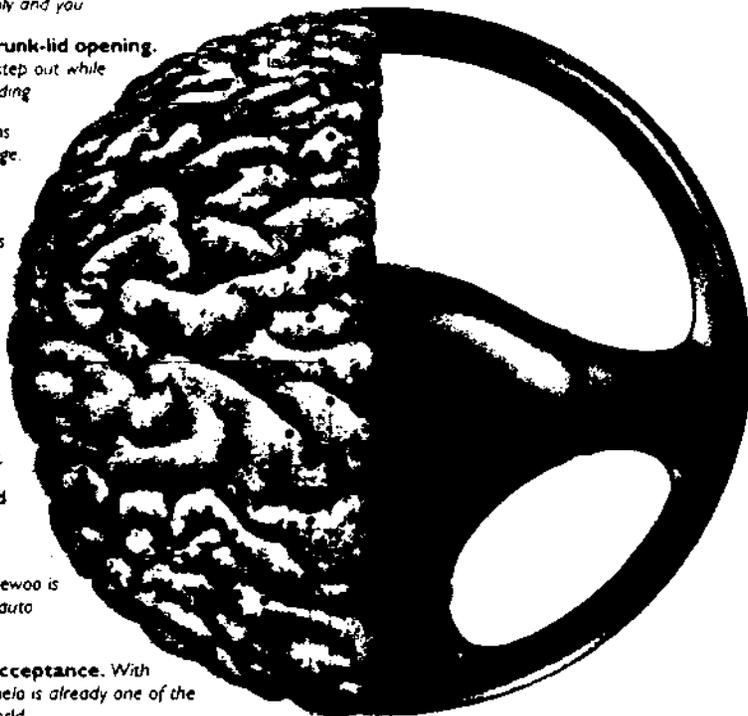
• **World-class pedigree.** Daewoo is amongst the top international auto manufacturers today.

• **International trust and acceptance.** With over 2,00,000 cars sold, the Cielo is already one of the largest-selling models in the world.

• **Current international technology.** Introduced around the world only in 1995, the Cielo is the latest model from the Daewoo stable.

• **61 dealers across India.** The best network in the country to take care of service and spares.

• **The Cielo Helpline.** Mobile-help service, wherever and whenever you need it.



# Left brain appeal. Right wheel drive.



**CIELO**

Incidentally, all these features are part of standard equipment in the Cielo GLE. Come, test drive a Cielo today. Like the human brain, it'll make a lot of sense.

EQS110PM1016

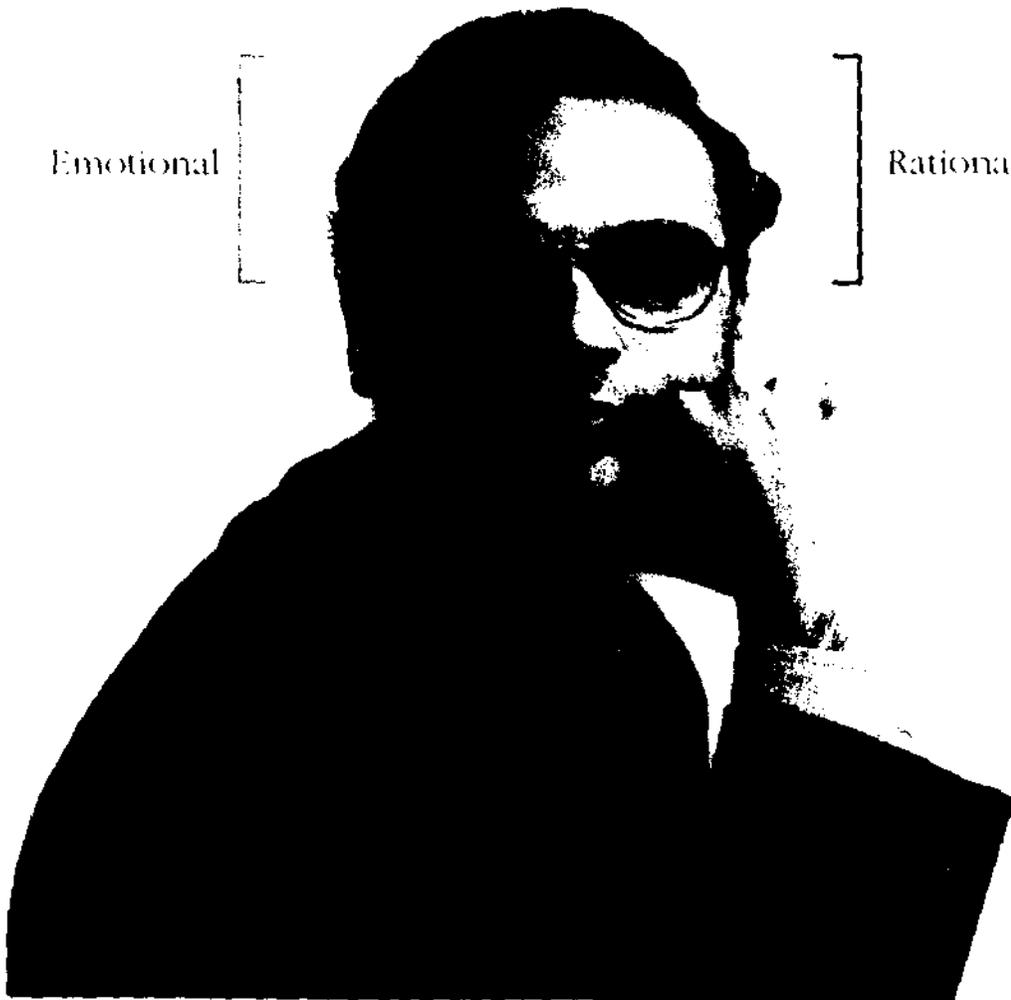
Exhibit II

Advertisement Encouraging Right - and Left - Brain Processing.

As a media planner,  
which do you use more:  
your left brain?  
...or your right brain?

Emotional

Rational



# Malayala Manorama for left brain media planners



{ NRS urban and rural findings  
and circulation analysis }

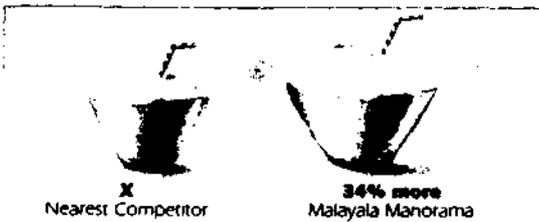
For the statistics-hungry media man, a list of compelling reasons:

## INDIA'S LARGEST READ DAILY

Malayala Manorama is read by over 77 million\* people every day ! That's more than any other newspaper in the whole country. And 22 % more than the nearest competitor in Kerala.

## KERALA'S FIRST CHOICE

With a net paid circulation of 8,11,639\*, we tower over our nearest competitor in Kerala by 34%.



## THE CHOICE OF THE CLASSES TOO !

More upper class people read the Malayala Manorama than any other newspaper in Kerala. (see the box for details)\*

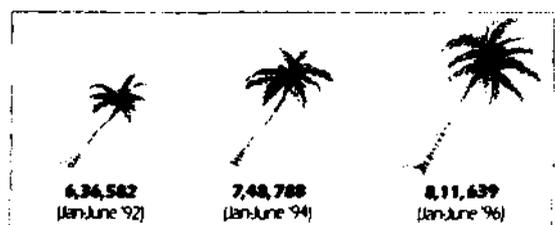
In all the vital segments, Malayala Manorama is way ahead of the competition. Surprisingly, all the English newspapers in Kerala put together do not match this reach!

KERALA'S NO. 1 DAILY : A FACT FILE				
61%	72%	59%	61%	52%
<b>Business &amp; above</b>	<b>Officers, Entrepreneurs &amp; Executives</b>	<b>Upper Income Families</b>	<b>Upper Economic Class</b>	<b>Land owners &amp; cultivation</b>
Reaches 61% graduates and above in Kerala i.e. 19% more than the nearest competitor.	Reaches 72% of this category in Kerala i.e. 48% more than the nearest competitor.	Reaches 59% adults with a monthly income of Rs. 5000/- in Kerala i.e. 31% more than the nearest competitor.	Reaches 61% adults in A1/A2 Class in urban Kerala i.e. 36% more than the nearest competitor.	Reaches 52% adults in the above category in rural Kerala i.e. 51% more than the nearest competitor.

## ADVERTISERS' FAVOURITE CHOICE

For reaching Kerala, there is no alternative to Malayala Manorama. Hundreds of satisfied advertisers would vouch for that. With an extremely low cost per thousand (only Rs. 1.2 per thousand copies - lowest in Kerala and in the country and Rs. 0.127 per thousand readers), it is the unrivalled No.1.

## GROWING CIRCULATION



# Malayala Manorama for *right brain* media planners



No other newspaper shares the very close bond  
we share with our readers in Kerala.



140131 16 MAR 2001

North Bengal University  
Library  
650, Karamchanganj

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