

Preface

Consumer involvement refers to the feelings of interest, enthusiasm, and excitement that consumers have about specific product categories. Every consumer it seems, is involved with one or more product categories that s/he finds highly relevant and attractive. Involved consumers feel that these product categories are especially relevant to their lives. Consumers' involvement in product is believed to moderate considerably their responses to marketing and advertising stimuli.

Current practice measures involvement by a single index, or even by a single item of products' perceived importance. A new stream of research in Europe has shown that consumers' involvement in different product categories may stem from different antecedents. The study conducted by Giles, Laurent and Jean-noel Kapferer concluded that since there really are so many kinds of consumer involvement, researchers should measure an involvement profile rather than a single involvement level. The suggested profile would include interest in the product, the pleasure associated with the product, its ability to reflect the buyer's personality, and the perceived risk associated with the purchase.

Recently, William, C. Rodgers and Kenneth, C. Schneider of St. Cloud State University conducted a study to assess the dimensionality of the Kapferer Laurent Consumer involvement Profile (CIP) Scale. These authors concluded that the CIP subscales for Sign, Risk Importance and Risk Probability can be confidently utilised to measure those antecedents, but that Interest and Pleasure (two other antecedents of involvement) may need to be conceptualised as a single factor while studying American consumers.

In this context, the present study is expected to provide marketing and advertising managers with a scale specifying the nature and level of involvement that is reliable, valid and convenient as well. No systematic research has been undertaken in India to study the pattern of consumer involvement and behavioural consequences of involvement. In view of this, an effort is made here to investigate the involvement behaviour of Indian consumers.

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Debasis Chattopadhyaya.