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[Business](#), [Customers](#)



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Module One

Product or consumer involvement refers to the level of information processing or degree of importance that a consumer attaches to a product. The level of involvement significantly affects the consumer behavior (Krishna, 2007). Consumers tend to get highly involved in the purchase process when purchasing more expensive products, but they may not show the same level of involvement for cheaper products. For example, a 2013 GMC Yukon XL is an expensive product, which results into higher consumer involvement. However, some products such as toothpaste are products that consumers buy regularly with minimal thought or effort because they do not have great impact on the lifestyle of a consumer (Escalas, 2013).

High involvement product that I purchased was a restaurant while low involvement product that I purchase was toothpaste. Restaurant is a high involvement purchase because I place great value on food and like specific kind of cooking and food. I am highly watchful of my diet and it is a logical and poignant decision. I usually give emphasis on what I eat and when and where I tend to maintain certain favorite restaurants. It is always a high involvement when I take the decision to try a new restaurant. Toothpaste is a low involvement purchase because I always buy whatever is on the shelves, with the style and color that I like. It is something I have bought for some time and do not much thought into it these days. I am not loyal to any brand and I can buy any type of underwear.

A consumer goes through five stages before deciding to purchase a product, including need recognition, information search, evaluation of alternatives,

purchase of the product, and post-purchase evaluation (Baines, Fill & Page, 2012). In the case of low involvement purchase, I identified the need for new underwear, walked into a store and to the underwear section. The only thing I did in the store was to select my size and color choices before making the purchase. However, for the laptop purchase, after identifying the need and I conducted information search and evaluation of alternatives. I inquired the information from friends, technology magazines, and personal experience from prior handling of a Dell laptop. I first looked into my budget then evaluated the alternatives and settled on Dell laptop.

For the underwear, I only identified the need, went to the nearest store, and chose the color and style that I liked. However, for the underwear, some steps such as information search and evaluations of alternatives did not feature. For the laptop, I had to search for information from friends, past experience, public sources, commercial sources, and personal source before making the purchase. Additionally, in evaluating alternatives available in the market, I choose the laptop that satisfies my need, taste, and budget. I only made the purchase for the laptop after confirming that I could receive the perceived value for the product.

A marketer can use can apply my buying experience for these products to maximize profits. The purchase of underwear is a habitual buying behavior that does not require any kind of involvement. For the underwear, I walked into a store and the underwear section where I choose my size and color. A marketer should ensure that low involvement products occupy shelf space where they are easily noticeable and appealing to the eye because the consumer does not engage in much thought before purchasing the product.

Such products should be promoted through commercial sources such as TV advertisement, sales people, and displays. However, high involvement products such as a laptop require the marketer to consider other sources of marketing such as using print media because the consumer seeks a lot of information before purchasing the product.

References:

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Escalas, J. (2013). " Self-Identity and consumer behavior." Journal of Consumer Research 39.

Krishna, A. (2007). Sensory marketing: research on the sensuality of products. Florence, Kentucky: Psychology Press.

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