

High involvement essay

[Business](#), [Marketing](#)



Marketing on the basis of the consumer buying decision-making process of the product information and involvement of collection will be divided into high-involvement nature of commodity products (High Involvement) and the low involvement of goods (Low Involvement). In which the involvement of high commodity prices usually refers to the relatively more expensive, consumers will need to pay a larger sum of the cost of goods, such as houses, cars, as well as watches and high prices of digital products like this. On the contrary, like the ordinary fast moving consumer goods, such as beverages, shampoo such prices are relatively low, the role and functions at a glance, usually relegated to low-involvement product category. For consumers who would buy high-involvement goods, the decision-making process of the relative will be longer, you may need to collect a large number of relevant commodity information, compare different brands of similar goods, and to have had experienced people to consult, and then repeated equilibrium and, ultimately, a number of options may be found in an optimal solution. Goods to consumers in this type of information are the decision-making process of buying goods most in need of access. The information is not level, affecting the high-involvement goods sold the biggest obstacle, but also engaged in the sale of high involvement products are most in need tackle the problem.

Today's Internet age, the network brings together a massive range of goods have been users of information and Experience information, such information is scattered in different sites and sites, and is from a different point of view, multi-faceted and commodity-related. Engage in high-involvement product purchase decisions, more and more consumers start from the Internet to

obtain product information. Search engine for consumers to obtain information from the mass to provide the possibility of effective information. It is through such as Baidu search engine tool, consumers will be screening out the information they need to carry out selective analysis, so as to support their shopping decisions. In addition to high involvement products, some of the price sensitivity of a strong low-involvement products, like MP3, computers and other consumption items, because of its large price changes, consumers often save money because of the principles and after-sales service provided by the convenience, will also make use search engine tools, search for products in different markets, pricing and service evaluation, shop around to find the most suitable businesses. Should be pointed out is that, in terms of network marketing, because of cost considerations, some low-involvement goods more suitable for the network through non-store sales methods, carry out online sales. And high involvement products, is less suited to this approach. The network of high-involvement product marketing, information provision can only be a starting point, as far as possible the elimination of consumer shopping decision-making process concerns, as far as possible the realization of online interaction with consumers of information, access to consumer feedback, and to provide further consulting services to promote online communication and transactions into a line.