

Herbert motives,
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Rothschild describes involvement as: ' a state of motivation, arousal or interest, evoked by a particular stimulus or situation, displaying drive properties'. David Loudon & Albert Della Bitta in their book conceptualized the different types of consumer involvement, which were ' enduring', ' situational' and ' response-based' by identifying the sources for involvement. They further developed the concept by identifying the dimensions of involvement.

Arpita Khare & Sapna Rakesh suggest that involvement is dependent upon the characteristics of products, people, and situations, which presumably interact with each other. Involvement is considered as an internal variable that is affected by motives and internal drives to behaviour and is related to the risk perceived by the consumers in their purchase decision. Consistent with the internal drives and motives, involvement in a product category is described by the arousal, interest and motivation for a product category.

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