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Involvement of an enterprise-consumer in the decision-making process: approaches, definitions, factors and structure of formation

Introduction: Effective promotion of industrial goods in the market should be determined on the basis of knowledge as to the choice of strategies of the decision approval by organization-customer concerning purchase of goods. Level of involvement is the factor that determines the type of behavior when making decision concerning purchase (usual stereotyped, limited problem or extended decision), and hence the strategy of the choice (compensating or uncompensated one). Ukrainian scientists pay insufficient attention to the study of the concept of involvement, its types, properties and determining of the level of involvement, while foreign scientists mainly study the process of involvement within the market of consumer goods. A variety of views on the notion of “involvement”, its definition, factors and structure of its formation caused the choice of topic. Moreover, the available results of research have not been accepted yet to be used on the market of industrial goods, though certain notions and methodological bases can be adapted for the study of problems of consumer product promotion to organization-customer.

Therefore, study and systematization of approaches to the definition of the notion of “involvement” and systematization of its types, development of involvement level formation structure, definition of the place of the involvement components during the process of making a decision by organization-consumer is the aim of this work.

According to the aim, the following tasks are set: to analyze approaches to the definition of the notion of “involvement” and systematize them, to review and classify the main types of involvement, to investigate factors influencing the involvement formation level and to develop an involvement formation level structure based on the nature of the factors of influence, to determine the place of the involvement components during the process of making decision concerning purchasing by the organization-customer.

There are different definitions of the notion “involvement”, which changed together with the development of scientific thought. At first this term was used to explain the perception of communications by a person¹. Later on the famous Michael L. Rothchild’s definition was

¹ Muzafer Sherif, Hadley Cantril *The Psychology of Ego Involvement*, Wiley, New York 1947, pp. 92-115

approved as the basic one², which was specified by Judith Lynne Zaichkowsky³, and is widely used by many scientists⁴. Though afterwards J.L. Zaichkowsky⁵ modified the definition, having changed an object of involvement into advertisement, thus moving the centre from involvement into the product for involvement in purchasing situation or advertising message. The basic approaches to definition of the notion “involvement” are systematized by us in table 1.

Zaichkowsky J.L. ⁶ on the basis of researches⁷ proposed to distinguish three categories of factors, which influence the level of involvement: personal – inherent interests, needs and values that motivate the subject of involvement concerning an object; physical – characteristics of an object of involvement; situational – anything that temporarily gives actuality or importance concerning an object. Later these groups of factors were transformed into the main factors of involvement formation⁸: connected with characteristics of the subject of involvement, characteristics of incentives and purchasing situation. One or more of these factors influence the level of involvement in the product, purchasing situation or involvement by advertising. Some of the researchers specify the constituents of these three factors of formation of consumer involvement level or the ways of consumers’ reaction to advertisement, product or purchasing situation.

Involvement has particular properties: intensity, direction and stableness.

² Michael L. Rothschild *Perspectives on Involvement: Current Problems and Future Directions*, “Advances in Consumer Research”, № 11/1984, pp. 216-217.

¹⁸ Zaichkowsky J. L. *Measuring the involvement construct*, “Journal of Consumer Research”, № 12/1985, pp. 341-351.

¹⁹ Celuch Kevin G., Evans Richard H. *An analysis of the convergent and discriminant validity of the Personal Involvement Inventory and the Consumer Involvement Profile*, “Psychological Reports”, Part 3, № 65/1989, pp. 1291-1297.

Day Ellen, Royme Marla Stafford, Camacho Alejandro *Opportunities for involvement research: A scale development approach*, “Journal of Advertising”, № 24/1995, pp. 69-75.

McQuarrie Edward F., Munson J. Michael *The Zaichkowsky Personal Involvement Inventory: Modification and Extension*, “Advances in Consumer Research”, № 14/1987, pp. 36-40.

Mittal B. *A comparative analysis of four scales of consumer involvement*, “Psychology & Marketing”, № 12/1995, pp. 663-682.

²⁰ Zaichkowsky J. L. *The Personal Involvement Inventory: Reduction, revision and application to advertising*, “Journal of Advertising”, № 23/1994, pp. 59-70.

²⁰ Zaichkowsky J. L. *Measuring the involvement...*, op. cit, p. 342.

²¹ Bloch Peter H., Richins Marsha L. *A Theoretical Model for the Study of Product Importance Perceptions*, “Journal of Marketing”, № 47/1983, pp. 69-81.

Houston Michael J., Rothschild Michael L. *Conceptual and Methodological Perspectives in Involvement*, (in:) *Research Frontiers in Marketing: Dialogues and Directions*, edited by S. Jain, American Marketing Association, Chicago, 1978, pp. 184-187.

²² Zaichkowsky J. L. *Conceptualizing involvement*, “Journal of Advertising”, № 15/1986, pp. 4-15.

Table 1

Approaches to definition of the notion “involvement”

Approaches and aspects that are considered	Definition	Author
1	2	3
Motivational internal. Personal motivation, dependence on inner factors	Involvement is the target and motivation that direct the emotional state, which determines the personal importance of a decision about the purchase for a customer	Rothschild M. L., 1984
	Involvement is the personal perceived actuality of an object that is based on his inborn needs, aims and interests	Zaichkowsky J. L., 1985; Celuch Kevin G., Evans Richard H., 1989; Day Ellen, Stafford Marla Royne, Camacho Alejandro, 1995; McQuarrie Edward F., Munson J. Michael, 1987; Mittal B., 1995
	Individual inner state of incentive that has the properties of intensity and direction	Andrews, J. Craig., 1988
	The state of activation oriented at some parts of personal psychological field	Cohen Joel C., 1983
	It is the level of personal relevance for the receiver of persuasive advertising message	Petty Richard E., Cacioppo John T., 1981
Motivational external. Personal motivation, dependence on outer factors	The conscious or unconscious connection (by personal content) of incentives or situations with individuality	Sherif Muzafer, Cantril Hadley, 1947
	Inner variable of the state that shows the degree of motivation and interest caused by incentives in a concrete situation	Mitchell Andrew A., 1979
	The situational involvement is the possibility of a situation to cause anxiety in the subject's behavior in a certain situation	Houston Michael J, Rothschild Michael L., 1978
	Situational source of the personal importance: wide row of specific incentives and windfalls in direct surroundings of a customer that activate or close connections with importance of consequences, aims and values	Celsi Richard L., Olson Jerry C., 1988
Motivational general. Personal motivation, dependence on inner and outer factors	The state of a consumer, the changes of which are conditioned by individuality or certain external circumstances and that represents the importance of choice and interest in a product or service, the process of production, situation, communication etc.	Antil J. H., 1984
	The state of motivation that arises up individually under the action of concrete incentives or situation.	Laczniak Russell. N., Muehling Darrel D., Grossbard Sanford, 1989
Cost-based. Costs during decision-making concerning the purchase	Time, energy, mental efforts and emotions spent by a consumer on the purchase of the commodity	Zakharychev L., 2004
	Volume of the spent time and efforts, and also the number of people who participate in decision-making process of about a purchase.	Pilushchenko V., Dubnitskiy V., Smerichevskiy S., 2003
Communicational. Establishment of relations, information processing	Motivational state that determines the degree of importance of information and content of a message and is based on the needs of the message recipient	Burnkrant Robert E., Sawyer Alan G., 1983

1	2	3
Communicational. Establishment of relations, information processing	The amount of the consciously set connections, or personal reference in a minute, that a subject sets between the content of convincing incentives and sense of life	Krugman Herbert E., 1966
	Involvement in reply – complication or distribution of cognitive and behavioral characteristics of processing of general decision-making process by a consumer. It is the result of the situational and external involvement	Houston Michael J, Rothschild Michael L., 1978
	The degree of processing of content of the advertising message	Wright, P. L., 1973

Source: own elaboration

Intensity⁹ is a defined degree of readiness to involvement, by which a consumer is ready to work up information or reaching the aims connected with purchasing behavior. Intensity refers to the level of readiness and does not actualize a process or behavior that are the consequences of involvement. This level of intensity is a continuum that changes the value from high to low involvement levels. In their work American researchers note the importance of this involvement function for middle involvement levels that is usually ignored in experimental investigations. The noticeable exclusion from this statement is some studies of influence effects of the source of conviction (Heesacker, Petty, Cacioppo 1983; Puckett, Petty, Cacioppo, Fasher 1983)¹⁰. As Petty R. E. and Cacioppo J. T.¹¹ defined, the initial (that are the source) and external (peripheral) factors can differently influence the degree of information processing, when personal importance of a message is moderate or ambiguous.

Direction of involvement refers to an object of the level of involvement intensity¹². It means that the direction alludes to the incentives (for instance, product, advertisement) in relation to which the readiness is a channel¹³. This definition differs from that, which was used before, where the direction presupposed cognitive and behavioral activity connected with the

⁹ Andrews J. Craig, Durvasula Srinivas, Akhter Syed H. *A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research*, "Journal of Advertising", № 4/1990, pp. 29.

¹⁶⁾ Heesacker Martin, Petty Richard E., Cacioppo John T. *Field Dependence and attitude Change: Source Credibility Can After Persuasion by Affecting Message-Relevant Thinking*, "Journal of Personality and Social Psychology", № [18] (4)/1983, pp. 653-666.

Puckett J. M., Petty R. E., Cacioppo J. T., Fischer Donald L. *The Relative Impact of Age and Attractiveness Stereotypes on Persuasion*, "Journal of Gerontology", № 38 (3)/1983, pp. 340-343.

¹⁷ Petty Richard E., Cacioppo John T. *Issue Involvement as a Moderator of the Effects on Attitude of Advertising Content and Context*, "Advances in Consumer Research", № 8/1981. pp. 20-24.

¹⁸ Andrews J. Craig, Durvasula Srinivas, Akhter Syed H. *A Framework for Conceptualizing ...*, op. cit, p. 29.

¹⁹ Mitchell Andrew A. *Dimensions of Advertising Involvement*, "Advances in Consumer Behaviour", № 8/1981, pp. 25-30.

incentives or target objects¹⁴. Rational cognitive and behavioral activities are the consequences of the state of involvement (as opposites to the previous).

The conditions of reasons (sources) of involvement (purchasing case, personal relevance, risk etc.) help to determine the consumer's involvement direction or the choice of involvement focus. For example, at the experimental increase of subjectively perceived relevance of the content of advertising message, direction of this involvement will be in relation to the content of advertisement and not in relation to the background of message that is in an advertisement. It can be tested by measuring of their relative concentration in advertising content and in the message background in an advertisement (an actor, who pronounces a message, music, colors etc.)¹⁵.

Stableness of involvement refers to the duration of involvement intensity¹⁶. For different categories of involvement there will be certainly different levels of stableness. For instance, an experienced driver, the supporter of healthy food, connoisseur of wines are expected to have a greater level of involvement stableness than those, who get in a similar situation for the first time (situational involvement)¹⁷. Definition of involvement stableness is important, because the research essence in the context of concept of involvement can be limited by the research of category of involvement, or it is situational or transitional per se. While the involvement level from the given example continues for some time, the level of stableness of the situational involvement will fall, when an ultimate aim is attained or when a situation changes¹⁸. But also in the situational involvement this level of stableness will also be higher for the commodities of the high involvement against the goods of low involvement. In particular, the effects of persuasion (changes of attitude, correlation of attitude and behavioral intention) will be more stable for the greater involvement. For example, in research of persuasion for brands, there was found the influence of relation of brand for the highly-attracted commodities both during the beginning of situation of involvement activity and after some time. Though at low involvement these effects do not take place¹⁹.

¹⁴ Gardner Meryl Paula, Mitchell Andrew A., Russo J. Edward *Chronometric Analysis: An Introduction and an Application to Low Involvement Perception of Advertisements*, "Advances in Consumer Research", № 5/1978 pp. 581-589.

Park C. W., Young M. *Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation*, "Journal of Marketing Research", № 23/1986, pp. 11-24.

¹⁵ Wright P. L. *Analyzing Media Effects on Advertising Responses*, "Public Opinion Quarterly", № 38/1974, pp. 192-205.

¹⁶ Andrews J. Craig, Durvasula Srinivas, Akhter Syed H. *A Framework for Conceptualizing ...*, op. cit, pp. 29-30.

¹⁷ Bloch P. H. *An exploration into the scaling of consumers' involvement with a product class*, "Advances in Consumer Research", № 8/1981, pp. 61-65.

Celsi Richard L., Olson Jerry C. *The role of involvement in attention and comprehension processes*, "The Journal of Consumer Research", № 15/1988, pp. 210-224.

¹⁸ Celsi Richard L., Olson Jerry C. *The role of involvement ...* op. cit, pp. 210-224.

¹⁹ Muehling Darrel D., Laczniak Russell N. *Advertising's Immediate and Delayed Influence on Brand Attitudes: Considerations Across Message-Involvement Levels*, "Journal of Advertising Research". № 17 (4)/1988. pp. 23-34.

Functional and situational determinant of involvement were also investigated by other authors²⁰. Thus, functional determinants are also called the stable involvement, they concern knowledge about the product category, which is got by a customer during a long time and is kept in a long-term mind²¹. This knowledge base determines, to what aspects of information about the product category the customers will show attention and from what aspects of information they will refuse. In contrast to this the situational involvement is temporary and takes place for a specific purchasing situation.

The category of involvement has numerous types. Some scientists made attempts to classify them.

In literature there are suggested different modifications of the category of involvement that determine its types. American researchers of J. C. Andrews, S. Durvasula and S. H. Akhter in their work²² bring forward own classification of approaches to definition and typology of the category of involvement. According to it, there are 4 directions of involvement research, each of them has different focuses:

I. *Attention as the strategy of processing*. Focuses on incentives, advertisement, messages. Measured in two dimensions: level and direction of attention;

II. *Personal situational involvement*. Focuses on the problems, situation, content of advertising message. Measured by an individual level of personal urgency by the means of information about the message or information connected with the problem;

III. *Involvement of an audience into the process*. Focuses on involvement stages, certain audiences of involvement;

IV. *Involvement into a product*. Focuses on the importance of product class, level or state of an individual involvement. Measured by the unidirectional or bipolar scale of intentions.

They also²³ proposed a scheme for conceptualization and evaluation of involvement category, where the reasons of involvement origin are personal needs of the subject of involvement, situational factors and the factors of purchasing process. Involvement by this scheme is aimed at search activity, information processing and persuasion. According to this scheme the level of involvement is influenced both by the inner state of involvement subject and by outer factors of involvement formation. Involvement has three definite properties: intensity, direction and stableness.

²⁰ Bloch Peter H., Richins Marsha L. *A Theoretical Model ...*, op. cit, pp. 69-81.

Vaughn R. *How Advertising Works: A Planning Model Revisited* / Richard Vaughn // Journal of Advertising Research, 1986. – № 6 (1). – P. 57-64.

²¹ Celsi Richard L., Olson Jerry C. *The role of involvement ...*, op. cit, pp. 211-212.

[¹⁴] Andrews J. Craig, Durvasula Srinivas, Akhter Syed H. *A Framework for Conceptualizing ...*, op. cit, pp. 31-32.

[¹⁵] Andrews J. Craig, Durvasula Srinivas, Akhter Syed H. *A Framework for Conceptualizing ...*, op. cit, p. 29.

Some of the researchers²⁴ consider that the type of involvement is determined by the factors of its formation. The dominance of one of more of them (characteristics of subject of involvement, incentives and situation) determines the level of involvement by incentives (by an environment) involvement in a product, in a purchasing situation or involvement by an advertisement. The conceptual value of the term of involvement does not change from dominance of one of these factors, involvement is always personally perceived actuality of an object.

Later on there was made an attempt to refuse from the study of involvement type subject to the source of involvement²⁵. However, it was suggested to consider that a consumer can be involved, if he is interested in an object, even if this object is an advertising message.

Many researchers of consumers' behavior presented and recreated involvement through cognitive and emotional (affective) constituents. However, as the state of involvement influences actual behavior²⁶, values of variable levels of involvement for a behavioral constituent are the most significant for marketing specialists.

With development of branding the consumers are involved more and more in the development of brands, unite their life with a certain style, culture and standards of behavior, that are casted by certain brands. Russian scientists²⁷ examine the consumer involvement co-operating with a brand from five points of view:

[36] As a *social phenomenon* that is predetermined by technological development, increase of number of Internet users, lowering of market barriers for entry and growth of global competition;

[37] As the *characteristics of a consumer's behavior* that defines a customer's motivational level by the cycle stages of involvement in the purchase. The cycle represents the consequence of stages: awareness, attention (emotional involvement), information gathering (cognitive involvement), purchase (behavioral involvement) and maintenance (loyalty);

[38] As a *strategical marketing target of a firm*, while the actual loyalty in conditions of market saturation is provided not much by satisfaction as by the involvement of a consumer in brand;

²⁴ Bloch Peter H., Richins Marsha L. *A Theoretical Model ...*, op. cit, pp. 69-81.

Zaichkowsky J. L. *Conceptualizing involvement*, "Journal of Advertising", № 15/1986, pp. 4-15.

²⁵ Hunt K. A., Keaveney S. M., M. Lee *Involvement, Attributions, And Consumer Responses To Rebates*, "Journal of business and psychology", № 3/1995, pp. 273-297.

²⁶ Belk R. W. *Effects of Gift-Giving Involvement on Gift Selection Strategies*, "Advances in Consumer Research", №9/1982, pp. 408-412.

Bunn M. D. *Taxonomy of Buying Decision Approaches*, "Journal of Marketing", № 1/1993, pp. 38-56.

²⁷ Багиев Г. Л., Юлдашева О.У., Боброва Е. А. *Как купить душу покупателя? Маркетинговая концепция вовлечения покупателей во взаимодействие с брендом*, "Креативная экономика", №8/2008, pp. 75-76.

- As a *set of marketing tools*, which include on-line and off-line marketing communications;
- As an *indicator of marketing metrics of branding effectiveness* beside the indicators of awareness, satisfaction and loyalty.

Table 2 represents the author's variant of classification of the main involvement types. The types that repeat or insignificantly modify the given types are omitted.

In the researches of two main categories of involvement (IDMP and IPC), Hunt and others²⁸ proved that IDMP and IPC were not dimensions of the same concept. The high levels of IDMP could exist without the proportionally high levels of IPC. For example, for an entrant of institute of higher education a choice of educational establishment is an important decision (IDMP), but he can be indifferent to universities in general. Thus, for researchers of involvement it is recommended to measure both elements while each of them is not connected directly with another.

Zaichkowsky J.L.²⁹ proposed to consider that the goods of different product classes have different involvement levels based on the perception of a certain product by a consumer.

In general the involvement level of consumer in the product class is one of the basic variables of expedient promotion strategy. Overwhelming majority of researches carry out segmentation of product categories according to the involvement level of a consumer, unit that means segmentation of consumers by the level of involvement in the decision-making process. However the groups of consumers with the different involvement levels have reactions different in efficiency on promotion means of the same product.

In the review of prospects of notion "involvement" in researches of consumers' behavior and communications Charles T. Salmon³⁰ notices that this definition is worth attention while it means that involvement is more cognitive process than affective state. Though he notes that a place of location of involvement in Krugman's scheme is not fully clear; as it looks like both reaction characteristics (cognitive and affective) as well as communicational essence.

²⁸ Hunt K. A. *Involvement, Attributions...*, op. cit, pp. 273-297.

²⁹ Zaichkowsky J. L. *Measuring the involvement ...* op. cit, pp. 341-351.

³⁰ **Salmon C. T. *Perspectives on Involvement in Consumer and Communication Research*, "Progress in Communication Sciences", 1986, pp. 248-249.**

Table 2

Approaches to classification of the main involvement types (own elaboration)

Type of involvement	Author	The essence of involvement types and usage peculiarities for enterprises-consumers
1	2	3
<i>By the source of involvement</i>		
Involvement in decision-making process (IDMP) or situational involvement	Zaichkowsky, 1985 and 1987	In case of purchase of a serial product purchasing conditions and situation are more important for the subject of involvement
Involvement in a product class (IPC) – stable interest to a class of product	Bergadaa and others, 1995; Higie and Feick, 1988; Mitchell, 1979; Bowen L., Chaffee S. H. 1974;	Actuality of purchase of equipment for an enterprise, interest of the subject of involvement in product class, without intentions to purchase for some reasons
Involvement in interaction with brand	Bagiev, Juldasheva, Bobrova, 2008	Inclination to a certain brand
<i>By the intensity of involvement (by the level)</i>		
Involvement of high level	Gardner M.P., Mitchell A.A. and Russo J.E., 1978	For example, in a brand the interest to a product category is great and consumers actively process communicational information as a result of evaluation of advertised brand
	Laczniak R.N., Muehling D.D. and Gill Grossbart, 1989; Petty, Cacioppo, 1981	Indicates that attention was paid to requirements of advertisement in the evaluation process of each brand
Involvement of middle level	Added by the author	
Involvement of low level	Park and Young, 1986	Impossibility or shortage of focusing of mental processes during the estimation of message. The usage of incomprehensible foreign words, terms in an advertisement. Impossibility of perception of advertising message as a result of disguise of text by noise, too rapid changes of image or text etc.
	Gardner M.P., Mitchell A.A. and Russo J.E., 1978	Restriction of perception of advertisement of other goods, when a subject estimates the strategy of brand, therefore the trace from an advertisement is kept in episodic memory. Limitation of attention: an advertisement does not get enough attention to be fully perceived or appraised
	Leavitt, Greenwald, Obermiller, 1981; Petty, Cacioppo, 1981	Points at achievement of focus attention that is followed by minimum comprehension
	Laczniak R.N., Muehling D.D. and Gill Grossbart, 1989	Indicates that attention was paid to the general view and written style in an advertisement
<i>By stableness</i>		
Functional involvement (stable)	Celsi and Olson, 1988	Determinants of involvement that concern knowledge about the category of a product, which is obtained by a customer during a long period of time and is kept in a long-term memory
Situational involvement (unstable)	Celsi and Olson, 1988, Bloch, Richins, 1983	Temporary determinants of involvement occurring in a specific purchasing situation

Continuation of table 2

1	2	3
<i>By the factors of marketing stimulation</i>		
Involvement by communicational policy (advertising message) – motivational state of a personality, that is the consequence of concrete advertising incentives or situation	Krugman, 1966; Gill Grossbart and Lacznia, 1988; Greenwald and Leavitt, 1984; Zaichkowsky, 1994	Under influence of advertising message an enterprise is going to purchase equipment of a certain brand
Involvement by commodity policy	Added by the author	Motivational state of a personality that is the consequence of influence of commodity policy
Involvement by pricing policy	Added by the author	Motivational state of a personality that is the consequence of influence of pricing policy
Involvement by sales policy	Added by the author	Motivational state of a personality that is the consequence of influence of sales policy
<i>By the object of involvement</i>		
Involvement in material object (for example, product)	Hunt, Keaveney and Lee, 1995, Zaichkowsky, 1985	Interest in a necessary class of machines
Involvement in activity (for instance, purchasing activity like shopping, collecting etc.)		Actuality and importance of contract conditions
Involvement in the idea (that may be the aim)		The target is expansion of production
Involvement in the problem (for example, social process)		The problem of unemployment (solution– creation of working positions, charity etc.)
<i>By the base of informational processes</i>		
Cognitive involvement is the degree of personal actuality of a message that is based on the functional fulfillment of brand (utilitarian motive)	Park ra Young, 1986	Appeal in advertisement to functional qualities of equipment
Affective involvement is the degree of personal actuality of a message that is based on emotional or aesthetic appeal to a certain motive to express own actual or ideal image (motive of importance of expressiveness)		Safety, resource-saving, ecological safety, automatization of production lines that improve status of an enterprise
Conative involvement	Added by the author	The degree of a personal actuality of the message that determines consumer's behavior
<i>Combination of types</i>		
Involvement as reaction – complexity or expansion of cognitive and behavioral characteristics of general purchasing process (combination of involvement in decision-making process and involvement in a product class)	Rothschild, 1984	An enterprise is interested in purchase of important and valuable equipment, reaction – desire and intention to make a purchase

While investigating the role of involvement in advertising efficiency H.Krugman³¹ focuses on potential of different bearers of marketing communications for the increase of involvement level for part of middle audience. Unlike his contemporary media critic Marshall McLuhan (1964), who used terms "hot" and "cold" alluding to nature of participants of mass-media, H. Krugman used the notions of high and low levels of involvement. According to results of Krugman's studies television is the bearer of marketing communications of low involvement, because it causes the gradual change of relation without the necessary awareness of subjects of involvement concerning changes. In such a low-involved process of study the subjects gradually become well-informed about the advertised product and its purchase that is revealed in loyal attitude toward a product. In such process the behavior is not a result, but a part of general process of choice. On the other hand, H. Krugman considers printed media to be the bearers of marketing communications of high involvement, while the reader can control the learning tempo and acquaintance with specific information necessary for choice, formation of attitude and purchasing. Thus, a level of involvement of different media is the result of different arrangement of elements of choice process.

Similarly to Krugman's studies, the notion "involvement" as a degree to that subjects "combine" with a situation, but not focusing on interest or stimulation is determined by J.E. Grunig in the researches of communicational behavior in the situations of decision-making and not decision-making³². In general, J. E. Grunig proved that regardless of that whether subjects think about a situation, or stop thinking, and in the situation of the high involvement and low limitation of recognition, they have some control over the situation and there is an increase of an active informative search as well as of passive informative processes.

P. L. Wright³³ supported Krugman's investigation with his own research results of cognitive reactions to communicational influence. He proved that the printed media cause

²¹ Krugman H. E. *The Measurement of Advertising Involvement*, "Public Opinion Quarterly", № 30/1966, pp. 583-596.

²² Grunig J. E. *Communication Behaviours Occurring in Decision and Non-Decision Situations*, "Journalism Quarterly", № 53/1976, pp. 252-286.

Grunig, J. E. *Developing a Probabilistic Model For Communications Decision Making*, "Communication Research", № 4/1977, pp. 145-168.

Grunig J. E. *Defining Publics in Public Relations: The Case of a Suburban Hospital*, "Journalism Quarterly". № 55/1978, pp. 109-118.

Grunig J. E. *Washington Reporter Publics of Corporate Public Affairs Programs*, "Journalism Quarterly", № 60/1983, pp. 603-614.

²³ Wright P. L. *Analyzing Media Effects on Advertising Responses*, "Public Opinion Quarterly", № 38/1974, pp. 192-205.

more cognitive reactions than transmitting media, and cognitive reactions were similar by essence to that, which G. Krugman used for estimation of involvement.

In contrast to Krugman's assumptions that television is a bearer of communicational influence of low involvement level there appeared investigations of I.L. Preston³⁴. He proved that a difference in the answers of respondents to the communicational influence of television and printed media represented a difference in composition more than in a form. He considered that the printed advertisement has a tendency to be used for those product classes that have considerable differentiation among competitive brands. Because of the fact that television commercial is concentrated on goods, for which differentiation in brands is small, a consumer has the low involvement by an advertisement - but not necessarily by the means of influence itself.

T. Tyebjee³⁵ also paid attention to differentiation of involvement by communication means, involvement by a program and by an advertisement. He proved that television has not to be considered the means of low involvement, but this involvement is rather specific.

Krugman's ideas are strongly opposed by Worschel and others³⁶. They assert that television is the means of the greater involvement than printed mass media, at least through a living language. These conclusions are based on conviction that the presence of living language results in the greater involvement through hearing, and subsequently there are more changes in the relation for the benefit of purchasing result. In the process of this research authors adapted definition of the notion "involvement" that is based on interest or stimulation, but not on Krugman's definition, where there are such concepts as "the amount of the consciously set connections" or "sending in a minute". A difference in a concept and its application causes a difference in conclusions.

The Russian scientists in their work³⁷ present classification of marketing involvement instruments in co-operating with a brand, where each traditional off-line instrument has a corresponding on-line instrument of marketing involvement strategy. For example, TV commercial and other mass media advertisements are supplemented by continuous on-line

³⁴ Preston I. L. *A Reinterpretation of the Meaning of Involvement in Krugman's Models of Advertising Communication*, "Journalism Quarterly", № 47/1970, pp. 287-295.

[7] Tyebjee, T. T. *Response Time, Conflict, and Involvement in Brand Choice*, "Journal of Consumer Research", № 6/1979, pp. 295-304.

Tyebjee T. T. *Retinement of the Involvement Concept: An Advertising Planning Point of View, Attitude Research Plays for High Stokes*, IL: American Marketing Association, Chicago, 1979, pp. 94-111.

[8] Worschel, S., Andreoli, V., Eason, J. *Is the Medium the Message? A Study of the Effects of Media, Communicator, and Message Characteristics on Attitude Change*, "Journal of Applied Social Psychology", № 5/1975, pp. 157-172.

[9] Багиев Г. Л., Юлдашева О.У., Боброва Е. А. *Как купить душу ...*, op. cit, p. 77.

dialogue on the company's website; publication of own magazines is transformed in creation of possibilities to order personified products on a site, and also possibilities to participate in its designing; own broadcasting station or TV channel result in usage of ideas in blogs, personal sites, Internet websites.

According to the product's price and the risk of its purchase and usage there are distinguished³⁸:

[18] *The goods of high cognitive involvement.* Investment commodities foresee the highest degree of natural cognitive involvement, while being valuable and their purchase is accompanied by a risk. Such goods include the real estate, stock, educational services, insurance services, commodities of long term usage etc. High transaction costs are characteristic for such goods. Traditional promotion strategy of such commodities is in the reduction of risk of their purchase and cutback of the transaction costs. As a rule it is realized due to promotion of brand, here attention is paid to the influence on cognitive involvement of consumer, i.e. the increase of volume of his knowledge about a commodity, firm and higher trust to a brand.

[19] *The goods of high emotional involvement* are first of all luxury. While these goods are rarely bought from rational considerations, so the strategy of their promotion is based on the usage of instruments that cause strong emotions and feelings.

[20] *The goods of low involvement*, which include first-necessity goods and they are promoted due to the influence on emotional involvement.

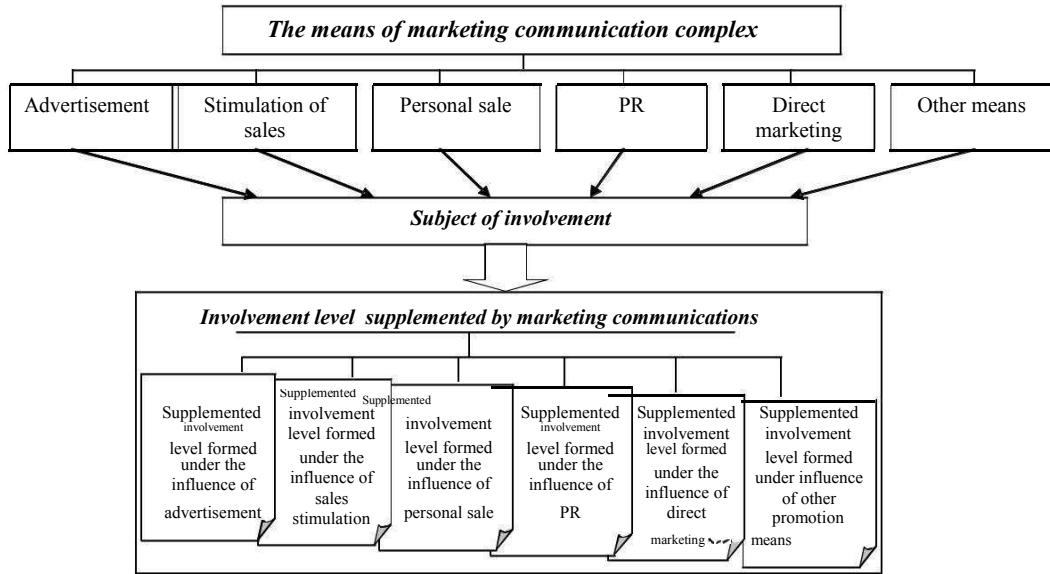
The conducted researches of influence of marketing communications on the involvement level allow to assert, that the effectiveness of advertisement is 10 % more on the average for consumers with a high involvement (it is calculated by the author due to data³⁹). Thus, the involvement level is the instrument of influence on effectiveness of marketing communications, and consequently an increase of sales level.

To investigate the influence of each separate means of promotion complex we will illustrate formation of a part of involvement under influence of communication incentives (fig. 1).

[24] Багиев Г. Л., Юлдашева О.У., Боброва Е. А. *Как купить душу ...*, op. cit, pp. 76-77.

[25] Wu Shwu-Ing *An experimental study on the relationship between consumer involvement and advertising*, "Asia Pacific Journal of Marketing and Logistics", № 3/2001, pp. 54-56.

Figure 1. The scheme of formation of involvement level by marketing communications



Source: own elaboration

In general, the total influence of marketing communications, except for cumulative, has also the synergetic effect, but the study of this phenomenon is not the subject of this work.

We can formally single out the components of involvement by marketing communications in the general involvement level of consumer:

$$S = S_0 + S_{MC} = S_0 + \sum_{k=1}^m S_k, \quad (1)$$

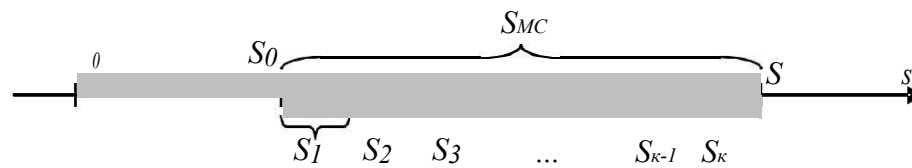
where S_0 is an initial involvement level that equals the involvement level formed under the influence of all factors except marketing communications,

S_{MC} is involvement level added by marketing communications,
 S_k is the part of involvement formed under the influence of k element of promotion complex,

m is the total amount of promotion complex elements that influence the involvement level, $k=1 \dots m$.

Let's show the supplementary involvement levels for med under the influence of marketing communications on number axis (fig. 2)

Figure 2. **Supplementary involvement levels formed under the influence of marketing communications**



Source: own elaboration

As a result of the preliminary review of literature in the process of formation of involvement one can single out its constituents and the factors of influence that respond to one of the questions:

- [41] **What** forms the involvement level?
- [42] **What** can change the involvement?
- [43] **What** constituent of involvement can be changed?
- [44] **What** can influence the involvement level?
- [45] **What** objects can the involvement be directed at?

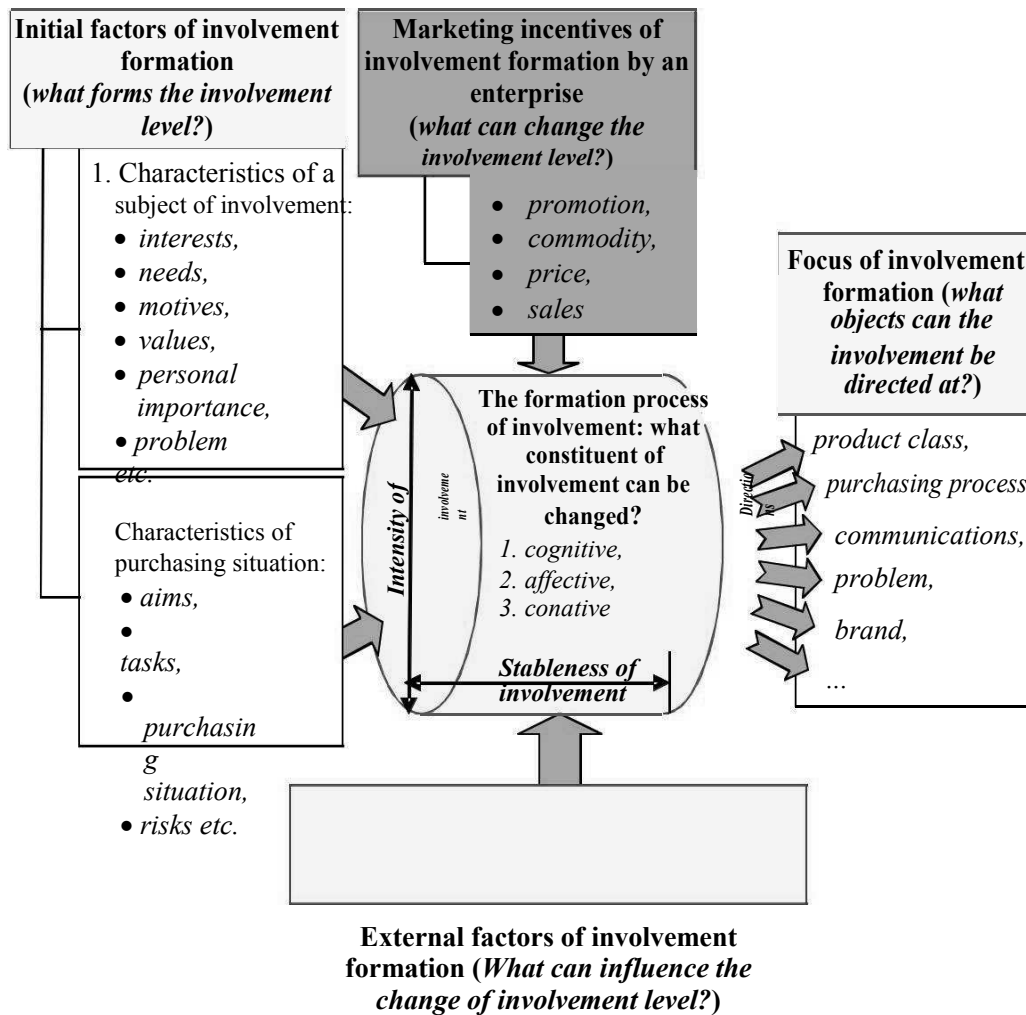
After generalizing the existing researches the author developed an approach to the formation structure of involvement level that is represented in fig. 3.

The formation structure of involvement level consists of such elements:

1. The source of formation of involvement that includes all initial factors of involvement formation. The characteristics of the subject of involvement are his interests, needs, motives, values, personal importance of object of involvement or his problems and ideas. The characteristics of purchasing situation include the situation of purchase, aims, tasks, risks of purchase etc. The source of formation of involvement mostly determines the focus of involvement.

2. The incentives of involvement formation are the factors of influence on the change of involvement level directed at temporary concession of importance to the object of involvement. The incentives include the marketing complex elements: product, communicational, pricing and sales policies of an enterprise.

Figure 3. The formation structure of involvement level



Source: own elaboration

3. The external factors of involvement formation, environmental factors or the so-called peripheral factors are not the initial external factors of formation but indirectly influence the involvement level.

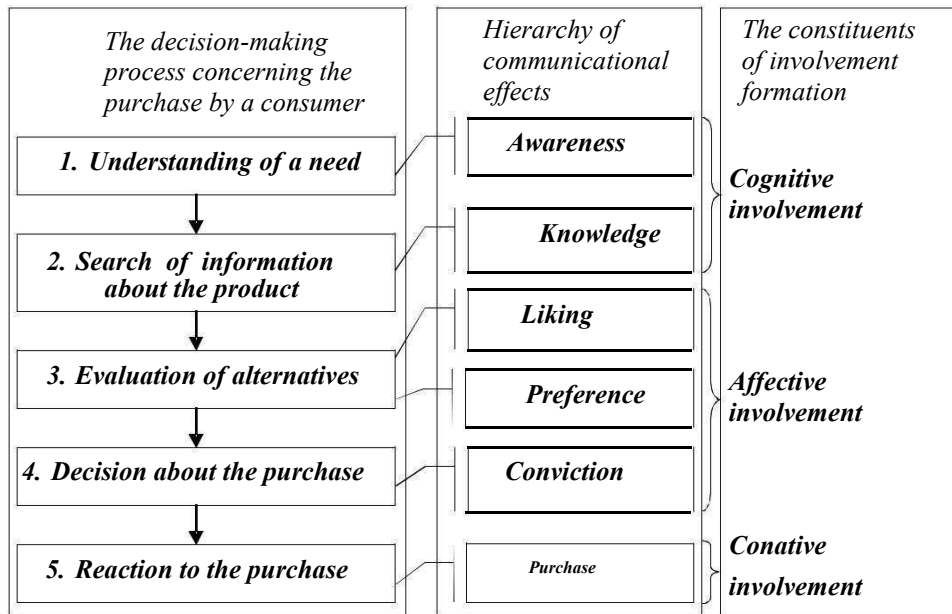
4. The focus of involvement formation is the target object of involvement that is determined by the direction of involvement on the basis of involvement sources. The focus of involvement can be the product class, decision-making process concerning the purchase, advertisement or communication in general, brand, a certain problem or idea etc.

5. The properties of involvement: intensity, direction and stableness.

6. The formation process of involvement goes through the stages of decision-making process concerning the purchase and presents the set of involvement constituents (cognitive, affective and conative involvement) that correspond to the stages of hierarchy of communicational effects. The correspondence of the stages of decision-making proces

concerning the purchase to the steps of hierarchy of communicational effects and constituents of involvement formation is given in fig. 4.

Figure 4. **The place of constituents of the process of involvement formation in decision-making process concerning the purchase**



Source: own elaboration

Summary. To make a conclusion, there were considered approaches to the definition of the notion “involvement” and to the classification of the main types of involvement. The classification of involvement was supplemented according to involvement by marketing incentives (involvement by communicational, product, pricing and sales policies) and according to the combination of types (involvement as a reaction). The classification was supplemented by the peculiarities of display of different involvement types of enterprises-consumers at machine building market. There was expanded the classification of involvement types by a base of information process via the notion of conative involvement. There were defined and scientifically grounded the notions of conative involvement and the focus of involvement. The existing researches of the factors of involvement formation allowed to develop the author’s systematization of formation of involvement level. The further task is to elaborate the methodical instruments for definition of involvement level and its management.

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Abstract.

Study and systematization of approaches to the definition of the notion of “involvement” and its types, development of involvement level formation structure, definition of the place of the involvement components during the process of a decision making by the organization-consumer is the aim of this work.

According to the aim, the available basic approaches to the definition of the involvement category within the system of promotion of industrial innovative products are arranged in the paper as follows: the motivational approach, where the aspect, to which the main attention is paid, is personal motivation of a customer (including internal, external and general motivational approaches, which show the dependence on internal, external factors or on combination of factors); the expensive approach, where the attention is paid to the total expenses of the customer for purchasing and the approach, according to which an involvement is considered as a direction on communication.

The main properties of involvement are determined: intensity, direction and stability. Existing approaches to the classification of involvement types are synthesized in a general classification of types according to the features: a source of involvement, an object of involvement, intensity, stability and base of information processes. Classification of involvement is supplemented with involvement by marketing incentives (involvement with communication, product, price, and sale policy) and a combination of types (involvement as reaction).

Classification of types of involvement is extended according to the base of information processes by the notion of “conative involvement”, by the science-based definition of conative involvement as a degree of personal relevance of a message that determine the behavior of a customer. Classification is also supplemented by the peculiarities of display of different types of involvement of the enterprises-customers on a machine building market. On the basis of justification of the involvement focus formation conditions we determined it as the involvement target

object depending on the sources. Systematization of factors of formation of companies-customers involvement level is developed. The place of involvement components in decision-making process by enterprises-customers is defined.

The theoretical and methodological basis of the research is a modern concept of marketing innovation, experts research papers.