

CUSTOMER PERCEPTION TOWARDS HIGH AND LOW INVOLVEMENT PRODUCT CATEGORIES

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Abstract

In today's competitive market, having a well-thought marketing strategy is a key contribution to corporate success. There is enormous variability in the customers buy and use products. The purpose of the study is to understand the customer perception towards high and low involvement product categories and their purchase behavior. Descriptive research was used for the study. The data were collected from primary and secondary sources. Primary data were collected with the help of a structured interview schedule from 150 respondents and were analyzed using the statistical tools namely Descriptive statistics and Garrate ranking. The study shows that the company has to pay maximum attention to the quality, similarity of the products in high involvement category and target the customers in search of new products and innovativeness is found to be a major constituent of low involvement product category.

Key words : Perception, High involvement, Low involvement, Marketing mix.

Introduction

In today's competitive market, having a well-thought marketing strategy is a key contribution to corporate success. There is enormous variability in the customers buy and use products. There are several activities included in the consumer behavior namely obtaining, consuming and disposing of goods and services. Obtaining refers to the activities leading up to and including the purchase or receipt of a product, consuming refers to how, where, when and under what circumstances consumers use products and disposing includes how consumers get rid of products and packaging. Brands enable consumers to efficiently recast their functional and emotional values in their minds and it promises to deliver value upon which consumers and prospective purchasers can really to be consistent over a long period of time.

Review of Literature:

Targeting innovative consumers could be an effective way of developing brand extension strategies (Panda 2005). Switching of one product to other company product is mainly based on advertisement, brand name, packaging availability and price rise (Vani, et al 2010). The different advertising themes have difference in their effect on individual perception (Jayswal and Shah 2012).

Objectives of the study

The objectives of the study are

- To understand the customer perception towards high and low involvement product categories.
- To understand the purchase behavior of the respondents in high and low involvement product categories and
- To analyze the respondents perception towards marketing mix variables of high and low involvement product categories.

Research methodology

Descriptive research was used for the study. The data were collected from primary and secondary sources. Primary data were collected with the help of a structured interview schedule from 150 respondents consisting of 75 respondents who bought and used low involvement products and 75 respondents who bought and used high involvement products, who were selected on a convenience sampling method. Secondary data were collected from published reports, journals and books. The primary data collected were analyzed using the statistical tools namely Descriptive statistics and Garrate ranking .

Results & Discussion

The results of the data analysis are presented as under :

I. Socio-Economic Profile of the Respondents

The socio-economic profile of the respondents are considered important in the marketing research .The table 1 shows the distribution of respondents based on their socio-economic profile.

Table 1
Socio-Economic Profile of the Respondents

Variables		High Involvement Product		Low Involvement Product		Total	
		Number of Respondents (75)	Percentage (%)	Number of Respondents (75)	Percentage (%)	Number of Respondents (150)	Percentage (%)
Age (in years)	Up to 25	36	48	29	38.7	65	43.3
	25 – 50	39	52	46	61.3	85	56.7
Gender	Male	50	66.7	56	74.7	106	70.7
	Female	25	33.3	19	25.3	44	29.3
Marital status	Single	61	81.3	55	73.3	116	77.3
	Married	14	18.7	20	26.7	34	22.7

Education	School level	20	26.7	8	10.5	28	18.7
	Under graduation	31	41.3	34	44.7	65	43.3
	Post graduation	13	17.3	22	28.9	35	23.3
	Others	11	14.7	11	14.5	22	14.7
Type of family	Nuclear	44	58.7	47	62.7	91	60.7
	Joint	31	41.3	28	37.3	59	39.3
Occupation	Employees	28	37.3	37	49.3	65	43.3
	Students	30	40	21	28	51	34
	Business	17	22.7	16	21.3	33	22
	Others	1	1.3	-	-	1	0.6
Monthly Income (Rs.)	5000-10000	6	8	3	4	9	6
	10000-20000	15	20	12	16	27	18
	20000-30000	38	50.6	48	60	86	57.3
	Above 30000	16	21.3	12	16	28	18.6

Source: Primary data

Table 1 indicates that majority (52%) of the respondents in high involvement purchase and low involvement purchase (61.3%) category were between the age group of 25-50 years. About 66.7 percent of the respondents in high involvement category and 74.7 percent of the respondents in low involvement category were male. On the basis of marital status, 81.3 percent of the respondents in high involvement category and 73.3 percent of the respondents in low involvement product category were unmarried. Majority of the respondents in both high involvement category(41.3%) and low involvement category (44.7%) were completed their education up to graduation level. Majority of the respondents in both high involvement(58.7%) and low involvement(62.7%) category live in nuclear family. On the basis of occupation, majority of the respondents in both high involvement (37.3%) and low involvement (49.3%) category were employees with monthly income between Rs 20000 to Rs 30,000.

II. Distribution of the respondents based on customer involvement in product purchase .

The respondents show different type of involvement for different products depends on the depth of information needed to decide about product purchase or otherwise. The respondents were classified based on their purchase behavior relating to high involvement and low involvement product purchase.

Education	School level	20	26.7	8	10.5	28	18.7
	Under graduation	31	41.3	34	44.7	65	43.3
	Post graduation	13	17.3	22	28.9	35	23.3
	Others	11	14.7	11	14.5	22	14.7
Type of family	Nuclear	44	58.7	47	62.7	91	60.7
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(i) Purchase behavior of the respondents in high involvement product purchase (Samsung galaxy mobile phone)

The following table presents the purchase behavior of the respondents in high involvement product specified the mobile phone purchase .

Table 2
Purchase behavior of the respondents in high involvement product purchase (Samsung galaxy mobile phone)

Variables		No of respondents (75)	Percentage (%)
Purpose of usage	Personal	24	32
	Official	4	5.3
	Personal cum official	47	62.7
Period (in years)	Less than 1	7	9.3
	1-3	31	41.3
	More than 3	37	49.3
Duration of mobile phone usage per day (in hours)	Less than 1	16	21.3
	1-3	36	48
	More than 5	23	30.7
Mobile phone used by family members	Yes	69	92
	No	6	8
No of mobile phones used by family members	Less than 2	13	19
	2-4	41	59
	4-6	11	16
	More than 6	4	6
Expect additional features	Yes	52	69.3
	No	23	30.7
Additional features	Price	15	20
	Quality	15	20
	Colour	6	8
	Style	16	21.3
Advertisement attraction	Yes	58	77.3
	No	17	22.7

Source : Primary data

Table 2 shows that majority of the respondents (62.7%) were using the Samsung galaxy mobile phone for personal cum official use, for more than 3 years(49.3%) and 1-3 hours (48%) per day. About 92 percent of the respondent's family members were using the mobile phones and out of which 59 percent of the respondent's family members have 2-4 mobile phones. Majority of the respondents (69.3%) were expecting additional features. About 21.3 percent of the respondents were expecting style and 20 percent of

the respondents were expecting both price reduction and quality improvement and 8 percent of the respondents were expecting more colours in the product. About 77.3 percent of the respondents were attracted towards the advertisements of the product .

(ii) Purchase behavior of the respondents in low involvement product purchase (Dove shampoo)

The table 3 presents the purchase behavior of the respondents in low involvement product purchase (Dove shampoo).

Table 3
Purchase behaviour of the respondents in low involvement product purchase (Dove shampoo)

Variables		No of respondents (75)	Percentage (%)
Period of using (in months)	Below 3	27	36
	3-6	17	22.7
	6-12	16	21.3
Product varieties	Dove damaged hair fall rescue	28	37.3
	Dove damaged dandruff care	24	32
	Dove damaged dryness care	18	24
	Dove damaged daily shine	4	5.3
Expect additional features	Yes	58	77.3
	No	17	22.7
Additional features	Price	19	32.8
	Quality	9	15.5
	Colour	13	22.4
	Product value addition	17	22.7
Advertisement attraction	Yes	69	92
	No	6	8

Source :Primary data

Table 3 indicates that majority(36%)of the respondents uses the dove shampoo below 3 months. About 37.3 percent of the respondents were fond of dove damaged hair fall rescue. Additional features were expected by 77.3 percent of the respondents. About 32.8 percent of the respondents were expecting price reduction,22.7 percent of the respondents were expecting value addition,22.4 percent of the respondents were expecting more colours and 15.5 percent of the respondents were expecting improvement in quality .About 92 percent of the respondents were attracted towards the advertisements of the shampoo.

III. Ranking of marketing mix variables based on products purchased by the respondents

The respondents perception about various elements of marketing mix variables namely product , place , price, promotion are analyzed for “Samsung” galaxy mobile phones (high involvement decision making) and “Dove” shampoo(low involvement decision making).

(i) Ranking of marketing mix variables of Samsung galaxy mobile phones (high involvement decision making)

Using Garrate ranking the respondents were asked to give their perception about marketing mix variables of Samsung galaxy mobile phones.

Table 4
Ranking of marketing mix variables of Samsung galaxy mobile phones

Variables	Score	Average	Ranking	
Product	Camera	5977	79.69	I
	Bluetooth	3824	50.98	VII
	GPRS	4476	59.68	IV
	USB	2831	37.74	IX
	Loud speaker	2414	32.18	XII
	Call records	2523	33.64	XI
	Games	2769	36.92	X
	4-G & 3-G	3446	45.94	VIII
	Colours	2412	32.16	XIII
	Google map	3869	51.58	VI
	Life battery	4462	59.49	V
	Browser	4977	66.36	II
	Touch screen	4925	65.66	III
Place	Shopping mall	3168	42.24	II
	Show rooms	4356	58.05	I
Price	Affordable	3998	53.30	II
	Economic	3924	52.32	III
	Premium	2142	28.56	IV
	Luxurious	4984	66.45	I
Promotion	News paper	4387	58.49	II
	Television	5283	70.44	I
	Pamphlets	3326	44.34	III
	Bill boards	2052	27.36	IV

Source : Primary data

Table 4 indicates that under product mix , the features of the mobile phone camera(79.69),browser(66.36),touch screen(65.66),GPRS(59.68),life battery(59.49), Google map(51.58),Bluetooth (50.98) were in the first seven ranks and the other features namely 4-G&3-G(45.94),USB(37.74), games(36.92),call records(33.64),loud speaker(32.18)and colors (32.16) were in the last six ranks. Under place show rooms (58.05) ranks first and shopping mall(42.24) ranks second. On the basis of price luxurious(66.45) ranks first ,affordable (53.30) ranks second , economic (52.32)and premium(28.56) were in the third and fourth ranks. On the basis of promotion television(70.44) ranks first, news paper(58.49) ranks second , pamphlets(44.34) and bill boards(27.36) were ranked as third and fourth.

(ii)Ranking of marketing mix variables of Dove shampoo (Low involvement decision making)

Using Garrate ranking the respondents were asked to give their perception about marketing mix variables of Dove shampoo.

Table 5
Ranking of marketing mix variables of Dove shampoo

Variables		Score	Average	Rank
Product	Cleans well	4833	64.44	I
	Improve hair texture	3104	41.38	III
	Healthy shine	3275	43.66	II
Place	Near-by shop	5018	66.90	I
	Petty shop	3839	51.18	III
	Departmental store	3955	52.73	II
	Shopping mall	2025	27	IV
Price	Affordable	4757	63.42	I
	Economic	3674	48.98	II
	Premium	2857	38.09	III
Packaging	Sachets	4131	55.08	I
	Bottle	3294	43.92	II
Promotion	News paper	4292	57.22	II
	Television	5105	68.06	I
	Pamphlets	3428	45.70	III
	Bill boards	2025	27	IV

Source :Primary data

Table 5 indicates that ,under the product mix the features of the shampoo namely cleans well (64.44) ranks first, healthy shine(43.66) ranks second and improve-hair texture(41.38) ranks third .On the basis of place near- by shop(66.90) ranks first, departmental store(52.73) ranks second, petty shop(51.18) ranks third and shopping mall (27) ranks fourth. On the basis of price affordable(63.42) ranks first , economic(48.98)

ranks second and premium(38.09) ranks third. On the basis of packaging sachets(55.08) ranks first and bottle (43.92) ranks second .On the basis of promotion television(68.06) ranks first, news paper(57.22) ranks second , pamphlets(45.70) ranks third and bill boards(27) ranks forth.

Suggestions to marketers

The marketers of high involvement products need to concentrate on television medium to advertise, products to be made available in showroom and it should be a luxury category product. In order to promote a low involvement product, television is an appropriate medium to reach customers. Availability, affordability and packing in small quantities were proved to be important.

Conclusion

The present situation of the Indian business scenario is becoming more complex because of many players in the market , growth of economy , awareness level of consumers and many more factors which are related to it. The company has to pay maximum attention to the quality and similarity of the product in high involvement category and target the customers in search of new products , as innovativeness is found to be a major constituent of the extended brand in low involvement product category.

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- www.samsung.com



The Chief Editor

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