

Product Involvement of Household Consumers' and its Impact on Product Involvement Outcomes of Interior Decorative Brands at Tiruvallur District

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ABSTRACT - This paper attempted to analyse the Product Involvement of Household Consumers' and Its Impact on Product Involvement Outcomes of Interior Decorative Brands at Tiruvallur District. The improved family incomes of Indian's have made tremendous changes in their life style. Even the middle class and upper middle class people now-a-days would like to spend considerable portion of their money in decorating existing/new houses or flats by using interior decorative products. The main objective of this research is to explore the household consumers' product involvement towards selected interior decorative brands and its impact on product involvement outcomes at Tiruvallur District. The research was conducted among 150 household customers from five different municipalities (i.e. 30 respondents from each municipality) located in Tiruvallur District. The respondents were chosen using convenience sampling technique, and the data were analysed through confirmatory factor analysis and structural equation modeling technique. The result of the study indicates that the household consumers are having high product involvement towards selected wall art paintings and it results in positive impact towards product involvement outcomes. The path coefficients of the model were significant at 1% level and model fitness indices were found to be fit. Therefore, this study concludes that positive product involvement results in positive product involvement outcomes which enhances information search, knowledge, willingness to pay, word of mouth, and brand loyalty.

Keywords: Brand loyalty, Consumers, Interior brands, Product involvement, Product involvement outcomes and Word of mouth.

I. INTRODUCTION

Success of any brand depends on lot of factors, which also fits for interior decorative brands. The household consumers are purchasing interior brands on their own or based on their recommendation of the interior decorator or retailers suggestion. Every recommendation of the interior brand may not lead to actual purchase, because the household consumers will purchase the particular brand of interior decorative product if and only they convinced with the design, colour, quality, material, price²³(Murthi and Rao, 2012), brand image, etc of that particular brand.

The improved family economy of Indians led to taste for the good life and this is showing in the rapid growth in the business of interior decoration market. Rapid urbanization and growing consumption have changed the way Indian people do up their homes, this has fuelled the interior decor industry, which provides everything - from design services to even customizing interiors according to personal choices

- all in an effort to create stylish and trendy homes. In order to decorate the house there are lot of interior decorative products are available such as wall paper, curtains, electrical fittings, wardrobes, etc. Each interior decorative products are offered by various companies in different brand names. In the recent decades it is also recognized that the foreign interior brands also entering in to the market. The new generation apartments also demands high-end interior brands to enhance the furnishing of a pleasant home.

The purchasing power of Indian consumer has made it possible for the real estate developers and interior decorator to build apartments and home fitted with super high end services like, spa, and sauna.

As quoted earlier, the acceptance of the interior brands by the consumers is not an easy task, because the need, taste and life styles of the household consumers diverse widely.

Each brand as a product needs to come across the product design and development stage. Nowadays companies want

to involve a consumer in every stage of product design and development, in order to develop most acceptable brand by the customers, which enhances success rate of the new products. This exercise also helps to create product involvement among the consumers, which create loyalty towards the brands.

II. OBJECTIVE OF THE STUDY

1. The main objective of this research is to explore the product involvement of household consumers' and its impact on product involvement outcomes of interior decorative brands of wall art paintings at Tiruvallur district.

III. REVIEW OF LITERATURE

James¹(1970) was able to measure brand loyalty in some specific purchase made by consumers of certain brands during a set period of time.¹⁵ Brand consciousness is closely associated with the consumers' shopping pattern and the amount of money and time spent by consumers in shopping. There is also a close relationship between the amount spent on purchases, the brand last purchased, inter-purchase time and store loyalty.

Laurent and Kapferer⁷(1985) mentioned that the consumer involvement plays a critical role in business strategy formulation. Therefore, the business executives must aware about the consumer involvement towards their brands / products, but the assessment of product involvement / customer involvement requires appropriate measure or scale in order to categorize the product involvement of the consumers as high or low. The product involvement measurement scales were developed by different authors over a period of time. Among those scale few were more famous and considered as more reliable instrument.

Laurent and Kapferer⁸(1986) and named it as "Consumer Involvement Profile (CIP)". According to him the consumers differ not only in the degree of involvement, but also in the type of involvement, and that therefore it would not be possible to express the consumer involvement through a single dimension. CIP Scale comprises four dimensions namely, the perceived importance, the risk probability, the symbolic value, and the hedonic value.

Quester and Lim¹⁶(2003) examined the link between product involvement and brand loyalty. The data were collected from 253 students. The factors structure involvement was found to vary between the two product categories such as Sneakers and Pens. Furthermore, the link between the product involvement and brand loyalty was found to involve different aspects of product involvement for each of the product concerned. Hence, future researchers in the area should be mindful that product involvement and brand loyalty were not universal constructs: they should be examined within specific consumer and product parameters.

PauravShuka¹⁷(2004) mentioned that the moderate level of relationship exists between product satisfaction, involvement and brand switching, which means the consumers with low involvement towards the specific brand may switch to other brands.

Chewel et al.,²⁰(2011) conducted a study to find the factors affecting brand loyalty namely product involvement, perceived quality, and brand trust on brand loyalty of sports-shoes. The data were collected from 300 university students in Malaysia. The results revealed that product involvement, perceived quality, and brand trust are the major factors that affect consumer brand loyalty. Hence, it is essential to conduct a detailed study about the influencing level of product involvement, perceived quality, and brand trust independently in developing brand loyalty of other product categories also.

Hanzaee et al.,²¹(2011) investigated the effects of product involvement on brand loyalty. The data were collected from 379 undergraduate students who entered the Central University Library and structural equation modeling was used to analysis the data. The results showed that three dimensions, namely purchase interest, purchase pleasure, and sign value had a direct effect on brand loyalty. The two other dimensions of product involvement, which are risk probability and risk importance, had no effect on brand loyalty. So far, few studies have investigated the relationship between dimensions of product involvement and brand loyalty.

Saha et al.,²²(2012) investigated teenagers' product involvement behaviour and brand loyalty. They have included brand trust, brand influence score and the numbers of brands. The data were gathered from the teenage consumer those who are having own mobile in four major metros in India. The study results concluded that teenagers have attached more significance to interest and pleasure dimension followed by risk importance. Furthermore, these results imply that teenagers can be persuaded to buy a particular brand of mobile by repeatedly adding new features that offer unique benefits. Precisely, the concept of 'innovation through technology' needs to be focused on. It was suggested that marketing professionals should conduct surveys to identify the expectation of teenage users, which changes frequently. Hence, future research may be concentrated on other products category also.

Abubakar²⁵(2014) examined the factors that enhance brand loyalty in Northern Noodles Nigeria Limited. The study focused on three factors which are product involvement, perceived quality and brand trust. The data were collected from 300 consumers in Kaduna State. The study used correlation coefficient analysis to examine the relationship between these focused factors and brand loyalty. Findings revealed that product involvement, perceived quality and brand trust are factors that enhance loyalty to brand.

IV. RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

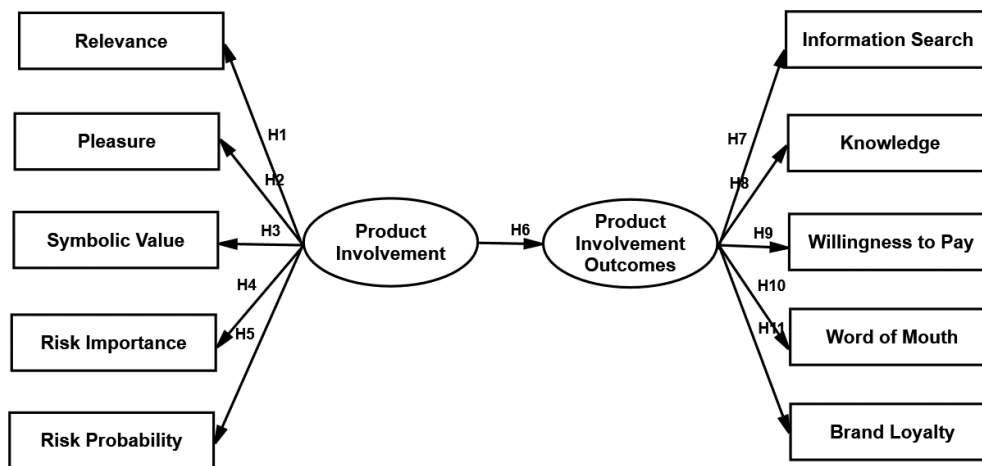


Figure 1 Conceptual Framework

The conceptual framework portrayed in figure 1, which presents the interrelationship among the various dimensions of the product involvement and product involvement outcomes.

H1: There is no significant association between product relevance and product involvement.

H2: There is no significant association between pleasure through the product usage and product involvement.

H3: There is no significant association between symbolic value from the product and product involvement.

H4: There is no significant association between risk importance of the product and product involvement.

H5: There is no significant association between risk probability of the product and product involvement.

H6: There is no significant association between product involvement and product involvement outcomes.

H7: There is no significant association between product information search and product involvement outcomes.

H8: There is no significant association between product knowledge and product involvement outcomes.

H9: There is no significant association between willingness to pay for the product and product involvement outcomes.

H10: There is no significant association between word of mouth and product involvement outcomes.

H11: There is no significant association between brand loyalty and product involvement outcomes.

V. RESEARCH METHODOLOGY

This part explain the methodology used in this study. The methodology includes research design, data and sources of data, sample size, area of the study and framework of analysis. The research design applied for this study is

descriptive in nature. Both the primary and secondary data were used in this study. The primary data have been collected from 150 house hold consumers' through a structured interview schedule from five different municipalities namely Avadi, Poonamallee, Tiruvallur, Tiruttani, and Tiruverkadu. (i.e. 30 respondents from each municipality) located in Tiruvallur District. The secondary data have been collected from various books, magazines, journals, newspapers and websites. The sampling technique followed in this study is non – probability sampling method. In order to analyse the collected data such as confirmatory factor analysis and structural equation modeling tools were used.

5.1 MEASUREMENT DESIGN

The standard structured questionnaire has New Involvement Profile scale developed by Jain and Srinivasan¹²(1990) and Consumer Involvement Outcomes scale developed by Anna Bloomberg and Oskar Kyring (2012). New Involvement Profile (NIP) scale has 15 items and five dimensions namely relevance, pleasure, symbolic value, risk importance and risk probability, whereas Consumer Involvement Outcomes scale (CIO) has 15 items and five dimensions such as information search, knowledge, willingness to pay, word of mouth, and loyalty. Questionnaires using a 5-point Likert scale with the anchors of (1) 'strongly disagree' to (5) 'strongly agree'. Items with an IOC index higher than 0.5 were acceptable due to the congruence between the objective and content¹⁴(Brown, 1996). The acceptable value of Cronbach's alpha should be greater than 0.7¹⁹(Hair, Black, Babin, & Anderson, 2010). Hence, the questionnaire achieved an IOC value of 0.971 and the Cronbach's alpha values were calculated with the results of each construct being more than 0.8 and thus indicating that the questionnaire had high reliability.

VI. DATA ANALYSIS

The data were analyzed using descriptive statistical analysis, confirmatory factor analysis (CFA) and structural equation modeling (SEM).

6.1 CONFIRMATORY FACTOR ANALYSIS

CFA was conducted to indicate whether the observed variables were elements in the model and as the factor loading of observed variables.

From Figure 2, the results of the CFA show that the variables of product involvement can be measured from five observed variables-relevance, pleasure, symbolic value, risk importance, risk probability-with standardized loadings: λ 0.86, 0.89, 0.73, 0.87 and 0.81, respectively, whereas product involvement outcomes can be measured from five observed variables-information search, knowledge, willingness to pay, word of mouth, and brand loyalty with standardized loadings: λ 0.67, 0.80, 0.80, 0.67 and 0.734, respectively. All observed variables were significant when considering a p value < .001

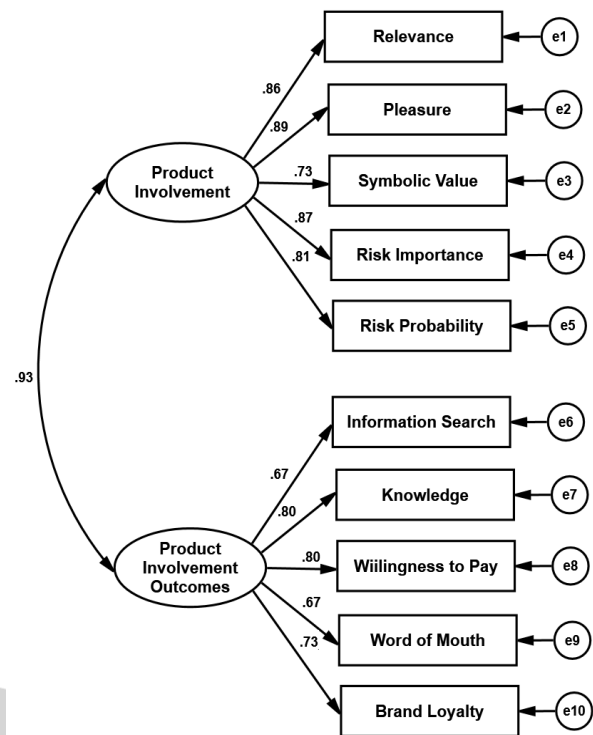


Figure 2 Confirmatory Factor Analysis of Product Involvement, and Product Involvement Outcomes (p value < .001)

6.2 STRUCTURAL EQUATION MODELING

For SEM, this research identified the latent variables that were exogenous and those that were endogenous. In this study, product involvement is an exogenous variable, whereas product involvement outcomes are endogenous variables. The results from the final measurement model were used to evaluate the structural model that tested the significance of the theorized relationships. The final model with path coefficients is shown in Figure 3.

Among the eleven path coefficients, all of them were significant. The path coefficients were measured to support the hypotheses, as shown in Table 1.

Figure 3 Results of Structural Equation Modeling of Product Involvement and Product Involvement Outcomes

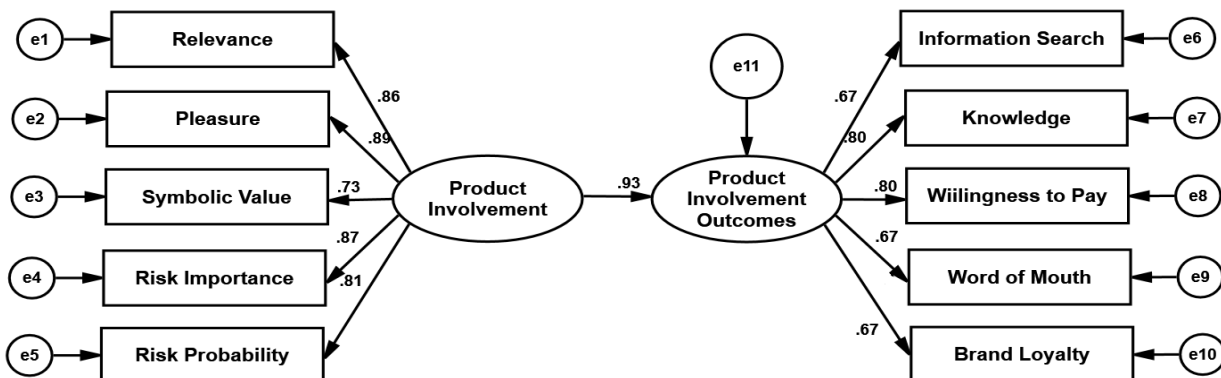


Table 1 Support Hypothesis: Path Coefficients

S. No	Hypothesis	Support	Path Coefficient
1	H1: There is a significant association between product relevance and product involvement.	Yes	0.85**
2	H2: There is a significant association between pleasure through the product usage and product involvement.	Yes	0.88**

3	H3: There is a significant association between symbolic value from the product and product involvement.	Yes	0.73**
4	H4: There is a significant association between risk importance of the product and product involvement.	Yes	0.87**
5	H5: There is a significant association between risk probability of the product and product involvement.	Yes	0.81**
6	H6: There is a significant association between product involvement and product involvement outcomes.	Yes	0.93**
7	H7: There is a significant association between product information search and product involvement outcomes.	Yes	0.67**
8	H8: There is a significant association between product knowledge and product involvement outcomes.	Yes	0.76**
9	H9: There is a significant association between willingness to pay for the product and product involvement outcomes.	Yes	0.75**
10	H10: There is a significant association between word of mouth and product involvement outcomes.	Yes	0.65**
11	H11: There is a significant association between brand loyalty and product involvement outcomes.	Yes	0.65**

Note: ** denotes significant at 1% level.

Table 2 Measurement of Goodness of Fit

S. No	Fitness Indices	Recommended Value	Indices Value
1	Chi-Square Value	$p > 0.05$ ² (Wheaton et al, 1977)	P=0.159
2	X^2/df	2 to 5 Marsh and Hocevar ⁶ (1985)	2.146
3	Goodness of Fit Index (GFI)	> 0.90 Joreskog and Sorbom ⁴ (1984)	0.939
4	Adjusted Goodness of Fit Index (AGFI)	< 0.90 Tanaka and Huba ⁵ (1985)	0.942
5	Comparative Fit Index (CFI)	< 0.90 Bentler ¹¹ (1990)	0.923
6	Normed Fit of Index (NFI)	< 0.95 Bollen ¹⁰ (1989)	0.967
7	Incremental Fit Index (IFI)	< 0.90 Bagozzi and Yi ⁹ (1988)	0.924
8	Tucker-Lewis Fit Index (TLI)	> 0.95 Bentler and Bonett ³ (1980)	0.973
9	Root Mean Square Error of Approximation (RMSEA)	≤ 0.08 Browne and Cudeck ¹³ (1993)	0.032
10	Root Mean Square Residuals (RMR)	≤ 0.08 ¹⁸ (Hair et al. 2006)	0.062

Table 2 summarizes the results of structural equation model of the given study. Overall fit measured for the full model in the SEM indicates that the fit of the model is acceptable. The values of the goodness of fit (illustrated in Table 2) were as follows: $\chi^2/df = 2.146$, GFI = 0.939, AGFI = 0.942, CFI = 0.923, NFI = 0.967, IFI = 0.924, TLI = 0.973, RMSEA = 0.032 and RMR = 0.062. In this study, the value of χ^2/df was 2.146 and is therefore acceptable.

The value of goodness of fit index (GFI) was 0.939, which represents the overall degrees of freedom in the specified model. One value that should be considered in baseline comparisons is the comparative fit index (CFI), which is recognized as an index reflecting all sample sizes and measures the comparative reduction in noncentrality. The value of CFI was 0.923 in this model and is highly acceptable. Next, the values of the normed fit index (NFI) and the incremental fit index (IFI) were 0.967 and 0.924, respectively, which fall into the acceptable range. The value of the Tucker-Leis fit index (TLI) was 0.973 in this study, which is larger than 0.95 that is considered a good indicator of good fit (Bentler and Bonett ³(1980)).

Moreover, the value of the root mean square error of approximation (RMSEA) and Root Mean Square Residuals (RMR) was 0.032, and 0.062 respectively which is

acceptable. The results of the full model are shown in Figure 3. All the estimated paths were significant. Therefore, hypothesis from H1 to H11 were supported in this study. The product involvement has positive impact on product involvement outcomes such as information search, knowledge, willingness to pay, word of mouth, and loyalty.

VII. CONCLUSION

The ever-growing family income of Indian's has taken off tremendous enhancements in their lifestyle. To be sure, even the common workers and upper-income people nowadays should need to spend a broad piece of their money on decorating existing/new houses or cushions by using inside adorning things. As referred to previously, the affirmation of within brands by the customers is certainly not a straightforward endeavor, because of the need, taste, and lifestyles of the family customers move for the most part. Each brand as a thing needs to go over the thing plan and enhancement compose. The research data analysis shows that the product involvement of consumers are greatly influenced by product relevance (0.85), pleasure through the product usage (0.88), symbolic value from the product (0.73), risk importance of the product (0.87), risk probability of the product (0.81), product involvement

outcomes (0.91), product knowledge (0.76), willingness to pay for the product (0.75), word of mouth (0.65), and brand loyalty (0.65). The Tucker-Leis fit index (TLI) was 0.973, which is more than required (0.950 and it is considered as a good indicator of good fit. It is concluded that positive product involvement results in positive product involvement outcomes which enhances information search, knowledge, willingness to pay, word of mouth, and brand loyalty.

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