

CONSUMER INVOLVEMENT

A yardstick for all of our actions

Of the hundreds of products and services we consume in our lifetimes, we cannot be equally excited about each one. There are some products we consume casually and take for granted. In these, our involvement is low. There are other products we consume with some interest, pausing to savor their tastes, smell their aromas, feel their textures, or hear their sounds. Still others—a few in number—we consume with extreme interest. We like them; we enjoy them; we love them. Everyone has a favorite activity, a favorite product, a favorite brand. Some of us are fashion-obsessed; others, car buffs; still others, computer jocks. We are eager to get to know these products—fashions, cars, and tech gizmos—to find out everything there is to know. We get excited whenever the topic comes up. And, of course, we want to be shopping for or using them whenever possible. In these, we have high involvement; moreover, in these, we have *enduring* involvement. **Enduring involvement** is the degree of interest a consumer feels in a product or service on *an ongoing basis*.

The extreme form of enduring involvement is deep involvement.

Want to know whether you have enduring involvement in something? Take the surveys in Table 2.3 and find out.

The linkage between involvement and motivation should be self-evident. Involvement acts as a “master switch” that turns our motivation on or off. No involvement, no motivation. Low involvement, low motivation. High involvement, high motivation. As black and white as that! This concept, *involvement*, will keep us company throughout this book.



AN EXCERPT
Contd. from the
previous page

TABLE 2.3 A Scale to Measure ENDURING/DEEP INVOLVEMENT	
	Strongly Disagree 1 2 3 4 5 Strongly Agree
1.	I am very interested in ____ . _____
2.	I feel emotionally attached to my ____ . _____
3.	_____ . _____
4.	_____ . _____
5.	_____ . _____
Add item scores. Scores below the mid-point, 15, indicate low or absent <i>Enduring Involvement</i> . Scores above 15 mean High <i>Enduring Involvement</i> .	
[Adapted in part from es in the Extended Self," Adv. in	
MYCB BOOK	

