The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone)

Neshat choubtarash¹, Omid Mahdieh¹ and Ahmad Barati Marnani²

¹ Department of Business Management, Islamic Azad University, Sanandaj branch, IRAN
² Department of Management and Information Science, University of Medical Sciences, Tehran, IRAN

Abstract

Consumer behavior involves many activities. Each consumer has thoughts, feelings, plans, decisions and purchases. Marketers should find how consumers gather information and how they apply such information in selecting competitor’s products, how consumers decide to purchase and why the purchase process and purchase reasons of different consumers are varied. Relative information about consumer’s behavior will be used in predicting and recognizing their activities in the market. Purpose of this study is investigating the relationship between consumer involvement and purchase decision (for cell phone). Data was collected from sample of 372 students. Results of data analysis have shown confirmation of all hypotheses. In other word, there is significant relationship between dimensions of consumer involvement: Interest, Hedonic value, Sign value, Risk importance and Risk probability with purchase decision.

Keywords: Consumer behavior, Consumer involvement, purchases decision, Cell phone.

Introduction

Successful marketing initiates with apprehending the how and why of consumer behavior since consumers are the turning point of all marketing activities. The study of the factors affecting the consumer’s behavior and analyzing the amount of their effects on consumer’s behavior will lead to recognizing and understanding of consumer’s behavior and thus will enable the retekram to provide a product which has more compatibility and adaptability with consumer’s needs. In other words, the marketer provides goods which are the result of assessing effective factors on
consumer’s behaviors and provide consumers with utmost satisfaction. (Safarzadeh et al., 2011).

Consumer involvement is one of the controversial issues in social sciences’ research regarding consumer’s behavior. (Park & Moon, 2003). In the recent years, involvement in marketing has been in the focal point due to the analysis of consumer’s behavior. Theoretically, involvement is considered to be a motivational variable which has numerous impacts on consumer’s purchase and their relationships. (Bhattacharya & Saha, 2013). Considering the significance of consumer’s involvement in marketing and consumer behavior literature, the purpose of this study is to analyze the relationship between consumer involvement and purchase decision.

**Review of Literature**

One of the significant subjects in consumer behavior is information processing by consumer. In fact, information processing refers to the process during which consumers face to information, notice them, apprehend them retain them in their mind and finally restore them for future usages. (Moven & Minor, 1998). One of the issues facing most of the consumers how they can motivate consumer to get and process information so that they can use them when they want to purchase goods or use services. One of the essential factors in data processing is consumer’s involvement. (Ghafelbashi et al., 2011)

This concept plays a crucial role in interpreting consumer’s behavior. The evidence for this claim is the numerous conducted studies which focus on analyzing the relationship between purchase and consumption decision and consumer involvement. The significance of consumer involvement concept is due to its application as a motivating force which can explain diverse stages in consumers decision making process such as the diversity and vastness of searching for information, duration of decision making process, believes formation, attitudes and opinions and behavioral outcomes for instance different searching behavior, changing brands, brand
commitment, brand loyalty, frequent product usage and purchase pleasure. (Verbeke & Vackier, 2004).

**Involvement**

Involvement is a crucial variable in the studies of marketing, social psychology and consumer’s behavior. (Kim, 2003) In fact, it is over 30 years that the concept of involvement has been studied meticulously in marketing fields. (Broderick, 2007) This concept originated from social psychology which is an interpretation of person’s involvement that points to the relationship between a person, target or subject (Michaelidou & Dibb, 2006; Lin & Chen, 2006).

Some relates the studies on consumer’s involvement to the Allport studies (1945). According to him, mental involvement is one of the fundamental behaviors and originates from internal involvement. (Broderick, 2007) However, Krugman made involvement a common concept in marketing. (Michaelidou & Dibb, 2006; Lin & Chen, 2006) Using learning theory, Krugman (1977, 1965) found that people remember best advertisements displayed at the beginning and end of a commercial break. He believed (1965) that an advertisement has a low level of involvement. Since his major claim on TV advertisements, involvement structure becomes an important factor in the study of advertisement effectiveness. (Chung & Zhao, 2003).

After the assessment of involvement with advertisements by Krugman, this concept became linked to marketing and consumer behavior. Since then and especially during the increased period of research activities on consumer behavior in (1980), more attention was paid to involvement regarding objects, such as a product message, purchasing duties and advertisements as well. (Michaelidou & Dibb, 2006, Lin & Chen, 2006)

Involvement seems to be a vague concept since it is interrelated with diverse concepts and meanings. Therefore, it has been used as an umbrella term which many similar but different vocabularies have been used to describe it and it is widely applicable in other disciplines as well. For example in psychology, the concept of involvement is used in attitude theories and its
changes. It claims that people are involved with more or less social issues. In psychology, involvement relates to cognitive conditions which are stimulated by two noteworthy aspects of one subject which includes: importance and personal attachment. However, in marketing, consumers are considered to be people involve with different advertisements and advertising media, products and products range and purchase decision as well. Although there is no precise definition of involvement in marketing, there is a consensus that involvement is a personal level and intrinsic variable which returns to the importance and personal attachment of goals or events. (Abdolvand & Nikfar, 2011)

Here are some definitions provided by researchers of consumer behavior. Freedman (1964) defined involvement as an interest, concern or commitment toward a subject in a special situation. Greenwald (1965) had a similar opinion with Friedman regarding involvement; he pointed to “adherence to previous behavior”. By behavior, he meant judgment, decision or attitudinal condition. (Laaksonen,1994) Traylor (1981) describes consumer involvement as the understanding and recognition of a special product by consumer. (Lin & chen , 2006) Hapfrer & Gardner (1971) defined involvement as a general level of interest or a distress about a subject without considering a specific condition. (Zaichkowsky, 1985) Festinger (1975) considers consumer involvement as a psychological interaction in terms of a specific object.(Gyulavari et.al, 2011) Park and Mittal (1985) claimed the consumer involvement to be a motivational capacity based on personal goals which is under the influence of cognitive and affective stimulus and it indicates the cost benefit aspects, financial performance of product, event or service while affective aspects are related to symbolic advantages like self-esteem and self-image. (Warnick, & Bojanic, 2010)

According to Antonides & Raaij (1998) involvement is the personal relationship level of the consumer with the product or service and it includes importance, value and risk.( Heidarzadeh et.al, 2011) As it is determined in the definitions, some of the authors consider involvement and
importance as synonymous whereas others believed that a motivational factor played role in its creation and involvement is a motivating state. In table1 the divisions of researchers based on binary hypothesis of involvement is shown. However, some of the well-known authors like Zaichkowsky and Mittal had used both hypotheses in different time in their researches.

Table 1. Several involvement definitions

<table>
<thead>
<tr>
<th>PREMISE</th>
<th>AUTHORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance and involvement are equivalent</td>
<td>Kassarijan, (1981); Antil, (1984); Ratchford, (1987); Webster (1988); Mittal, (1995); Stell and Donoho, (1996); Laroche et al.(2003)</td>
</tr>
<tr>
<td>They are not equivalent, involvement is a motivational state</td>
<td>Sheriff and Cantril, (1947); Mitchell, (1979); Laurent and Kapferer, (1985, 1986); Richins and Bloch, (1986); McQuarrie and Munson, (1987); Mittal, (1989); Higie and Feick, (1989); Zaichkowsky (1994); Day et al., (1995)</td>
</tr>
</tbody>
</table>

The researchers who consider the involvement and importance synonymous believed that involvement returns to the interest and relationship which is created by marketing stimulus and when researchers consider involvement as a stimulating state, involvement returns to the interactions between a product and personal values of a person. (Cabanero, 2006) Laurent and Kapferer (1985) believed that involvement should be assessed like a multiple dimension concept because one dimension analysis seems insufficient for its integrity. The structure presented by them involves 5 different dimensions which include: interest in the product, pleasure-based value, sign value, risk probability and risk importance. Each one of these dimensions has a different impact on the selected aspects of consumer behavior and it includes the entire cognitive, emotional and volitional attitude. (Quester & Lim,2003)
Table 2. The consumer involvement profile scale: the five facets/antecedents of involvement.

<table>
<thead>
<tr>
<th>Facets of involvement (CIP)</th>
<th>Description of facets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>Centrality, ego-importance of the product class</td>
</tr>
<tr>
<td>Pleasure</td>
<td>Hedonics rewarding value of the product class</td>
</tr>
<tr>
<td>Sign</td>
<td>Perceived sign value of the product class</td>
</tr>
<tr>
<td>Risk probability</td>
<td>Subjective probability of making a mispurchase</td>
</tr>
<tr>
<td>Risk importance</td>
<td>Perceived importance of the negative consequences of the mispurchase</td>
</tr>
</tbody>
</table>

Source: Laurent and Kapferer (1985)

Different types of consumer involvement: based on different purposes, involvement can be classified into three groups such as product involvement, purchase involvement, and advertising involvement. In order to understand the difference between these involvements better, there are 3 kinds of other involvements including situational involvement, enduring involvement and respond involvement. (Lin & Chien, 2006)

Product involvement: Tayebjee (1979) describes it as the stability of opinion regarding the product level. Cushing and Douglas-Tate (1985) defined it as how a product fits a person’s life. They believed that product involvement is a kind of Importance for person. (Chung & Zhao, 2003) Researchers who have studied consumer’s behavior, considered involvement to be crucially important. Studies conducted in this regard have shown that this type of involvement can have a significant influence on the decision-making process for the product, the time that consumer looks for information, consumers preferences and attitudes concerning the product, consumer’s perception regarding alternatives in the same product category and brand loyalty. (Harari & Hornic, 2010)
Purchase involvement: it is one of the crucial issues in consumer’s behavior literature because it can be a vital conciliator in consumer’s behavior. It is profoundly impressive on the consumer’s assessment process regarding specific goals. Researchers have done their best to define and describe purchase involvement (Lakshmi, 2011) and it was conceptualized and expanded by Park and Mittal (1985) and Mittal (1989). It is generally categorized as situational involvement. It shows the mental state of the person in a temporary notice to the stimulus. (Warnick & Bojanic, 2010) Purchase involvement is a level of interest and attention to the purchase process that is stimulated due to a person’s need to a specific purpose. (Hawkins et.al, 2007)

Advertising involvement: Krugman (1985) said that advertising involvement is the level perception or the reaction of consumer’s involvement after receiving advertising information based on consumer’s attention to the advertising information. (Lin & chen, 2006)

Situational Involvement: it indicates a temporary interest or a relation with a target which is stimulated by a specific cause such as a perceived risk. The basic feature of this kind of involvement is the representation of a mental state and lack of cognitive elements such as values and needs. (Michaelidou & Dibb, 2006) This kind of involvement is created when the emphasis of personal attachment is on the condition. In contrast to enduring involvement, the situational involvement is extrinsically stimulating rather than intrinsically. (Huang, 2006)

Enduring Involvement: Richins & Bloch (1976) claimed that enduring involvement is a high level of involvement which indicates consumer’s tendency to product. This kind of involvement does not depend on the purchaser’s condition, the meaningfulness of the product for him and the pleasure of purchasing the product. It necessitates more enduring tendencies to the product and accompanies special products. (Ghafelabashi et.al, 2011)

Respond Involvement: this involvement is created based on a combination of situational and enduring involvement. Huoston and Routschild (1985) considered this kind of involvement as a
third type involvement and defined it as the complexity or extent of the cognitive and behavioral process which chart the consumer’s overall processes of decision making. (Heidarzadeh & Taghipourin, 2012)

This involvement depends on the complexity of information and decision making subject by the consumer. (Moven & Minor, 1998)

Purchase Decision: the phrase “consumer’s decision”, envisages a person in the mind who is carefully analyzing the features of products, trademarks or services and tries, by using logical methods, to choose a choice that can satisfy the recognized need with the least expenses. (Hawkins et.al, 2007) According to the definition of Schiffman & Kanuk (2004) decision making is a way of choosing between two or more possible options when a person has a choice between purchasing or not, brand A or brand B or allocating time to do A or B. In this situation, it is said the person is in a position to decide. (Lin & Chen, 2009) To make a decision, a consumer goes through five different stages which include: problem identification, search for data collection, alternative assessment, product decision and post purchase behavior.

Problem recognition: it is the first stage of consumers’ decision making process. It is the achievement of the difference between the desired state and the available state to stimulate, strengthen and enable decision making process. (Hawkins et.al, 2007)

Search for information: when an incentive is created in a consumer, he will search for collecting data from diverse sources. If the collected resources justify his need, he will purchase the product. Otherwise, he will bear the decision in his mind and will intend to collect more information. (Kotler & Armstrong, 2001)

Evaluation of Alternative: in this stage the consumer is comparing the potential choices of solving the purchase problem. Comparing the choices, the consumer will create believes, attitudes and intentions regarding the alternatives under consideration. At this stage, the consumer analyzes the
presence of different features in the choices. Furthermore, he begins to reflect on the importance, advantages or disadvantages of these features. (Moven & Minor, 1998)

Purchase Decision: in the assessment stages of different choices, the consumers classify different brands and the purchase intention is created in his mind.

Post purchase behavior: when the product is purchased, consumers have some expectations of their purchase. The difference between consumer expectation and product performance determines whether the consumer is satisfied or not. If the product is in the expected level or higher, the consumer will be satisfied. If not, the consumer will regret his purchase. (Kotler & Armstrong, 2001)

Different types of consumer decision

Extended decision making: it includes an extensive process of internal and external search for information that will naturally result in a complex assessment of multiple choices and finally even after the purchase a precise assessment will happen. This is a reaction to the high level of involvement in the purchasing process. Then, doubts about the authenticity of a product will form in the person’s mind which will result in a thoroughgoing assessment of the purchase in his mind. (Hawkins et.al, 2007)

Limited decision making: it includes identifying a problem which can have multiple solutions. In this type of decision making, the consumer do an intrinsic and limited extrinsic search for information. Some of the choices are assessed from limited aspects and finally after the purchase and product usage, a limited assessment will be done on it. (Hawkins et.al, 2007)

Decision making based on brand loyalty: when the choice is repetitive, the consumer had learned from the previous experiences and with a bit of decision making or even without it, he will purchase a brand that he is most satisfied with. This loyalty to the brand is the result of permanent satisfaction and huge commitment to a special brand. Thus, the consumer will purchase the
product with minimum reflection due to his previous satisfaction or due to a specific issue and he is committed to that brand. (Assael, 1998)

Routine decision making: assessment and data collection is done in extended and limited decision making. However, most of the decisions are done routinely. Choosing these types of product is usually done automatically and with the least amount of effort and without awareness of the usual features of the product. Purchase based on the repetitions and custom provides the consumer’s with the opportunity to use the least amount of energy for the purchase decision of these products. (Solomon, 1999)

It must be taken into account that the purchase decision of a consumer for a product will not remain fixed necessarily. For example if a regular purchase decision can not satisfy a person, the consumer must use limited or extended decision for choosing brand. Moreover, when a person, at the beginning, is using extended decision making for purchasing a product, he may use limited or repetitive decisions in the following purchases.

**Decision making in high involvement level**

If a person has a high level involvement in the first purchase of a product “extended problem solving” is the proper sequence of decision making because information is presented by a logical sequence. It is believed when a person is totally involved with a purchase; he will pass through a process which is drawn in the following table. When people are involved with a high level involvement, they will apprehend a higher level of risk and will be concerned about the intended purchase. The main element in these sequences is extended data collection and an attitude will be created before a commitment or intention to try the product is created. If the quality of the product is satisfying, trial behavior will be followed. Moreover, long term behavior which is the target of all marketing activities is created only if the grantee and quality of the product is combined together to satisfy the expectation of a person which is created due to the data collection. Data collection is a noteworthy part in the high level involvement decisions. As people
are motivated, data is actively searched for, processed and assessed and most of the mass media resources, verbal communications and selling relations will be searched for as well. (Fill, 1999)

**Fig 1: Decision making in high involvement level**

![Decision making process diagram](image_url)

Source: Fill (1999)

Decision making in low involvement level

If a person has a low-level of involvement in the first purchase of a product, "solving limited problem," is a proper decision process and the information will be processed with purchase condition passively and unintentionally due to personal relations and low apprehended risk. It is perceived that people who are in the condition of low-level involvement decision will go through the following drawn path. Relationships can help to make consciousness in the decision making process in low-level consciousness. However, when people have a passive role for problem solving, the messages should contain lower and shorter information than high level-involvement. In this condition, repetition of the message is important because the receiver has not a lot of information to keep and maintain and his conceptual choice process filters low-level information. Learning happens by being exposed to repetitive messages but in this part of the process, the attitude is not formed. When there is a little involvement, each person relies on intrinsic search
mechanisms more than extrinsic search mechanisms which are created generally by sales section performances. (Fill, 1999)

Fig 2: Decision making in low involvement level

![Diagram showing the decision making process in low involvement level](source)

Source: Fill (1999)

Conceptual Model of research

![Conceptual model of research](source)

Fig 3: Conceptual model of investigation according to Laurant & Kapferer (1985), Kotler & Armstrong (2001)

Research hypothesis
1. There is a significant relationship between Consumer involvement and Purchase decision of cell phone.
2. There is a significant relationship between interest and Purchase decision of cell phone.
3. There is a significant relationship between pleasure and Purchase decision of cell phone.
4. There is a significant relationship between Sign Value and Purchase decision of cell phone.
5. There is a significant relationship between Risk probability and Purchase decision of cell phone.
6. There is a significant relationship between Risk importance and Purchase decision of cell phone.

Methodology

The present study is Descriptive (survey-correlation). The population was the students of Azad University of Sanandaj branch and the sampling method is stratified random. 372 people were chosen as a sample. In addition to descriptive statistics, in order to test the hypothesis of the study, Pearson correlation analysis, one way ANOVA, T-test and structural equation modeling were used.

Research Instruments

For data collection questionnaire was used. In order to assess consumer’s involvement, consumer’s involvement profile (CIP) which was developed by Laurent and Kapferer (1985) with 16 statements was used. Five point likert scale ranging from completely disagree (1) to completely agree (5) was used to assess the questionnaire. To evaluate purchase decision another questionnaire with 17 statements was developed. To assess the questions 5 point likert scale ranging from very unimportant (1) to very important (5) was used. In order to determine the reliability of the questionnaire, the questionnaire was confirmed by experts and to determine the validity, 40 questionnaires were distributed among the statistical sample and Cronbach Alfa Coefficient was taken.
Data analysis

Pearson's correlation coefficient test is used for hypothesis test and the obtained results are shown in table 3:

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Pearson correlation</th>
<th>sig</th>
<th>N</th>
<th>Confirmation or refusal of a hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a significant relationship between Consumer involvement and Purchase decision of cell phone.</td>
<td>0.687</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
<tr>
<td>There is a significant relationship between interest and Purchase decision of cell phone.</td>
<td>0.464</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
<tr>
<td>There is a significant relationship between Pleasure and Purchase decision of cell phone.</td>
<td>0.452</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
<tr>
<td>There is a significant relationship between Sign Value and Purchase decision of cell phone.</td>
<td>0.536</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
<tr>
<td>There is a significant relationship between Risk probability and Purchase decision of cell phone.</td>
<td>0.386</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
<tr>
<td>There is a significant relationship between Risk importance and Purchase decision of cell phone.</td>
<td>0.446</td>
<td>0.000</td>
<td>372</td>
<td>Confirmation</td>
</tr>
</tbody>
</table>

As shown, there is a meaningful relation between consumer involvement and its dimensions with purchase decision.

Structural equation modeling was selected as the most appropriate method of analysis. The main advantages of this method include simultaneous estimation of multiple and interrelated dependency relationships, representing an unobservable (latent) concept, and accounting for measurement error in the estimation process (Heidarzadeh et al., 2011).

In the meaningful model research, there are six hidden variables including interest, pleasure, sign, risk probability, risk importance and purchase decision. In this part, we will study precision of measurement models with its special index, relation with t-value and the cohesion amount. After modeling the first question, which is whether the measurement model is a suitable one (correctness of the model) to investigate this case, we use a special index including the ratio of $\chi^2$ to free degree that should be lower than the allowance amount, which is 3. The root mean square error of approximation (RMSEA), which has an allowance lower than 0.08, and $p$ that should be lower than 0.05, goodness of fit index and the adjustment one should be higher than 0.9 due to the present index Table 4. In fact we can say that the
research model has a suitable fitness. The observed indices, when compared with the desired values according to a fitted model, show an appropriate fit for the model. In the next step, we must test the significance of the figures obtained from the model. The significance model shown in Figure 4. In this case, significant coefficient more than 1.96 and less than -1.96 indicate suitable fitness. In the significance model, all the relations are significant. In the next stage using the model in standard form, we can investigate the hypothesis results and the line coefficient. The model is as shown in Figure 5.

Table 4. Fit index.

<table>
<thead>
<tr>
<th>Index</th>
<th>Allowance range</th>
<th>The obtained figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>P-value</td>
<td>$P &lt; 0.05$</td>
<td>0.000</td>
</tr>
<tr>
<td>$\chi^2 / df$</td>
<td>$\chi^2 / df&lt;3$</td>
<td>2.353</td>
</tr>
<tr>
<td>RMSEA</td>
<td>$0 \leq RMSEA \leq 0.05$</td>
<td>0.026</td>
</tr>
<tr>
<td>GFI</td>
<td>$0.95 \leq GFI \leq 1$</td>
<td>0.92</td>
</tr>
<tr>
<td>AGFI</td>
<td>$0.9 \leq AGFI \leq 1$</td>
<td>0.91</td>
</tr>
</tbody>
</table>

Figure 4. The structural model (Significance Form)
Discussion and Results

The problem that companies are facing is not the lack of product but lack of customer. Hence, customer recognition and consumer behavior apprehension is significant but not easy. To understand consumer’s behavior, understanding the structure of consumer’s involvement is crucially important and mostly this phrase is used to understand consumer’s behavior related to a specific subject. Most of the researchers consider this variable as the most important variable in marketing literature and especially in the marketing research due to the high value of prediction in purchasing behavior.

Involvement will create interest or attachment to the product which will lead to the tendency of the customer to collect and interpret data for the current or future decision making. The goal of this study was to analyze the relationship between consumer’s involvement and cell phone purchase decision making. The results of the data analysis confirmed all of the hypotheses of the study. In other words, there is a meaningful relationship between aspects of consumer involvement: interest in the product, pleasure based value, sign value, risk probability and risk importance.
The result of the study indicates a significant statistical relationship between consumer’s involvement and purchase decision. As a result, consumer’s involvement must be taken into account by marketers who want to increase their profit by boosting consumers’ purchasing tendency and purchasing behavior as well. As pleasure-based value is one of the significant factors of purchase decision and it has a close relationship with interest and importance related to the product. Therefore, marketers had to have a better recognition of the emotional, interesting and pleasure-based needs of consumers. It seems that using intriguing advertisements (based on the pleasurable feature of the product) to stimulate affections and emotions could be useful to attract new consumers who are on the increase nowadays. Furthermore, since sign value is another notable factor of purchase decision, marketing managers should conduct more studies on sign value of products and try to know the personal image of the target consumer to adapt their brands or symbols with the personal image of the consumers and create a strong personality for their own brand, because stronger symbols create a stronger image of themselves which consumers can make them a base for their purchases.

Hence, using this parameter in determining the position of the brand and planning common activities can be very effective. The results of the study indicated that the two aspects of the apprehended risk are the impressive factors on the cell phone purchase decision of consumers.

Thus, active marketers of this field had to take effective measures while identifying effective factors of understanding risk and the negative consequences from the consumer's viewpoint and try to minimize them. Marketers must consider that due to the fast pace of growing technology, the fierce competition among the available brands in the market, the replication possibility of the most of the exterior features in electronic gadgets such as cell phone, most of the consumers believe that most of the brands and models in the market can satisfy their functional needs. Thus, the functional risk of these kinds of products has reduced. In contrast understanding the social and psychological differences and emotional risk among the available brands is more important.
The issue that to decrease apprehended risk, consumers refer to those brands that they had positive experience with formerly, should be taken into account. Hence, marketers should try to create, maintain and boost positive images of their brands by emphasizing the significant features. Therefore, they can not only make their own products stand out among their competitors, but also decrease the apprehended risk of products and increase the satisfaction and loyalty of consumers.

In addition, enduring and transparent communication with consumers to increase their level of trust and emphasizing the stability of the provided service, attempting to create and increase verbal advertisement are the other effective strategies in this regard.

This study, like any other one, had some limitations including the followings: firstly, using different levels of product was not possible due to the increase in the number of questions and volume of the questionnaire. Hence, the application of the results of the study to other levels of the product is not possible.

Moreover, since the target populations of the study were university students, the results of the study cannot be applied to other cell phone purchasers. Furthermore, it is recommended to the future researchers, as the target population of this study was homogenous, educated and young students, to choose their population more inhomogeneous. In addition, the future researchers can select and analyze their products with high-level involvement and low-level involvement in one level of product. Besides, future researches can analyze why some people have high-level involvement with some of the products whereas others have low-level involvement. It is also recommended to conduct another study on products with low level of involvement to create a base for comparison and achieving more precise results. Last but not least, since most of the conducted researches regarding involvement are about consumer goods. It is recommended to do another study on services.
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