

Doctor of Philosophy Dissertation

**Reconceptualising and Reconstructing Consumer
Involvement:
Modeling Involvement in a Nomological Network of
Relevant Constructs**

Casting the net wider or just fishing around

Volume I

Aron O’Cass

Bachelor of Commerce (Majoring in Marketing) Griffith University

Master of Business (Majoring in Marketing) Queensland University of Technology

February 1998

**A thesis submitted for the degree of Doctor of Philosophy of the
University of New England**

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I certify that the substance of this thesis has not already been submitted for any degree and is not currently being submitted for any other degree or qualification.

I certify that any help received in preparing this thesis, and all sources used, have been acknowledged in this thesis.

Aron O'Cass

A handwritten signature in black ink that reads "Aron O'Cass". The signature is written in a cursive style with a large, sweeping initial 'A'.

Date: 11-2-98

Abstract

The research reported herein concerns a specific stream of research within the general domain of consumer behaviour. The dissertation attempts to reconceptualise the construct of involvement and develop an instrument to measure consumers involvement.

Largely, the significance of this dissertation rests in the development and presentation of a comprehensive model for the conceptualisation and analysis of involvement and key individual variables that act as antecedents to involvement and consequences of it. The study focuses on the philosophical and practical questions of involvement's content, nature and the direction and strength of its relationship with theoretically important constructs. It fundamentally asks the question: how should the construct of involvement be conceptualised and operationalised, and what is the relationship between involvement and self-image product-image congruency, consumer values, product knowledge/expertise, consumer confidence and consumption consequences.

The methodology is based on the development and administration of a survey questionnaire. A mail survey was sent to a random sample of 900 students at an Australian University. The primary analytic procedure for the study was structural equation modeling using the computer program AMOS. The results of the research indicate significant support for the theoretical propositions developed in this study. The theoretical formulations of product involvement, purchase decision involvement, communications involvement and consumption involvement were strongly supported. Further, the introduction of consumer involvement as a second-order factor for the four forms of involvement proved significant. Nomological validity between involvement, values systems, product knowledge, consumer confidence, consumption consequences and self-image product-image congruency was established. A number of theoretical and managerial implications for marketers are identified and discussed.

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I dedicate this dissertation to the late Dr. Bert Cunnington, who while serving as my first supervisor provided much insight into the true meaning of a Ph.D. and always encouraged me and had faith in me. A true gentlemen and friend, who won't be forgotten.

Volume I Table of Contents

Certification	i
Abstract	ii
Acknowledgments	iii
Chapter 1 Introduction to the Research	
1. Introduction	1
1.1 Background to the literature	2
1.2 Research objectives	6
1.3 Importance, justification & significance of the study	8
1.4 Methodology	10
1.5 Organisation of the study	11
1.6 Terminology	13
1.7 Limitations and key assumptions	14
1.8 Conclusion	14
Chapter 2 Content Analysis of Involvement Literature	
2. Introduction	16
2.1 Methodology for the classification	17
2.2 Research on Involvement	18
2.2.1 Publications	19
2.2.2 Nature of publications	20
2.2.3 Methodologies employed	23
2.2.4 Products	31
2.2.5 Countries where studies were performed	34
2.2.6 Conceptual definitions	35
2.3 Discussion	36
Chapter 3 Analysis and Review of Involvement Literature	
3. Introduction	40
3.1 Introduction to involvement	42
3.1.1 Conceptual examination of involvement	45
3.2 Definitions of involvement	50
3.2.1 Involvement as a product defined construct	51
3.3 Involvement as a consumer focused construct	54
3.3.1 Cognitive definitions of involvement	54
3.3.2 State Definitions of involvement	61
3.3.3 Response definitions of involvement	69
3.4 Discussion	79
3.4.1 Summary of the definitions of involvement	85
3.5 Conclusions	88
3.6 Attempting to reformulate and reconstruct involvement	90
3.6.1 Theory development in this study	96
3.6.2 Involvement focus in consumer behaviour	97

3.6.3 Benefits obtained from the approach to involvement presented here	101
3.7 Conclusions for the theoretical propositions presented on involvement	102
3.8 Conclusion	104

Chapter 4 Analysis & Review of variables Being Modeled with Consumer Involvement: Establishing the Nomological Net

4. Introduction	106
4.1 Introduction to consumer values	107
4.1.1 Global values	107
4.1.2 Values orientations	109
4.1.3 List of values theory and measure	112
4.1.4 Concluding remarks on global values	114
4.2 Materialistic values	115
4.2.1 Materialistic values measurement and scales	116
4.3 Specific consumption values	118
4.4 Synthesizing values: The values system approach	121
4.4.1 Acquiring values and expectations	125
4.5 Self-image product-image congruency	126
4.6 Product knowledge and expertise	132
4.7 Consumer confidence	134
4.8 Consumption consequences	136
4.9 Concluding statements on the elaboration of the nomological network	138

Chapter 5 Research Objectives & Hypothesised Models

5.1 Introduction	141
5.2 Research objectives	142
5.3 Hypothesised models	145
5.3.1 Hypothesised intermediate and full model descriptions	147
5.4 Summary	155

Chapter 6 Data Gathering Methods

6. Introduction	156
6.1 Introduction to the research plan & procedures	157
6.2 Instrument development: Design rationale & stages	158
6.2.1 Step 1: Preliminary decisions	162
6.2.2 Step 2: Question content: Generation of item pool	162
6.2.3 Generation of items from the literature and in-depth interviews	163
6.2.4 Expert judges assessment number 1	165
6.2.5 Expert judges assessment number 2	166
6.3 Step 3: Question phrasing	166
6.4 Step 4: Response format: number of scale points chosen	167
6.5 Step 5: Question sequence	168
6.6 Step 6: Questionnaire layout	169
6.7 Step 7: Pretest and revise: Final retained items for pretest	169

6.7.1 Discussion of pretest: Pretest analysis outcomes	170
6.7.2 Summary	173
6.8 Discussion of final questionnaire content	175
6.9 Empirical stage 2: Data collection procedures for the main study	179
6.9.1 Sample selection procedure	179
6.9.2 Survey administration method	180
6.9.3 Product selection criteria and procedures	182
6.10 Summary	183

Chapter 7 Rationale for Data Analysis and Model Testing

7. Introduction	185
7.1 An overview for testing structural equation models	186
7.1.1 Stage 1 Preliminary Analyses	187
7.2. Sample size	191
7.2.1 Congeneric theory	192
7.2.2 Calculation of lambda and theta values	194
7.2.3 Congeneric modeling benefits	195
7.3 Processes adopted in this study	198
7.3.1 Step 1: Develop a theoretically based model	199
7.3.2 Step 2: Construct a path diagram	200
7.3.3 Step 3: Convert path diagram into structural equations and specify measurement model. Constructing the congeneric models	200
7.3.4 Step 4: Choose the input matrix type & estimate the proposed model	200
7.3.5 Step 5: Evaluate the global fit of the model	201
7.3.5.1 Discussion of model fit measures	202
7.3.5.2 Chi-square test	202
7.3.5.3 Chi-square/degrees of freedom Ratio (χ^2/df)	203
7.3.5.4 Root mean square error of approximation (RMSEA)	203
7.3.5.5 Root mean square residual	203
7.3.5.6 Goodness-of-fit Index	203
7.3.5.7 Adjusted goodness-of-fit index	203
7.3.5.8 Tucker-Lewis index	204
7.3.5.9 Normed fit index	204
7.3.5.10 Parsimonious normed fit index	204
7.3.5.11 Parsimonious goodness-of-fit index	204
7.3.5.12 Akaike information criterion	205
7.3.5.13 Relative fit index	205
7.3.5.14 Incremental fit index	205
7.3.5.15 Comparative fit index	205
7.3.5.16 Noncentrality parameter	205
7.3.5.17 Scaled noncentrality parameter	206
7.3.5.18 Expected cross validation index	206
7.3.5.19 Evaluation of the specific paths & robustness of the models	207
7.3.5.20 Bootstrapped standard errors	208
7.3.5.21 Bootstrapped confidence intervals	208

7.3.5.22 Bollen-Stine bootstrapping	208
7.3.6 Step 6: Interpret and modify if necessary the model	209
7.4 Conclusion to rationale and background to analysis	209

Chapter 8 Preliminary Results

8. Introduction	211
8.1 Preliminary analysis	212
8.2 Preliminary results of initial analysis	213
8.2.1 Global values (LOV)	214
8.2.2 Materialistic values	217
8.2.3 Consumer confidence	220
8.2.4 Consumption consequences by type	221
8.2.5 Consumption consequences by number	222
8.2.6 Consumption values	223
8.2.7 Consumer product knowledge and expertise	226
8.2.8 Self-image product-image congruency	227
8.2.9 Product involvement	228
8.2.10 Purchase decision involvement	230
8.2.11 Consumption involvement	232
8.2.12 Communications involvement	234
8.3 Overview of preliminary stage 1 results	235
8.3.1 Development of the congeneric model	237
8.4 Conclusion to preliminary results	239

Chapter 9 Results of Hypothesised Intermediate and Full Models

9. Introduction	240
9.1 Key data analysis of the main study	240
9.2 Results for hypothesised intermediate models	241
9.2.1 Summary of results for intermediate models	251
9.3 Results for hypothesised full model and competing alternate model and independence model	251
9.3.1 Discussion of hypothesised model figure 5.08 of chapter 5	259
9.4 Discussion and conclusion of results	265
9.4.1 Nomological validity	266
9.4.2 Conclusion	267

Chapter 10 Conclusions and Implications

10. Introduction	270
10.1 Discussion of objectives and findings	271
10.1.1 Discussion of research objectives	272
10.1.2 Discussion of the hypothesised models	275
10.1.3 The involvement component of the model	275
10.1.4 The values system component of the model	278
10.1.5 The values system-involvement component of the model	279
10.1.6 Consumption consequences	285
10.1.7 Product knowledge and expertise	286

10.1.8	Consumer confidence	287
10.1.9	Self-image product-image congruency	288
10.1.10	Concluding statements on the findings	290
10.2	Evaluation of the involvement-centred theory	292
10.2.1	Metatheoretical evaluation of the theory	292
10.2.2	Discussion of evaluation criteria and outcomes	293
10.3	Implications of the research	302
10.3.1	Implications for theory	302
10.3.2	Implications for practice	303
10.4	Limitations and future research	306
10.4.1	Limitations	306
10.4.2	Future research	307
10.5	Conclusions	308
References		311
Volume II		
Appendices		
Appendix A Questionnaire		340
Appendix B Summary of Preliminary Analysis		360
Appendix C Supplementary Summary of AMOS output of results		421

List of Figures

Figure 1.0	The Justification & Significance of this Study	8
Figure 1.1	Research Process Model	11
Figure 2.1	Trends in Publications	36
Figure 3.1	Ray's Low Involvement Hierarchy	71
Figure 3.2	The Learning Hierarchy	71
Figure 3.3	Calder's Low Involvement Hierarchy	72
Figure 3.4	Finn's Hierarchy of Effects	72
Figure 3.5	Park & Mittal General Hierarchy of Effects Model	72
Figure 3.6	Involvement Input and Object Relationships	84
Figure 3.7	Mapping the Convergence of Consumer Defined Approaches to Involvement	92
Figure 3.8	Commonality of Input and Output on the Cognitive Continuum	93
Figure 3.9	A Synthesised Approach to Involvement in Consumer Behaviour	95
Figure 3.10	Four Forms of Involvement	98
Figure 3.11	Model of Single Definition Suitable for Different Contexts	100
Figure 4.1	Values System Hierarchy	122
Figure 4.2	Self-image Product-image Congruency Framework	131
Figure 5.1	Hypothesised Structure for the Construct of Involvement	147
Figure 5.2	Hypothesised Values System Model	148
Figure 5.3	Hypothesised Relationship Between Involvement and Values System Model	149
Figure 5.4	Hypothesised Relationship Between Involvement and Product Knowledge/expertise Model	150
Figure 5.5	Hypothesised Relationship Between Involvement and Self-image Product-image Congruency	151
Figure 5.6	Hypothesised Relationship Between Involvement and Consumption Consequences	152
Figure 5.7	Hypothesised Relationship Between Involvement and Consumer Confidence	153
Figure 5.8	Hypothesised Complete Model: Nomological Network	154
Figure 5.9	Proposed Alternate Competing Model	155
Figure 6.1	Research Process Model	157
Figure 6.2	Questionnaire Construction Decisions	160
Figure 6.3	Model of Questionnaire Generation and Refinement Process	163
Figure 7.1	Forms of Structural Equation Models	193
Figure 8.1	Congeneric Structural Equation Model Developed to Test Hypothesised Model Figure 5.8	238
Figure 9.1	H1: Model of Involvement Structure	241
Figure 9.2	H2: Model of Values System	242
Figure 9.3	H3: Model of Involvement and Values System	244
Figure 9.4	H4: Model of Involvement & Product Knowledge/expertise	245
Figure 9.5	H5: Model of Involvement & Consumption Consequences as Third Order Factor	247
Figure 9.6	H6: Model of Involvement & Self-image Product-image Congruency	248
Figure 9.7	H7: Model of Involvement & Consumer Confidence	250

Figure 9.8	H9: Alternate Full Model of Involvement & Nomological Network	252
Figure 9.9	H8: Hypothesised Full Model of Involvement & Nomological Network	255
Figure 9.10	Bootstrapped Model of H8	260
Figure 10.1	Values System Influences	279

List of Tables

Table 2.1	Sources Containing Involvement Articles from 1960 to 1997	19
Table 2.2	Basis of Publications found on Involvement	20
Table 2.3	Major Focus of Study	21
Table 2.4	Distribution of Topics on Involvement	22
Table 2.5	Primary Data Collection Methods Used	23
Table 2.6	Major Mode of Inquiry	24
Table 2.7	Sampling Procedure Used	25
Table 2.8	Sampling Sources for Research	26
Table 2.9	Sample Sizes Found in Studies	27
Table 2.10	Analytical Techniques Used in Involvement Studies	29
Table 2.11	Measurement Instruments Developed in Each Decade	30
Table 2.12	Major Instruments Identified by Author	31
Table 2.13	Number of Products Used in Studies	32
Table 2.14	Products Used in Involvement Studies	32
Table 2.15	Countries Used in Empirical Studies	34
Table 2.16	Distinct Definitions Offered on Involvement	36
Table 3.1	Cognitively Based Definitions of Involvement	57
Table 3.2	Individual State Definitions of Involvement	64
Table 3.3	Response Based Definitions of Involvement	73
Table 3.4	Terms Used to Define Involvement	94
Table 4.1	Kahle's List of Values (LOV)	113
Table 6.1	Expert Judging Procedure and Stages	166
Table 6.2	Number of Items for each Construct Represented in the Survey	171
Table 6.3	Evaluation of Pretest Stage Instrument Outcome	172
Table 6.4	Potential Product Sample	182
Table 7.1	Minimum Sample Size Required for ADF Estimation	192
Table 7.2	Steps in Structural Equation Modeling	198
Table 7.3	Fit Measures for Judging the Models	206
Table 8.1	Respondents Profile	213
Table 8.2	Preliminary Analysis Results for Global Values Factor 1	214
Table 8.3	Preliminary Analysis Results for Global Values Factor 2	215
Table 8.4	Preliminary Analysis Results for Global Values Factor 3	216
Table 8.5	Preliminary Analysis Results for Materialism Factor 1	217
Table 8.6	Preliminary Analysis Results for Materialism Factor 2	218
Table 8.7	Preliminary Analysis Results for Materialism Factor 3	219
Table 8.8	Preliminary Analysis Results for Consumer Confidence	220
Table 8.9	Preliminary Analysis Results for Consequences by Type	221
Table 8.10	Preliminary Analysis Results for Consequences by Number	222
Table 8.11	Preliminary Analysis Results for Consumption Values Factor 1	223
Table 8.12	Preliminary Analysis Results for Consumption Values Factor 2	224
Table 8.13	Preliminary Analysis Results for Consumption Values Factor 3	225
Table 8.14	Preliminary Analysis Results for Product Knowledge/expertise	226
Table 8.15	Preliminary Analysis Results for Self-image Product-image Congruency	227
Table 8.16	Preliminary Analysis Results for Product Involvement	228
Table 8.17	Preliminary Analysis Results for Purchase Decision Involvement	230
Table 8.18	Preliminary Analysis Results for Consumption Involvement	232

Table 8.19	Preliminary Analysis Results for Communication Involvement	234
Table 8.20	General Rating Criteria for Evaluating the Involvement Scales	236
Table 8.21	Composite Error Variance and Regression Coefficients	237
Table 9.1	Results of Intermediate Measures of Fit for Model of Consumer Involvement	242
Table 9.2	Results of Intermediate Measures of Fit for Model of Values System	243
Table 9.3	Results of Intermediate Measures of Fit for Model of Consumer Involvement & Values System	244
Table 9.4	Results of Intermediate Measures of Fit for Model of Consumer Involvement & Product Knowledge/expertise	246
Table 9.5	Results of Intermediate Measures of Fit for Model of Consumer involvement & Consumption Consequences	247
Table 9.6	Results of Intermediate Measures of Fit for Model of Consumer Involvement & Self-image Product-image Congruency	249
Table 9.7	Results of Intermediate Measures of Fit for Model of Consumer Involvement & Consumer confidence	250
Table 9.8	Results for Alternate Model Fit Indices	253
Table 9.9	Results for Hypothesised Full Model Fit Indices	256
Table 9.10	Standardised 'P' Values	258
Table 9.11	Bootstrapped Bias Corrected Confidence Intervals for Latent Constructs	261
Table 9.12	Bootstrapped Standardised Beta Weights for Latent Constructs of the Hypothesised Model	263
Table 9.13	Bootstrap Distributions for the Hypothesised Full Model	264
Table 10.1	Summary Evaluation of Metatheoretical Criteria	293